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## Connect with your supporters using Facebook

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### Why should you use Facebook?

For non profit organisations, charities and community groups, Facebook is a fantastic **FREE** online social networking tool that enables connections to other organisations and people who may not have previously known about you.

It is a great way of sharing relevant information about your work initiating two way conversations with those you are keen to build relationships with - donors, volunteers, members and other stakeholders.

For organisations who don't have a website, Facebook is a great way of speaking to your online supporters raising your profile and creating an online presence.

Almost **half of the UK** population and nearly 1 in 6 people alive today use Facebook so there is no better time to start getting involved.

### About Facebook

1. Facebook enables you to connect to anyone who share similar interests or activities
2. When you log on to Facebook you will see a stream of updates called a **News Feed** which appears on your **Wall**. By regularly updating your news feed you keep your supporters informed of your latest fund raising events, actions and successes
3. Facebook allows you to create **Fan pages** which are great for updating followers about news and events within your charity. When you update your status on your fan page, it gets posted to all of your fans news feeds
4. Adding a **'Like'** button to your Facebook page encourages users to support your cause, event or project which is then shared with their friends. So it's a really good way of spreading the word
5. Facebook is designed to inspire interaction so ask supporters questions to initiate discussions. This is a great way to get everyone talking about you

6. Facebook allows you to upload photo's, video content, podcasts, interviews, or documents on to your wall which is easily accessible by your supporter. It also means you don't have to spend lots of time and money updating your website
7. Facebook allows you to set up '**groups**' bringing together people with similar interests, this allows you to customise your messages and content. You can also invite new members to your group keeping them up to date with all the latest information
8. Facebook gives you the facility to mark upcoming **events** in the events calendar. You can publish these events on your wall and invite friends to them. You can set your event as a public event allowing anyone to view it and respond or you can restrict invitees

### Before you begin think about ...

1. Why you are there. Is it to recruit volunteers? raise awareness? attract new donors? or cultivate advocates? You won't find success on Facebook if you don't know what you are trying to achieve
2. Making sure you add your [Localgiving.com](http://Localgiving.com) page link so your supporter can click through and donate online. Make it easy for them to donate and constantly remind them
3. Keeping your Facebook page active ensuring your audience is engaged so share photos, video's, website links and engaging success stories on a regular basis
4. Start discussions; inspire your supporters to talk to you sharing your link with their friends. Always respond to posts and comments
5. Making it fun and worthwhile so your supporter will look forward to reading your next update
6. Keep it human, it's better to see a smiling face promoting a successful fund raising event as opposed to wordy text. Visuals are key to bringing your organisation to life
7. Keep it honest, admit mistakes and celebrate successes but above all don't be scared to share your story. This is what your supporters are interested in and this will keep them returning

8. How you are going to let your supporters know you have a Facebook page so make sure the facebook logo is on all communication media



### To create a Facebook page simply:

- Click on the following link <https://www.facebook.com/pages/create.php>
- Click on the company, organisation or Institution section
- Click on community organisation or non profit organisation and add your organisations name
- Tick that you agree to the T's and C's
- Now you can upload your logo or photo, input information about your work and give your Facebook page a website address
- Then follow the instructions as it takes you through the different sections

**Don't forget to visit us at** <https://www.facebook.com/pages/Slough-CVS/123039844432134>

### We look forward to becoming your fan on Facebook and sharing your news

To find out how Facebook can form part of your online marketing strategy please contact **Carol Strachan** – Donor Marketing Officer Slough CVS on 01753 524176.