Creating Custom Facebook Tabs to Attract Fans and Engage Your Constituents

presented by
Charityhowto.com and John Haydon

Creating Custom Facebook Tabs to Attract Fans and Engage Your Constituents

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?
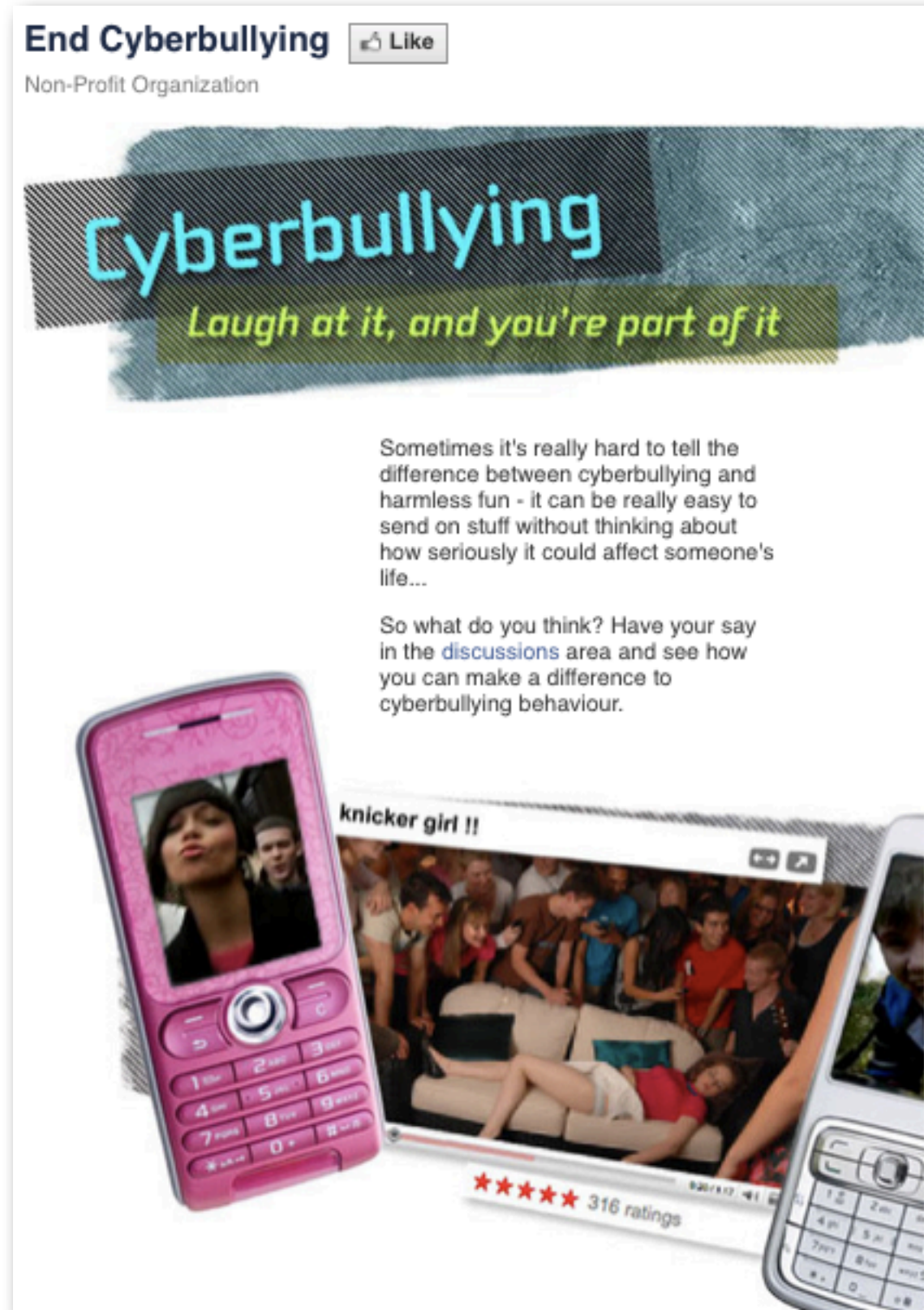
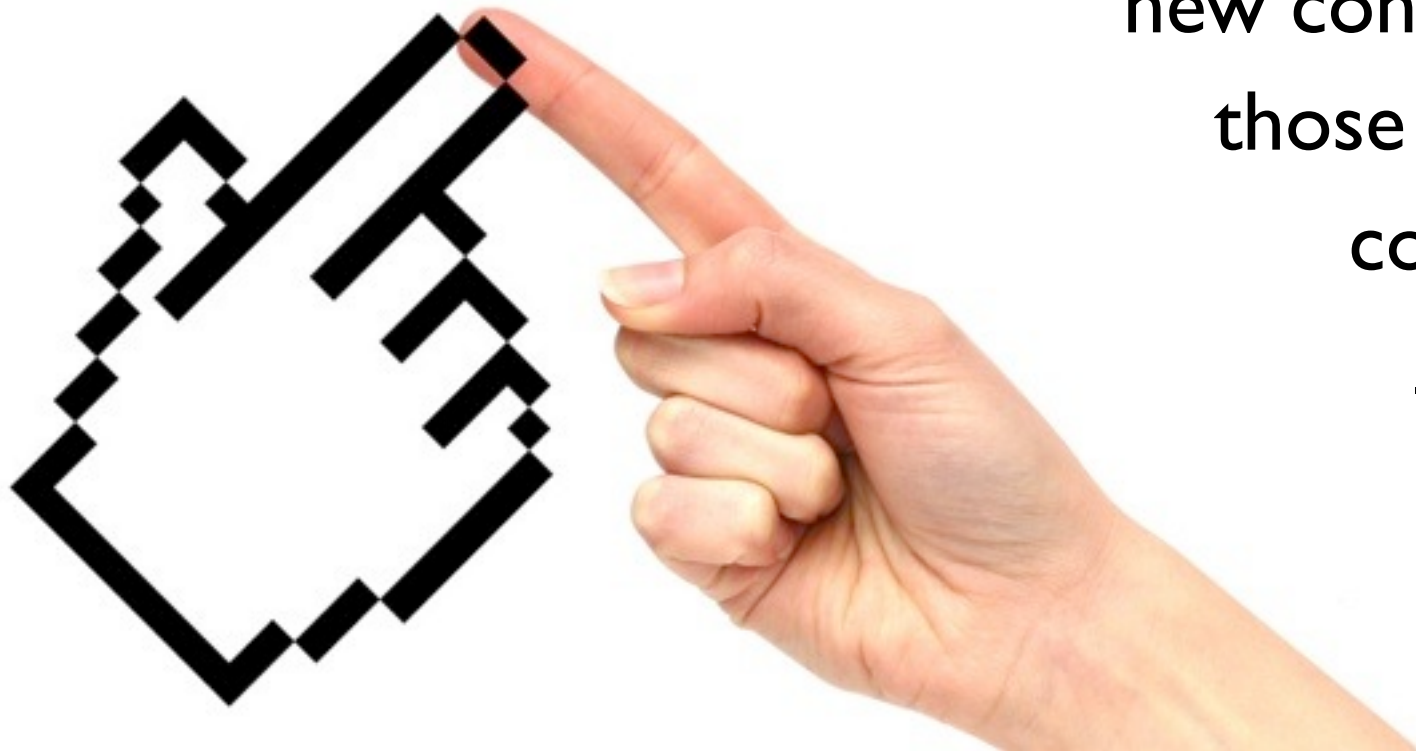# Enhance your brand

Fan engagement

Email acquisition

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 Frontieras: http://www.facebook.com/msf.english?ref=ts (sign petition+overview)

Greenpeace USA: 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 (links to website pages+overview)

End Cyberbulling: 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 (voting)

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

UNLV Tickets: 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

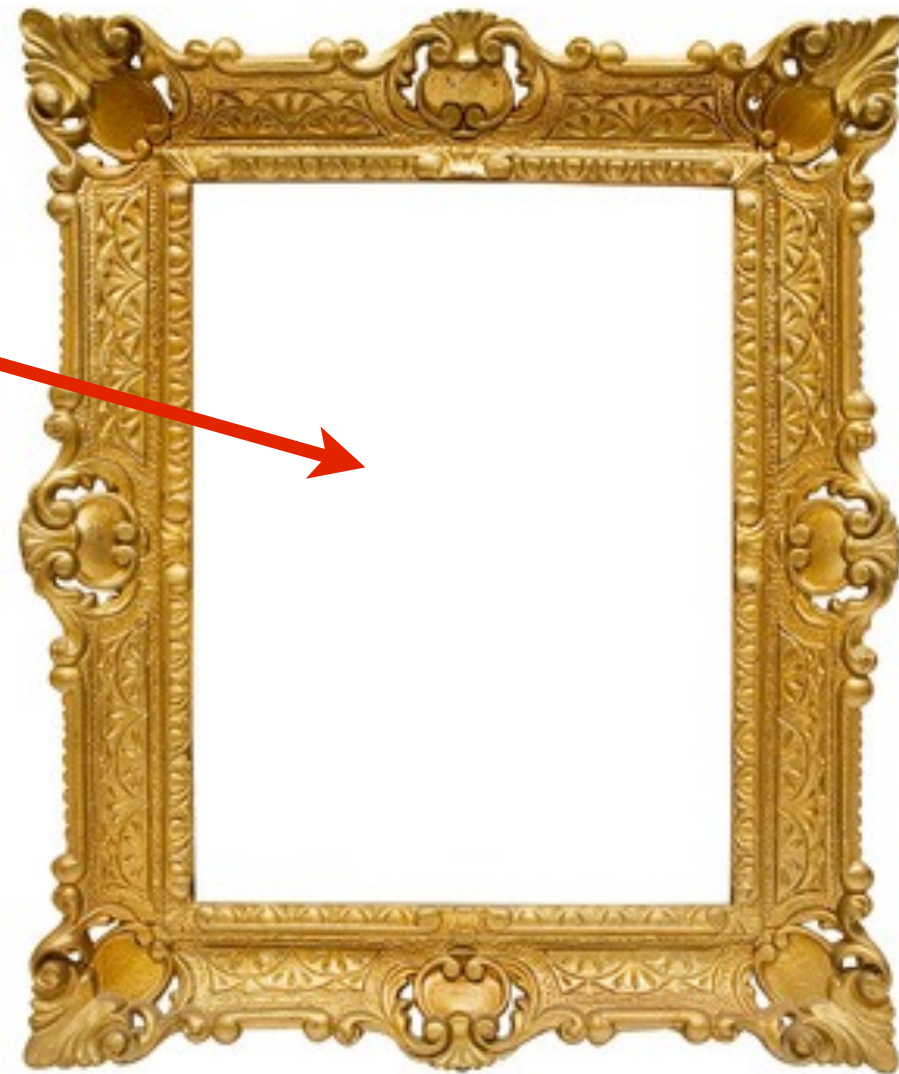What are iFrames and what do they have to do with custom tabs?

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)

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

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

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

HTTP
We rock!

We rock!

CharityHowTo
Where Nonprofits Learn

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?

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

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

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

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

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

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?

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

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

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

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

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How do I display hidden content to fans?

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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

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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

FaceIt 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

To see this:	Type this in your note:
bold	bold
italics	<i>italics</i>
<u>underline</u>	<u>underline</u>
~~strikethrough~~	<s>strikethrough</s>
Big size	<big>Big size</big >
Small size	Small size
An em-dash—see?	An em-dash—see?
Hyperlink to Facebook	Hyperlink to Facebook

A Bulleted List:
One Item
Another Item

A Bulleted List:

One Item
Another Item

An Ordered List:

1. First Item
2. Second Item

An Ordered List:

 First Item
 Second Item

The following quote is special:

> Because it is indented

The following quote is special:

<blockquote>Because it is indented</blockquote>

Heading 1

<h1>Heading 1</h1>

Heading 2

<h2>Heading 2</h2>

Heading 3

<h3>Heading 3</h3>

HTML
cheat
sheet

for Creating simple web pages

Charityhowto.com
Easy Step-by-step Video
Training for Nonprofits