Facebook Best Practices for Community Action Agencies

NYSCAA
New York State Community Action Association
Helping People. Changing Lives.

Introduction

Facebook is a free, invaluable, social media tool for nonprofits and organizations, including Community Action Agencies. Many organizations use Facebook to conduct outreach, share information, establish partnerships, and gain support. The following guide provides information on the benefits of utilizing Facebook, the benefits of a Facebook account, and how to maintain your webpage.

What are the benefits of a Facebook account?

Facebook offers a variety of benefits to nonprofit organizations, including:

► The ability to connect with MANY users – there are over 400 million Facebook users around the world;

► The chance to increase your outreach efforts and gain support – Facebook users who like your organization or agency will suggest it to their friends;

► Opportunities to spread the word about upcoming events or new program services;

► A new and different way of communicating with people, including different demographics.

Take Advantage of Community Action Month!

► The month of May is designated as Community Action Month (CAM). Take advantage of this fantastic opportunity to to share your stories, promote your work, emphasize your impact, and shout your successes. More CAM resources can be found online at https://communityactionpartnership.com/community-action-month/

## Best Practices

Build Your Awareness

As Facebook continues to grow, a nonprofit Facebook page ensures that users will be able to find your organization. A page will allow your agency to connect with your supporters and your program participants. It will also give your agency a further opportunity to spread the word about the benefits of Community Action.

Promote Your Events

Facebook's event tools are robust. While it does not offer ticket sales functionality, free events can be a good way to track attendance. In order to be effective, a Community Action Agency must have a large group of local supporters who have already become fans of their Facebook page.

Drive Traffic to Your Page
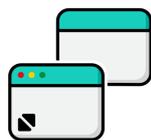
Current research suggests that Facebook users are becoming more comfortable leaving the confines of the site to read links, information, and articles. Community Action Agencies can take advantage of this flexibility by creating updates that feature links back to their website. Maintaining an active presence online is and will continue to be an essential component of marketing and communications strategy.

Drive Conversation and Feedback

Given Facebook's comment features, its users are comfortable and willing to provide feedback on an agency's updates. Fostering conversations through open-ended questions and updates is a key way to keep your Facebook fans engaged with your agency. Being social is about two-way communication, so get to know your supporters by conversing with them.

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Best Practices

Use the Correct Tone

Facebook users are comfortable with their friends, who often share the details of their day-to-day lives. As a Community Action Agency it is important to strike a balance on Facebook, maintaining a professional standard while creating a warm and conversational tone. Updates to fan pages should be brief, open-ended, and written in a way that spurs online discussion. Asking questions, referencing current events, and linking back to your agency's website will help your fans stay engaged.

Promote Fundraising

Facebook allows 501(c) (3) organizations to create a "Facebook Cause" which will allow fans to solicit donations from their friends on behalf of organizations they support. If you do ask for donations, link to information about what your agency is doing, and tie your posts to topical events. People tend to log on to social media for a fun break, so do not use social media channels as primary fundraising tools. Get your community engaged; show the results of the donations you have collected through photos and posts.

Sources:

NASCSP - https://nascsp.org/facebook/, Non-Profit Guide for Using Facebook

Community Action Partnership - 2019 Social Media Webinar

Facebook - https://www.facebook.com/facebookmedia/blog/tips-for-causes-and-nonprofits