Everyone has a fan page nowadays, but how do you make sure you aren’t wasting your time? Here are the top 10 things, in no specific order, you can do to make your life easier and make sure your page successfully promotes your department or office.

1. **Vanity.** Claim your page URL. It gives you legitimacy and cleans up your URL for printing purposes. www.facebook/uoklahoma looks a lot better than www.facebook.com/48642d3.

2. **Brand Yourself.** Make sure your profile picture and cover photo are the correct dimensions! Nobody likes to look at stretched, pixelated photos, right?! (See the .psd files in the toolkit to do this). Fill up your albums with awesome photos, establish your tone, and follow your content strategy!

3. **Put It All Out There.** Put other social network links you a part of under your “Website” section. Include Twitter, your website, blog, Pinterest, YouTube, etc. to promote all of your hard work. Instead of commas, use a space to include multiple links to other “Websites” you would like to promote. Use a space in the “Website” section to include multiple links.

4. **Find Your Social Leaders.** Who manages your social media? Consider having a trusted student voice help manage your social media. Their insight is invaluable and it will give you a break. It’s easy to tell when someone is burnt out on social media. Don’t bore your audiences! Designate social media days for people in your office to break up the work.

5. **Use Applications.** Select 3 apps that will appear next to your “About” section. A few handy ones to know are: Static FBML, Wufoo, Pinterest, Events, and Twitter.
6. **Create Your Strategy.** Consider your audience. What do they want to hear? Also, make it fun! Post about weather, food, and interesting things related to your field. Rather than pushing events and press releases on your fans 24-7, give them a variety of consistent content so that when you do have information you need them to pay attention to, they will listen. Write down what your goals are and how you can accomplish them. Create a content schedule and carve out time in your own personal schedule to dedicate to social media. Come up with a flexible weekly schedule of what to post and when. Make sure everyone on your team has this strategy.

7. **Post it.** Now that you have your content strategy (No. 6) make sure you commit to it! Post to Facebook at least 3 times a week.

8. **Cross Promote.** Post content from your website, blog, and other web marketing areas as appropriate for communication strategy. Facebook is increasingly becoming the top 3 site referring people to OU websites. Sharing your fresh website content just makes sense!

9. **Engage.** Ask questions! Don’t be alarmed if your question doesn’t receive any feedback. Give it time and try again (but with a different question of course). Look back at questions you’ve posted before to see what generated the most responses and/or most insightful answers.

10. **Measure. Adapt. Evolve.** Continually look at your insights and analytics to see what’s working. Tweak your strategy on a semester basis. Don’t be afraid to try new things!

Ps. It’s an easy one to overlook, but add a “Like” button to your website and blog so people can easily connect with your network!
top 10 facebook do’s

Resources

Social Media Examiner – www.socialmediaexaminer.com
Mashable- www.mashable.com
Social Media Today –www.socialmediatoday.com

Think we should add something to this list? Tweet us at @ouwebcomm!