The Good, The Bad and the Ugly of Facebook

Tips and Examples to Keep Your Fans Liking You!
Getting the Like
Watch the popular pages
Who has the fans?

Over a million
More Fans
Over 100,000

World Wildlife Fund
Non-Profit Organization
513,446 like this
1,850 were here

The Sierra Club
Non-Profit Organization
136,068 like this

Monterey Bay Aquarium
Zoo/Aquarium
140,521 like this
232,431 were here

National Park Service
Government Organization
118,839 like this
Growing Locally

[Images and text of various locations and organizations, such as Yosemite National Park, California State Parks, Santa Monica Mountains National Recreation Area, California State Railroad Museum, Baldwin Hills Scenic Overlook, Old Town San Diego State Historic Park, Santa Monica Mountains Natural History Association, and California State Park Rangers Association.]
• Watch others
• Note popular posts
• Like others
• Get the word out
Be Provocative
Make them want to know more
Visual Interest
Pictures say a thousand words
Share the Special Things that Happen

Cute & Fuzzy
Yosemite National Park
Do you know what animal this is? (Hint: it is native to Yosemite!)

It was caught by a camera set up near a road culvert on the Wawona Road to see if animals are using culverts to cross (under) roads.

Yosemite Trivia

Yesterday at 5:43pm ·

198 · 238

Santa Monica Mountains National Recreation Area
We are finalizing our next issue of the Outdoors. Which cover would you pick? - Ranger Mike

Nov 20 2:59 PM

48 comments · 5 people

Santa Monica Mountains National Recreation Area
This is a really cool shot, John. It's great that you included the flower in this photo because Variable Checkerspots (Euphydryas calcedona) are known for liking the Monkey Flower and others of the Figwort family. Great way to identify what it is. - Ranger Mike

Apr 23, 2011 · Like

Write a comment...
Be Organized

Plan content, be relevant, thematic and accurate
Be thematic
- Post life is 3 hours
- Find your pages optimal posting frequency
- Avoid annoying fans
- 2 to 3 post a day is realistic, once is good
- Correct urban myths or inaccuracies
Monitor your site

- Computer
- Smart phone
- Email alerts
- Schedule staff
- Commit

Actively Manage
Monitor your site
Privacy
Administrator security
Manage Permissions

Edit Page

Moderation Blocklist: Blubber, BBQ, Eat, Feast, Roast, Fried

Profanity Blocklist: Strong

Delete Page: Delete Earth Day Whale Fest

Posting Ability:
- People can write or post content on the wall
- People can add photos and videos
- People can add tags to photos by Earth Day Whale Fest

Moderation Blocklist
You can add comma-separated keywords to the "Moderation Blocklist". When users include blacklisted keywords in a post and or a comment on your Page, the content will be automatically marked as spam. More information can be found here:
http://www.facebook.com/help/?faq=19793

Save Changes  Cancel  Okay
Keep Current
Subscribe, follow and keep up
Be a lifelong learner

Follow blogs, pages and feeds
• Timeline
• Cover Photo
• The Photo Strip

Update to New Features
Be active or you may not like the changes
• Make it a page
• Timeline
• Add username to URL
• Be professional
• Organize tabs & apps
• Learn Facebook
• Advertise your page

A Few Basics
Make it better
Wrap up
Remember this
• Watch the popular pages
• Be provocative
• Be organized
• Edit Permissions & Privacy
• Keep current

Facebook can be Good
If you make it good
Be Good

Your fans will appreciate it!