# Toolbox – Our Communications – Facebook

## Links

* Facebook Page vs Group (including Pros and Cons of each) <http://thesocialskinny.com/facebook-page-vs-group-a-facebook-marketing-dilemma/>
* Benefits of Setting up a Facebook Event Page <https://www.ticketbooth.com.au/ticketing/blog/benefits-of-setting-up-a-facebook-event-page/>
* Facebook – Create and Manage a Page: <https://www.facebook.com/help/135275340210354/?helpref=hc_fnav>
* Facebook – Create and Manage a Group: <https://www.facebook.com/help/1686671141596230/?helpref=hc_fnav>

## Outline:

* Intro
* Pages
* Groups
* Profile

## Blurb/Description

Using Facebook to promote your organisation and have group discussions

## Content

Facebook is by far the most popular social media platform in the world. In February 2017, it had 1.8 *billion* active users. People also spend far more time on Facebook than on any other site. Many people now use social media, especially Facebook, as their primary source of information about organisations and events.

If you run a community group, it has become very important to be present and active on Facebook. It is an easy and free-of-cost way to communicate with members, volunteers, donors and anyone else who might be interested in your organization and the work that you do.

Many of us have already have Facebook profiles that we use to stay in touch with friends and family. However, using Facebook for your organisation is a bit different, and it can sometimes be confusing. Facebook offers several different optios: pages, groups, and profiles. Which one should you use? Here is a brief explanation of them to help you figure out which is right for your needs.

**Facebook Pages**

Facebook Pages are designed to be the *official* Facebook presence for your organisation. They are public – which means that anybody on the internet can see what is posted on it. People interested in your organisation can ‘Like’ your page, after which they will see your posts in their news feed. Those who ‘Like’ or follow your page are also able to suggest that their friends ‘Like’ the page as well.

You can use a Facebook Page to create event pages, post important updates and links, and share photos and videos. Event pages are a very effective way to promote your events; read about the benefits of using an event page [here](https://www.ticketbooth.com.au/ticketing/blog/benefits-of-setting-up-a-facebook-event-page/).

Be aware that only an official representative of the organization can create a Facebook Page. Facebook officials checks Pages to see if they are real; if they are found to be fake, full of spam or abusive, they will be deleted.

Here is Facebook’s official guide on [creating a Facebook page and inviting your friends to follow it](https://www.facebook.com/help/135275340210354/?helpref=hc_fnav).

**Facebook Groups**

Facebook Groups are made to allow discussion between members. Unlike Pages, which are always visible to the public, Groups offer a number of different visibility options. You can keep the privacy level of your group at Public, Closed or Secret.

Closed Groups are a good place to have private discussions that you don’t want the general public to see. For instance, committee members can create a group to plan the organisation’s activities. Another example is that you could create a group for all community members to network and discuss issues of interest.

Groups allow members to communicate in many different ways: all members can make posts, send messages and even share documents. There is no restriction on who can create groups.

Facebook has information on how to [create and manage a group](https://www.facebook.com/help/1686671141596230/?helpref=hc_fnav).

**Facebook Profile**

A note of caution: Facebook Profiles are meant for personal use *only*. Don’t create a profile for your organisation – this could result in it being deleted. Use Pages or Groups instead.