

10 Tips for Creating a KDP Chapter Facebook Page

Facebook offers a fun, easy, and fast way to increase visibility for your chapter. We're glad you want to create a new Facebook page! This will help others engage with your chapter—and it's a simple way to stay in touch, too. This document provides you with a few tips to help you get started.



1. Include your chapter logo or use the KDP logo:

2. Set a standard for the types of content posts that are okay on your page. When we invite members to post on the KDP International page, we ask them to be consistent with the ideals of the Society—to model high standards in language and thought.

3. Add plenty of pictures (and tag friends and fans). This helps build a sense of community and brings more people to your page.

4. Respond to all posts and questions on your Wall. Be friendly, have fun—smile. 😊

5. Update regularly. Add information to the Facebook page at least a couple of times a week. You might post a Note, add a Link, or update photos or videos. Each time you add something to your page, an entry appears in the News Feed of all your friends and fans . . . so it's free marketing for your chapter!

6. Spread the word! Look for opportunities to share what your chapter is doing. If you create an Events page or a Group, you can send an update to all friends and fans. [We can help you with this—let us know when your Facebook page is up by sending an e-mail to mcs@kdp.org or posting on our Facebook wall. We'll help you spread the word!]

7. Create Facebook Events whenever you are planning an organized event (fund-raiser, literacy event, etc.) that you want to publicize. Friends and fans can RSVP on your events page—asking questions and helping you drum up interest. Be sure to create a photo album after the event to show everyone how great it was!

8. Capture and post video clips (fans and friends love that)! Facebook has a 1MB limit, so keep the videos short, focused, and fun.

9. You may want to limit the number of applications you add (tests and surveys, poke utilities, and more) or include only the ones your chapter members love.

10. Let us know how you're doing! We'd love to post links and updates to help you raise visibility for your page. You can send your Facebook updates to us at mcs@kdp.org.

KDP Headquarters Facebook page: <http://www.facebook.com/KDPHome>