



#### Facebook Pages

The Pages platform on Facebook is a great tool for brands, organizations, and individuals to communicate with the people who follow them. You've probably liked dozens if not hundreds of Pages and perhaps never given it much thought. Every post from a restaurant, movie, band, celebrity, cause, etc. that shows up in your news feed (with the exception of advertisements) is displayed because you've "liked" their Page at some point in the past.

Pages are a vertical-communication tool. For the most part, the brand posts a status update, photo, video, link, or whatever else and it is displayed to the fans of that Page (i.e. those who have liked the Page). Which Pages' content you see in your news feed is based on a Facebook algorithm called "EdgeRank" which factors in several pieces of information, most importantly how often you interact with that Page. If you like, comment, and/or share the posts from that Page frequently, Facebook learns that you enjoy seeing content from that Page and it will show you more content more often from it.

Fans can interact with the Page in four ways:

1. liking the content the Page displays which sometimes shows up as a news feed article from the fan to their friends (such as "Jim Edwards likes Midtown Library's photo");
2. commenting on the content (again, sometimes shows up to their friends);
3. sharing the content on their wall which will usually show up for any friends who regularly view posts from them or directly to a friend's wall, another Page, or a Group;
4. and posting to the Page itself, usually relegated to a small box called "Recent Posts by Others" unless the Page highlights it.

How can Facebook Pages, then, be leveraged for the SCA? Branches, events, and officers can use Facebook Pages to have a social media platform to issue announcements and build enthusiasm about their activities. While populace members who are not a part of your local branch might be hesitant to join a discussion group or mailing list related to your branch, they are significantly more likely to like your Page as a method of showing support and getting the occasional update. Pages also make a great tool to communicate with your local populace. Someone casually scanning through their Facebook news feed may see your Page's reminder about tonight's arts & science class while the same post sent over a mailing list might not be seen until a day too late if they're subscribed to a daily digest!

*Pages vs. Groups in a Nutshell*  
*Pages are vertical platforms with public access and brand-driven content.*  
*Groups are horizontal platforms with variable access and community-driven content.*

Your Page can celebrate the local participants who received an award in a recent Court, share photos of arts and sciences projects and combat victories, and be another channel to get out important

information about events and other gatherings. Page administrators can also create Facebook Events that are branded as being hosted by the Page itself (i.e. “Wolf Howl XVI” (hosted by Shire of Black Wolf))

For Crowns and Coronets, a Page just for your reign is a great place to issue public acknowledgements of service, encourage the populace to participate in competitions you’re holding, rally the troops for the next war, and more. You can echo announcements made in Court here for the benefit of those not in attendance. You can alert the populace to needs that arise such as shortages of award regalia.

Remember, a Facebook Page is not a good substitute for a quality website with detailed information and there are things that can’t be exclusively published over social media (see the Social Media Policy, Governing Documents, and other Society/Kingdom Policies for details).

### **Facebook Groups**

Facebook offers a discussion platform called Groups. Hundreds of Society branches and interest communities have Groups on Facebook to promote discussion about events and activities and some branches have moved their discussions away from traditional forums (or bulletin board systems) and mailing lists to using social media exclusively.

Groups are a horizontal-communication tool. Members of the group start topics of discussion and other members of the group can contribute through comments. Unlike traditional forums, the posts are not sorted into categories for browsing later, but the most popular topics (i.e. the ones with active commenting) stay at the top of the Group and older posts can be accessed by scrolling through the Group or using the search tool. Whereas mailing lists send the individual posts (or a daily digest) to the members, Facebook provides an optional notification when group members post (or just when a member’s friends post).

There are two key benefits to Facebook Groups. First, there is an aspect of interactivity that is present in a Group that is difficult to achieve through a forum or mailing list. Because many people use Facebook on a regular basis anyway, they are more likely to be present when discussion is taking place and can participate and interact in the moment. The comments to a given thread are loaded up while the user is browsing it so they never have to wait for a new post to arrive in their inbox. Further, when the user jumps into the conversation by commenting, they will receive notifications about further activity on the thread (depending on their settings) so they can use other parts of Facebook without having to monitor the conversation if they don’t want to.

Second, users can share content from other parts of Facebook into a Group easily and that content is displayed in rich media automatically. A user can share photos and videos into the Group for the benefit of the other members and that media is generally viewable right from the Group (i.e. no clicking through to a separate website). If a user or a Facebook Page posts something interesting, that post can be shared into a Group in five clicks or less. Note, most content cannot be shared from within a Group back outward to a wall, Page, or other Group. Groups also allow for storage of files, group editing of simple documents, and creation of Facebook Events that only the Group can see.

We encourage interested SCA entities to explore both Pages and Groups and use either or both if they’ll work best to encourage communication from and within your populace!