

# Fine-tuning Facebook for Libraries



---

---

---

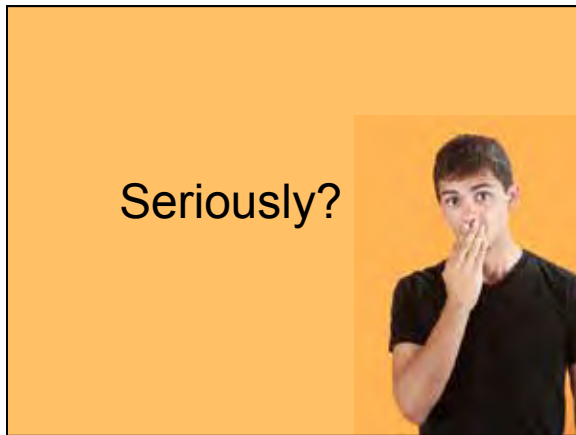
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries




---

---

---

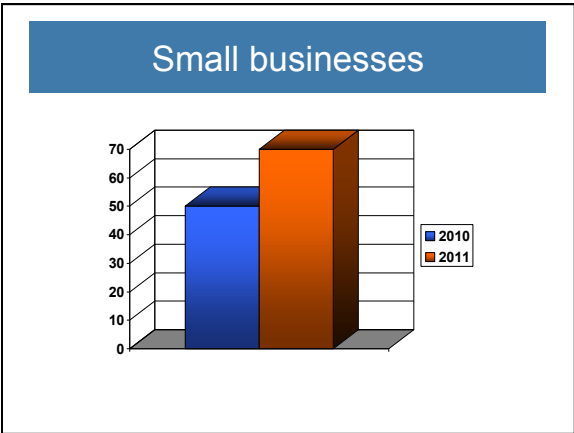
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

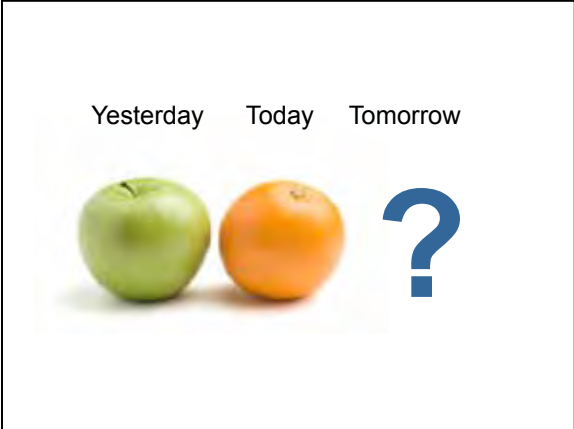
---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries




---

---

---

---

---

---

---

---

Profile	Page
Has friends	Has fans (likes)
Can only go up to 5K friends	No limit on "likes"
No analytics	Has Insights
Harder to promote	Widgets available
ILLEGAL	Legal

---

---

---

---

---

---

---

---




---

---

---

---

---

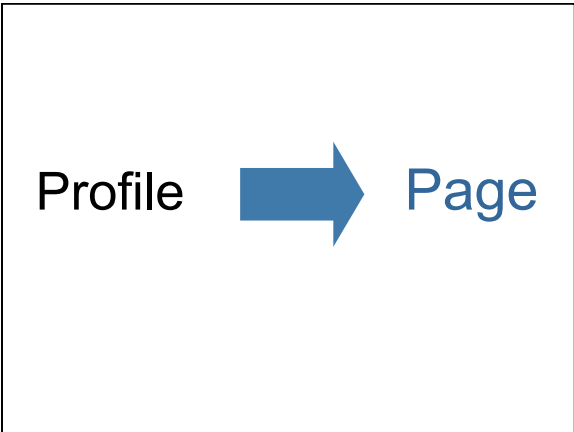
---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries




---

---

---

---

---

---

---

---




---

---

---

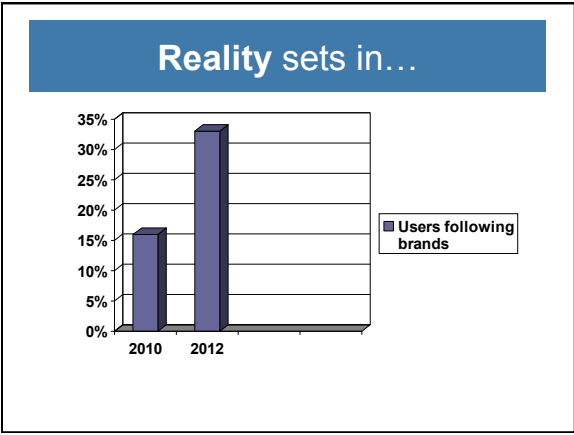
---

---

---

---

---




---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries

**Vanity URL**

<https://www.facebook.com/oplin.org#!/pages/Your-Public-Library/173841629326038>

versus

<http://www.facebook.com/oplin.org>

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries




---

---

---

---

---

---

---

---

## Admin roles

What do these settings do? (where applicable, check one when they're all done at once)

	Manager	Content Curator	Moderator	Advertiser	Posting Privileges
Manage Admin Roles	✓				
Post the Page as Admin	✓	✓			
Create Posts on the Page	✓	✓			
Respond to wall posts, comments	✓	✓	✓		
Send Messages on the Page	✓	✓	✓		
Upload Ads	✓	✓	✓	✓	
View Insights	✓	✓	✓	✓	✓

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries

## Scheduling posts




---

---

---

---

---

---

---

---

## What about Questions?




---

---

---

---

---

---

---

---

## What about custom landing pages?




---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries

## What's new in Timeline?



---

---

---

---

---

---

---

---

## Timeline apps



---

---

---

---

---

---

---

---

## Pinning & highlighting



---

---

---

---

---

---

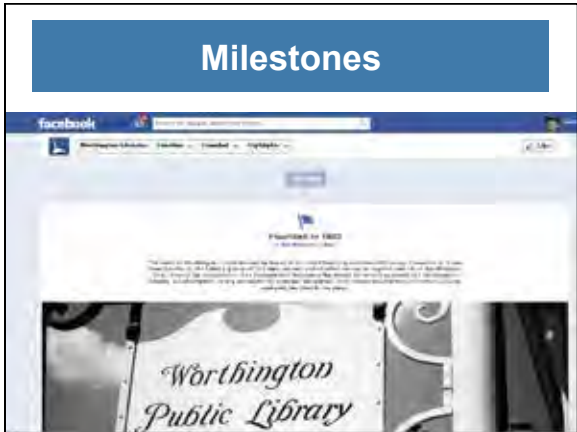
---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.



# Fine-tuning Facebook for Libraries




---

---

---

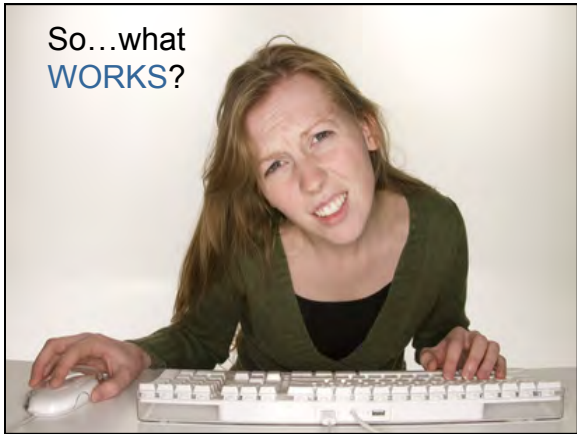
---

---

---

---

---




---

---

---

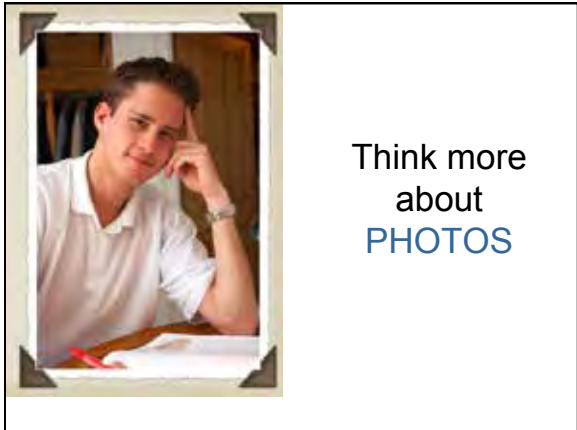
---

---

---

---

---




---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries




---

---

---

---

---

---

---

---




---

---

---

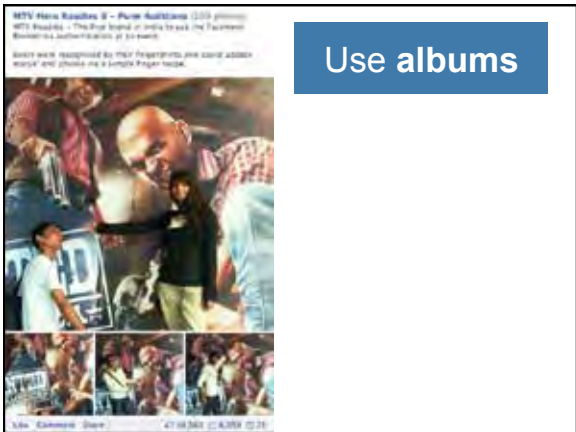
---

---

---

---

---




---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries



---

---

---

---

---

---

---



---

---

---

---

---

---

---



---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries

## Focus on visual content




---

---

---

---

---

---

---

---

## Change it up




---

---

---

---

---

---

---

---

## Thank one fan in a really BIG way




---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries



Don't be afraid  
of memes



---

---

---


---

---

---

---

---



Promote  
**outside**  
of  
Facebook

---

---

---

---

---

---

---

---

Things that DON'T work

- Automating posts
- Video/photo contest
- "Like" blocking
- Splitting locations

---

---

---

---

---

---


---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries

**Working with Facebook Insights**




---

---

---

---

---

---

---

---

**Insights overview**




---

---

---

---

---

---

---

---

**Insights by post**



Post ID	Post Text	Reach	Engagement Rate	Linking to this Post	Reactions
1010101	Post text 1	100	5%	1	100
1010102	Post text 2	200	10%	2	200
1010103	Post text 3	300	15%	3	300
1010104	Post text 4	400	20%	4	400

---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries




---

---

---

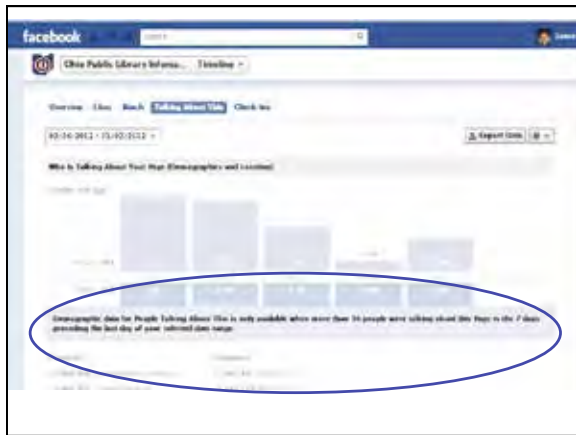
---

---

---

---

---




---

---

---

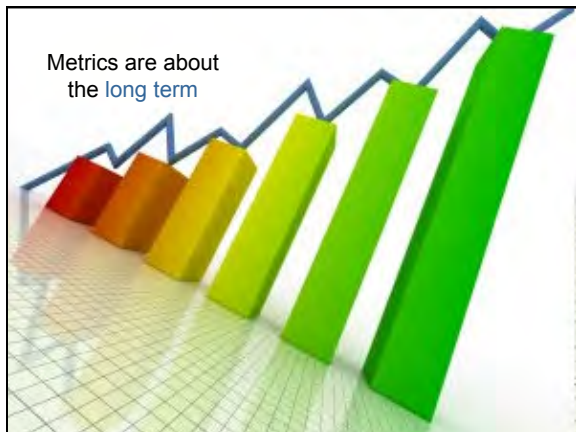
---

---

---

---

---




---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.



# Fine-tuning Facebook for Libraries




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries




---

---

---

---

---

---

---

---




---

---

---

---







---


---

---

---

**Stalk me here**

-  <http://www.twitter.com/laurasolomon>
-  <http://www.facebook.com/laurasolomon>
-  <http://www.linkedin.com/in/laurasolomon>
-  [laura@designfortheittleguy.com](mailto:laura@designfortheittleguy.com)
-  <http://www.meanlaura.com>
-  <http://www.slideshare.net/laurasolomon>

Thank you! 

---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.

# Fine-tuning Facebook for Libraries



---

---

---

---

---

---

---

---

This material has been created for the Infopeople Project [infopeople.org], and has been supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.