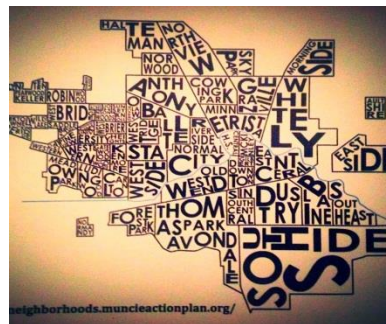


# MAP Neighborhoods' Digital Platform- Facebook 101:

Building a better neighborhood network through social media.



# How to Build and Manage a Facebook Page for Your Neighborhood



Northview



Industry



Forest Park



# Why does my neighborhood need a Facebook page?

- **Social Media is a fast, free means of mass communication, P.R. and serves as an easily accessible living record of you're the work your neighborhood is doing.**
- A neighborhood Facebook page creates pride, promotes your unique neighborhood and why it's great to live there.
- It serves as a tool to connect with other neighborhoods (MAP Neighborhoods)- to build partnerships, to gain insight/get ideas, and to learn about resources available, much of which is available online in this day and age.
- Facebook is STILL KING- According to the Pew Research Center- 71% of all American adults use Facebook (whether they want to admit or not)
- Benefits to Facebook- The Pew Research Center conducted an exploratory SNS survey on how the use of digital platform technologies is related to trust, tolerance, social support, community, and political engagement, and found:
  - Social networking sites are increasingly used to keep up with close social ties
  - The average user of a social networking site has more close ties and is half as likely to be socially isolated as the average American
  - Facebook users are more trusting than others
  - Facebook users have more close relationships
  - Internet users get more support from their social ties and Facebook users get the most support
  - Facebook users are much more politically engaged than most people
  - Facebook revives "dormant" relationships

# Setting goals and the tone

- **Decide on the three or four core elements of the neighborhood “brand” you are trying to promote**, and choose your postings so that they reinforce those core elements. For example, if one of your core brand elements is friendly neighbors, make sure at least one posting a month introduces a friendly neighbor with a photo, or reports on a positive neighboring activity.
- Make it someone’s responsibility to **post at least once or twice a week** — or better yet, two or three people can all have “administrative” access to the page and share the work of coming up with good posts. Just make sure everyone understands the core brand elements and the audience for the posts.
- Make it a practice to **acknowledge and reinforce positive neighboring behavior** in your neighborhood Facebook pages. Think about great things you wish more people would do, like gardening, leaving porch lights on, raking leaves, painting, and socializing, and post pictures of these activities with praise.

# Content “To Do’s”

- **Be specific**, provide information about events, meetings, etc. and encourage interaction by asking questions (not just “telling”)- *“Great turnout for this month’s meeting! A big thank you to Isabelle for bringing her delicious chili! What are some agenda items next month?”*
- Post regular content. With photos. Be visual.
- **Be positive. Be positive. Be positive.**
- **Include community/neighborhood partnership recognition- WITH PHOTOS/VIDEOS**
- **Praise neighbors’ and volunteers’ efforts within the neighborhood and achievements within the community.**
- Don’t be afraid to **ask for what you need** from neighbors as long as it is goal-oriented and maintains a positive message.
- Do delegate multiple, responsible individuals to post on behalf and oversee your neighborhood’s Facebook page; many hands make light work and have built-in checks and balance. (However, there can be too many chiefs- please limit administrators to about 5 individuals).

# Example Post

- “Making progress in the Serenity Club’s back field. Thank you to ALL who came out this morning: The Church of the Latter Day Saints, MAP, and Blaine/Southeast Neighbors. How nice will it be when it’s completed?”

- Prior to posting be sure to “like” designated pages
- Tag as many organizations or individuals as you can
- Remember to ask a question of your audience.



# “To do” – “Do not’s”

- Do NOT use your neighborhood FB page to complain. (Redirect energy toward action steps.)
- Do NOT whine/nag at your neighbors or other neighborhoods to participate in posts, events, meetings, etc. (Encourage, do not nag)
- Do NOT post photos of children without the expressed permission of their parents.
- Do NOT play favorites. Include everyone.
- Do NOT give out personal contact information of anyone without expressed permission
- Do NOT use inappropriate language. Delete inappropriate remarks or responses immediately- these reflect upon the entire neighborhood. (This falls under setting the tone)

# Example of “Not-to-do” post

- “Tired of seeing these in our neighborhood? Count all the potholes on your street and report them here. There are over 20 on \_\_\_\_\_ Street. Can you beat that?”

- Interesting thing of note: Snarky post tend to get likes
- As tempting as it is, DON'T DO IT
- Using humor instead of “snark” is in your best interest

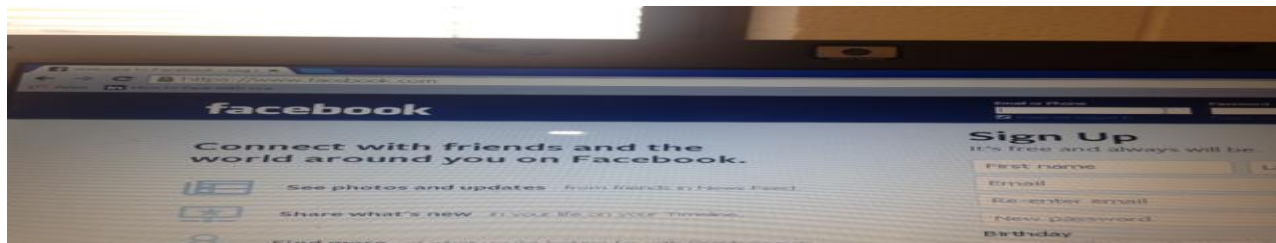




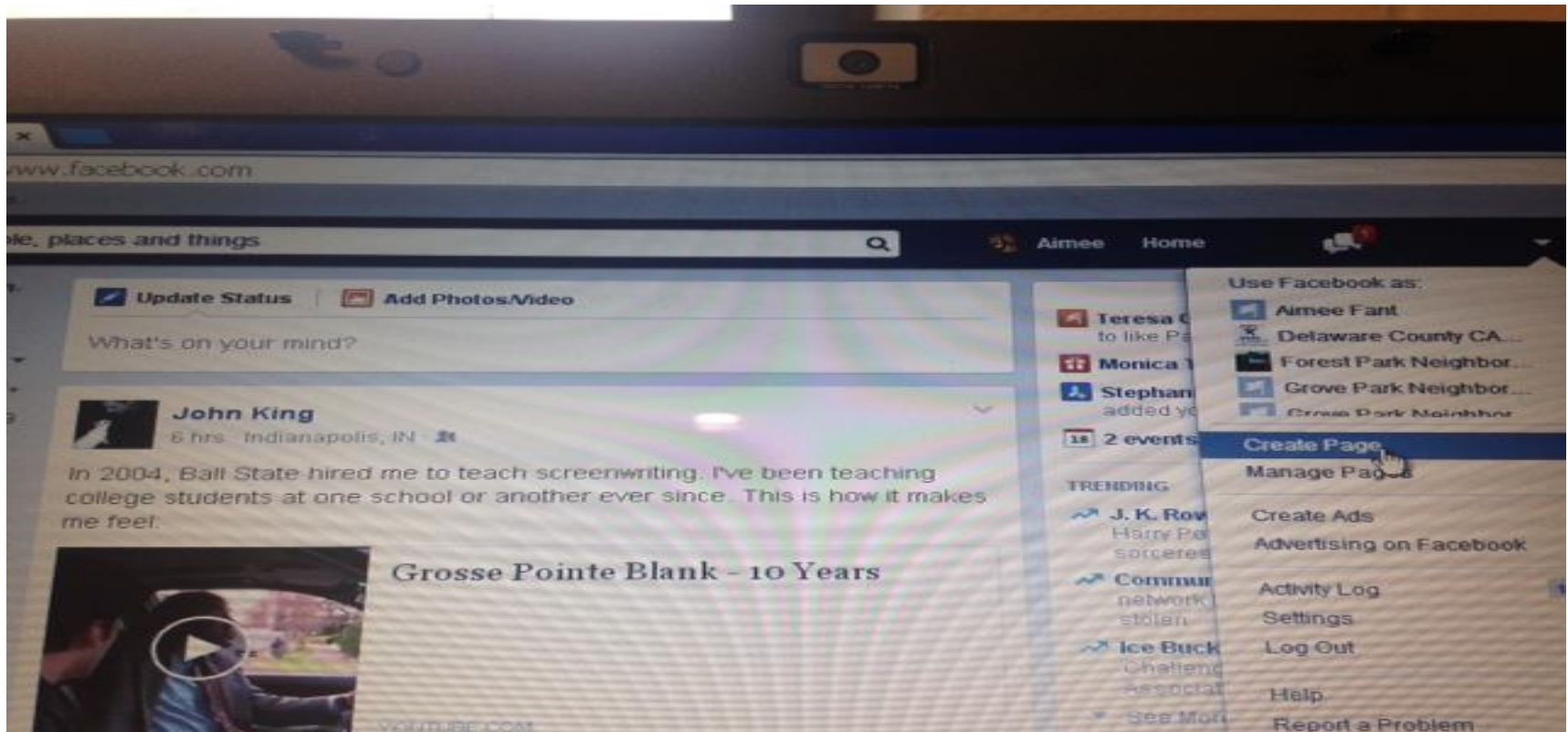
# How to Construct a Neighborhood Facebook Page

Go to: <http://facebook.com>

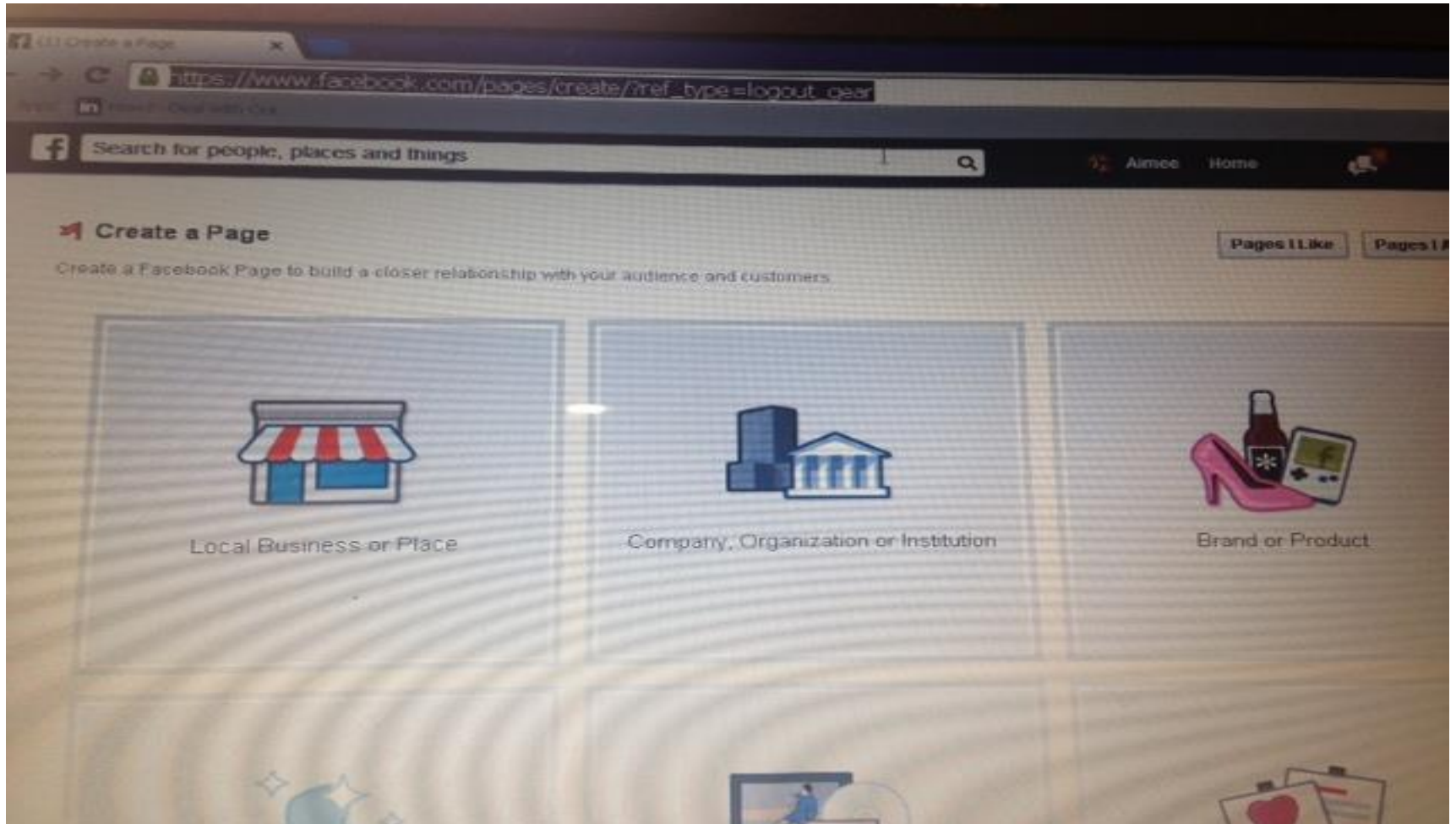
- Login to personal Facebook account
- If you do not have one, you will have to set one up before constructing a page –Click “Sign up” if you do not have an account or simply login if you do.



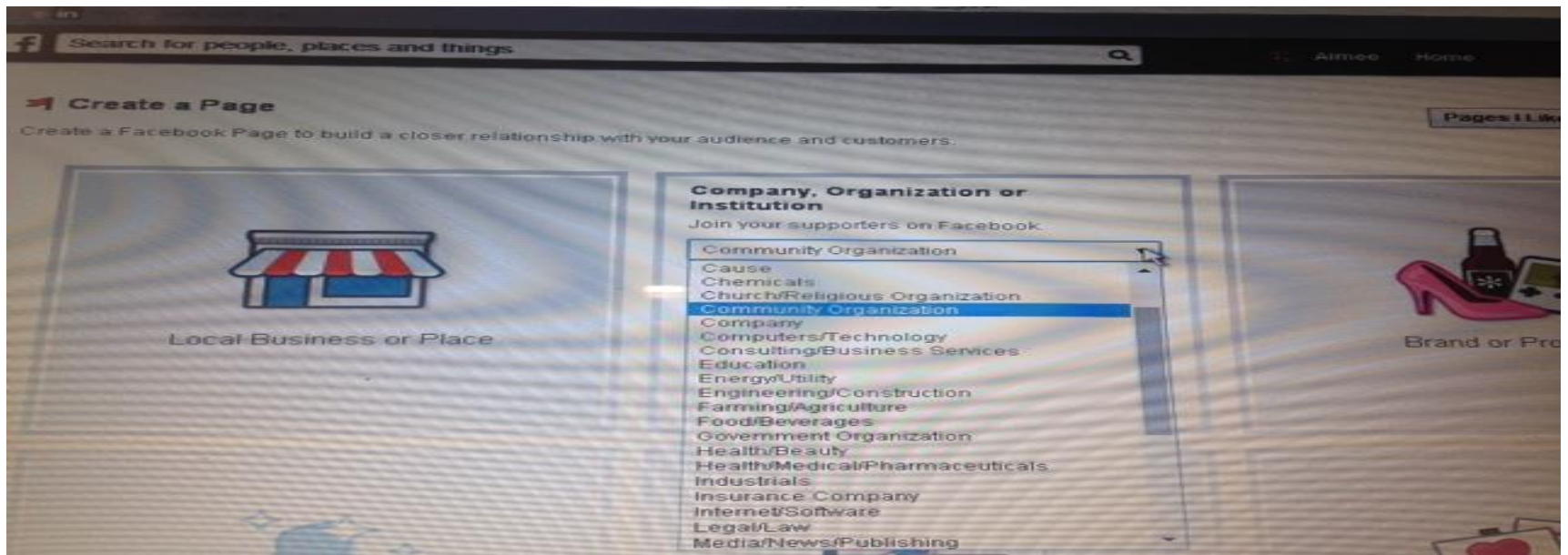
- Click the downward arrow at the upper right-hand corner.
- Click Create Page on the drop down menu



- Click Company, Organization or Institution



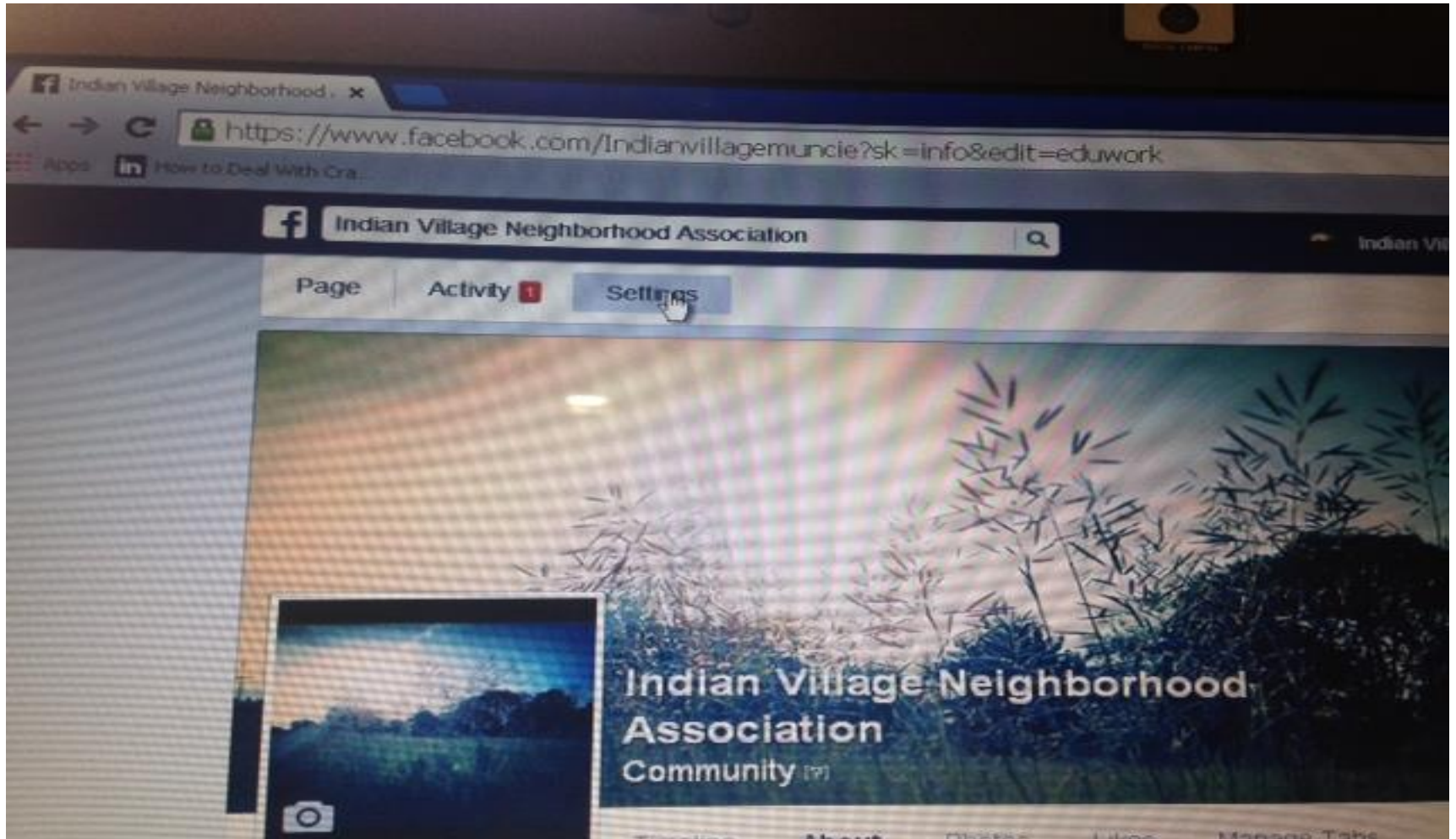
- Click “Community Organization” on drop down menu
- Choose a name for your neighborhood  
“Granville Neighborhood Association-Muncie”
- -Then click get started





# MANAGING ROLES-

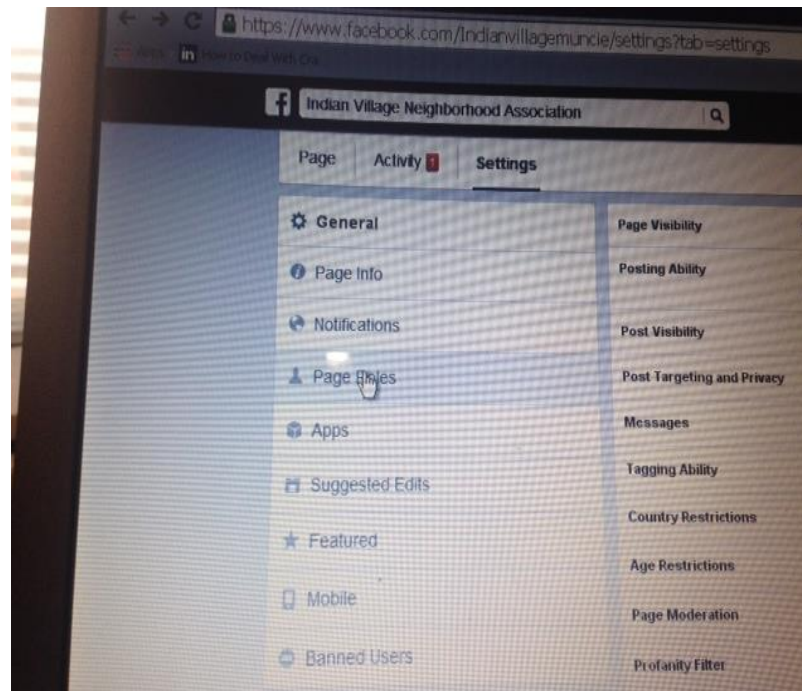
Click settings (upper left)



How to give someone a role on your neighborhood Facebook page:

After clicking settings at the top, click page roles in the left.

To add an administrator, add the individual as a Facebook friend first. Then, type his or her name.



# Walking through Facebook applications in real time.

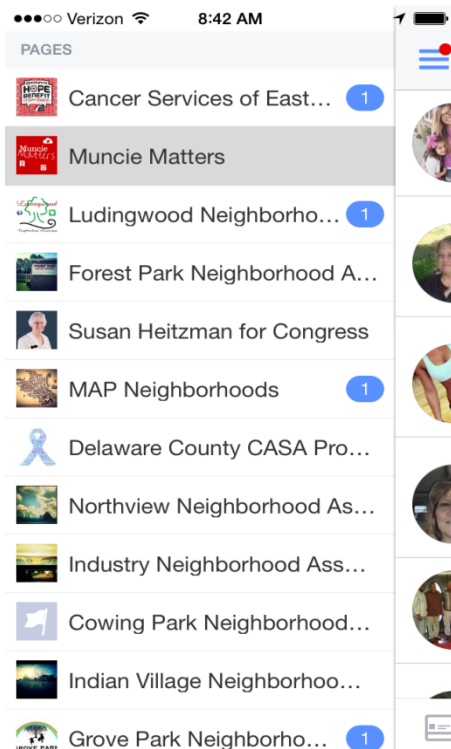
- Creating Events
- Uploading photos/videos.
- Tagging
- Deleting/editing posts

Applications and Questions

Open Forum

# Facebook for Your Phone

- If you don't yet manage a Facebook page (outside your own)- download the Pages App to use on your smart phone for quick access



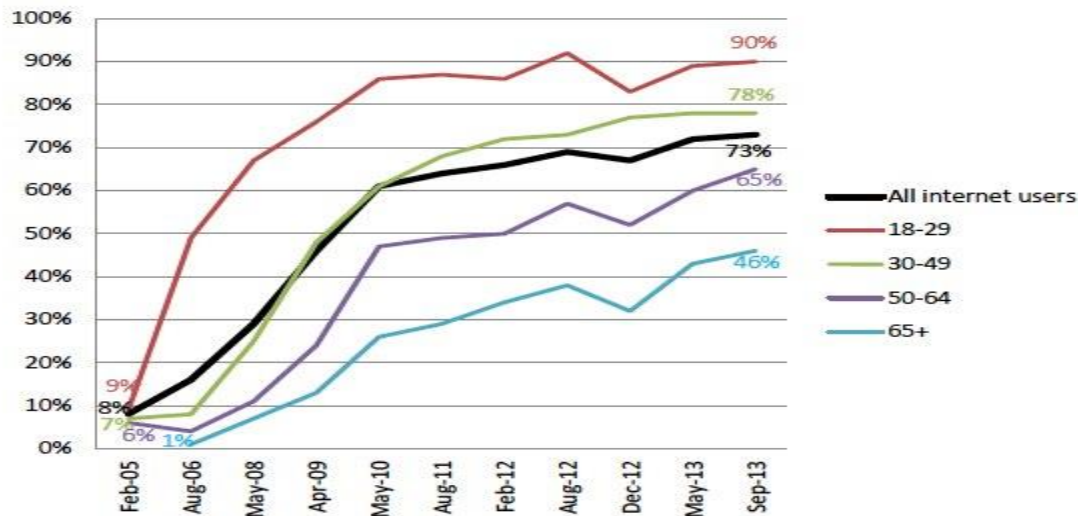


# If there's any doubt....

- The importance of Social Media, particularly Facebook as a digital platform will only become more significant, not less.

**Social networking site use by age group, 2005-2013**

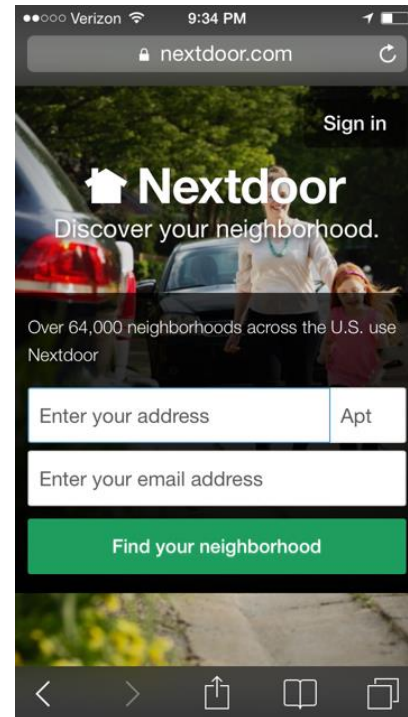
*% of internet users in each age group who use social networking sites, over time*



Source: Latest data from Pew Research Center's Internet Project Library Survey, July 18 – September 30, 2013. N=5,112 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on internet users is +/- 1.6 percentage points.

# Facebook Meets NextDoor

- NextDoor is a **Private** “Facebook” for neighborhoods.
- Visit [www.nextdoor.com](http://www.nextdoor.com) to automatically connect with neighbors.



# For More Information....

- Follow  
/MAPNeighborhoods
- Follow  
/MuncieActionPlan

