



WHERE LEADERS ARE MADE

LEADERSHIP AND COMMUNICATION *Expo*

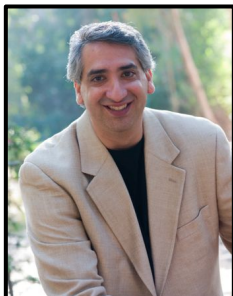
Saturday, January 26, 2013

A community service hosted by District 5 Toastmasters International

The Rock Church at Liberty Station – San Diego, CA

Facebook for Fun and Profit

Learn how to post relevant and compelling content to maintain and increase your business or club's membership.



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Notes

Nothing is particularly hard if you divide into small jobs. – Henry Ford

Next Steps

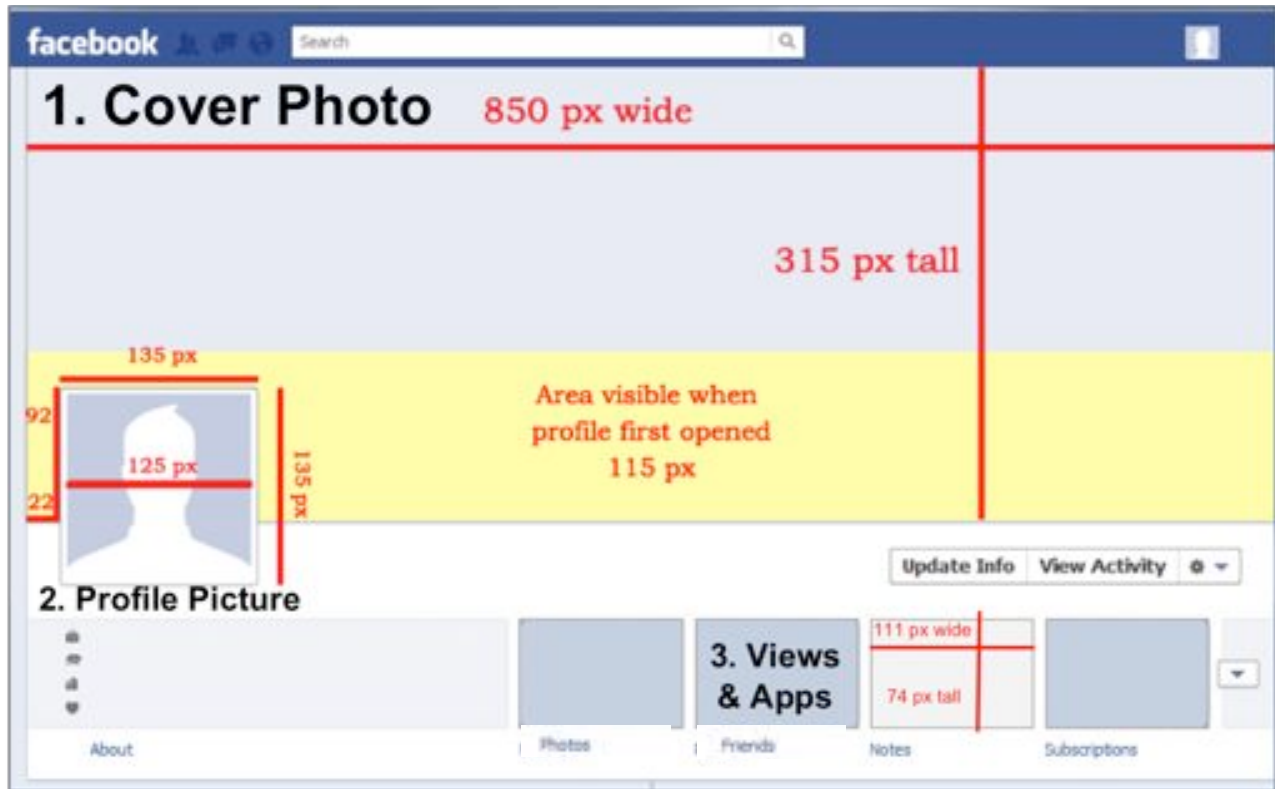
In 24 hours I will do . . .

1. _____
2. _____
3. _____

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Finish short-term tasks to achieve long term goals. – Michael Varma

Facebook Timeline – “Above the Fold”



1. Cover Photo

- Cover photo dimensions are 851 x 315 pixels (11.35 x 4.2 inches).
- Fastest and quality loading pictures are PNG files under 100 kbs.
- Images are public and must follow all copyright laws.¹

2. Profile Picture (Brand Identification)

- Profile photo dimensions are 180 x 180 pixels (2.4 x 2.4 inches).²
- Thumbnail image will appear in news feed stories, ads, comments, etc.
- Choose your picture wisely – maybe your business logo.

3. Views and Apps

- Button dimensions are 111 x 74 pixels (1.48 x 0.99 inches).
- Customize images for easy navigation.
- Post a maximum of 12 views or apps (“Photos” app always appear first).

¹ Legal stuff at https://www.facebook.com/page_guidelines.php

² Profile pictures can take up to 180 x 180 pixels but will display 135 x 135 pixels.

“Above the Fold” – Cover Photo



“Contents” – Views and Apps

“Below the Fold” – The Wall or Newsfeed



What Engages Viewers?



F



A



C



E



S

Public Relations

Q: What's the main difference between ADVERTISING and PUBLICITY?

A: You **PAY** for advertising.
You **PRAY** for publicity



“Publicity has at least 10 times the power of advertising.”

October 2012 Forbes Magazine



Publicize Your Event

1. _____
2. _____
3. _____

Successful Facebook Action Plan

1. Meet with Club members

- Determine Facebook goals
- Determine how often to post
- Assign several administrators
- _____
- _____



2. Design your Facebook site

- Choose a Cover Photo
- Choose a Profile Picture
- Choose and organize Views and Apps
- _____
- _____



3. Post compelling content (repeat)

- Photo and brief succinct message
- Use the built-in Facebook Events tab
- Share posts via email or other social networks
- _____
- _____






Assume everyone can see what you put on Facebook.

Facebook (and website) Suggestions Guide

CONTENT - 65%


1. Promotion (20%)

- Welcome/Introduction 
- Basic Club Description (WIIFM) 
- Upcoming Events 

2. Education (20%)

- Process/What to Expect
- Materials/Articles
- Goals/Objectives

3. Member Information (25%)

- Calendar/Schedule
- Member Achievements
- Successes Inside/Outside of Club 

PRESENTATION - 35%

4. Navigation and Organization (20%)

- Easy to Find What You Need
- Logical Structure
- Clearly Defined Categories

5. Page Design/Layout (10%)

- Appropriate Graphics
- Easy-to-scan Contents (Layout)
- Toastmasters International Logos


6. Administrative Content (5%)

- Spelling/Grammar/Punctuation
- Webmaster E-mail Address
- Copyright Notices

Technical Tips

- Post quality before quantity
- Upload pictures of FACES revealing
 - Fun
 - Action
 - Character
 - Emotion
 - Success
- Fast loading (<100 kb) quality PGN files
- Embed/Link to Videos
 - <http://youtu.be/iKC0kUb2Lu0>
 - <http://vimeo.com/22414259>

Excellent Examples

- Award Winning Facebook Sites 
 - ✓ [facebook.com/SmedleyClub1](https://www.facebook.com/SmedleyClub1)
 - ✓ [facebook.com/TustinIrvineJazzercise](https://www.facebook.com/TustinIrvineJazzercise)

Award Winning Google Sites

- ✓ [BergenMeisters.org](https://www.BergenMeisters.org)
- ✓ [SmedlyClub1.org](https://www.SmedlyClub1.org)



Resources

- www.GCFLearnFree.org
- www.LYNDA.com