

We have a Facebook Page for our chapter....now what?

Here are some tips on making the most of your chapter Facebook page:

Profile

- Use a logo or chapter photo for your profile picture. Make sure whatever you use looks professional.
- Review your profile information. Does it sound professional? Do you have an e-mail address and/or phone number visible? Did you include your chapter address? Do you have a chapter website listed (if you don't have a chapter website, list mnwt.org)?

Events

- Post every public event on Facebook! Your Facebook friends are prospective members – seeing all your events will help them understand what types of events you do and maybe one will be interesting enough for them to attend.
- If the event is being held at a member's home, ask the member if you can post their address. If they are not comfortable with that, ask guests to e-mail or call for address.
- When creating events, always add an event picture! Use clip art or even your chapter logo. Events look much more appealing with a picture.
- Ask your chapter members to RSVP to events. If it looks like no one is attending the event, prospective members are less likely to attend.

Status Updates

- Facebook moves fast! The average user has 130 friends – and you are only one of them! Frequently post status updates! Here are some ideas:
 - Upcoming events – post details including address, time, etc.
 - Event recaps, such as, “great event last night”, “we raised \$1000 at bingo last night”, etc.
 - Welcomes to new members
 - Congrats to any member who won an award
 - Link to your most recent chapter newsletter
 - Share information about any organizations or groups that you partner with. An example is another organization seeking volunteers for an event, an open house, etc.
 - Information about nearby chapter's events. This shows prospective members that you aren't the only chapter.
 - MNWT news – welcome to a new chapter, congrats to a new state president, etc.
 - Quotes about volunteerism, service, etc. Don't forget to include who the quote is from.
 - Requests – Ask for project ideas, ask if people have nominations for MNWT awards (Outstanding Young Adult, Women Who Impact, etc), etc.
 - Photos from chapter events
- No matter what you post, make sure to proof read and spell check all your posts!

Friends and Fans

- Make sure to search for and find new friends or fans from time to time. You don't stop searching for prospective members just because you already have a prospective list. Your Facebook page should be no different.

Other Tips

- Watch out for what others post on your wall. Some people post inappropriate things. Be on the lookout for those and delete them as soon as you see them.