

# Facebook

FOR  
COM DEPARTMENTS



**Workbook**



# GETTING STARTED WITH FACEBOOK FOR COLLEGE DEPARTMENTS

Before creating and launching your department Facebook page, we hope that you will take the time to complete this workbook to help develop your Facebook strategy. The questions will guide you toward developing content that is informative and engaging.

## SETTING GOALS

Determine what you hope to get from your page.

### Set Three Goals

Examples:

- I want to promote department events and classes
- I want to be able to share images and videos of what's going on in the department
- I want to get feedback and generate conversations

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# AUDIENCE

Since maintaining a Facebook page requires a time commitment, and we are always dealing with limited resources, time should be spent creating content for your specific audience. This exercise asks that you create three personas. A persona is a character with traits similar to the audience you are trying to reach. Think about what your target audience likes and needs.

**Develop three personas that you would like to connect with through your Facebook page.**

Examples:

- Current student that after taking a few classes might be interested in changing their major or exploring a different career path.
- A prospective student that is unsure they would fit in at College of Marin.
- An international student that is looking at college options to determine if the move would benefit them.

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# REACHING YOUR AUDIENCE

After determining your core audience, how do you reach them?

**Make a list of the top three methods you can use to announce that you have launched your Facebook page.**

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# WHAT IS IMPORTANT TO YOUR AUDIENCE?

When you tell people you have launched a Facebook page and ask them to like it, most will oblige. It is easier to get likes than to keep them. Creating content that is of value to your audience is critical to maintaining a successful page. Will people keep reading what you post?

**For each of the personas you created, list three broad topic descriptions that would keep them coming back to your page.**

Examples:

- Local, national, and/or international news that is relevant department
- Tips for success
- Resources related to the department objectives

Keep in mind that none of these examples were specifically about the department itself. People are more likely to come back for information they enjoy reading about and engaging with.

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# AUDIENCE ACTIONS

Now that you have defined your audience and what's important to them, what do you want them to do next?

**Create three calls to action for your audience.**

Examples:

- Sign up for a class
- Share your content on their page
- Say they will attend an event you have posted

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# DESCRIBE YOUR DEPARTMENT

Part of building your Facebook page includes describing what you do. In a few sentences, create a description of your department.

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# KEYWORDS

Help people find your page when searching. Choose three words to describe your page:

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Putting in the effort upfront to define your goals, audience, and what's important to them will get you well on your way to connecting with your audience by developing informative and engaging content.



# QUICK IDEAS FOR FACEBOOK POSTS

## What's going on?

- Behind-the-scenes photos or footage
- Share testimonials or success stories; text, photo, video
- Show off what you're doing
- Introduce your faculty with a brief bio
- Share the latest department or program news
- Encourage your faculty to guest post

## Events

- Create and share invitations to your events
- Post and share pictures of your events

## Educate, share information, and cross post

- Post reminders of important dates (academic calendar)
- Promote your programs or classes
- Share helpful resources that relate to your program(s)
- Statistics or data - share new, relevant industry statistics
- Ask similar Facebook pages to share your posts
- Share on-campus events and news posted on the College's official Facebook page
- Share news that strikes a common interest
- Share research related to your industry
- Link to press coverage related to your program(s)
- Promote industry-related events

## Brag

- Share feedback, reviews, press releases, featured editorials, etc.
- Share your awards

## Create Engagement

- Create a survey
- Hold a giveaway  
e.g. photo submissions, ask followers to comment to enter

## Filler

- Inspirational quotes
- Share a favorite book
- Share random tips
- Share inspirational YouTube videos
- Wish your followers happy holidays



Resources:

[www.marin.edu/socialmedia/](http://www.marin.edu/socialmedia/)

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