

Getting the Message Out!

Using FACEBOOK for effective Outreach and Education



What is Facebook?

Facebook is a social networking website intended to connect friends, family and co-workers. Facebook users create a profile page that shows their friends and networks information about them. People use Facebook to keep up with friends, upload photos, share links and videos, and learn more about the people they meet.

What makes Facebook a unique form of communication?

- Enables you to reach a broad audience through your network of Facebook friends
- You can share multiple medias (such as messages, photos, videos, or announcements)
- Provides feedback and interaction amongst users



Methods of Outreach using Facebook



Create a Facebook Group

Examples of groups that can be created include a community environmental group or a solid waste group. Groups can be public and available to everyone or private, meaning only those invited can join and view discussions. You can post information and solicit feedback.



Create an Event

The events feature allows you to organize community meetings, clean ups, education events and other get-togethers. You can share your event and invite your friends to “join” the event. Events are a good way to advertise to your community.



Create a Facebook Page

Creating a page allows you to post and share information. Users must first “Like” your page to see the information posted. With a page you can make announcements, post pictures and videos, or share information. Everyone who “Likes” your page can view the information posted.

Effective Messaging using Facebook

- Be concise with your message, wordy messages might not get read entirely
- Make posts during the time of day that you that can reach the most people
- Think about the audience you will reach and who in your community uses Facebook

For more ideas on how to get a message out (such as through community meetings, newsletters, and psa’s), see www.zendergroup.org/education.html