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.  
• 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

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.

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