

Doors Open Days

get into buildings!

Social Media Guides



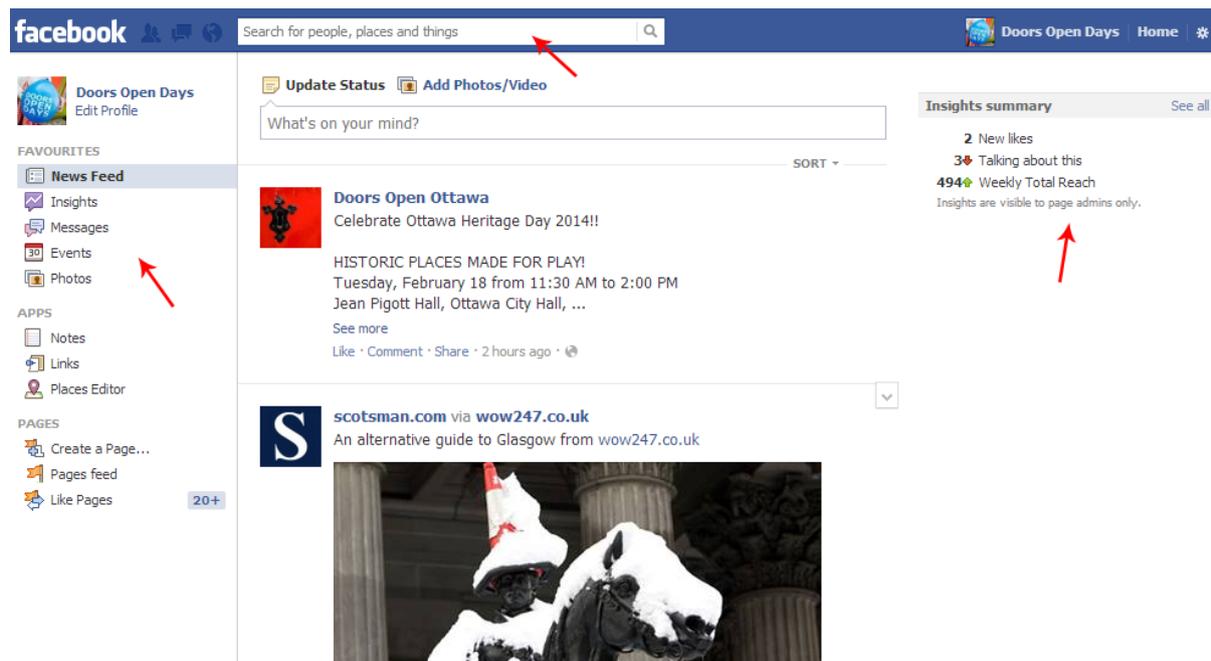
Guide to Facebook

Facebook (<http://facebook.com>) is a social media platform which allows you to engage with followers, post updates and photos, create events and distribute news about your organisation. Facebook is great for sharing photos as well as text-based updates and links to external websites. This guide will give you an introduction to using Facebook. Topics covered:

- [Getting Started](#)
- [Writing Posts](#)
- [Uploading Photos](#)
- [Likes, Shares, Comments and Messages](#)
- [General Tips](#)

Getting Started

Once you have created your Facebook Page (make sure it is a “Page” rather than a personal account when setting it up), you can then “Like” the Facebook Pages of other relevant organisations. Just type their name in the search bar at the top of the page to find the relevant page. Once you have liked a page, their updates will be displayed in your **News Feed**. Your homepage will look something like this:



The centre column displays everyone’s updates. The left column has links to different sections of your account, such as **Messages**, **Photos** and **Events**. The right column has a short summary of your insights i.e. how many people have liked your page/shared your page recently.

Click on your profile picture/name in the left column to view your Facebook Page. At the top of the page is the **Admin Panel**. This can only be viewed by you, and users visiting your page will not see this information.

The screenshot shows the Facebook Admin Panel interface. At the top, there is a blue navigation bar with the Facebook logo, a search bar, and notification icons. Below this is the 'Admin Panel' header with buttons for 'Edit page', 'Build Audience', 'See Insights', 'Help', and 'Hide'. The main content area is divided into 'Posts · Notifications' and 'Messages'. The 'Posts · Notifications' section shows a table of recent posts with columns for 'Post', 'Total Reach', 'Paid Reach', and 'Promotion'. The 'Messages' section shows a list of recent private messages. At the bottom, there are sections for 'Get More Likes', 'Pages to Watch', and 'Page Tips'.

Post	Total Reach [?]	Paid Reach [?]	Promotion
Have you heard about Derelict Glasgow...	78	--	Boost Post
Don't forget to get your My Place Phot...	68	--	Boost Post
*COMPETITION DEADLINE EXTENDED ...	197	--	Boost Post
The Scottish Civic Trust My Place Photo...	240	--	Boost Post
A fantastic opportunity to get involved ...	143	--	Boost Post

The blue menu bar at the top will show you if you have any new notifications. The icons will turn red to show your new likes, new messages, or new notifications. Underneath this you will find the menu to help customise your page. Click on **Edit Page** to update your information. You can use **Build Audience** to send a message to your email contacts notifying them of your new Facebook Page. **See Insights** will take you to the page which shows more detailed statistics about your page.

In the main section of the **Admin Panel**, you will see **Posts/Notifications** which gives you a quick overview of the stats of recent posts, and **Messages** which shows your most recent private messages.

As you scroll down the page, you will come to the main section of your profile which is the same as what other Facebook users will see. At the top is your profile information, with **Profile Picture**, **Cover Photo**, **Photos**, **Likes**, **Events** and more. All of these can be edited to suit your organisation's needs; just click on each section and use the **Edit** button to customise.

Underneath this is your **Feed**, which shows all of your updates as well as updates from people who have left a comment on your page, or shared your update on their own page.

At the top right of your **Feed** is the **Status Update** box where you can write your updates to be published on your Facebook page. This will be covered in more detail in the next section of the guide.

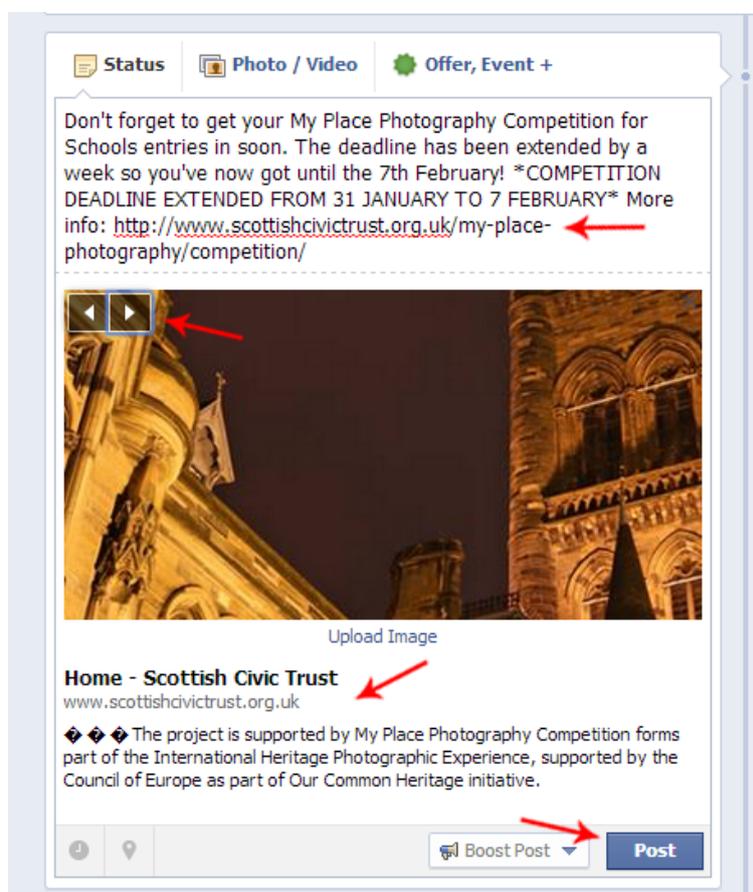
The screenshot shows the Facebook page for 'Doors Open Days'. At the top, there is a search bar and navigation tabs for 'Doors Open Days', 'Timeline', and 'Recent'. Below this is a cover photo of a person holding a blue balloon with 'DOORS OPEN DAYS' written on it. The page name 'Doors Open Days' is displayed with a 4.5-star rating (12 ratings) and 3,477 likes. A red arrow points to the 'Like' count. Below the name are tabs for 'About', 'Photos', 'Likes', 'Map', and 'Events'. The 'About' tab is selected, showing the organization's description: 'Charity Organisation · Event. Free access to hundreds of buildings around Scotland every September. Some open up just once a year, some just once in a lifetime...'. Below this are more tabs for 'About', 'Photos', 'Likes', 'Map', and 'Events'. A 'Highlights' dropdown menu is visible. The main content area has a 'Status' tab selected, with a text input field containing 'What have you been up to?'. A red arrow points to this input field. Below the input field is a post from 'Doors Open Days' that says 'Doors Open Days shared a link'. A red arrow points to this post. On the right side, there is a 'Reviews' section with a 'See All' link. A red arrow points to the 'See All' link. Below the 'Reviews' section is a review by 'Geoff Crolley' with a 4.5-star rating and a description of a pool. A red arrow points to the review text.

Writing Posts

To compose a post, click in the **Status Update** box and begin typing your message. Facebook updates have a limit of **2000 characters** so it's important to keep them concise, but you can go into more detail than on some other platforms (e.g. Twitter which allows only 140 characters).



Be sure to include a link to your website or blog (or another website if it is relevant to your tweet) where users can find out more information about the topic. Not only will this encourage users to visit your website, but it also means you can go into more detail about the topic which you may not have had room for within your Facebook update. To add a link, just type or copy and paste the link into the box. Facebook will automatically generate a hyperlink and a preview of the web page you have linked to.

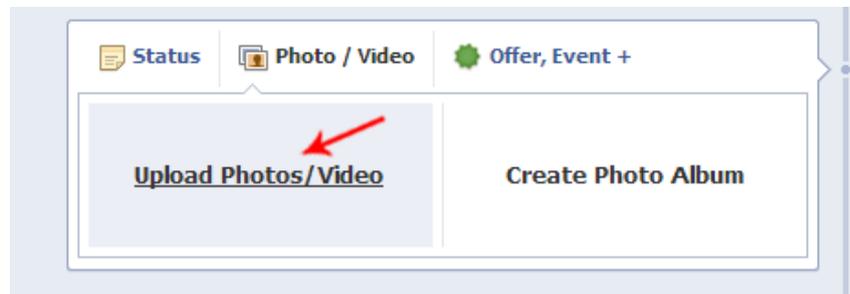


Use the arrows on top of the picture to choose the preview image for the post. If the page you are linking to doesn't have any images on it, you can upload an image for the update from your computer using the **Upload Image** button. Below the image is the **Title** of the webpage, the **URL** of the webpage, and a short **Blurb** taken from the webpage. You can edit these or delete them, depending whether they are relevant to the rest of your update. Just click on each section of text to highlight and edit them.

Once you are happy with your update, click the **Post** button and it will be published to your **Feed**. Anyone who has liked your page, or is viewing your page, will now be able to see your update.

Uploading Photos

If you want to upload a single photo to your **Feed**, this can be done in a similar way to the status updates mentioned above. Click in the **Status Update** box, but this time select **Photo/Video** from the menu at the top. Then click on **Upload Photos/Video** and select the image you would like to use.



A preview of your photo will be shown, and above that you can type a caption to go along with the photo. Once you are happy with the photo and text, click the **Post** button to publish it to your **Feed**.



If you want to upload several photos which can be grouped together, you may want to upload them in a **Photo Album** rather than in individual updates. Follow the steps above to open the **Photo/Video** section, but this time select **Create Photo Album**. Select the photos you would like to use (hold down the **ctrl** key and click at the same time to select multiple photos).

The photo album editor will then appear, and you can add extra information to make the photos more meaningful. Give a **Title** to the album, and write a short blurb about what the album contains in the **Description** section. If the photos were taken at a particular place or venue, you can use the **Where Were These Taken** section to let people know.

The photos themselves will then appear below once they have uploaded; give them a **Caption** to describe what the photo is showing. If you want to add more photos to your album, click the **Add More Photos** button until you have uploaded all the photos you need. Once you are happy, click the

Post Photos button. Unlike status/photo updates, photo albums can be edited at any time if you wish to add in more photos at a later date.

DOD Aberdeen ←

Where were these taken? Add Date

Order by Date Taken

Photos from Aberdeen's Doors Open Days 2013

Stained Glass Window, St Nicholas Kirk

Town House Ceiling

View from Macduff War Memorial

+ Add more photos High Quality Cancel **Post photos**

When posting photos to Facebook (as well as all other social media platforms) make sure you have permission to use the photo if it was not taken by you. Always include copyright information where necessary.

Likes, Shares, Comments and Messages

If a Facebook user has enjoyed your update or photo, they can **Like** it to show their support. If a user thinks their own friends/followers would be interested in your update they can **Share** it so it appears on their own Feed. This means people who are not already following your page will also see your post. If a user has a question about your update or would like to add more information to the topic, they can leave a **Comment**. Underneath each of your updates are the **Like, Share** and **Comment** buttons, and the thumbs up, speech bubble and notepad icons show the number of users who have engaged with your update.

You can **Like, Share** and **Comment** on the updates of other Facebook users, as well as reply to comments on your own updates. It's a good idea to reply to comments as soon as possible, especially if the user has asked a question, so you can engage with your audience and provide useful information for your followers.



You can also send **Messages** on Facebook. **Comments** are public and can be viewed by any Facebook user, whereas **Messages** are private and can only be viewed by you and the recipient of the message. To view your inbox click on **See All** in the **Messages** section of the **Admin Panel** (right at the top of the page). This kind of message is particularly useful when discussing topics which have not yet been made public, are of a sensitive or personal nature, or when you are attempting to resolve a particular issue with a customer.

General Tips

Make sure your tone of voice is quite chatty and informal on Facebook. Keep things professional and relevant, but ensure you come across as friendly, approachable and engaging. Try to use proper spelling and grammar as much as possible, but some abbreviations and informal language is fine. Use common sense to determine what is appropriate for your audience – avoid swearing or talking about your personal life!

Try to include a “call to action” in all your updates to make sure your followers engage with your Facebook page. Ask them questions which will prompt replies, encourage them to subscribe to your mailing list/visit your website/enter your competition etc. Make sure updates ask your followers to “do” something, rather than just being a statement.

Engage with your followers by liking and replying to their comments. Social media is great for connecting with your audience in a slightly more informal setting, and it allows almost instant replies to questions or queries.