



## Module 7c: Experiment Worksheet: Facebook Fan Page

1. What is the broad communications objective you want to enhance with your Facebook Fan Page?

2. What is the objective you want to accomplish with your Facebook Fan Page experiment? Here's a few ideas to start with, but brainstorm some of your own:

- Keep current supporters engaged
- Identify and recruit new people to the cause
- Inspire conversation to support communications goal
- Get new ideas and feedback on programs and services
- Research what people are saying about an issue
- Drive traffic to web site or blog
- Social content generation
- Identify and build relationships with influencers, allies & supporters
- Share key message points with friends
- Other:

3. Who is the target audience you want to reach on Facebook?





4. What listening to do you need to do on Facebook? (see <http://bit.ly/Facebook-Fan-Page-Tips>)

a.) Are there other Fan Pages that attract a similar target audience?

b.) What colleague organizations have a Facebook Fan Page that makes sense to link to from your Fan Page?

5. How will you set up your profile on Facebook?

-Fan Page Name:

-Vanity URL:

-Look and Feel

-Basic Content for each Tab:

-Customized Landing Page

See these tips: <http://bit.ly/Facebook-Fan-Page-Tips>

6. What is your recruitment strategy?

Badge/Link on Web Site

Add URL to all print materials/business cards

Encourage Fans to invite their friends

Work with core group to share Fan Page url in their personal status

Other:

7. What content will you share on your Facebook Fan Page? How often will you update content?

What will you automate and what will you post by hand? Remember small engaging nuggets of content work best. Test different formats, raw links, videos, photos, etc.





8. How will you engage Fans on Facebook? (see these tips: [bit.ly/Facebook-Fan-Page-Tips](http://bit.ly/Facebook-Fan-Page-Tips))

9. It is best to have more than one Fan Page administrator. Who from your organization will serve as the administrator? How much time will they spend? How to integrate into existing work flows.

10. How will you measure whether or not your tactics are working?

Quantitative

Part 1: Look at your communications objective and figure out how you will measure it.

- Total Fans / Unsubscribers: Total number of fans over time, overlaid with the total number of fans who have chosen to hide your posts in their News Feed (unsubscribers).
- New / Removed Fans: The number of people who have become a new fan of your Page or stopped being a fan of your Page.
- Page Views: Total number of times a Page was viewed per day.
- Media Consumption: Total photo views, audio plays, and video plays for the content you have uploaded to your Page.
- Unsubscribes / Re-subscribes: The total number of times fans unsubscribed from your Page, and the total number of times fans re-subscribed to your Page.

Jot down your baseline:





Qualitative Insights (to be filled in during experiment implementation)

Questions:	Notes
What content works	
What attracts fans/followers	
What subtracts fans/followers	
What's the influence of your network	
What are fans saying/doing	
What are foes saying/doing	
Other:	

13. What do you hope to learn about best practices for Facebook Fan Pages?

