



# Creating **Custom Facebook Tabs** to Attract Fans and Engage Your **Constituents**

presented by  
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Why should I create a custom tab for my nonprofit's Facebook Page?

How do other nonprofits using custom tabs?

What are iFrames and what do they have to do with custom tabs?

What is the process for creating custom tabs?

How do I create a simple welcome tab for my Page?

How do I add a donation button to a custom tab?

How do I embed a YouTube video in my custom tab?

How do I add an email opt-in form to my custom tab?

How do I embed a survey in my custom tab?

How do I create content on my tab that's only viewable by fans?

How do I create an iFrames application in Facebook?

How can I add a my custom tab to my Facebook Page?

What are some recommended tools to create these tabs?



Why should I create a custom tab for my nonprofit's Facebook Page?





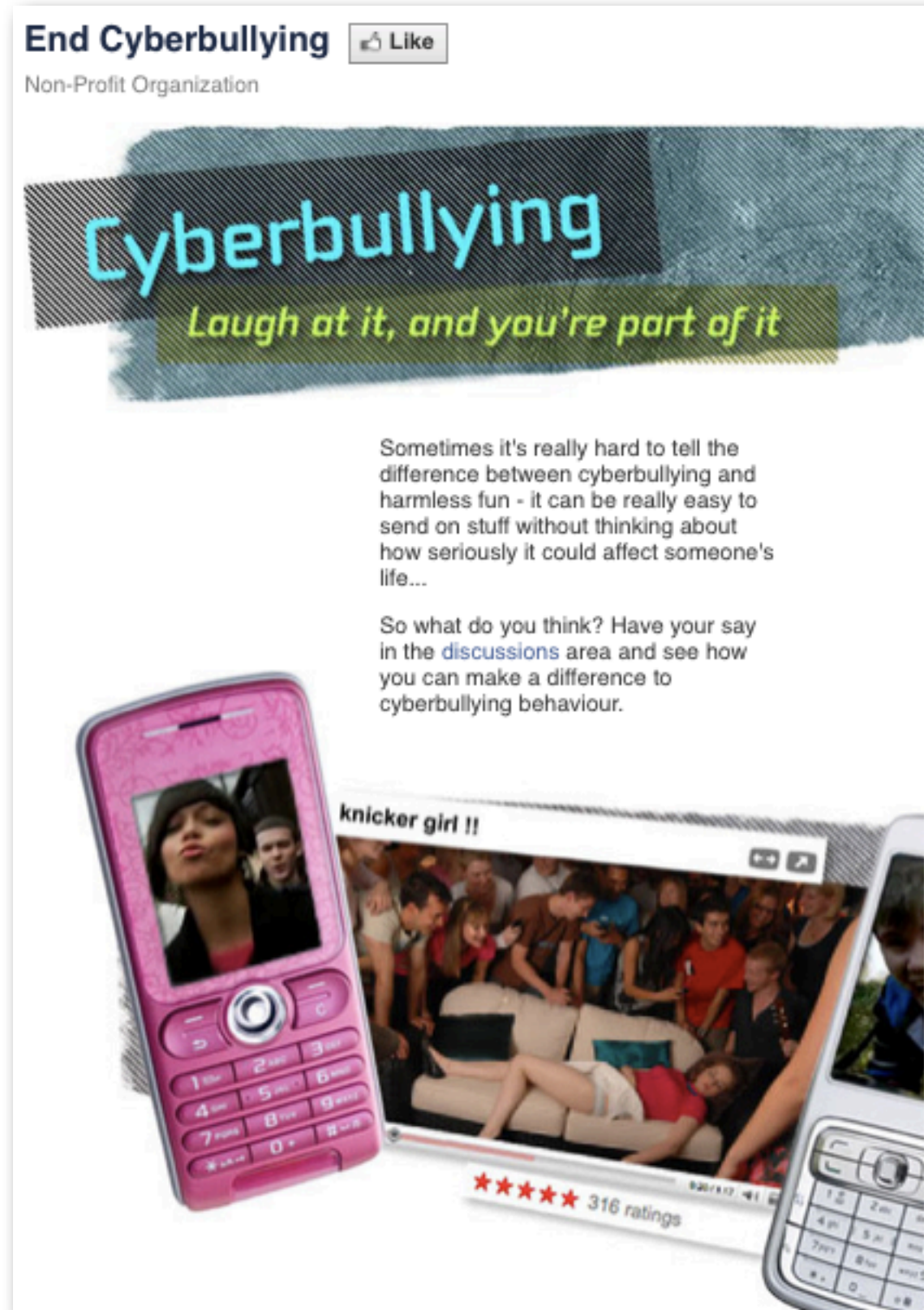
# Enhance your brand







# Fan engagement



## Creating Custom Facebook Tabs to Attract Fans and Engage Your Constituents



# Email acquisition

**the 12 for 12k CHALLENGE**

**BELIEF CHANGES THE WORLD**

**Join Our Mailing List**

\* indicates required

Email Address \*

First Name \*

Last Name

Email Format

☐ html

☐ text

☐ mobile

**75 Friends Like This**

6 of 75 Friends

Barry Wise, Charles McKeever, Iggy Pintado, Mark Haral, Steve Akins, Lia Suzuki

**297 People Like This**

Mike Ciccolella, David Harris

**Jesse C. Young & Edwards**  
regenttheatre.com

Thursday, Nov. 11th. Jonathan Edwards Band & Jesse Colin Young Band come to The Regent Theatre, Arlington, MA. Buy tix here!

**Got songs to pitch?**  
songlink.com

**SongLink INTERNATIONAL**

Start pitching to global artists who need hit songs – pop, dance, R&B, rock, country etc, via SongLink the world's leading tipsheet.

**MS Nonprofit Mgmt Online**  
educationdegreesource.com

MS in Nonprofit Management and Leadership (M.S. NP). Advance your career and enhance your ability to create positive social change.

**Easy Mobile Marketing**

**ruxter**  
...mobilize & connect

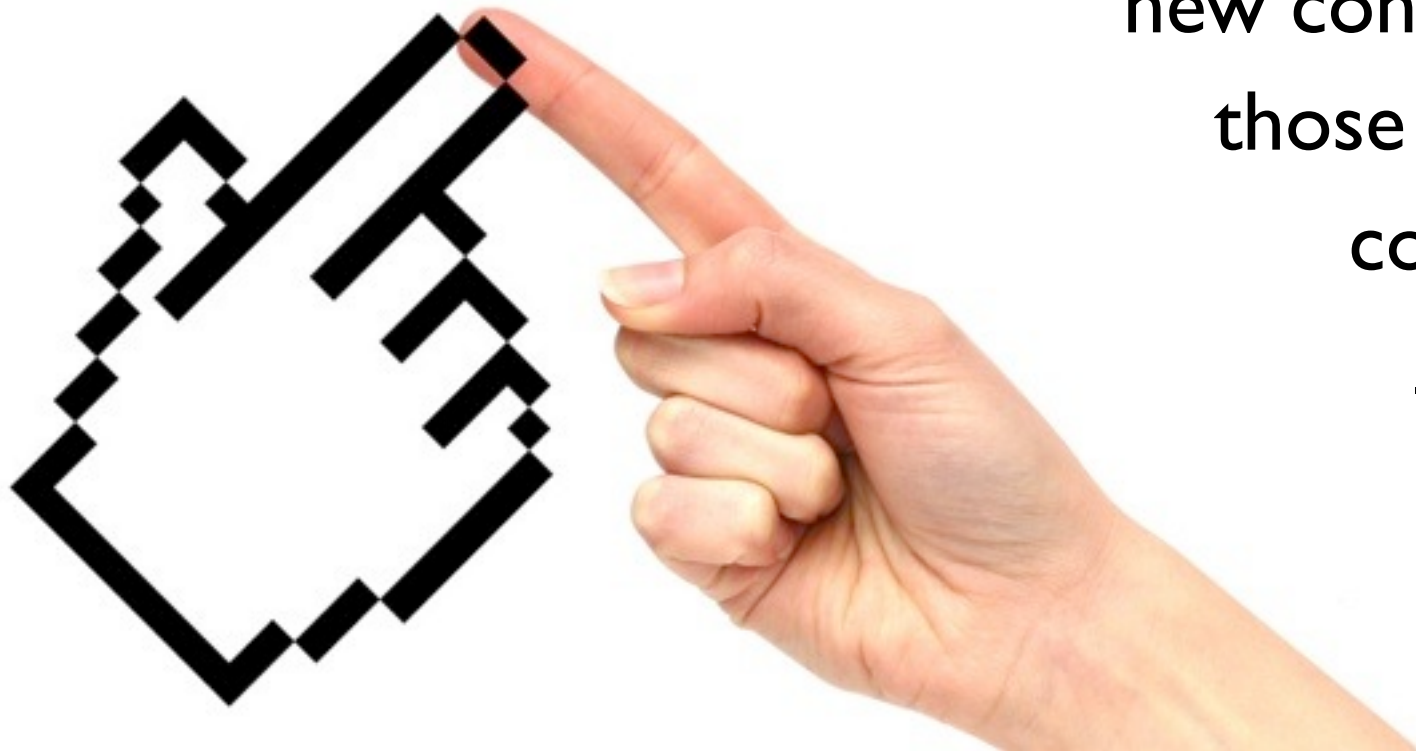




# Increase fan acquisition

Pages **with a landing tab** converted new connections at a rate of **47%**, while those without a custom landing tab converted at a rate of **23%**

-BrandGlue study in May, 2010





How are other nonprofits using custom tabs?





## Inspirational examples

### **Calls to Action:**

Human Rights Campaign: <http://www.facebook.com/humanrightscampaign?ref=ts> (email signup, take action)

ONE.org: <http://www.facebook.com/humanrightscampaign?ref=ts> (join us)

Humane Society: <http://www.facebook.com/humanesociety> (take action)

Greenpeace International: <http://www.facebook.com/greenpeace.international?ref=ts> (join a group)

Oxfam America: <http://www.facebook.com/oxfam#!/oxfamamerica?ref=ts> (join the community)

Doctors Without Borders/Medecine Sans Frontieres: <http://www.facebook.com/msf.english?ref=ts> (sign petition+overview)

Greenpeace USA: [http://www.facebook.com/greenpeaceusa?v=app\\_10531514314&ref=ts](http://www.facebook.com/greenpeaceusa?v=app_10531514314&ref=ts) (get involved)

Our Jewish Community: <http://www.facebook.com/OurJewishCommunity> (become a fan to get info)

### **Show Organizational Value:**

Boston Sex Ed: <http://www.facebook.com/bostonsexED?ref=ts> (great video on tab)

Epic Change: [http://www.facebook.com/EpicChange?v=app\\_23744633048](http://www.facebook.com/EpicChange?v=app_23744633048) (links to website pages+overview)

End Cyberbullying: <http://www.facebook.com/EndCyberbullying?ref=ts>

The Music Matters Project: <http://www.facebook.com/TheMusicMattersProject> (general overview, become a fan)

Kids Are Heroes: <http://www.facebook.com/KidsAreHeroes> (general overview, hyperlinked text to twitter, website)

### **Become a Fan:**

Grameen Foundation: [http://www.facebook.com/StopPovertyNow?v=app\\_7146470109](http://www.facebook.com/StopPovertyNow?v=app_7146470109) (voting)

WaterAid: <http://www.facebook.com/WaterAidAmerica>

UNLV Tickets: [http://www.facebook.com/unlvtickets?v=app\\_10442206389](http://www.facebook.com/unlvtickets?v=app_10442206389) (watch the trailer)



# Three ways to create custom tabs:

1. Create an iFrames application
2. Use Static HTML
3. Use a third party application



What are iFrames and what do they have to do with custom tabs?



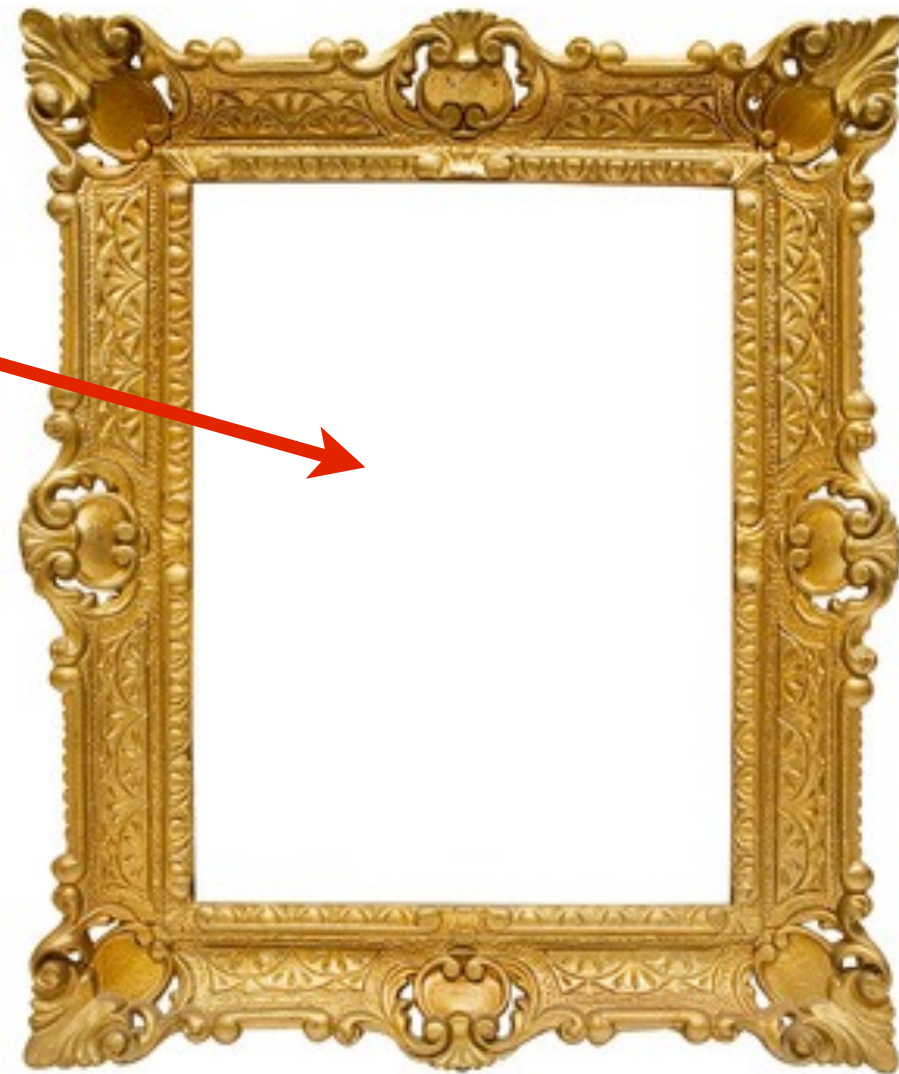
An iFrame is technology that allows Page admins to pull an external web page into a custom tab.







Think of an iFrame as a  
picture frame (Facebook)  
around a picture (a webpage  
on your website)



# Creating Custom Facebook Tabs to Attract Fans and Engage Your Constituents



Think of an iFrame as a picture frame (Facebook) around a picture (a webpage on your website).

facebook

Search

**Inbound Zombie - Social web strategies for non-profits and small businesses** ▶ 30 Minutes

Consulting/Business Services Edit Info

To help you decide if our services are right for you, we offer a free 30-minute consult to see if there's a match.

- What's your name?\*  
 First  Last
- What's the name of your organization?\*
- Project description\*

Briefly describe your project and goals - and include links to relevant websites.

- What's your email?\*

Got Zombies?

Schedule a free consultation below.

Wall

Info

**30 Minutes**

Dignity Edit

4,421 people like this


Likes See All

# Creating Custom Facebook Tabs to Attract Fans and Engage Your Constituents



facebook  1 Search

**Inbound Zombie - Social web strategies for non-profits and small businesses** ▶ 30 Minutes  
Consulting/Business Services [Edit Info](#)

  
Got Zombies?

Schedule a free consultation below.

Wall  
Info  
**30 Minutes**  
Dignity  
[Edit](#)

4,421 people like this  
Likes [See All](#)

To help you decide if our services are right for you, we offer a free 30-minute consult to see if there's a match.

- What's your name?\*  
 First  Last
- What's the name of your organization?\*
- Project description\*  
  
Briefly describe your project and goals - and include links to relevant websites.
- What's your email?\*

The body of this tab is not hosted at Facebook.com



What is the process for creating custom tabs?

[http://charityhowto.com/blog/?page\\_id=992](http://charityhowto.com/blog/?page_id=992)





## Three steps to creating an iFrames custom tab

Create a webpage on your site → Create a Facebook application → Add the app to your Facebook Page





## Creating a webpage on your site

On your Web server, create a directory for your iFrame application.

In the example below, we created a new directory on the server called "FacebookApps" and then a subdirectory called "MyCoolApp".



<http://YourDomain.org/FacebookApps/MyCoolApp>



If you don't know what any of this means,  
please contact your web master or IT  
person who is in charge of your website



<http://YourDomain.org/FacebookApps/MyCoolApp>



How do I create a simple welcome tab?





## How do I create a simple welcome tab?



Note: This process only applies if you are creating a custom tab with your website



How do I add a donation page to my custom tab?



## How do I add a donation page to my custom tab?



Note: This process only applies if you are creating a custom tab with your website



How do I embed a YouTube video in a custom tab?





## How do I embed a YouTube video in a custom tab?



Note: This process only applies if you are creating a custom tab with your website



How do I add an email form to my custom tab?



## How do I add an email form to my custom tab?



Note: This process only applies if you are creating a custom tab with your website



How do I display hidden content to fans?



## How do I display hidden content to fans?

It's best to use Static HTML: iFrames tabs or a third-party app because:

- Advanced knowledge of PHP coding is required
- You have to load the Facebook development kit into your website.
- You have many other fish to fry.

Free static HTML app: <http://apps.facebook.com/apps/application.php?id=190322544333196>





## Five template tools for custom Facebook tabs

PageModo

\$7 per month

Lujure

\$6 per month

FanPageEngine

\$47 for three tabs

TabPress

Free for Pages with  
less than 2,500 fans

Facelt Pages

\$8 per month



## Six tips for creating **effective** custom Facebook tabs

1. Each tab should have one goal
2. Only have one call to action per tab
3. Keep the copy clear, short and consise
4. Use a powerful image
5. Use 16pt text
6. Make buttons easy to see



# Questions from attendees

# Creating Custom Facebook Tabs to Attract Fans and Engage Your Constituents



## To see this:

**bold**

*italics*

underline

~~strikethrough~~

Big size

Small size

An em-dash— see?

Hyperlink to [Facebook](#)

A Bulleted List:  
One Item  
Another Item

An Ordered List:

1. First Item
2. Second Item

The following quote is special:

Because it is indented

Heading 1

Heading 2

Heading 3

## Type this in your note:

`<b>bold</b>`

`<i>italics</i>`

`<u>underline</u>`

`<s>strikethrough</s>`

`<big>Big size</big>`

`<small>Small size</small>`

An em-dash&mdash;see?

Hyperlink to `<a href="http://www.facebook.com">Facebook</a>`

A Bulleted List:

```
<ul>
<li>One Item</li>
<li>Another Item</li>
</ul>
```

An Ordered List:

```
<ol>
<li>First Item</li>
<li>Second Item</li>
</ol>
```

The following quote is special:

`<blockquote>Because it is indented</blockquote>`

`<h1>Heading 1</h1>`

`<h2>Heading 2</h2>`

`<h3>Heading 3</h3>`

# HTML cheat sheet

for Creating simple  
web pages