

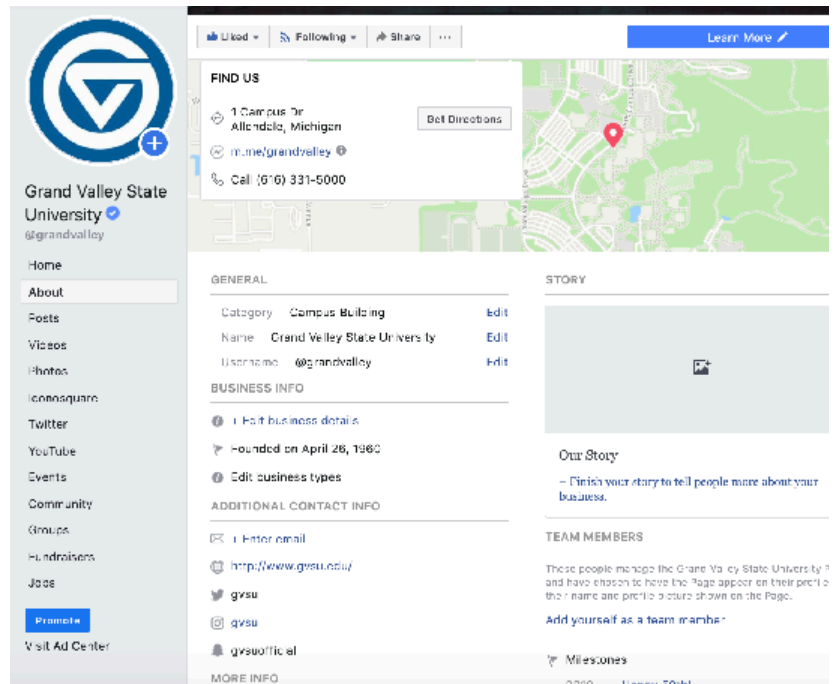
Social Media Platform Best Practices: Facebook

Facebook is the most used social media platform, therefore it's important to develop a strategy with goals and purpose in mind.

Adhere to GVSU and your department's brand.

Use a GVSU-approved logo for your profile image. Profile images appear as a circle, so your logo should fit the frame and not be cropped.

Fill out your business page's information by completing the about section with a description of the department and include a gvsu.edu web address.



Appearance does matter.

Facebook posts should include a photo, graphic or video to drive engagement. When sharing links, make sure they have a nice preview image that appears with the post copy.

Posts without images consistently do not perform as well as those that do. Use captivating copy (text) to draw in your followers and offer a call to action – visit a webpage, leave a comment, etc.

Know your audience.

Facebook Insights give a detailed look into who your audience is and how they engage with your content. Knowing this information is helpful and important when setting your strategy for Facebook. Timing matters, so post when your Facebook audience is most likely online to leverage content. For the GVSU Facebook page, this is usually on weekday evenings (6-8 p.m.)