Don’t waste your time posting irrelevant, uninteresting posts on your Facebook page. It doesn’t matter how many fans you have if they aren’t engaged with your page. Fans need to share, like or comment on your content in order for your posts to continue showing in their news feeds. So think about what your department does. That’s why your fans are there!

Our top 10 Facebook Do’s will help you successfully set up your Facebook page and promote your department to your fans.

1 - Vanity.

Claim your page URL. It gives you legitimacy and cleans up your URL for printing purposes. Which do you think looks better: www.facebook.com/umlowell OR www.facebook.com/123a4b56?

2 - Brand Yourself.

Make sure your profile picture and cover photo are the correct dimensions (see our Cheatsheet). Nobody likes to look at stretched, pixelated photos! (See the .psd template files in the toolkit). Fill your albums with great photos, establish your tone and follow your content strategy!

3 - Put It All Out There.

Put other social network links you are part of under your “Website” section. Include Twitter, your website, blog, Pinterest, YouTube, etc. to promote all of your channels. Instead of commas, use a space to include multiple links to other “Websites” you would like to promote.

4 - Find Your Social Leaders.

Who manages your social media? Consider having a trusted student voice help manage your social media. Their insight is invaluable and it will give you a break. It’s easy to tell when someone is burnt out on social media. Don’t bore your audiences! Perhaps designate social media days for people in your office to break up the work.

5 - Use Applications.

Select three apps that will appear next to your “About” section. A few handy ones to know are: Events, Twitter, YouTube and Pinterest.
Top 10 Facebook Do’s

6 - Create Your Strategy.
Consider your audience. What do they want to hear? Make it fun! Post about interesting things related to your field. Rather than pushing events and press releases on your fans 24-7, give them a variety of consistent content so that when you do have information you need them to pay attention to, they will listen. Write down your goals and how you can accomplish them. Create a content schedule and carve out time in your own personal schedule to dedicate to social media. Come up with a flexible weekly schedule of what to post and when. Make sure everyone on your team has this strategy.

7 - Post it.
Now that you have your content strategy, make sure you commit to it! Post to Facebook at least 2-3 times per week.

8 - Cross Promote.
Post content from your website, blog and other web marketing areas as appropriate for communication strategy. “Share” posts from the UMass Lowell Facebook page. Facebook is increasingly becoming a top referrer to University websites, so sharing fresh website content just makes sense!

9 - Engage.
Ask questions! Don’t be alarmed if your question doesn’t receive any feedback. Give it time and try again (but with a different question, of course). Look back at questions you’ve posted in the past to see what generated the most responses and/or most insightful answers. Respond to your fans in a timely manner - especially if they offer feedback or ask a question. In the age of social media, fans expect a quick response. Think of comments as a conversation; keep that conversation going by offering your own replies and insights. Don’t just sit back and wait for comments to pile up. Engage with your audience!

10 - Measure.
Adapt. Evolve. Continually look at your insights and analytics to see what’s working (and what’s not). Tweak your strategy on a semester basis. Don’t be afraid to try new things - but always keep it interesting, informative or funny - and relevant to your department!