AN INTRODUCTORY GUIDE:

# HOW TO USE FACEBOOK FOR NONPROFITS

Master the Essentials to Better Engage, Share, and Promote Causes on Facebook

A publication of

**HubSpot**

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## INTRODUCTORY ◄········ *This ebook!*

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.

## INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples.

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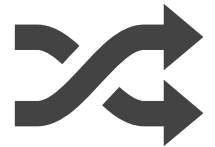√ **Plus** more apps and integrations

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## HOW TO USE FACEBOOK FOR BUSINESS

By Taylor Corrado

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Nonprofit Marketing Team at HubSpot.

Her sole mission is to make every

nonprofit an all star inbound marketer.

She creates and manages all nonprofit

webinars, ebooks, and blog articles.

Her past experience with nonprofits

was helping them maximize their online

fundraising and overall online strategy.

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# CONTENTS

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*"Social media and inbound marketing are increasingly important assets for nonprofits to get found by and engage with potential constituents on the web."*

You've probably heard of social media and inbound marketing. You may have even experimented with Twitter and been checking out old friends from college on Facebook. But why does any of this matter to you or your organization?

Social media and inbound marketing are increasingly important assets for nonprofits to get found by and engage with potential donors on the web. Think about the way you find information about products and or other organizations. Are you watching TV ads? Going through your junk mail? Or are you consulting a search engine or a friend? People have gotten better and better at ignoring fundraising messages with DVRs, caller ID, and spam filters. Instead, they visit Google and social networks for answers to their questions. The question for you is, will you be there to answer it all?

# More About Facebook

Facebook is not a evil time-waster, a community just for "the kids," or irrelevant for marketers - even nonprofits. In fact, according to M+R, larger nonprofit organizations average over 31,000 Facebook fans!

Facebook can be a very useful tool for your nonprofit to connect constituents to your cause and volunteer opportunities they may be interested in. In fact, nonprofits can use Facebook to directly connect with event participants and donors.

It can be difficult to figure out how to use Facebook for nonprofit activities. It can also be difficult to convince your executive director to let you incorporate Facebook or a larger social media strategy into your fundraising plan. But with the right knowledge and metrics, you can prove that it is highly beneficial and essential to growing your organization.

# AN INTRODUCTION TO FACEBOOK

# What is Facebook?

Facebook is a social network for connecting  people with those around them – friends, family, coworkers, or simply others with similar interests. Facebook started in 2004 as a closed community for college students (requiring users to sign up with a valid university email address). Today, Facebook is open to anyone over the age of 13. Any person or nonprofit can create a page about a particular item or a group about a specific concept. This is where organizations like yourself are able to make pages about your mission, or purpose.

Not only is Facebook a valuable place for individuals to create a profile and connect with friends, family and organizations, it is also a community where constituents can interact and create relationships. Nonprofits are moving away from traditional marketing efforts, and the constituent relationship is changing. Facebook is on the forefront of social media marketing. Read on to learn how you can use Facebook for both personal use and for doing good.

# Nonprofit Goals to Set on Facebook

Get found by people who are looking for ways to support your cause

Connect and engage with current and potential supporters

Create an online community around your organization

Promote the content you create including webinars, guides, blog articles, press releases, videos, and photos

Generate potential donors, fundraisers, volunteers, and activists for your organization

# Facebook Terminology

For people who are new to Facebook, the commonly used terms can be confusing and overwhelming. To get a handle on them, read the culmination of these words below.

## APPLICATION

A program that allows users to share content and interact with other users.

## EDGERANK

An algorithm used to determine which content is shown in users' News Feeds.

# FRIEND

1) (n) A personal connection on Facebook

2) (v) To add a user as a connection on your profile.

# FAN

A fan is a Facebook user who chooses to "Like" and become a "fan" of an organization's page.

# FRIEND LIST

An organized grouping of friends.

## GROUP

Collection of Facebook users with a common interest.
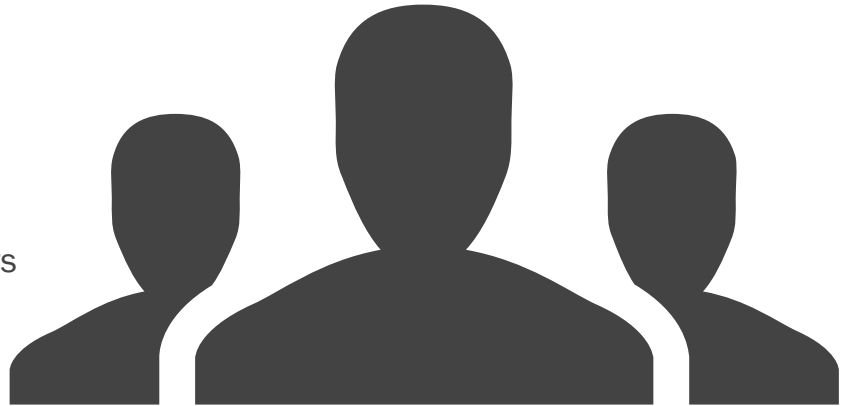
# Like(s)

1.(v) Within Facebook, to like a organization's Page means you've become a fan of that page.

2. (v) Within Facebook, to like others' comments/posts.

3.(n) The number of users who like your page.

4. (n) Outside Facebook, to like something that has the "Like" button on the page.

## NETWORK

An association of Facebook users based on a school or workplace.

## NEWS FEED

An aggregation of friends' wall posts on your own homepage.

## PAGE

Official presence for public figures, artists, bands, businesses, places, entertainment, causes, or products to share information and interact with fans on Facebook. This is a way nonprofits can use Facebook to organically drive traffic and donors to a website.

# PROFILE

Presence for individuals to share information and interact with friends and organizations

# WALL

The core of a profile or page that aggregates new content, including posted items (e.g. status updates, and recent actions, (e.g. becoming a fan of a page)

# SETTING UP YOUR PERSONAL FACEBOOK PROFILE

# Profile vs. Nonprofit Facebook Page

On Facebook, profiles are meant for people, and pages are meant for organizations, businesses, and institutions. If you would like to fully engage and leverage Facebook's features, you should create a personal Facebook profile for yourself, if you do not already have one. As online donation is a personal decision, relating to the people behind the cause can help drive donations. When creating a Facebook presence for your organization, begin by creating a page. Facebook has created a great deal of functionality into pages, specifically to benefit nonprofits.

**Personal Profile**
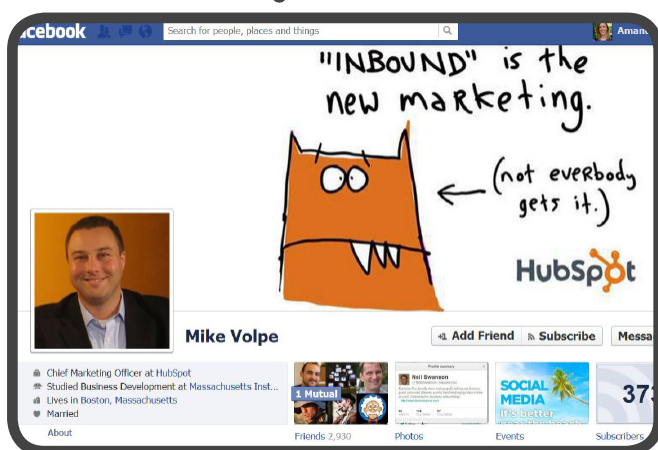
**Nonprofit Page**

# NONPROFIT FACEBOOK PAGES

You can designate multiple page administrators on your nonprofit's Facebook Page, providing you with the option to have more than one person manage the account. While technically called "business" pages, these pages are used by a wide variety of organizations and causes, including public nonprofit organizations. Pages are public by default, allowing them to rank in both Facebook searches and in search engine results. Pages are also categorized (chosen by you), which helps your organization appear in relevant results. This means that the people who are on your page are actually interested in your content. Anyone can become a fan of an nonprofit Facebook Page, whereas personal profiles require mutual acceptance.

# PERSONAL PROFILE

Your personal profile is connected to your organization's page, and is essential in making your first organization page. Your personal profile is different than an organization page because you can set privacy settings to make certain posts, photos, etc. private. Your personal profile is where you can communicate with your friends.

**NOTE**: Creating your nonprofit's page with your Facebook profile will not make your organization's page fans your friends on Facebook.
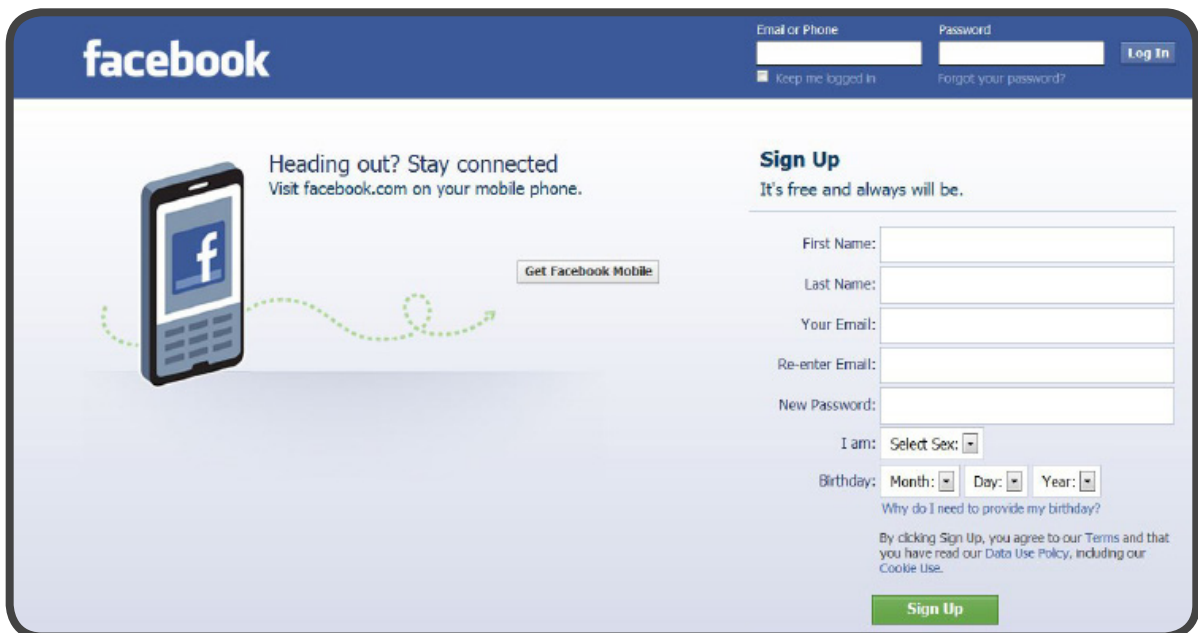
# How to Set up a Facebook Profile

## 1 SIGN UP FOR FACEBOOK

At www.facebook.com, sign up for a free Facebook account. Facebook will send you an email verification afterward.

# 2 Add Personal Information

Once you are signed up, Facebook will walk you through three steps to add information to your profile.

## FIND FRIENDS

First, you can find friends on Facebook. Friends are a key component to Facebook. You can connect with friends and share things with them. You can look up friends at first by their email, or later on in the process through Facebook search.

## BASIC INFORMATION

Fill out basic information about yourself. This includes your high school and college, and where you curently work. These can be changed at any point. It's helpful to put a bit of information on your profile so that other people with similar information can find you and connect.

## PROFILE PICTURE

Add a profile picture. Your profile picture will appear when people search for you, so it is helpful to make this a clear picture. We'll discuss profile pictures more later.

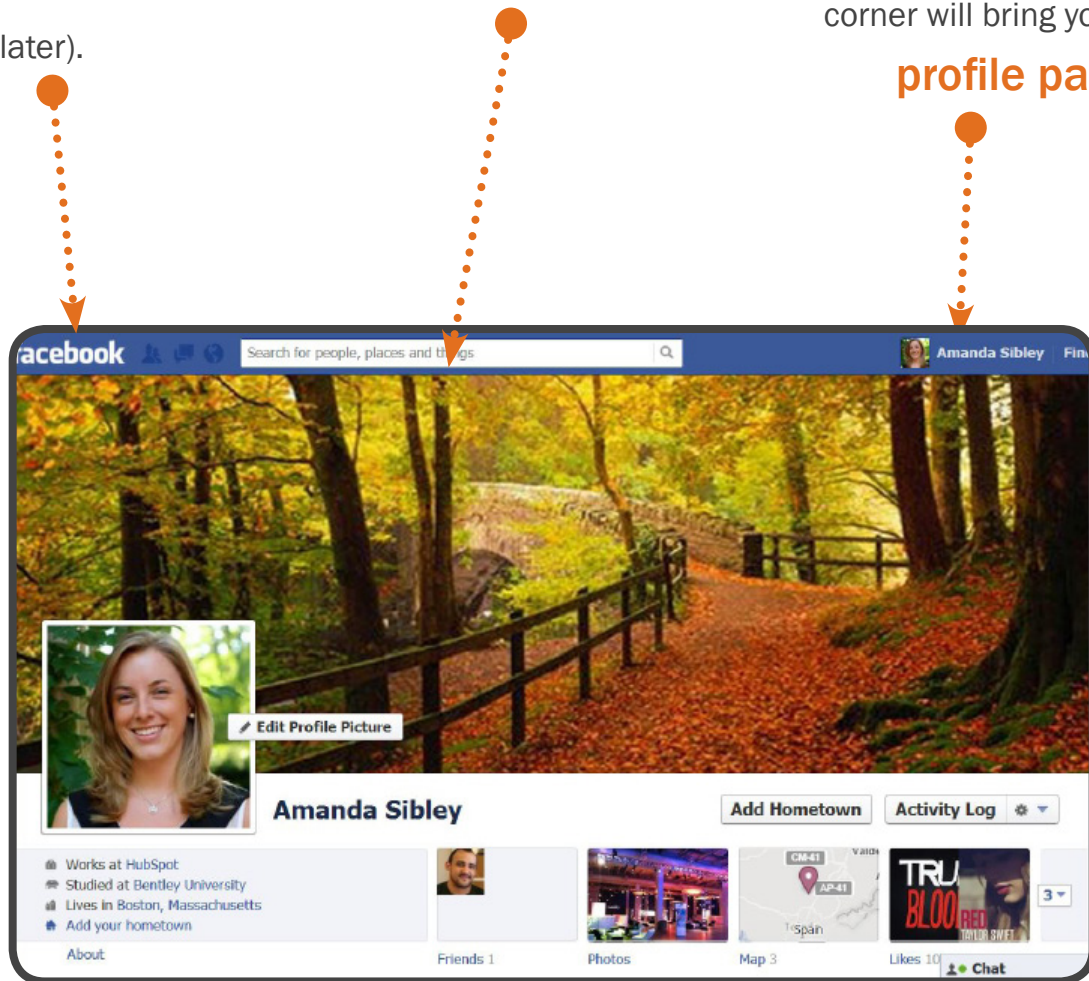# Profile Page Tips

Clicking on the **Facebook logo** will bring you back to your newsfeed (discussed later).

**Search** for friends, businesses, causes and applications here.

At any point while on Facebook, clicking on your name in the top right corner will bring you to your **profile page.**
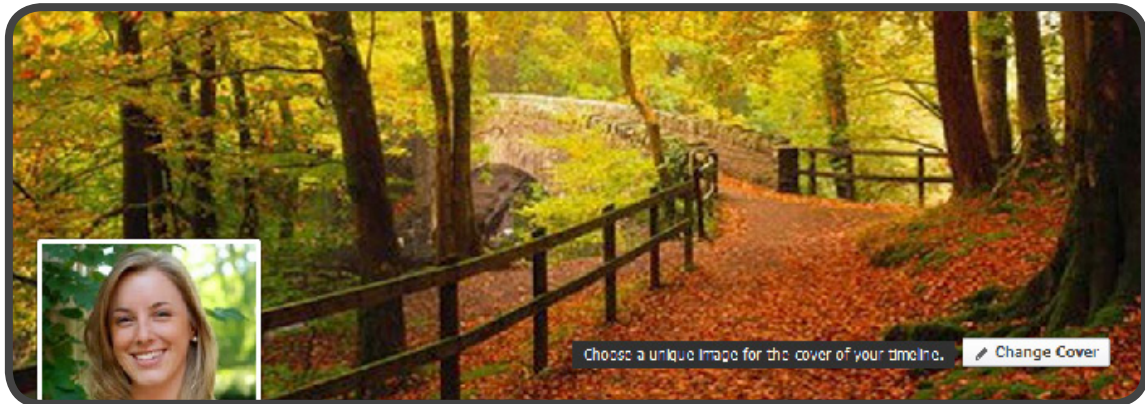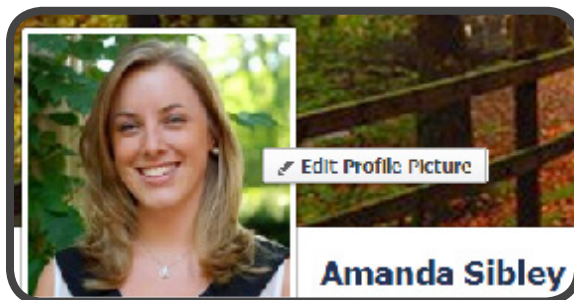
# 3 Cover Photo and Profile Picture



Your cover photo is a great way to personalize your profile. Use the cover photo as an opportunity to showcase something about yourself, or for a nonprofit Facebook Page, something that relates to your cause.  To edit the cover photo, simply hover over the bottom right corner. You can select any image from your computer here.



Your profile picture should be a headshot of yourself for a personal account, or the logo of your organization for a nonprofit Facebook Page. Editing this image is similar to the cover photo; just hover over the image and click on "Edit Profile Picture."

# 4 About Me Section

The about me section of Facebook is where you can add information about where you work, went to school, your location, birthday, and more.



With each piece of information you add to this section, you can chose the privacy level of the information. This information can be public, visible to friends, or a custom setting you can create yourself.
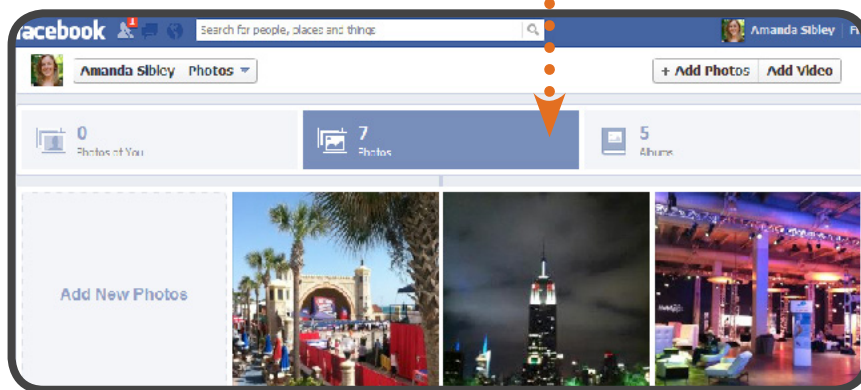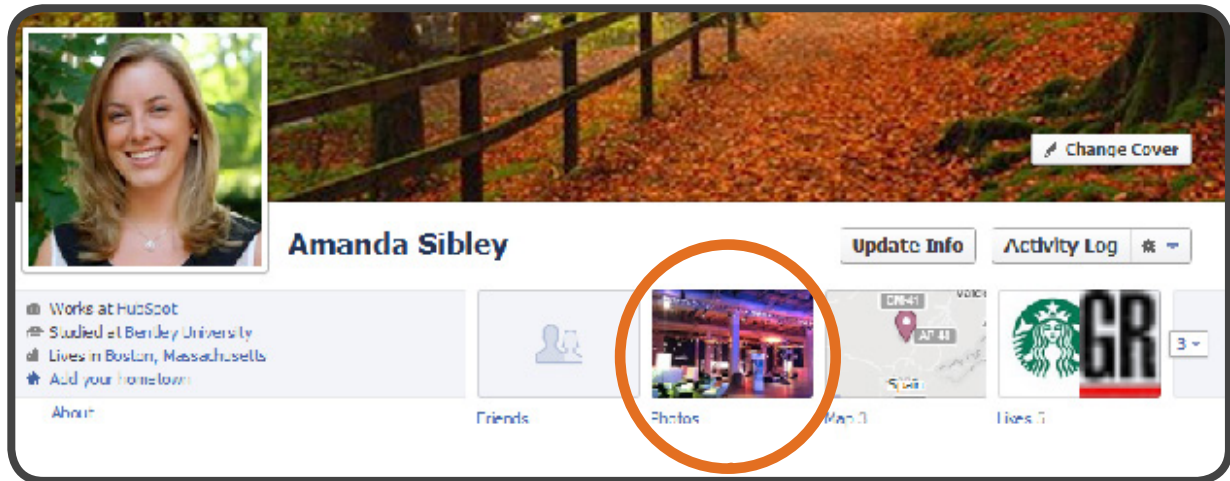
# Tips for Optimizing Your Personal Profile
## PHOTO ALBUMS



Facebook allows you to upload an unlimited number of photos to your account. Photos can be made into photo albums, shared with friends, or posted on your timeline. Friends can also be "tagged" in photos, and you can check in to a particular location. When a friend is "tagged" in a picture, the picture will also be associated with his/her Facebook profile.
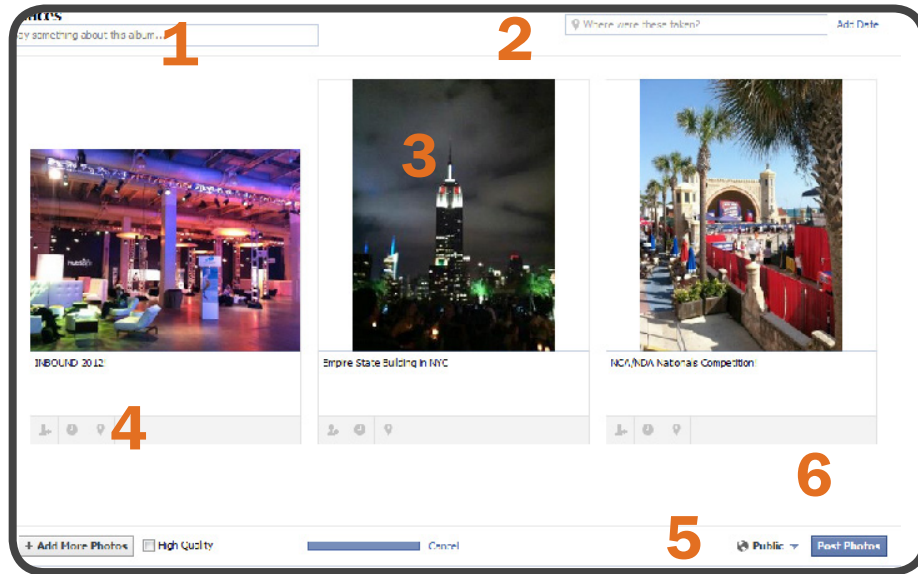
# CREATING AN AWESOME PHOTO ALBUM

Once you have choosen images to upload, you can include more
information about the photos.



**1** Choose a title for your album, and add a description about it.

**2** Add a location for the entire album, if they were all taken in one place.

**3** Tag people by clicking their face. The person you tag can see that you tagged them, and can chose to keep or remove the tag.

**4** You can add the date the picture was taken, and the location.

**5** Decide who you want to see the album, from public to custom lists.
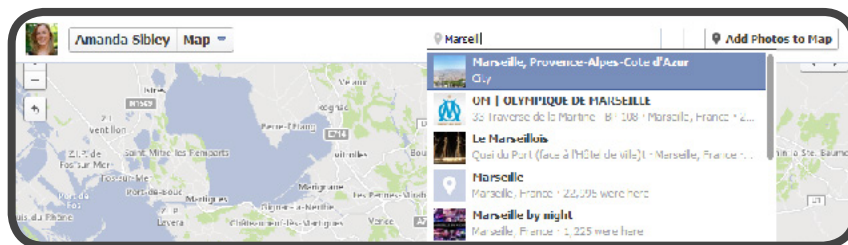
**6** Come back later and add more photos to the same album.

# MAP YOUR TRAVELS

**1** When adding a new location to your map, simply begin typing in the location. You can choose anything from a city to a restaraunt. My colleague, Amanda, recently visited Marseille, France. To add this to her map, she searched for the city itself.

**2**



She was given options as to the nature of her visit. She chose, "I was here," and was given the option of writing a description of her visit, the ability to tag people who were with her, and upload photos from this visit.
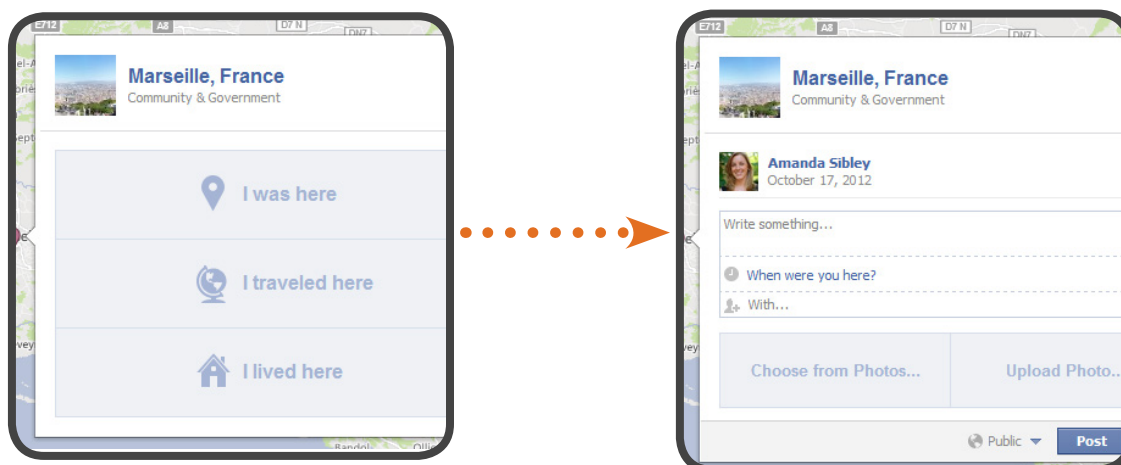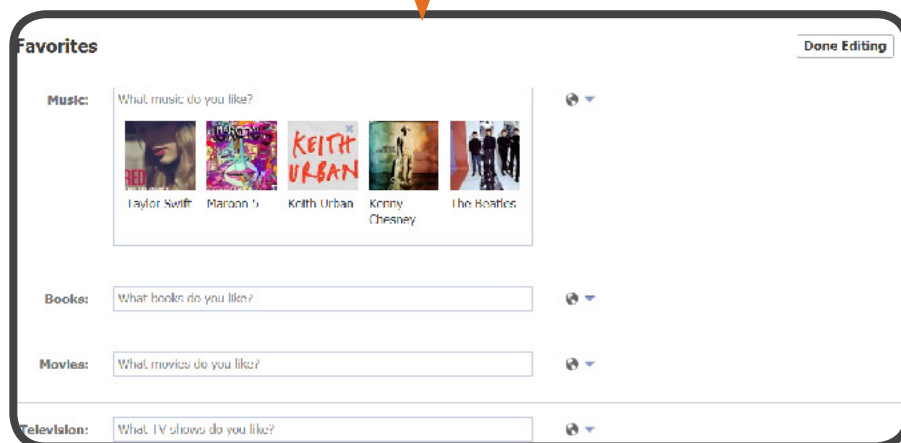


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# LIKES AND INTERESTS

Your Facebook profile is a great place to share your interests with others. You can add in your favorite music, books, movies, TV shows, sports teams, activities ,and more. This is also where all the pages you have Liked overtime will accumulate.
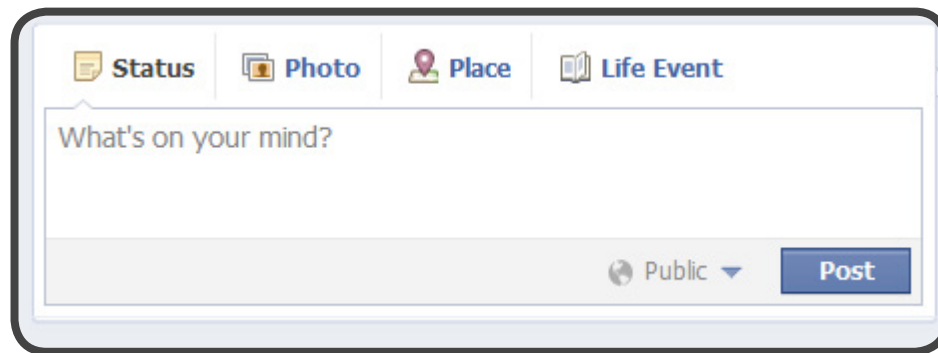
# POSTING ON FACEBOOK

Posting on Facebook is the biggest reason to join Facebook; to see what your friends and the causes you like are doing! You can post something from your profile page, or from your News Feed (discussed later). In any post, you can tag friends, put a time stamp on it, add a location, and adjust privacy settings. What can you post to Facebook?



## Status Update

A status update is the most basic form of a Facebook post. These posts are written in text and can be used to let friends and followers know what you are doing or thinking.

## Photos

You can also post an image on your timeline. These pictures will appear on your timeline and in an album titled "Timeline photos" that is automatically generated by Facebook.
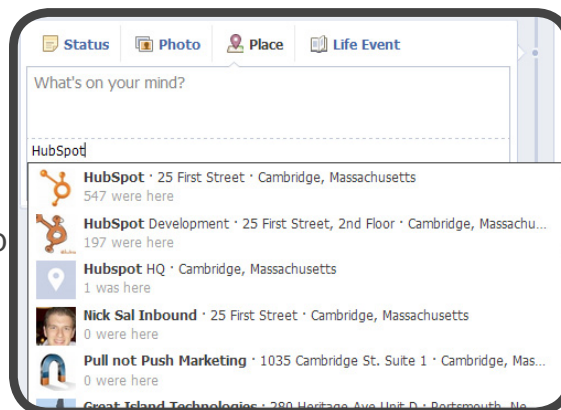
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## Places

Traveled somewhere? Add a place to your Facebook timeline! Some companies give you coupons if you check into their location while you are there, so be on the lookout.

## Life Events

Facebook is a place to keep others informed about your life, and it now has a posting option where you can actually announce life events instead of just making a status update on it. These events range from "Got a new job" and "in a relationship with..." to "Received a lifetime achievement award!" There are many options you can chose from and customize to your liking.
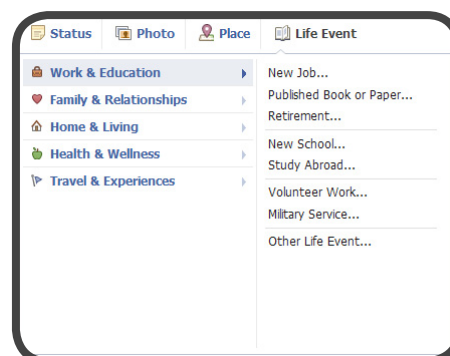
# ADVANCED OPTIONS ON PAGE POSTS

Once you have created a post of any kind, you can highlight it and edit it afterward.



**1** Highlighting a post will make it larger and more prominent on your page. This is a good idea for important posts you want more people to see.

**2** Editing a post will allow you to change the settings of the post, including date, location, and privacy. These changes will only be made to the individual post.

**3** You can Like or comment on any post. Liking a post simply means you like what is written. Comments on a post will be visible to anyone who can see the original post.
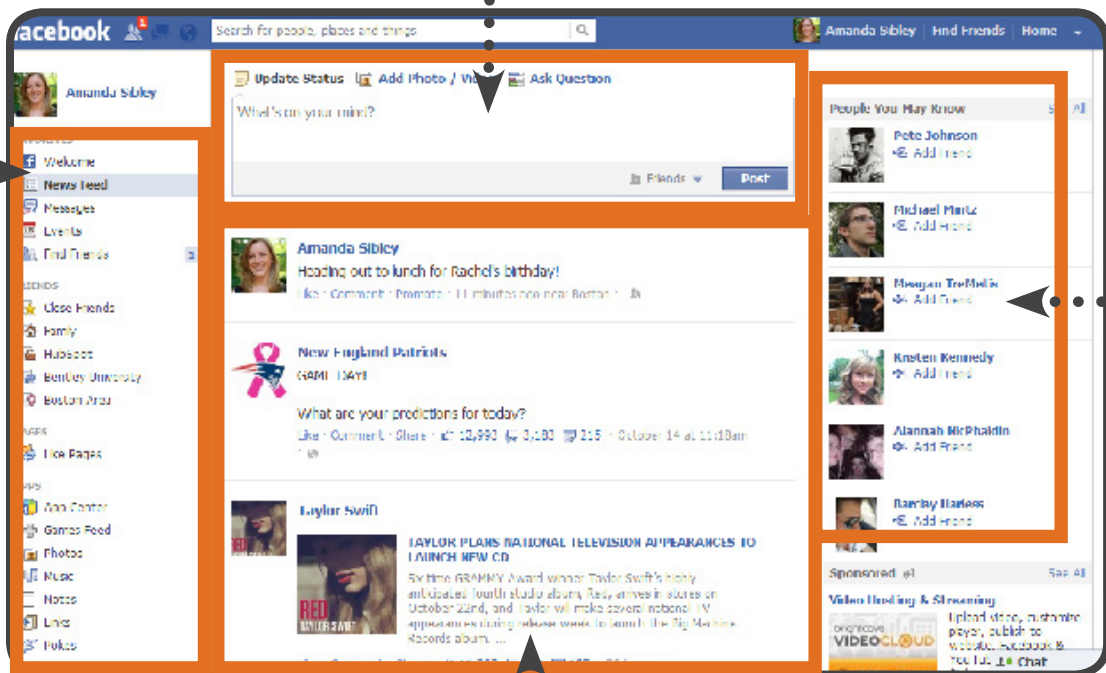
# NEWSFEED

The News Feed is a place where updates from friends and pages you have Liked will show up. Any interactions you can do on Facebook can also be done on the News Feed.

You can post a status update here



Left Sidebar Menu: Everything you have on your Facebook (discussed later)

Friends suggestions

Posts by friends and causes you follow

# PAGE POSTS

When a friend or organization posts something, you can Like, comment on, or share it. Liking it will put your name in the list of people who Like the post. Commenting on the post will make your post appear to all people who are also friends with or following that page, and sharing the post will make a duplicate post of this on a location of your choice -- your timeline or a group or friend's timeline.

When you share a post that a friend or cause posts, the following will appear. You can chose to share this on your own timeline, a friend's timeline, in a group you are part of, or in a private message. You can add in your own message above the post, and decide who you want to share it with.

# LEFT SIDE MENU
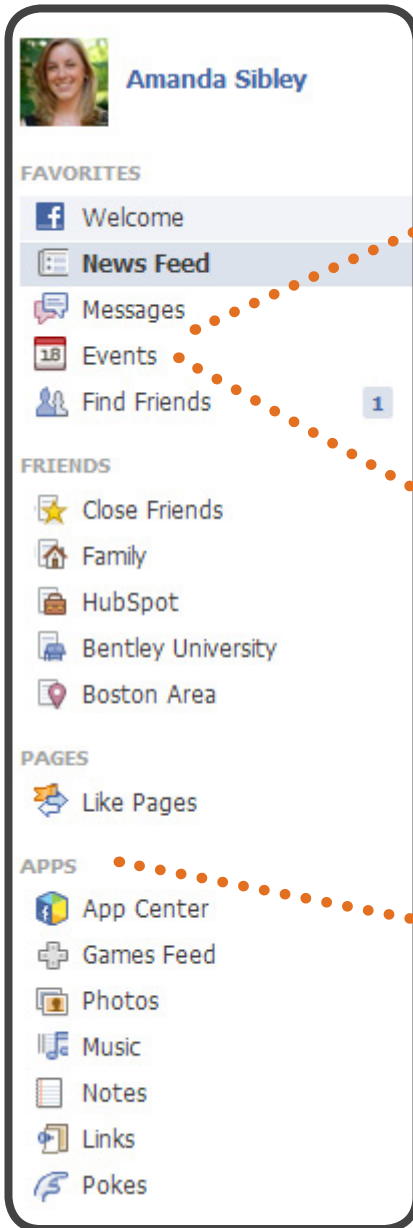
**Messages** - You can send private messages to people through Facebook. They must also have a Facebook account. You will also get messages for event invitations in "Messages."

**Events** -  Any event you have been invited to will appear in your events tab. You can also create an event and invite volunteers or participants. This is a great place to send an invite to a large group of constituents or potential donors for personal or fundraising events.

**Apps** - There are numerous apps you can connect to through your Facebook account. These apps include games, music, Pinterest, and more. The app center allows you to easily browse and download your favorite apps.

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# FINDING FRIENDS

There are several ways to find friends and constituents once in your Facebook profile.

**1** Facbook will suggest people you may know on the right side of your profile.
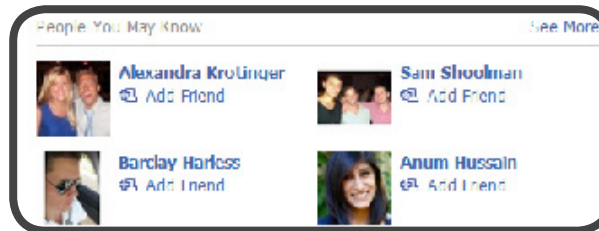
**2** You can use the search bar in the top of any Facebook Page to search for a friend or mission by name.
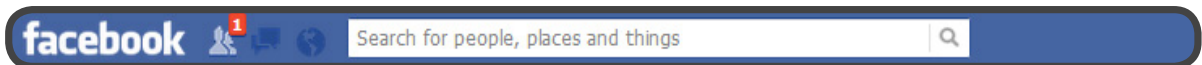
**3** You can go back to the original friend finder, which can be found on the left menu bar. Here you can search for friends using contacts from your email contact lists.
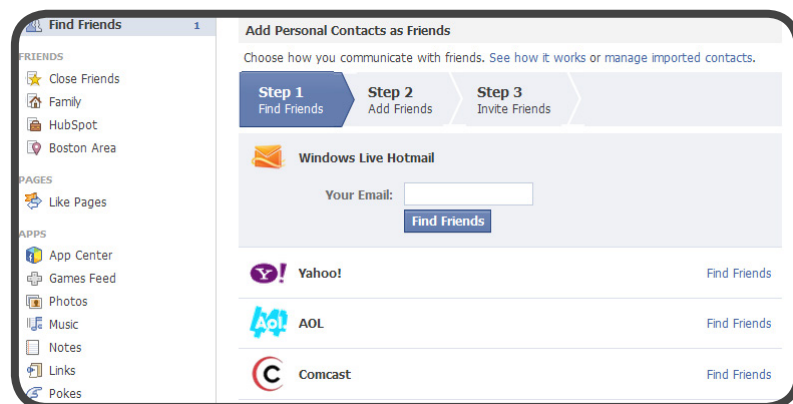
# FRIEND LISTS

Facebook allows you to put certain people into lists. With friend lists, you can limit the people who see certain posts. This feature makes it easy to show content related to certain people. If I posted a new blog post I wrote, I would want that to be visible to the people who are passionate about my cause. With friend lists, that's easy!
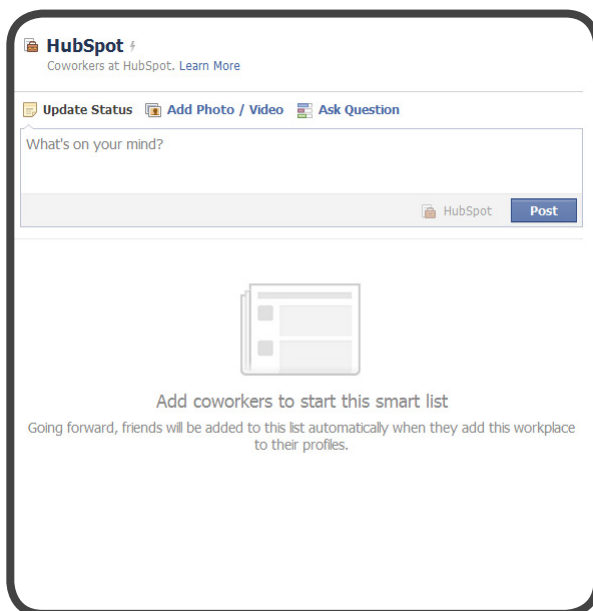
# FIND AND LIKE A FACEBOOK PAGE

One of the best uses of Facebook is to keep up to date with your favorite organizations, causes, and public figures. How do you get notifications about these missions and people in your News Feed?

**1** Search for the cause or person in the search bar at the top.
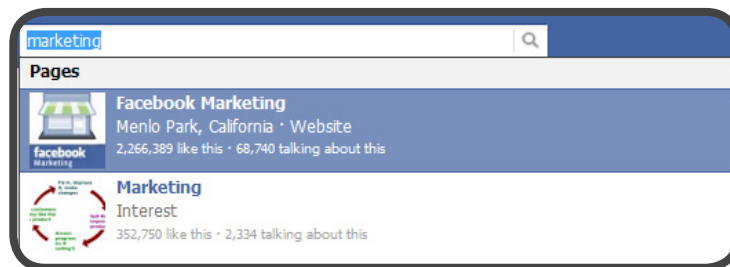


**2** Click the Like button below the cover photo. Once you Like the page, their statuses and images will appear in your News Feed. Liking a page is different than Liking an individual post on that page.



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## JOINING NETWORKS

You can join a alumni or mission-based network. You must have a valid email address associated with it. By joining a network, you make it easier for others to find you in searches when you share a common network. To join a network, click on the drop-down arrow in the top right of Facebook. Click on account settings, and then edit networks.
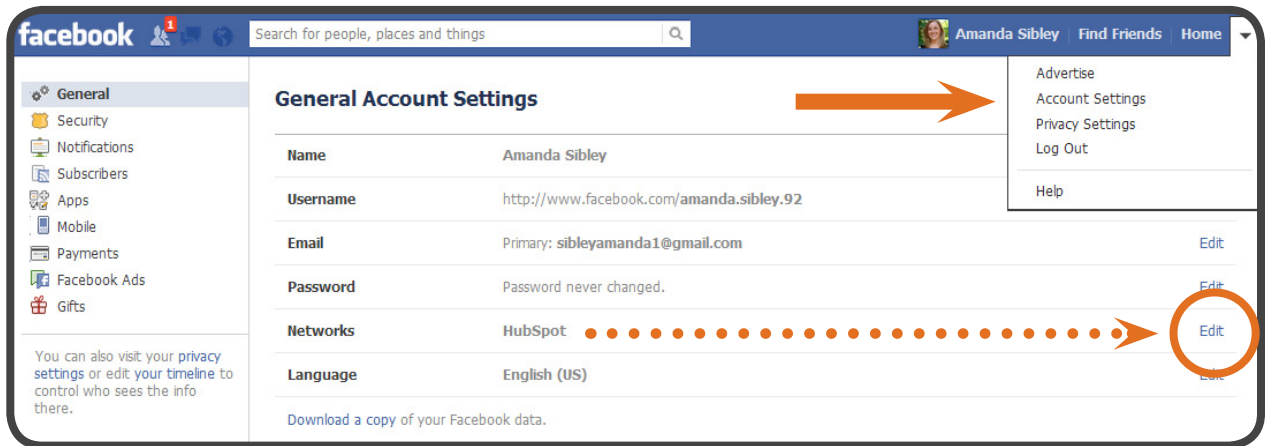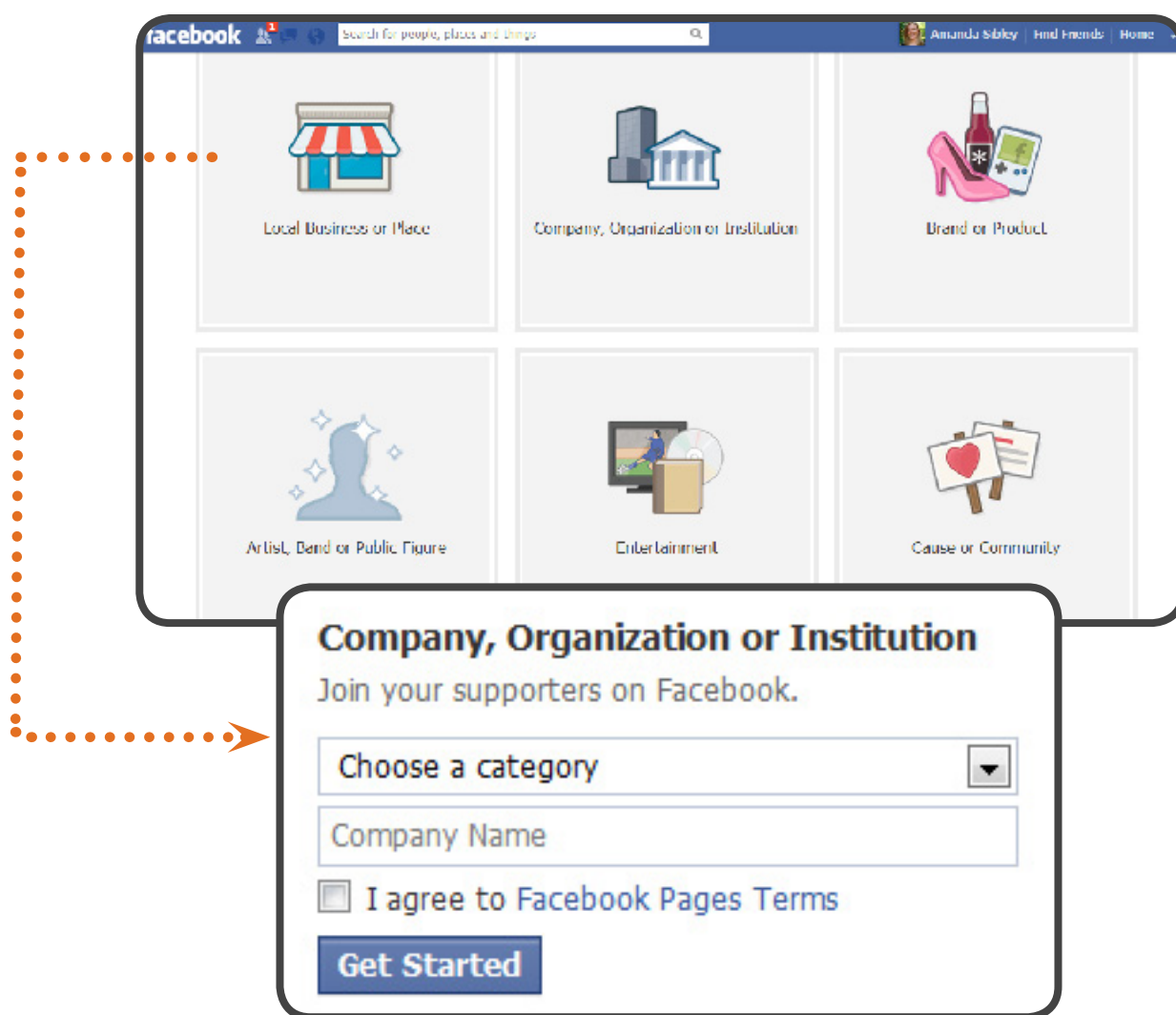
# SETTING UP A NONPROFIT FACEBOOK PAGE

# Creating a Nonprofit Facebook Page

Nonprofit Facebook Pages are similar to personal pages, but are by default, public. Users can Like and become a "fan" of your page without requiring approval from page administrators. Once you are logged into Facebook, you can create a page here: http://www.facebook.com/pages/
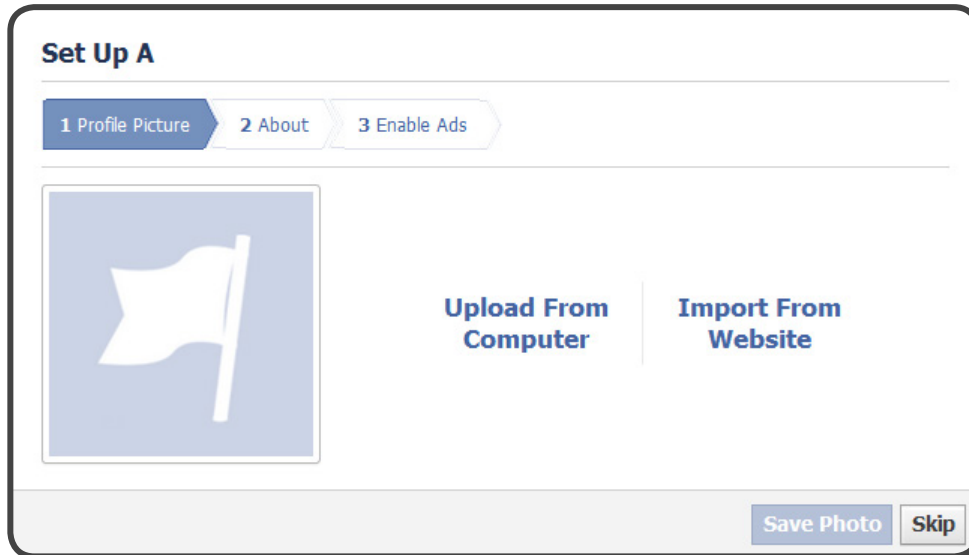


Once you select the type of page you are looking to make, you can choose what category your organization falls into and add your nonprofit name.

Facebook will walk you through three simple steps to get your page up and running.

**Set Up A**

1 Profile Picture   2 About   3 Enable Ads

Upload From Computer | Import From Website

Save Photo   Skip

**1** Select a profile picture. Just like your picture in your personal account, this is the image people will see when searching for you. Use a clear image of your logo here.

**2** The 'About' section will appear below your logo on your nonprofit's time-line/homepage. Be clear here about what your organization does.

**3** Enable Ads. Advertising your page can be very beneficial to your cause. You can enable ads here, which will allow you to later go back and set up an advertising account. For a detailed description of creating Facebook ads, you can read, "How to Create Epic Facebook Ads."

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# Edit Page

To edit your page, click on edit page at the top within the "Manage Page," or admin panel.

**Admin Panel**

**Notifications**                                                    See All

● ● ● ● ● ● ● ● ▶ **Edit Page** ▼  **Build Audience** ▼  **Help** ▼  **Hide**

Judit Csik, Sisa Bravo and 35 other people like HubSpot's link: "What on Earth is a workflow?! "A..."
13 minutes ago

Update Info
Manage Permissions
Admin Roles
Manage Notifications

Carla Jackson, Lewis Garza and 3 others posted on HubSpot's timeline.
26 minutes ago

Use Activity Log
See Banned Users...

Ari Andi Agustin, Corretor Seguros and 4 others commented on HubSpot's link.
27 minutes ago

Use Facebook as HubSpot

You are the administrator of your page. Your name will not appear anywhere on your nonprofit Facebook Page unless you choose to post as yourself. By default, you will be posting as your nonprofit Facebook Page name.

## Free Resource: How to Change Your Facebook Voice

Want to learn how you can toggle between responding as yourself or responding as your business? Click here!

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# Page Administration

Once in the Page Administration, there are various things you can change to customize your page.

## MANAGE PERMISSIONS

Here, you can decide who can post what on your page, location and age restrictiions, and post visibility.

## BASIC INFORMATION & PROFILE PICTURE

Here you can edit the information about your organization, including about, location, phone number, website, and more. This information is helpful in case people want to contact you or donate to your mission. Remember, Facebook fans often become customers!

Your Settings
**Manage Permissions**
Basic Information
Profile Picture
Featured
Resources
Report Duplicates
Admin Roles
Apps
Mobile
Insights
Help
Deals
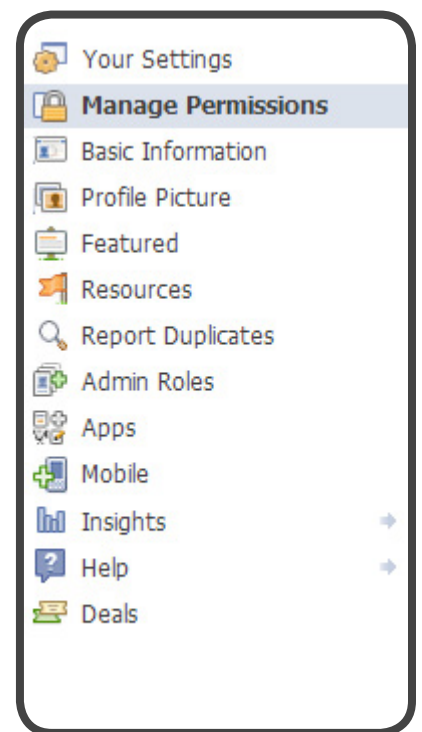
### Free Video: Create Your Facebook Page in 5 Simple Steps

Prefer to set up your Nonprofit Facebook Page by following a step-by-step video tutorial? Click here to start watching & learning.

# Tips for Optimizing Your Nonprofit Facebook Page Use

## APPS

You can connect various apps to your nonprofit Facebook Page. A few of these apps include Pinterest, Instagram, and Twitter. These apps allow you to connect your social media accounts and other applications that may be useful for your organization.
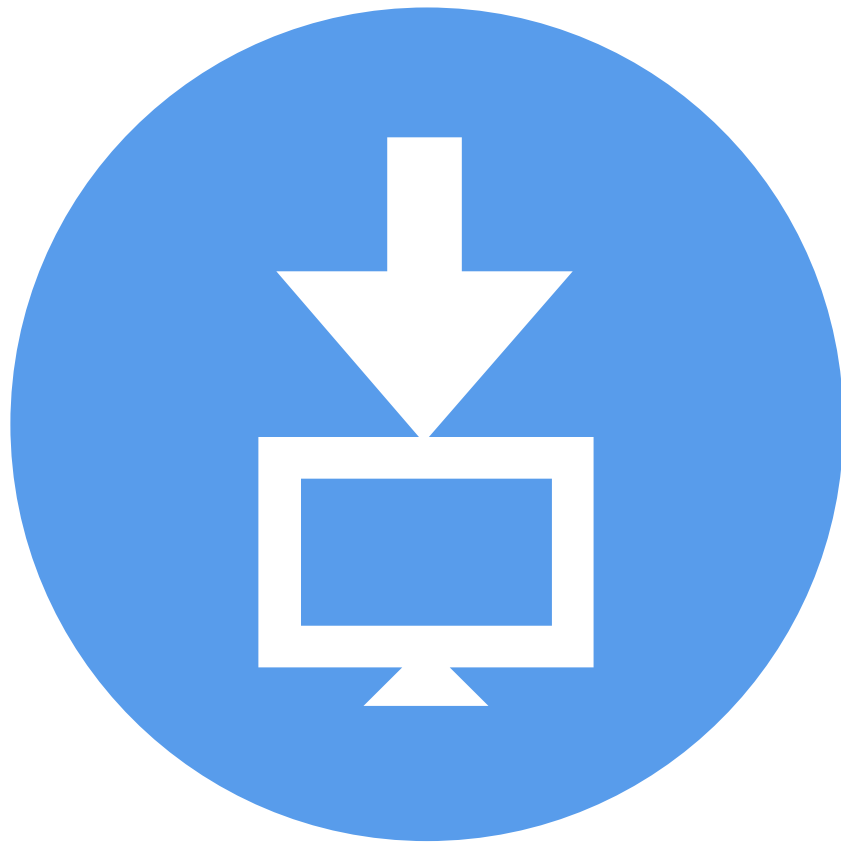
**Free Resource: 6-Step Cheat Sheet for Facebook Timeline**

Learn some quick tips and tricks for Facebook timeline with these six steps. Click here to learn more.

6-STEP CHEAT SHEET
**facebook**
BUSINESS PAGE
TIMELINE

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# How to Promote Your Page

## CREATE ENGAGING CONTENT

Post a variety of content, from photos and status updates, to videos, events, and polls. Ask your constituents questions and have them post their answers in the comments section of your post. Not only does this engage your current supporters, it will also make the post visible in the New Feeds of your fans, thus increasing your reach to their friends who may not yet know about you!

## POST CONTENT WORTH READING

This can range from blog posts you have written to relevant content written by others who support your mission.

## PAGE VISIBILITY

Let your audience in other networks know about your page. Add a "Like us" button in all emails and blog posts you create.

## RESPOND TO USERS

Respond to users' questions and complaints. A supporter that posts a negative comment needs to be responded to quickly in order to decrease the negative effect they could have on your mission. Remember, Facebook is public, and anyone can post anything. The best thing to do is to handle negative comments in a polite manner and build a cause with a positive image.

## ADVERTISING

Use Facebook ads for paid promotion. To increase the reach of your organization name, you can use Facebook ads to promote your content and your nonprofit's page.

# GROUPS

Groups on Facebook are slightly different than nonprofit Facebook Pages. In some cases, it makes sense for a nonprofit to create a group as well. The main difference between a nonprofit Facebook Page and a group is that pages represent a brand, while a group is a place for a community of people to discuss common interests. A group is essentially a page that is used as a chat room for a specific group of constituents. In a group, members can post all kinds of content just like on personal timelines and nonprofit Facebook Pages.

Members →

Post Types →



↑ Discussion posts from group members

Once you have established yourself on Facebook, Facebook will recommend groups you should join that are related to your interests and the people you are friends with.

# Key Differences Between Groups & Pages

| | Facebook Groups | Facebook Pages |
|---|---|---|
| **Overview** | Community of people with a common interest | Represents a brand or entity of which there are "fans" |
| **Messaging Members/Fans** | Message – emails members and sends to Facebook Inbox | Update – shows up under Requests on user's homepage and sends to Facebook Inbox |
| **Visibility on Profiles** | Shows up on members' profiles as a small text link | Shows up on fans' profiles with an image and text link |
| **Visibility in Public Search** | Groups are publicly indexed and searchable (single page only) | Pages are publicly indexed and searchable (each Page's tab)<br><br>Pages may show up in fans' public search listings |
| **Distribution in News Feed** | When members join or engage with the group, action is distributed in News Feeds | When users become a fan or engage with the Page, action is distributed in News Feeds<br><br>Updates / content shared by the page |
| **Administrator Visibility** | Group admins listed on Group<br><br>When Group admins engage with the Group (send a message, respond to a discussion thread), it comes from the admin's personal Profile | Admins are the behind-the-scenes managers of the Page<br><br>When Page admins engage with the group (send an update, post content), it comes from the Page (business) – unless changed in settings |
| **Applications Available** | Basic applications including Events, Discussions, Wall, Links, Photos, Videos | Almost all applications (tens of thousands) |

## CREATE A GROUP

To create your own group, click on "MORE" in the left menu under the "Groups" tab.

GROUPS                    MORE

Click "Create a Group" at the top right.

👥 **Groups**                    **+ Create Group**

You can then fill in details about the group and choose what privacy setting

you want. If you group is for a more specific activist purpose, creating a closed

or secret group will decrease the group's reach. Making an open group is

therefore recommended for most nonprofit purposes. You can use groups to

create events, invite friends to attent, start conversations, add photos, and

more.

**Create New Group**

Create a shared group for you and some of your friends, like your movie night buddies, sports team, siblings or book club.

**Group Name:** |

**Members:** Which people do you want to add to the group?

**Privacy:**  ○ 🌐 **Open**
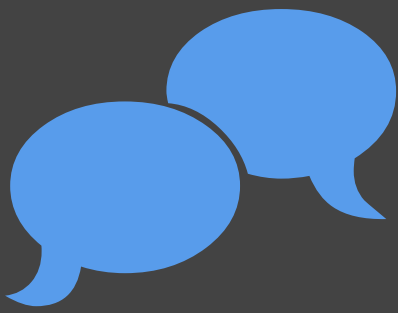Anyone can see the group, who's in it, and what members post.

● 🔒 **Closed**
Anyone can see the group and who's in it. Only members see posts.

○ 🔒 **Secret**
Only members see the group, who's in it, and what members post.
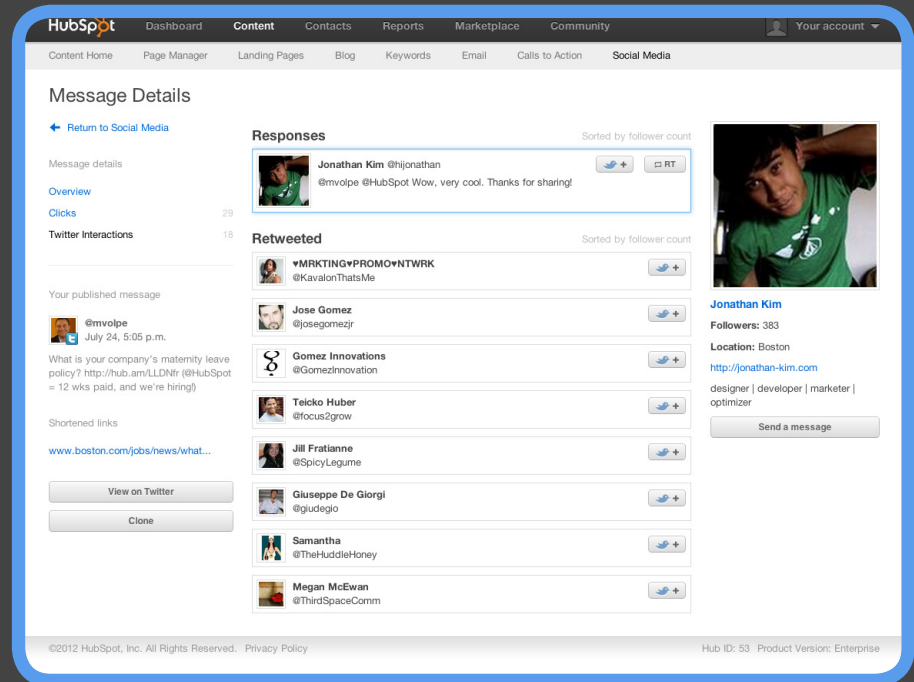
Share This Ebook!

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# TURN FACEBOOK INTO A POWERFUL SOCIAL CHANNEL

Are you tracking every Facebook interaction you have with your supporters? HubSpot not only lets you track every click on a link in a social message; it also lets you use that data to segment leads and trigger emails. Welcome to the first social media tracking system of its kind.



**REQUEST A DEMO**     **READ MORE**

✔ **Lookup:** Automatically look up social information for your donors.

✔ **Listen:** Listen to chatter and track clicks on all of your social posts.

✔ **Segment:** Segment your constituents based on the social activity.

✔ **Trigger:** Trigger emails, update profile information, and adjust your lists based on social interactions.

# 6 BEST PRACTICES FOR YOUR NONPROFIT

# Nonprofit Best Practices For Facebook

**1** Be interactive, fun, and helpful. Give people insight into your organization. Highlight different individuals within your cause, why they're involved, and what they do. Put a face to your organization for your audience to relate to.

**2** Show the impact of your mission and share all the milestones, big and small, that you accomplish over time. Highlighting outstanding fundraisers and donors on a weekly/monthly basis is another way to do this. Posting videos from events or on location is effective as well.

**3** Post interesting industry news. Make it a place people want to visit, keep up to date on your mission's progress, and entertain themselves. Posting things going on within your cause and voluneteer opportunities is a great way to become a leader and increase your supporter base.

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**4** Like related nonprofit Facebook Pages. Facebook is a social place afterall, and connecting with partners, complementary missions, and other like-minded groups can strengthen your cause and your nonprofit Facebook Page credibility.

**5** Focus on engagement. You're trying to connect with and get a response from your community. Ask questions, post helpful tips, and link to articles that your audience will Like and share. When you make your posts about your audience and what they need rather than simply soliciting donations, you will develop a richer and deeper relationship with your community.

**6** Don't constantly ask for donations or volunteer drives. No one likes a never-ending sales pitch, even for a cause they believe in. By the same token, make sure you do highlight your donor opportunities from time-to-time! Use the 80-20 rule for fundraising drives vs. content/connection posts. So if you decide to post five times a week, one of the posts should be a campaign message and four posts should be about other informational or fun content.

# MEASURING YOUR FACEBOOK SUCCESS

# Using Facebook Insights

Insights allow you to see the analytics behind the engagment on your page. You can measure Likes, reach, the number of people talking about your page, and the number of checkins at your nonprofit or event. You can see the increase in Likes your page has, as well the number of "Friends of Fans." This number is important because you can see the potential number of people who can see your content through your current supporters. Remember, when a fan Likes, comments, or shares some of your content, that interaction is visible to their friends.
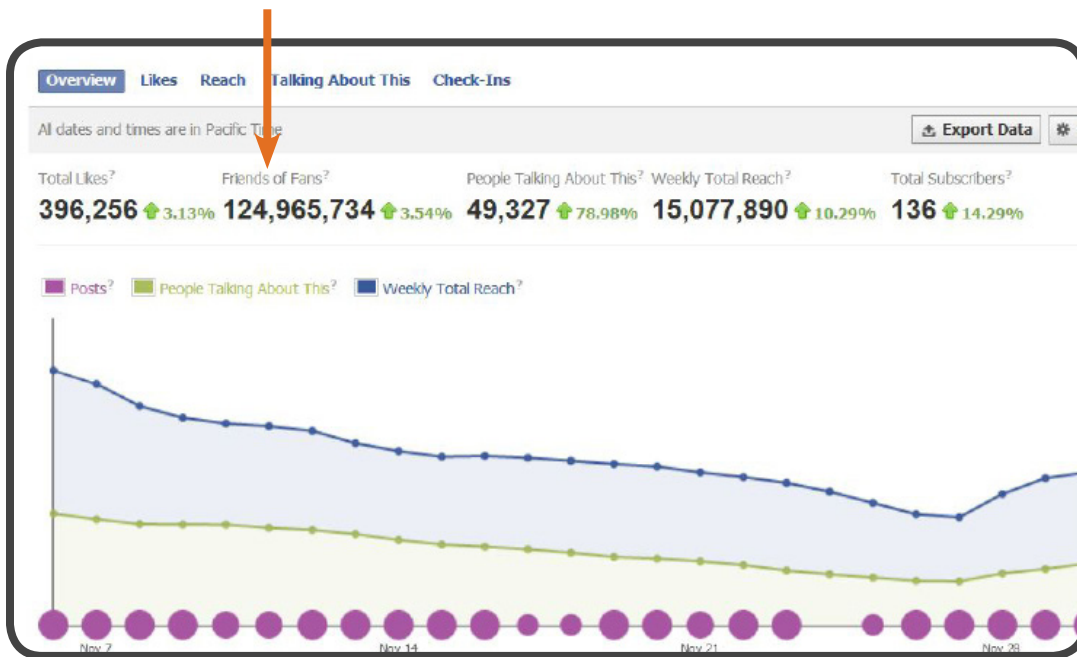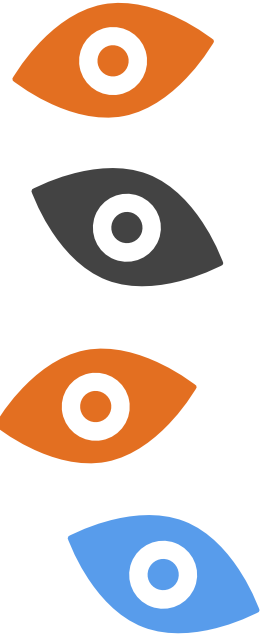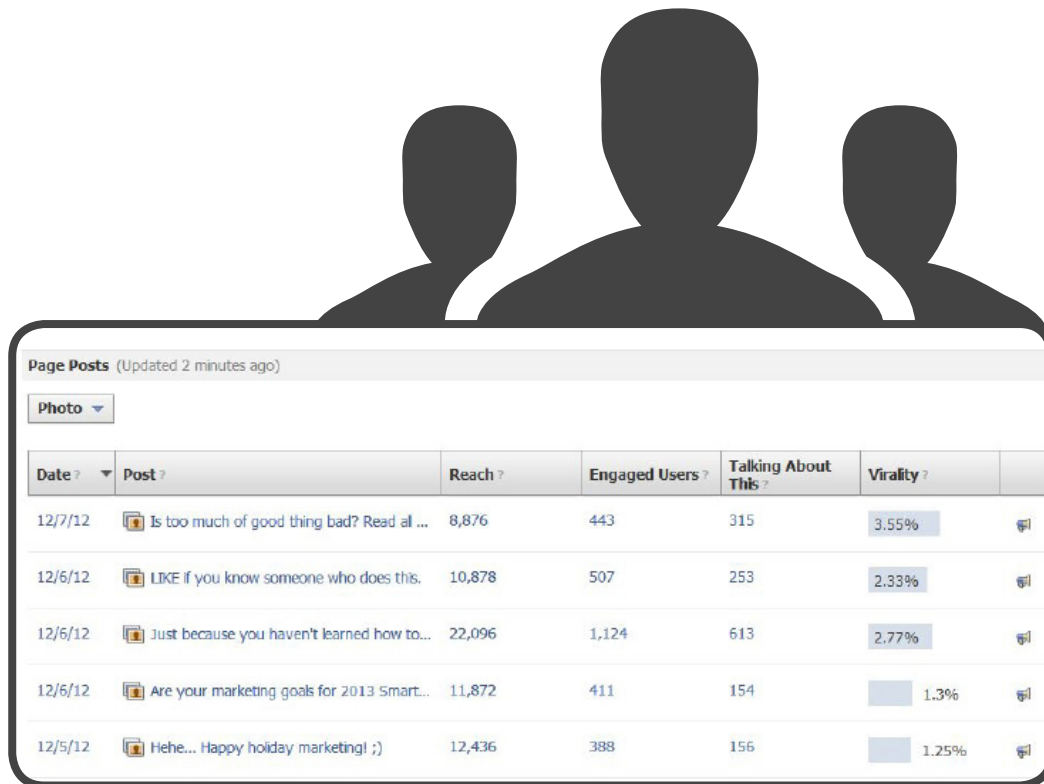
# ENGAGEMENT

You can also look at the engagement levels of each idividual post on Facebook. How many people did each post reach, how many people are talking about it, and how viral is it? These are all questions that can be answered within Facebook's Insights! Nonprofits can look at which types of posts are most successful ... and who doesn't love that? Use this information to plan your future Facebook strategy to achieve your goals.

**Page Posts** (Updated 2 minutes ago)

Photo ▼

| Date ▼ | Post ? | Reach ? | Engaged Users ? | Talking About This ? | Virality ? | |
|--------|--------|---------|-----------------|----------------------|------------|---|
| 12/7/12 | Is too much of good thing bad? Read al ... | 8,876 | 443 | 315 | 3.55% | |
| 12/6/12 | LIKE if you know someone who does this. | 10,878 | 507 | 253 | 2.33% | |
| 12/6/12 | Just because you haven't learned how to... | 22,096 | 1,124 | 613 | 2.77% | |
| 12/6/12 | Are your marketing goals for 2013 Smart... | 11,872 | 411 | 154 | 1.3% | |
| 12/5/12 | Hehe... Happy holiday marketing! ;) | 12,436 | 388 | 156 | 1.25% | |

# FAN DEMOGRAPHICS

The demographics and location of your fans can also be found in Insights. This can teach you a lot about your audience and help you tailor your content to what your supporters are actually interested in. You're able to see the age and gender breakdown of users, as well as the geographic location of the people who became your fans. Not only can you look at this data for people who have had Liked your page, but also for the people who saw your page, talked about your page, or checked in to your events!

This data should be used to tailor content to the people who are actually viewing and interacting with your page. You may think you know who your best mission evangelizers are, but take a look at concrete data before making final decisions.

# Track Your Facebook Success

Now that you are up and running on Facebook, how can you tell if you are sending people to your website and driving donations? Using HubSpot's software, you are able to see exactly where your website viewers and leads are coming from. You can even use specific tracking tokens to hone in on where from your Facebook page you're seeing the most success!
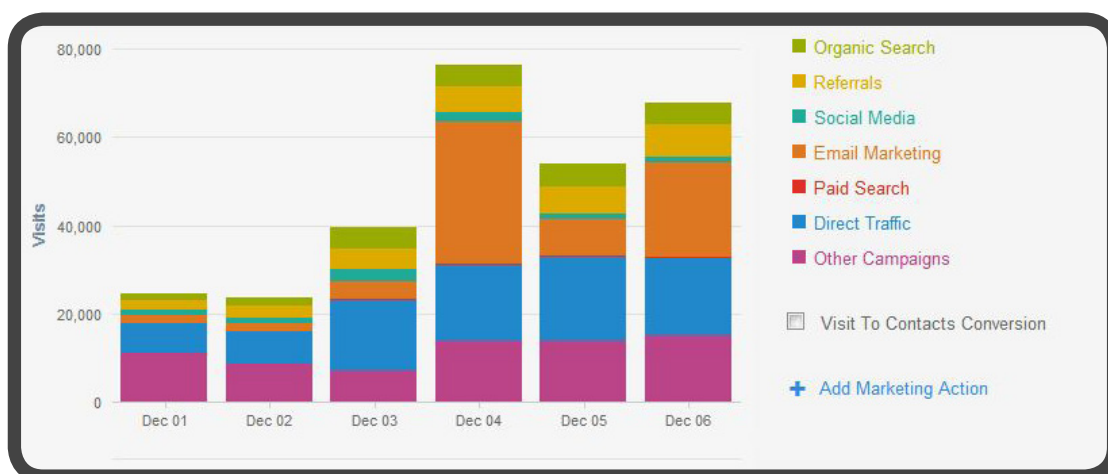
# Track Your Facebook Engagement

Through HubSpot, you can also look at each post individually and see which of your constituents or donors interacted with the post. You can find your most social-savvy supporters and utilize this information for better relationships! Your Facebook leads will be automatically added to a list in HubSpot for you to refer to.

# CONCLUSION AND ADDTIONAL RESOURCES

We have covered a great deal of information on how to use Facebook for both your personal life and your nonprofit. You should now feel comfortable creating your own profile and creating your organization's nonprofit Facebook Page. You can now set up your page's preferences and settings to your liking. You should also have some great ideas about optimizing your nonprofit Facebook Page for increased fan and partiicpant engagment. We hope that your nonprofit Facebook Page will help grow your base and attract more donations.

# POWER YOUR FACEBOOK SUCCESS WITH HUBSPOT

Learn how your Facebook marketing can be optimized for more leads and customers. Get a free demo of the HubSpot software to learn how to track and improve just that.

**http://bitly.com/HubSpot-Demo**