



# FACEBOOK BEST PRACTICES

**Profile** = personal

**Page** = brand, business, or celebrity

**Group** = topic-based community of people (public or private)

## **Before you set up a page or group, ask yourself:**

- Why do I think I should have a Facebook page or group?
- What is my goal with this page/group?
- Who is my audience?
- Is this form of communication the best way to reach my audience?
- Who will maintain this Facebook page/group?
- How often will they/I post to it?
- How will they/I monitor private messages and comments?

## **Setting up a Facebook Page:**

- Set up as a brand page, not a personal profile.
- Use a profile photo designed by University Communications.

## **Posting Best Practices:**

- Be active. Post at least once a week.
- Be brief. Keep your posts to 450 characters or less.
- Shorten your links. Long links are ugly and distracting. Use [bit.ly](https://bit.ly).
- Visuals are engaging. Always have a photo or video with your post.
  - If you're linking to an article or website, you may have to upload your own.
  - Upload videos directly to Facebook if they're yours. Try to avoid linking to YouTube or Vimeo. Include captions on videos per ADA compliance.
- Encourage conversation — ask questions, create polls, respond to comments.
  - Don't delete comments unless they're profane, obscene, harassing, threatening, or contain personal information.
  - If it gets too negative/critical, go private or offline.
- Tag other people/pages in your posts.
- Create Facebook events.
- Schedule posts.
- Have fun! Don't be afraid to inject humor into your content (if appropriate).

**More Resources:** <https://www.facebook.com/business>



# FACEBOOK SIZING GUIDE

Last updated April 2017. Check [here](#) for an “always up-to-date” social media image sizing guide via Sprout Social.

**Profile Picture**  
**180 x 180**

**Cover Photo**  
**820 x 312**

**For best results, upload an image sized:**  
**1640 x 624**

**Event Cover Photo**  
**470 x 174**

**For best results, upload an image sized:**  
**1920 x 1080 (16:9 Ratio)**

**Shared Images**

**For best results:**  
**width: 1000+**  
**height: same as width or less.**