

# FACEBOOK

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Facebook is currently the leader in social networking. As of February, 2010, Facebook had over 400 million active users. With an audience this large, Facebook is one of the best places to connect with your constituents. Facebook has also developed many features that will help you find and engage with your constituents online.

This document details all of the assistance the GIJP Technology Team can provide in enhancing your organization's presence on Facebook. We are also available to help think strategically about your organization's use of Social Media in general and Facebook in particular. Please contact Joe ([JoeR@hgf.org](mailto:JoeR@hgf.org)) or Kevin ([Kevin@hgf.org](mailto:Kevin@hgf.org)) if interested in our help.

## GROUP vs. PAGE vs. PROFILE

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First step? Decide how to utilize Facebook for building community online. There are three ways you can build a "presence" on Facebook: Groups, Pages, and user Profiles.

The GIJP Technology Team recommends that no organization create a personal user Profile for the organization. This violates Facebook's terms of service and the account could be deleted at any time, losing all of the connections you've made online.

The Technology Team also recommends Facebook Pages vs. Facebook Groups for a variety of reasons. Please review our [detailed comparison of Pages and Groups](#) online for more information.

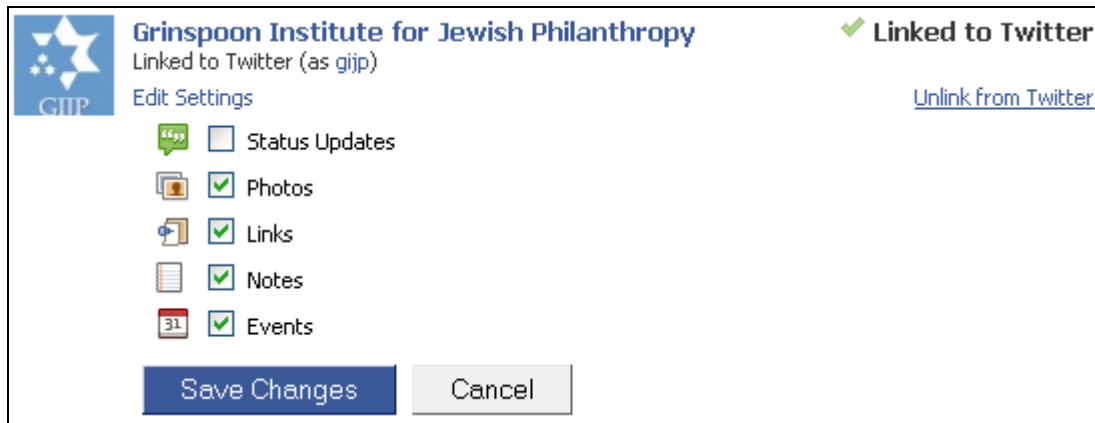
The functionality listed in this document is related only to Facebook Pages, as they offer organizations the most effective platform for engaging and communicating with their constituents.

# TWITTER LINK

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Facebook allows organizations to automatically post their Facebook Page status updates to Twitter.

To set it up, you must first link your Twitter account to your Facebook Page. After authorization is complete, you may select what will be published to Twitter. Status updates are replicated word for word to Twitter. When you post a new Photo or Note it will include a link to that specific item.



(You can select what gets published to Twitter.)

To make configure these options, go to <http://www.facebook.com/twitter>.

# FACEBOOK PAGE WIDGETS

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Facebook offers a few different widgets you can add to your website. These widgets allow you to further promote your Facebook Page on your website or blog. Each widget offers limited customization but is simple to install.

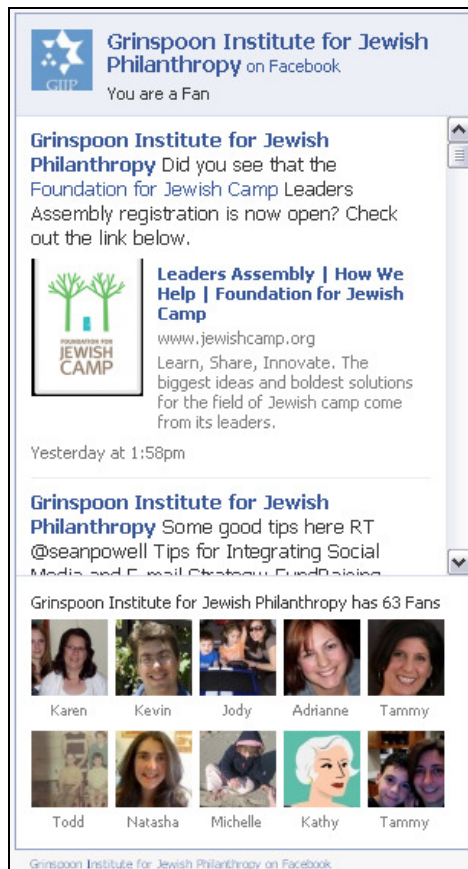
Each widget will prepare some standard code that can be embedded on your website or blog. The GIJP Technology Team can help you customize these widgets and embed them on your website or blog.

## FAN BOX

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The Fan Box allows users to become your Fan and view your Facebook Page stream (and a few of your current Fans) directly from your website or blog.

To create your own Fan Box simply go to: <http://www.Facebook.com/facebook-widgets/fanbox.php>



(Example: GIJP Fan Box)

## PAGE BADGE

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The Page Badge allows you to share basic Facebook Page information on your website or blog. It is simpler than the Fan Box, but doesn't allow users to become a Fan or see the latest Page updates

To create your own Facebook Page Badge, please visit:

<http://www.Facebook.com/facebook-widgets/pagebadges.php>



## **FACEBOOK FORMS**

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One of the Grinspoon Institute Technology Team's unique service offerings is the ability to setup contact information request forms on your Facebook Page. These forms will allow your users to submit contact data directly to a separate database. The database allows administrators to manage all data collected and download it to Excel. We can help you customize the export file so that it can be imported easily into DonorPerfect Online or other donor management system.

The setup process is fairly simple. The organization must decide what data they would like to gather and how the form should look. Facebook Page Admin access (you can have multiple admins for Pages) will have to be granted to Joe in order to install the form.

## **FACEBOOK PAGE TAB**

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A Facebook Page has tabs just like a personal Profile. Unlike a personal Profile, you can customize what tabs appear on a Facebook Page and can create your own to display whatever information you want. Something to note is that only the first 6 tabs are displayed and the rest are listed in a dropdown menu. Because of this limitation GIJP recommends placing a box on your Wall tab for your form instead of creating a new tab (see details in the following section).

There are some benefits of using a tab, however. A tab offers nearly unlimited space to incorporate the data fields you want to collect, pictures, and text. However, you must keep in mind that your user will have to scroll through the tab if you include too many fields or pictures - you don't want to overload it with too much information.

What are the drawbacks of using a tab? The limit of 6 visible tabs could be an issue depending on how many other tabs you currently have on your Page (Photos, Events, Videos, etc.). Also, when the user submits the form, you can't offer pop-up confirmation that the form was submitted. Instead, you can redirect them to a separate tab on the Facebook Page, or even to your website or blog. If you choose to keep the user on the contact information form tab, the tab itself will not change despite submitting information.

Currently URJ Greene Family Camp has a form set up on its own dedicated tab that allows Facebook Users and Fans to request more information from its camp. You can see an example of the form found on its Facebook Page below.

**(URJ Greene Family Camp requests contact information and asks what information the user would like to receive.)**

Currently, when a user selects the Submit button on URJ Greene Family Camp’s form, they are redirected the Wall tab on their Facebook Page.

## POP-UP FORM

Forms can also be accessed by clicking on a link or an image in a box:

**(Customized boxes can be placed on your Wall tab.)**

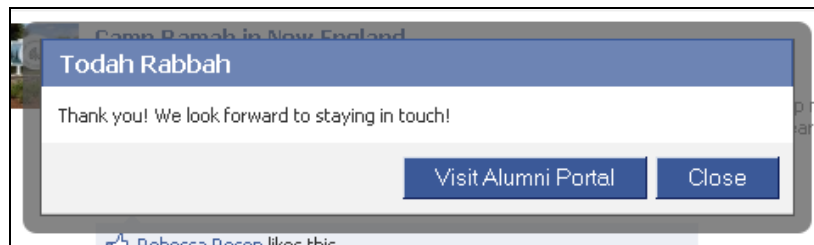
The box can be included on the main Wall tab. It is easily seen by all visitors and Fans. The box can take up as much or as little room as you desire. When the user clicks on the link, the following pop-up box appears:

**(The form will pop-up right on your Page.)**

The user will remain on the Page when the box is opened. The box is fairly customizable. All types of form elements (text boxes, checkboxes, radio buttons, etc.) can be added and stored in our database.

After a User submits their data, a few actions can occur. Just like when you include the Form on its own Tab in Facebook, upon clicking Submit, the user can be directed to any Tab on the Facebook Page (or even your website or blog).

However, the pop-up form also allows you to have a pop-up confirmation box appear (our recommendation). After a successful submission a Thank You box can appear and you have the option of having multiple buttons that lead to different destinations. Camp Ramah in New England has a button users can click to be redirected to their Alumni Portal (on their official website). Otherwise, the user can click Close and stay on the Facebook Page.



(The confirmation box is customizable and you can include buttons redirecting users to webpages you choose.)

## FORM DATA MANAGEMENT

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Once you have collected some data from users via the form (whether it is on a tab or as a pop-up form), the organization can login to the form database to view all collected data. Data is broken down into various tabs so you can see related data easier. Here's an example of how URJ Greene Family Camp has broken up their data:

A screenshot of a data management interface. At the top, there are three tabs: "Contact Information", "Information Requested", and "Misc. Info.". The "Contact Information" tab is selected. Below the tabs is a table with the following data:

First Name	Billy
Last Name	Madison
Maiden Name	
Email	billy@gmail.com

At the bottom of the table, there are two buttons: "UPDATE" and "DELETE".

(The first tab has user contact information.)

<u>Contact Information</u>	<b>Information Requested</b>	<u>Misc. Info.</u>
Alumni Events	<input checked="" type="checkbox"/> alum	
Working at Camp	<input type="checkbox"/> work	
Enrolling my child in Camp	<input type="checkbox"/> enroll	
Nothing specific	<input checked="" type="checkbox"/> general	

(The second tab contains the user's information requests.)

The database can be set up so that the user, organization, or both receive email confirmations of new form submissions. This email can be customized as well.

Although the database is stored on a web server that can be accessed anywhere, you may still want to export the data and put it in a separate database such as DonorPerfect Online. Data can be exported in either Excel or CSV format.

Finally, the database can be set up to control backend user access. We have the ability to set up multiple users with various data access restrictions. They can be restricted by tab or even field. They can also be restricted by type of data. For example, URJ camps currently have one database for all of their camps. URJ Greene Family Camps user login is set up to only view/edit/export data that was submitted via the Greene Facebook Page. In addition, URJ camps has a master admin account that can see all camps data without having to login in for each camp. Below you will see the various "views" set up in the URJ database currently:

URJ - All Submissions	<input type="button" value="edit"/>
<b>Views</b>	
All submissions	
URJ - All Submissions	
URJ - Harlem	
URJ - Greene	

(Users may select from multiple views)

The way your data is handled and displayed is completely customizable. If you have an idea of a more efficient way to store your data, we can customize the database in a way that works for you.

# FACEBOOK BOXES

Facebook Pages can be further customized with the incorporation of various “Boxes” on the Wall. The Grinspoon Institute Technology Team can help organizations build and deploy the following Boxes on their Facebook Page. There may be other Boxes that will help an organization reach their outreach goals – let us know what you have in mind and we can work with you to implement something useful.

## TWITTER BOX

One of the custom boxes we can place on your Wall tab is a Twitter box. Placing a link to your Twitter account under your Info tab is a good idea, but having its own dedicated box with a prominent graphic is more likely to be noticed by your users.



(Clicking this graphic will bring users to GIJP's Twitter feed.)

This box will appear on your Wall tab, which is prime real estate on a Facebook Page.



(Box location highlighted in red)

## MISC. BOXES

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Currently on GIJP's Facebook Page, we have created a signup box for our eNewsletter (Constant Contact). As long as your eNewsletter service has an option for creating a customized signup form (most offer this functionality), it should be possible for us to include it on your Facebook Page.



A rectangular sign-up box with a light blue header containing the text "Join Our eNewsletter". Below the header, the text "Sign up for our eNewsletter" is displayed in blue, accompanied by a blue envelope icon. Underneath is a white text input field and a blue "GO" button.

(Users enter their email address and are then prompted with a window requesting more information)

GIJP also has a box that displays information regarding our next Webinar.



A rectangular box with a light blue header containing the text "Next GIJP Webinar" and a small blue pencil icon. Below the header, the text "The Top Ten Things Board Members can do to Raise Money (and Only One is Asking for It!)" is displayed. To the left of the text is a blue notepad icon with a black pen. To the right of the text, the date and time "January 26th, 2010 1:00 to 2:30 PM EST" are shown. At the bottom of the box is a blue "Register Today!" link.

The box offers basic information about the webinar and also has a link to click to register. When the user clicks on the **Register Today** link they are redirected to GIJP's webinar registration page found on our website.

## FACEBOOK APPLICATIONS

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Facebook has a number of applications to help add specific functionality to your Page. Each application offers its own level of customization and functionality. **Note:** Facebook Applications can NOT be added to Facebook Groups.

The following are a few Facebook Applications nonprofit organizations may want to consider incorporating into their Page. The Grinspoon Institute Technology Team can discuss these applications in more detail and help implement them as well.

There are many other applications available on Facebook that might help organizations reach their outreach goals. Please let the Technology Team know if you have any questions about specific applications.

## CAUSES

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Causes is a Facebook application that allows Facebook Users to help raise funds for any nonprofit organization. All registered 501(c)(3) organizations are automatically listed in Causes (via GuideStar). Users (or someone officially associated with an organization) simply create a "Cause" linked to the organization. A Cause can be for a general donation request. However, the most successful Causes have been associated with a specific fund or event. Causes with a deadline have proven to be successful as well. Users and organizations can create any number of Causes associated with the organization.

Donations via Causes are processed through Network for Good ([www.networkforgood.org](http://www.networkforgood.org)). The organization receives money via the donations (less the processing fee) once per month. Donors can also set up recurring payments to donate on a regular basis.

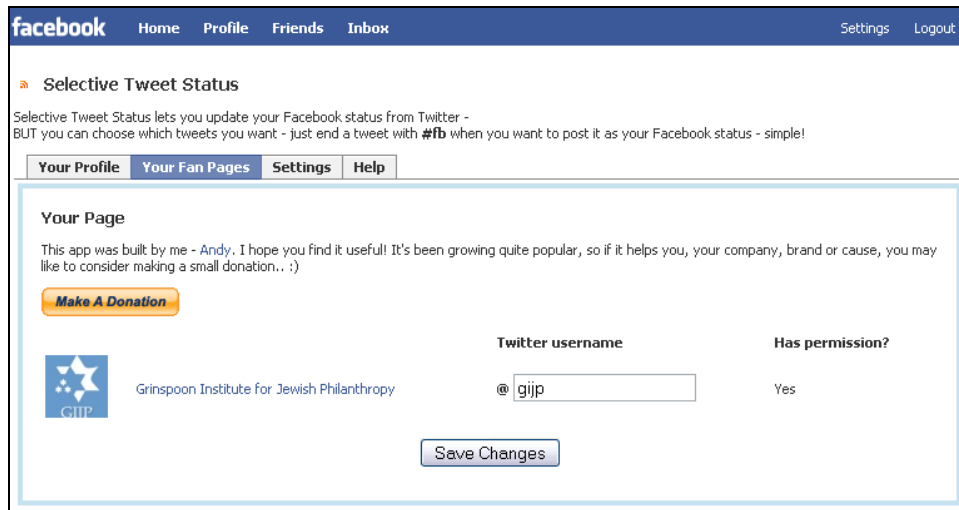
Causes not only allow Facebook Users to donate money directly to the organization. They can be used to simply recruit "supporters" or have people sign a petition.

Causes also offers a widget that Facebook Users can add to their Facebook profile. It shows the total amount donated to the Cause and how many members they have recruited.

Nonprofits can track the status of all Causes created for the organization (by ANY Facebook User) by becoming an official Nonprofit Partner on Causes: <http://www.causes.com/partners/new>. As a partner, you also gain access to donor information from all associated Causes; you will have access to a dashboard where you can view all past donations and export the list to a CSV file (to be viewed in Excel). Donors can then be thanked with a traditional thank you letter, as well as via Facebook messages and on the Cause page itself.

## SELECTIVE TWEETS

Not to be confused with Facebook's own Twitter application (which sends Facebook updates to Twitter), Selective Tweets automatically brings your Tweets to Facebook... but only those Tweets you choose to include on Facebook. To set up, simply find Selective Tweets in the Facebook Application Directory, install the application, and then submit your Twitter account username to authorize the connection with Twitter.



The screenshot shows the Facebook interface for the 'Selective Tweet Status' application. At the top, there are navigation links for 'Home', 'Profile', 'Friends', and 'Inbox', along with 'Settings' and 'Logout'. The main heading is 'Selective Tweet Status'. Below it, a brief description explains that the app allows users to update their Facebook status from Twitter, with the option to choose which tweets to post by adding the hashtag #fb. There are four tabs: 'Your Profile', 'Your Fan Pages', 'Settings', and 'Help'. The 'Your Page' section contains a message from the developer, 'Andy', and a 'Make A Donation' button. Below this is a table with two columns: 'Twitter username' and 'Has permission?'. The first row shows the profile for 'Grinspoon Institute for Jewish Philanthropy' with a Twitter username of '@gijp' and a 'Yes' permission status. A 'Save Changes' button is located at the bottom of the table.

Twitter username	Has permission?
@gijp	Yes

From now on, any time you want a Tweet to be posted to your Facebook Page, add the hashtag #fb at the end of the Tweet:



The screenshot shows a Facebook status update form. The title is 'What's happening?' with a character count of '100'. The text input field contains the message 'This Tweet will be sent to Facebook! #fb'. Below the input field, there is a 'Latest' section with a preview of a tweet: 'Register for GIJP's Jan. webinar: Top 10 Things Board Members can do to Raise Money (and Only One is Asking for It!) h... about 1 hour ago'. An 'update' button is located at the bottom right of the form.

**(Notice the #fb tag. This will push the Tweet to Facebook.)**