

ClubsOnline Quick Reference Guide – Facebook

Top 5 Checklist		Remember	
<div><input type="checkbox"/> Club has a social media policy</div> <div><input type="checkbox"/> Facebook is online and tested</div> <div><input type="checkbox"/> Link Facebook to club website</div> <div><input type="checkbox"/> Club page is targeted to correct audience</div> <div><input type="checkbox"/> The person responsible for the club Facebook page is: _____</div>		<div><div>• Pages are for clubs or businesses.</div><div>• Profiles are people</div><div>• Security settings have been applied</div><div>• Privacy settings have been applied</div><div>• Create a positive image of your club</div></div>	
Do's		Don'ts	
<div><div>• Plan your Club page</div><div>• Monitor fan posts</div><div>• Reply to comments especially if they are questions</div><div>• Post club information legally and responsibly</div></div>		<div><div>• Create a personal profile for your club</div><div>• Post personal messages</div><div>• Post photos of people without their permission</div></div>	
Handy Links		Terminology	
<div><div>• Facebook Help Centre www.facebook.com/help</div><div>• Facebook Page Help Centre www.facebook.com/help/pages</div><div>• Facebook for NonProfits http://www.connectingup.org/learn/articles/facebook-101-nonprofits-basic-tips-and-guidelines</div></div>		<div><div>• Fan - Facebook users who choose to follow an organisation's page</div><div>• News feed - Feed of content posted to a Facebook Wall;</div><div>• Page - official presence for clubs to share information and interact with fans on Facebook</div><div>• Wall - the core of a page that displays new content, including posted items (i.e. status updates) and recent actions</div></div>	
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