

[about](#)[clients](#)[services](#)[news](#)[blog](#)[contact](#)**More Web 2.0 Resources for:**[Nonprofit Organizations](#)[Higher Education](#)[Small Businesses](#)**1) Use your organization's logo as your profile photo.**

Facebook Pages are the perfect opportunity to further showcase your logo and build brand recognition. When possible, configure your logo image for your Facebook Page so that it is in the shape of a square or at least a full rectangle. Very narrow logos are unreadable in your fan's "My Pages" and are severely cropped when you send "Updates" on Facebook. [\[View Example: Hispanic Scholarship Fund\]](#)

**2) Keep text to a bare minimum.**

Your website is where your fan's will go to read more in-depth information about your organization. On your Facebook Page, keep text to a bare minimum. When editing "Detailed Info" under "Company Overview" enter 1-2 paragraphs about your organization and under "Mission" enter your organization's mission statement. Don't use the products section. If you have an online store, list it under the "Website" category. [\[View Example: The Humane Society of the United States\]](#)

**3) Link to your website, blogs, social networking profiles, etc.**

When editing "Detailed Info", in addition to your website, list links to your organization's profiles on MySpace, YouTube, Change.org, or blogs that your organization maintains. [\[View Example: ACCION International\]](#)

**4) Add the Change.org App.**

The [Change.org App](#) allows you to add "Donate" and "Subscribe to e-Newsletter" buttons, as well any actions your organization has created on Change.org, to your organization's Facebook Page [\[View Example: Harvesters\]](#). If one of your fans on Facebook donates, subscribes, or takes action, you can then download their supporter and donor data through your Nonprofit Admin Account on Change.org [\[Sign up\]](#).

**5) Add the Causes App.**

The [Causes App](#) allows individuals and nonprofits to fundraise for their favorite causes/nonprofit organizations. Many nonprofits on Facebook already have created numerous Causes [\[View Example: National Peace Corps Association\]](#). Since Facebook Pages are compatible with Apps, you should add the Causes App to your Facebook Page in order to centralize the Causes that your organization has created in one place on Facebook.

**6) Add the Notes App.**

This native App of Facebook essentially allows you to run a blog on your Facebook Page. Like a blog, notes are listed chronologically and allow fans to post comments. In addition, new Notes show up in the Mini-Feed on your page. Be sure the drag your Notes section to left of your page so that the first sentence of your Note can be read. [\[View Example: The Sierra Club\]](#)

**7) Add the Static FBML App.**

The [Static FBML App](#) is a simple tool that allows you to add images, links, and tables and forms that are written in html to your Facebook Page. This allows you to use Facebook Pages to drive traffic to your website and recruit online activists and donors. An added bonus feature of this App is that it allows you to customize the title of the box. [\[View Example: Harvesters\]](#) Don't know HTML? View this [HTML Tutorial](#).

**8) Use your Facebook Page to drive traffic to other social networking sites.**

In the era of Web 2.0, at the very least nonprofit organizations should be using [Facebook](#), [Change.org](#), [MySpace](#), and [YouTube](#) in their communications and outreach strategies. Using the [Profile Box App](#), add the Web 2.0 icons below to your organization's Facebook Page and website to drive traffic to your communities on other social networks. [\[View Example: Carolyn's Compassionate Children\]](#)



### 9) Add the YouTube Video Box App.

Since YouTube is one of the most visited websites in the [world](#), add the [YouTube Video Box App](#) to import and display the videos that your organization has already uploaded to YouTube. This will increase the video views on your YouTube Channel as well as increase your [nonprofit rank](#) on YouTube. [[View Example: Harvesters](#)]

### 10) Add the Blog RSS Feed Reader App.

The [Blog RSS Feed Reader App](#) allows your organization's RSS Feed or any other RSS feed to your Facebook Page. The App automatically downloads your most recent blog posts and post them on the right side of your Facebook Page. It's a great way to drive traffic to your blog or website and your blogs also show up in the News Feed on Facebook.

If your organization does not have its own RSS Feed or organizational blog, you can use the [RSS Feed from your MySpace blog](#). [[View Example: DIOSA | Communications](#)]

### 11) Send out one or two Updates per month.

Just like in e-mail marketing, if you send out too many Updates on Facebook to your fans, you run the risk of crossing that thin line of being that "nonprofit that sends out too many updates". The option to "Opt Out" is front and center in your fan's Inbox > Updates and can be done with one simple click. When it comes to online communications, less is more. Just like in e-mail, your fans will opt out less and read your emails more if your organization only sends them out once or twice a month.

The Inbox > Updates is unique on Facebook in that only one Update is displayed no matter how many Updates a nonprofit may have sent out. Still, the total of sent Updates is listed on the right side of your fan's Inbox > Updates. It doesn't look good if your organization has 5-10 Updates listed while others are at one or two. Individuals on Facebook don't check their Updates as often as they do their Inbox, so if they have 5 or 10 waiting it is just too much information to digest. Again, it's a thin line but one or two is a safe bet.

### 12) Link to your website(s) in Updates.

Whether is a link to your website or your organization's [MySpace Profile](#), use Updates to increase traffic to your organization's website, blog, or social networks. **IMPORTANT:** Make sure that you have the "http:/" in front of the website URL [such as <http://www.wildaid.org>] so that the link is automatically hyperlinked in your Update so that individuals can visit the website with one simple click.

### 13) Do not leave your "Cause" donation amount at \$0.

Most people are unwilling to be the first to donate to a [Cause on Facebook](#). To get the donations rolling and add credibility to your Cause, donate \$10, \$25 or even \$50 to your organizations Cause.

### 14) Use contests to increase the activity on your Facebook Page.

Using the Facebook Discussion Board, the [Notes App](#), your website, and/or your blog, hold contests asking people to become a fan, post comments on your wall and/org donate to your Cause/[Change.org social network](#) within a certain time frame and then reward them with a free membership or gift. [[View Example: Catholic Relief Services](#)].

### 15) Thank your donors with Wall Comments!

Web 2.0 donors are a completely breed. They don't want your organization to waste time or resources sending print thank you letters. They much prefer that a staff person at your organization post a thank you comment on their Wall! They will appreciate the public acknowledgement. **PLEASE NOTE:** This is your only option in thanking your donors if you use Causes since the App does not provide the nonprofit the contact information of your donors.

### 16) Ask Staff and Volunteers to "Share" or "Post" your page.

Getting staff and volunteers involved in promoting your Facebook Page is a simple, easy way to grow the number of fans your organization has on Facebook. Send an email to staff and volunteers with a link to your organization's Facebook page, ask them to become a fan, and then request that they 1) invite their Facebook friends to become a fan and 2) that they regularly post your organization's page to their profile through the "Share" function on the right side of your page. Each time they "Post" it shows up in the News Feed under "Posted Items".

### 17) Post a "Discussion" requesting that your fans "Share" your page.

Fans are often very willing to help out your organization by sharing your page. They just need to be asked. Post a discussion on your page entitled "If you have "Shared" our page, please post here!" Knowing that they can then post on the discussion that they have shared your page will give them the extra incentive to do so. Make sure you mention in the discussion that the "Share" function is on the upper right of your page, and that they can either "post" or "Invite" and that both are greatly appreciated.

### 18) Use an Update signature.

Just like an email signature or [MySpace Bulletin Signature](#), have a one or two sentence Update signature that you insert at the bottom of all Updates. Make sure you [link to your website correctly](#) in the Update signature!

### 19) Put a "Donate Now" button on your Facebook Page.

Using the Static FBML App, add a "Donate Now" button to your Facebook Page. Some folks just may not be comfortable donating through the [Causes App](#). Your "Donate Now" can link directly to your donate page on your website. If you don't have a "Donate Now" button, you can sign up for a [free account on Change.org](#) and select one of 10 free "Donate Now" buttons [See the [Change.org FAQ](#)].

### 20) Add the Posted Items App.

Web 2.0 communications really requires a shift in how nonprofit organizations approach online communications and fundraising. It's not about controlling and broadcasting *the message* like in Web 1.0. Web 2.0 is much more open, inclusive, and premised on empowering individuals to participate in your online communities (and hopefully one day fundraise for your organization). Therefore, add the [Posted Items App](#) in order to let individuals post items on your page. The posts might not always be relevant to your organization, but that's not point. The point is building an inclusive, empowered and inspired online community! [[View Example: The National Wildlife Federation](#)]

### 21) Promote your Page on Groups and other Pages

Search for Groups on Facebook related to your organization mission and programs and if they have added the [Posted Items App](#), post your page. To begin, post your page on the [Nonprofit Organizations Facebook Page](#) and the [DIOSA | Communications Facebook Page](#).

### 22) Use the "Favorites" function to build partnerships on Facebook.

Some organization's have numerous Facebook Pages and use the Favorites function to organize them all [[View Exmple: Greenpeace International](#)]. Other organization's use the Favorites function to build relationships with other nonprofits and entities on Facebook [[View Example: The Humane Society of the United States](#)]. One of the most important aspects of Web 2.0 is being friendly and supporting one another online - those that do that well excel in Web 2.0 - and the Favorites function is a simple way to build friendly relationships on Facebook. After you have favorited a page, make sure you post a wall comment on their page letting them know... hopefully they will return the favor!

### 23) Allow your Fans to post photos.

When using the native "Photos" Facebook App, there is an option that allows "Fan Photos". Enable this option so that fans can post photos and be more engaged in your Facebook community. Inappropriate photos can be easily deleted by Admins.

### 24) Post comments on your own wall!

Responding to questions or statements made by your fans on your wall can be responded to with wall comments as well. Most nonprofit pages have very little wall activity, and creating a dialogue of comments on your page's wall often helps get the ball rolling with wall comments. If you are an Admin for the page, first click anywhere on the page so Facebook recognizes your Admin status. That way when you post wall comments they will be from your nonprofit (thus your logo will show up), and not your personal profile on Facebook.

Be sure to [join the discussion](#) on the [DIOSA | Communications Facebook Page](#)!

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