Facebook | Do's and Don’ts of Facebook Pages

by Cody McGhee on July 19, 2012

Ok, so you have a Facebook page. You may have just started or have had one for a while. You may have a few people who have “liked” your page or you may have a good fan base already established. Now what? We’ve come up with a list of Do’s and Don’ts to keep your business page flourishing and exciting.

**DO** be consistent with your branding. Make sure your Facebook page has the same look and feel as your website. Make sure your logo is prominent and that the tone of the page matches your club or league. You can also load up your info and likes section with what is relevant to your club or league. Create photo albums showcasing your teams or tournaments.

**DON’T** bore your followers. If someone has taken the time to “like” you, try to offer them something interesting. Throwing up every little detail or irrelevant things is not interesting to the majority of your followers and will cause you to lose your followers. Instead offer tips, good ideas, fun and exciting information or giveaways that will engage your followers and make them want to return to your page.

**DO** customize your page. Whether it be a fun cover photo or information and pictures of your group/club, make sure you are giving your followers what they came to see. By bringing this you will create a community. Encourage interaction with your followers through questions, contests or quizzes. You can also share content from other clubs or groups you are affiliated with that you think your followers might benefit from or enjoy.

**DON’T** ignore your page. Just because you’ve set up a polished page doesn’t mean you can ignore it and expect to keep or increase your followers. Try to add something interesting at least every day or so. You shouldn’t overwhelm your followers with hourly updates, but a daily post or two will keep you on their radar.

**DO** look for new ways to increase your followers. Plaster your Facebook link everywhere (your email signature, your website homepage, on your business cards).

**DON’T** post angry, defensive, or critical updates. If someone is unhappy with your club, or you have a disgruntled parent on your hands Facebook is NOT the place to discuss it. It looks very unprofessional when groups do so. However, if someone brings up a compliant on your Facebook page (rather than emailing you directly), Facebook allows you to issue a private message response to the poster.

**DON’T** break the rules. Giveaways are a great way to interact with your followers as well as make new likes, but if you don’t follow Facebook’s rules, you may find your page shut down and your entire fan base lost. (Google it – there are some serious horror stories out there about arbitrary Facebook shutdowns for minor rule violations.)