



Facebook Public Profiles: Communities & Non-Profits

The Opportunity

As a Community or Non-Profit, with Facebook public profiles, you can create an authentic connection with current and potential supporters, students, alumni and donors. There are already over 100,000 non-profits, universities and religious organizations using Facebook to stay connected to their constituents. Are you a:

- Non-Profit / Charity
- University / Alumni Organization
- Religious Organization

Connection: Foster a strong relationship with the people who care about your organization. Raise awareness by posting updates and Notes, mobilize communities with Causes and Events, and stay connected with Discussion Boards, commenting and Wall posts.

Content: You can organize events, share videos and photos, or discuss the latest issues relevant to your community with members instantly and efficiently in a safe environment.

Distribution: Communicate effectively both broadly and with targeted updates to existing and potential community members through Updates and News Feed with zero cost to your organization. Spread the word to others outside of your organization about upcoming events, important announcements or fundraising efforts.

The screenshot shows the Facebook profile for the American Red Cross. The header includes the organization's name, a 'Become a Fan' button, and navigation tabs for Wall, Info, Events, Boxes, Photos, and YouTube Box. A 'What's on your mind?' text box is visible. Below the header, there are three main sections: a bio describing the organization as a humanitarian group, a post from 'American Red Cross' about the 'March is Red Cross Month' featuring Mitesh Govender, and a 'Did you know?' section with a promotional image and text.

Tips & Tricks

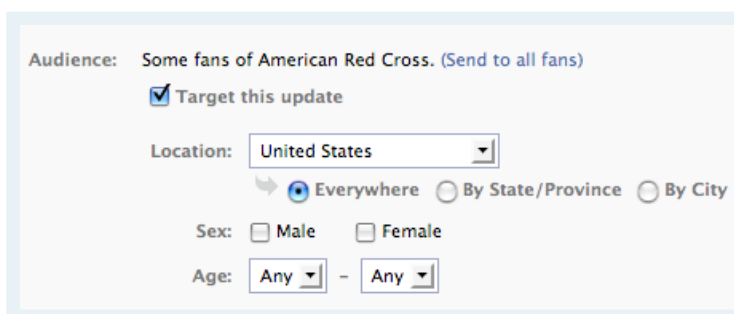
Publisher & Wall: Use the Publisher on the Wall tab to update the Status of your organization with calls to action, recent news or upcoming events. Create photo albums or videos, post Notes or post Links to interesting content.

Favorite Pages: Use Favorite Pages to highlight any other public profiles on Facebook you are affiliated with, other non-profits or communities your support or just other organizations you respect or care about.



Share, Like and Commenting: Remind the people connected to you to participate on your public profile. The more people share, like or comment on your content the wider distribution you will receive through News Feed. Be sure to post engaging, relevant content at a pace that is steady without being overwhelming to the people connected to you.

Targeted Updates: In addition to News Feed distribution, you can send targeted updates to your supporters and followers about upcoming events, important announcements or fundraising efforts within specific geographical areas.



Useful Facebook Applications

Simply click on the name of each application below to add each application or for more information. Each of these applications can be added as a box to your Wall or Boxes tab. Many can also be added as stand-alone tabs. Look for the 'Add to Page' button:

Blogging & Feedback

Notes - With Facebook Notes, your organization can share current activities, thoughts and more with people you are connected to through blog entries. They can comment on your Notes and you can add images and links to any entry. If you have an existing blog you can use the RSS feed to automatically import your blog posts to your public profile.

Discussion Boards - Discussion Boards can be used either to spark a conversation among supporters and get feedback on a particular topic or supporters can start discussions amongst themselves (such as fundraising tactics, favorite event moments and more.)

Media

Photos - With Facebook Photos, you can upload an unlimited number of albums to your public profile (share shots from your latest event or fundraiser, of the people important to your organization, or anything you want to share.)

Video - With Video, you can upload video files and record video messages straight to your supporters from your public profile.

Links - With Links, you can share your favorite content on the internet by posting it on your public profile. You can post websites, blogs, videos, and songs, as well as content on Facebook like photos, notes, groups, and events.

Custom Content

Static FBML - This application will add a box to your public profile in which you can render HTML or FBML (Facebook Markup Language) for enhanced customization. Create a custom box with links to local chapters or alumni groups.

Flash Player - This application will add a box to your public profile in which you can upload your own Flash files to achieve advanced customization.

Events - With Facebook Events, you can organize gatherings, fundraisers and parties as well as let people in your community know about upcoming events you support.

Useful 3rd Party Applications

Facebook Developers have built thousands of free applications on Facebook. Here are a few that might be useful:

Awareness & Fundraising

Causes - Causes lets you start and join the causes you care about. Donations to causes can benefit over a million registered 501(c)(3) nonprofits and major presidential campaigns. If you are a nonprofit that would like to work directly with us, please e-mail our Nonprofit Partner Team at partner@causes.com.

Public Profile Examples

We suggest you check out the public profiles below (by clicking on each name) for great examples of how to build a presence on Facebook and get started [creating your public profile now](#):

NON-PROFITS

[American Red Cross](#)

[Service Nation](#)

[LIVESTRONG](#)

UNIVERSITIES

[Stanford](#)

Be connected. Be discovered. **Be on Facebook.**