

Facebook Guidelines

For help at any time, please contact marketing and communications

- Web communications manager – 360-546-9603
- Director – 360-546-9601

Strategy

Communicate with students, potential students, alumni, and interested community members the way they want to be communicated with. Take advantage of the viral nature of Facebook—spread the word through our “friends” networks.

Facebook page owner	What to post	Who will be your fan?
Departments Use model: News, events, sharing thoughts and comments	Department news, events, links to relevant information	Current students
Development Use model: Relationship management, events	Alumni- or donor-related news and events	Alumni, donors, interested community members
Marketing and communications Use model: News, events, crisis communications	University news and events	Students, faculty, staff, media, interested community members
Student Affairs Use model: Promotion, sales, customer relations	Links to online information, application and admissions updates, student-related news and events	Potential and current students, parents

Facebook facts (2009)

- The 25-34 year-old population is doubling every six months
- 18-35 year-olds account for 41 percent of all users
- The 35-54 year-old population is growing the fastest—276 percent in six months
- 55 percent of all users are female

Understand the lingo

- Page – stand alone page; mimics the Profile page of a Person but designed for an entity rather than an individual; followers are called *Fans*
- Group – collections of Persons under a common purpose
- Cause – collections of Persons who may join under a common Cause, usually to collect money
- Person – individual people who get a Home page update list and a Profile page where they can add optional applications; followers are called *Friends*.

Facebook naming conventions

Think first and foremost about searchability. Search engines such as Google and Twitter's own search engine will pull up accounts based on key word relevance. Pick something obvious and relevant. That's how you'll get followers.

Tip: While using WSU Vancouver may seem long, it's the most-used Google search by people looking for our website.

- Departments - facebook.com/WSUVancouver[department]
- Development – facebook.com/WSUVancouveralumni
- Marketing and communications - facebook.com/WSUVancouver or facebook.com/WSUVancouvernews
- Services – facebook.com/WSUVancouver[service]
- Student Affairs - facebook.com/WSUVancouveradmit

Customizing your page

Stick to simple graphics that represent the WSU Vancouver brand. Contact Marketing and Communications for help with graphics and design for your Facebook page.

Web colors for reference:

Crimson: #981e32

Gray: #5e6a71

Beige (for backgrounds): #dceab

Some images formatted for use:

The Administration Building:

<http://www.vancouver.wsu.edu/marcomm/images/twittericon.jpg>

WSU Vancouver logo:

<http://www.vancouver.wsu.edu/marcomm/images/twittericonlogo.jpg>

Cougar head:

<http://www.vancouver.wsu.edu/marcomm/images/twittericoncougarhead.jpg>

Available options

- Wall postings – messages, photos, videos; allows fans to comment on these. All comments show up on every Fan's Home page list and on all of their Friend's Home page list.
- Discussion board – a no frills message board; allows Fans to post comments that are visible on the Page.
- Events – each Event gets its own page, so it becomes a micro-site. Each event page has its own set of options, including an invite option that you can push out to all the Page Fans. Fan responses to those invites are posted on all Fan/Fan Friends Home page lists. Event pages are opened and closed by date and then archived as past events on the master Page.
- Links – post links to <http://> locations; includes option to include a summary, image from the Web page, and our own comment. New links activate a Fan notification; notifications are 'on' by default and may be forwarded both in and outside of Facebook.
- Notes – this is a longer copy option that is similar to another page and allows text, photos, links, and ability to link to other Groups and Persons. New notes activate a Fan notification.
- Video – posting a video library accessible from the Page. New videos activate a Fan notification.
- Photo gallery
- Other custom applications including RSS readers, news feeds, and custom HTML
- Listing by URL (Ex: www.facebook.com/stanford for Stanford University)
- Email capability to all Fans for direct communication; exposure to all Fans' Friends through the Home page updates and Fans' forwards