Facebook Tip Sheet

Facebook is an easy-to-use tool for promoting your community’s Global Day activities. Here are some tips for using Facebook to generate excitement for your Global Day event.

1. **Let your community know you are on Facebook.**
   Encourage community members to find you on Facebook by posting links to your community/organization’s Group Page or Fan Page (see below) on your website and email newsletter.

2. **Create a Facebook group for your community.**
   Facebook groups provide a simple platform for members to share information, pictures and thoughts about a central topic. There are three types of Facebook groups: open, closed and secret. In an open group, anyone can see the group and the posts on the page. Closed groups may be found in a search by non-members, but only members can see the posts. Secret groups are only viewable by members. More information about creating a Facebook group can be found at [facebook.com/about/groups](http://facebook.com/about/groups).

3. **Create a Facebook fan page.**
   If you don’t wish to use Facebook as yourself, or with your personal account, you can create a fan page for your community that allows you to post information and create a profile of your community as a whole. For more information on creating a fan page, visit [facebook.com/about/pages](http://facebook.com/about/pages).

4. **Encourage members to post to the group page.**
   Encourage discussion and activity on the group page by asking questions or requesting members to post pictures, quotes, etc. that are relevant to the “Love: Devotion, Desire and Deception” theme of Global Day. You can also re-post content from the Global Day fan page, and encourage members to comment. Don’t forget to use hashtags “#” in your posts! This year we’re using #AhavahMoment, #JewishLearning, #GlobalDay and #LoveandLearn in our posts. You can also tag us - @GlobalDay - in your posts so that we can share them with our readers. For more tips on making your group a conversation space, read this article: [darimonline.org/blog/making-facebook-groups-rock](http://darimonline.org/blog/making-facebook-groups-rock).

5. **Create a Facebook event.**
   A Facebook event is a great way to provide information about what your community will be doing on Global Day. Facebook events have two important functions: 1) They provide easily accessible, logistic information for an event such as the date, time, location and any other relevant details 2) They allow members to RSVP to the event. Members can also invite their friends to attend the event. Instructions for creating an event can be found at [facebook.com/help/events/create](http://facebook.com/help/events/create). If the event is created on the Facebook group page, group members will be automatically invited to the event.

* If you neither have a Facebook page nor wish to create your own, post links to the main Global Day Facebook page [facebook.com/GlobalDay](http://facebook.com/GlobalDay). If you don’t have a Facebook account there is bound to be someone in your community who can volunteer to help you manage social media for your event. Don’t be shy! It’s a great way to get community members involved!