

# Promoting Your Yearbook on Facebook

## Quick Start Guide

This guide will help you set up a Facebook page to promote your yearbook and provide information and tips to keep your page successful.

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Note: Facebook functionality is subject to change and may not be reflected in this guide.



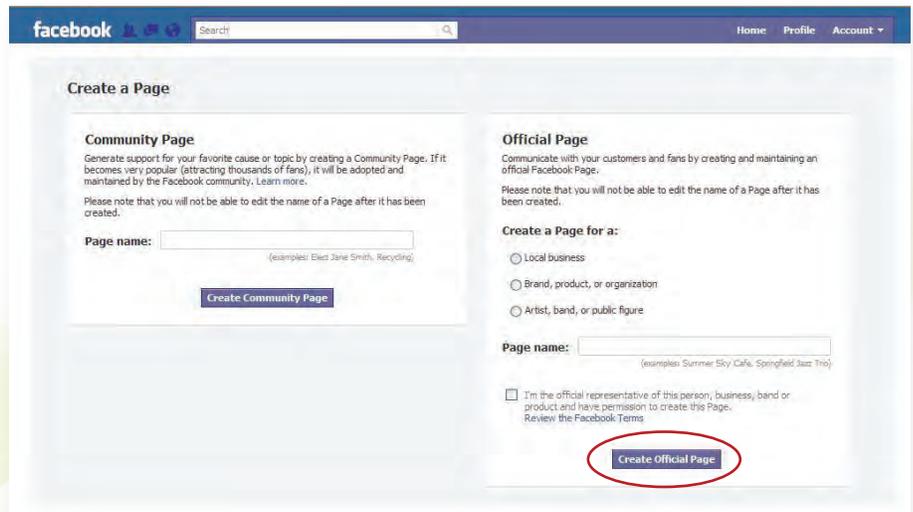
# Creating Your Page

Connect with students, parents and school staff to create excitement for your yearbook. Use your Facebook page to:

- Promote your yearbook
- Communicate important yearbook information
- Collect feedback from students, parents and school faculty to improve your yearbook

## Create Your Page

1. Go to **Ads and Pages** on the left side of your screen.
2. Click **Create Page**.
3. Choose **Official Page** as Brand Product or organization.
4. Name your page something specific and easy to remember and spell, such as East High Yearbooks.
5. Complete the **Info Section**. Provide a general overview about your school yearbook, class or club, and where you are located. Include your school's website.
6. Click **Create Official Page**.



When naming your page, use a few important keywords (like your school name and yearbook) and avoid abbreviations. Keywords make your page easy to find for potential fans using Internet search engines.

## Invite Admins

Admins are people who can edit the Facebook page. Select a few people you would trust to edit content and help you update and maintain the site.

1. On your main page, select **Add Admins**.
2. Find a friend using their email address or select an existing Facebook friend to select.
3. After you've made your selections click **Add Admins**.

*Facebook Tip: An editorial schedule will help you keep track of who is in charge of updating the site. Assigning everyone days to update and maintain the site will hold Admins accountable and make sure the site is up to date. For more information on updating the page, see page 4.*

# Using Facebook Features

Your page allows you to post information and pictures, create events and polls and communicate with your "fans." For more information on using features like photos, videos and polls, see *Advanced Guide*.

## Post to the Wall

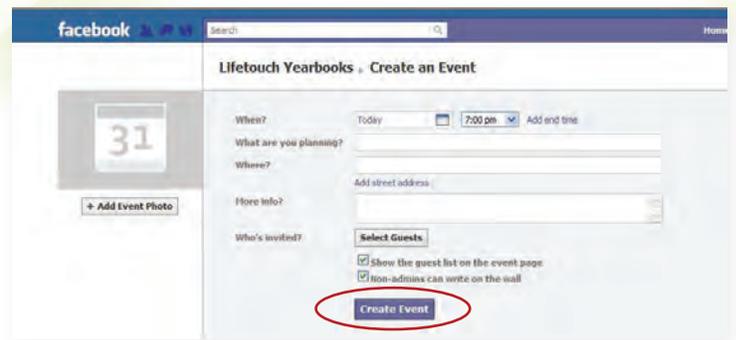
Posting is how you directly communicate with fans. If you have information to share, post it and all of your fans will see it when they visit your page. Many may also see your post on their Facebook News Feed.

1. Type your post into the *What's on your mind?* box at the top of your page.
2. Click Share.



## Create a New Event

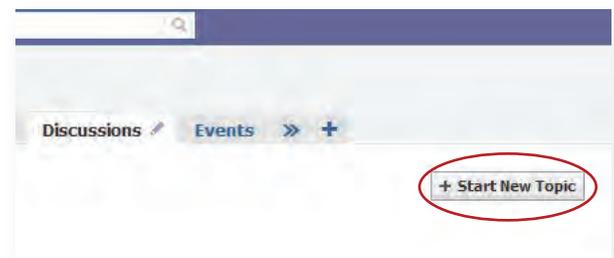
1. Go to the **Events** tab on the top of your screen.
2. Click **Create a New Event**.
3. Enter important information about the event.
4. Invite friends to the event. Publish so it shows up on your wall and fans can easily see it.



## Create a Discussion Board

Use a discussion board to gather feedback from fans on specific topics in one easily accessible place.

1. Go to the **Discussions** tab.
2. Click **Start New Topic**.
3. Type in a topic and a question or statement that fans can respond to.
4. Click **Post New Topic**.



*Facebook Tip:* Once your page has 25 fans, you may change your page link from the random numbers to a personalized URL, such as [www.facebook.com/easthighyearbooks](http://www.facebook.com/easthighyearbooks). To do this, visit [www.facebook.com/username](http://www.facebook.com/username). Once you have completed these steps, you can direct your prospective fans right to your personalized URL and easily include your Facebook link in emails and flyers.

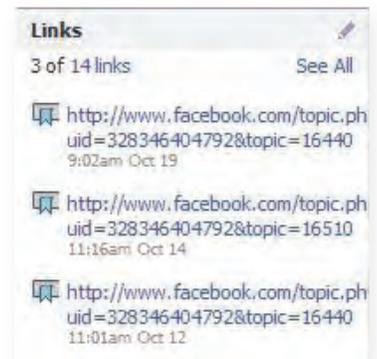
# Making Connections

Use your staff to reach out to students, faculty and parents. The more “fans” you have, the more students, parents and school staff you can reach. With more fans, yearbook information spreads faster and easier.



## Steps to Increase Your Fan Base

1. Encourage your yearbook staff to invite their friends and ask their friends to invite others too.
2. Set goals for increasing the number of fans and interactions the whole team can aim to achieve. Reward everyone when those goals are met.
3. Link to important websites, such as [yearbooks.lifetouch.com](http://yearbooks.lifetouch.com), your school's website or any websites that are associated with the school (i.e. clubs, classes, teams, etc.) *For strategic information about gaining support of school administrators and putting links to Facebook on school pages, see the Advanced Guide.*
4. See if any clubs, teams, or student organizations have pages or websites and find out if they would be willing to exchange links.
5. Put a Facebook icon or the link to your Facebook page on any communication to potential fans (flyers, reminders, posters, emails). Get your Facebook staff involved to come up with other creative places to put the Facebook link.



**Facebook Tip:** Try to connect with some involved school staff members and parents to see if they would be willing to “like” the yearbook page and pass the suggestion along to other parents or school staff members they know.

# Site Maintenance

Having a page is great, but it is also important to stay up to date. This keeps “fans” engaged in the page and checking back.



## Steps to Keep Your Page Up and Running

1. **Select a Facebook editor.** This person will be responsible for the page and updating the page frequently. It can be anyone from your yearbook staff. It's probably best to select someone who loves social media and has a good understanding of it. Your Facebook editor can also be in charge of creating a schedule for the site to get everyone involved, if that is how you want to organize your staff.
2. **Update your page several times a week to keep your Fans coming back.**
3. **Don't post more than once a day.** This may overwhelm your fans and they may “unlike” your page. If you notice the number of fans starting to drop, it may be a sign that you are posting too often or that your posts are not relevant or valuable. If this happens, look through your posts to try to determine the cause and share what you discover with your admins.
4. **Make your page an important source of information.** When things change, put it on the Facebook page. This will help fans see your page as a legitimate source for information.
5. **Keep updates fun, friendly, and informative.** Asking questions that won't necessarily be in the yearbook still keeps people entertained and thinking about what they like about the school and yearbook.
6. **Post content that your fans will be interested in,** such as: Where is your favorite place to eat in the cafeteria? Why?

*Facebook Tip: Keep posts interactive and often. This keeps your page's updates on your Fans' Home Pages.*