

Facebook for Marketing



Welcome to 'Facebook for Marketing', one of the training modules from Community Literacy of Ontario's *Social Media Marketing* project. This project is designed to develop resources to help Ontario's literacy agencies, and others, use social media for marketing.

[Click here](#) to access our resources.

Using Facebook for Marketing

Facebook, and social media tools in general, can be used for marketing in many ways including promoting the organization to students, to other service providers, to funders, and to community stakeholders. Your page can also be used to let people know about upcoming classes, workshops, or fundraising events; to promote a social enterprise; to advertise upcoming events and so much more.

Social media, including Facebook, can be a powerful way for your literacy agency to tell its story because you can incorporate pictures, video, audio, testimonials and more. J Campbell Social Marketing provides some ideas and tips in their blog entries *How One Nonprofit is Raising Thousands Using Facebook* ([Part 1](#) and [Part 2](#)) which shares the case study of the St. Baldrick's Foundation. Also be sure to check these [helpful tips](#) for Facebook marketing from Social News Watch.



Target Audiences

Canadians are avid Facebook users. According to [Wikipedia](#), over 63% of Canadians who use the internet use Facebook. With 83% of Canadians using the internet, that means that Facebook users are a significant potential target audience for your literacy agency. In fact, Canadians are the most active Facebook users in the world, according to Facebook itself! ([Source](#))



Facebook for Marketing



Typically, literacy organizations seek to market to two main target groups:

1. Adult learners
2. Other community stakeholders (for example, other service providers, funders, donors, volunteers, supporters, the media, and the general public)

When conducting research for the Social Media Marketing project, many literacy networks and agencies told us that Facebook has proven to be a good way to reach both existing and potential learners, as well as volunteers and the community at large. It is also an excellent way to communicate and network with literacy and other not-for-profit agencies in Canada, in the US and around the world. Research conducted by CLO in the summer of 2013 showed that many of Ontario's community-based literacy agencies already have a Facebook presence.

In the examples section that follows, you will see how different organizations use Facebook to reach out to both of these main target audience groups to promote the activities they are engaged in and the services they offer.

Once you determine who your audience is, the first step is to get them to like your Facebook page. After all, you can't market to them using Facebook if they don't follow your page! Start by inviting anyone who is already your Facebook friend. You will find the "Invite Your Friends to Like this Page" feature on the right side of the page. The next step is for your page to like other pages related to literacy and other causes of interest to you; many of these pages will, in turn, like yours back.

Be sure to include a link to your Facebook page on your website, on your Twitter profile (if you have one) and in your email signature. Add the Facebook logo to all of your marketing materials, your letterhead and your brochures so that potential followers will know that you have a page and will look for it. You can also use the "Build Audience" feature found in the Admin Panel of your Facebook page. This will allow you to invite your email contacts to like your page and, for a small fee, to promote your page to other Facebook users.



Marketing Examples

Here are some more examples of how Facebook is being used effectively for marketing in the literacy sector, by our Employment Ontario partners, in the broader not-for-profit sector, in the business world, and by the social media greats.

Literacy Examples

- [Community Literacy of Ontario](#): At CLO, we use Facebook to share updates about Ontario's Literacy and Basic Skills program; to communicate with our members, supporters and government stakeholders; and to network with other non-profit and educational organizations around the world.



- [AlphaPlus](#) is a good example of a literacy organization that uses Facebook effectively, particularly to encourage other organizations to use technology in their programming. They regularly share items about using technology in literacy education and literacy advocacy, as well as items of interest to the literacy field. They make good use of photos and links to blog entries, news articles and more.



Facebook for Marketing



- [Organization for Literacy in Lambton](#): This community-based literacy agency in Southwestern Ontario uses Facebook effectively to promote agency events and for general literacy advocacy to the community at large. Their Halloween pumpkin was one of our favourite posts.



- [Good Learning Anywhere](#) is a community-based literacy agency located in Northern Ontario. They are very active on social media and use it in a number of creative ways to both encourage current students to use their skills and to attract new students. For example, in June 2013, they ran a “photo challenge”. There was a different theme during each day of the month. Learners were encouraged to upload their photos relating to the theme and to be as creative as possible. Be sure to check out the results of GLA’s [Photo Challenge](#)!



Facebook for Marketing



- The [Tri-County Literacy Council](#) uses their Facebook page to promote their activities, share literacy news and community events, market their programs and recruit and link with volunteers.



Tri-County Literacy Council

Want to gain meaningful work experience? Meet interesting people?
Make a big impact on our community? One-on-one tutors are needed to
work with adults requiring help with basic skills such as reading, writing,
and/or math. To learn how to help out, email:
volunteers@tricityliteracycouncil.ca or phone 613-932-7161.



Tri-County Literacy Council shared a link.
9 April



Food Counter Attendant & Kitchen Helper Training

tricityliteracycouncil.wordpress.com

Do you like to work with people and food? In this FREE 6-week course, participants will have the opportunity to learn the essential skills working in the food industry, food safety and sanitation, ...



Employment Services Examples

- [KEYS Job Centre](#) provides employment services in Kingston, Ontario. They use their Facebook page to promote the services they offer, to highlight upcoming events and to share links to employment-related resources that may be of interest to their clients.
- [2nd Chance Employment Counselling](#) is an employment agency in Wellington, Ontario. Similar to our other Employment Ontario examples above, they also use Facebook to promote their services and to share employment and career-related resources.
- [Youth Opportunities Unlimited \(YOU\)](#) has been working with youth in the London, Ontario area for many years. Their Facebook page highlights upcoming activities and events, recognizes donors, and links to other resources and websites.



Youth Opportunities Unlimited YOU shared a link.
18 December 2013

The 8th Annual YOU Breakfast is coming up on February 6th, 2013. We 'd love to see you and celebrate the great work we have done with partners in our community. Please register early and all details can be found here:

<http://www.eventbrite.ca/e/8th-annual-breakfast-for-you-empowering-youth-registration-9481953779>

The poster for the 8th Annual Breakfast for YOU Empowering YOUTH features a blue and orange color scheme. At the top, it says "proudly presents Breakfast for YOU Empowering YOUTH". Below this, it features a photo of two keynote speakers, Joy Cameron and Dan Polakovic, with the text "My Journey Keynote speakers Joy Cameron and Dan Polakovic". A paragraph of text describes the event: "Through stories told by keynote speakers, guests gain insight into the challenges and issues youth face and the resiliency youth develop in dealing with adversity and finding success. Revenue supports much-needed programs and services for local youth." Below the photo, it says "YOU COULD WIN". At the bottom, it says "8th annual Breakfast for YOU Empowering YOUTH" and "www.eventbrite.ca". A final line of text mentions a live auction with Peter Devlin as the auctioneer.

Nonprofit Examples

- [Hope Air](#) is a charitable organization that works with families, the medical community and air travel providers to help people access medical services far from home. They use their Facebook page to share success stories and testimonials.



So far this year, we have already provided 197 flights for our NB clients!

On December 3rd, Hope Air's Executive Director Doug Keller-Hobson was introduced on the Floor of the New Brunswick Legislature by the Honourable Chris Collins – prior to a meeting with the Minister of Health, the Honourable Hugh Flemming – and spoke of Hope Air's work in New Brunswick.



Facebook for Marketing



- [211 Ontario](#): This provincial organization shares links and information about many services and agencies across Ontario. In late 2013, they shared statistics about how their services are used in different areas of the province. They use Facebook to increase awareness about the needs they address and about the services they provide to help Ontarians meet those needs.



Business Example

- [Tim Hortons](#): When it comes to coffee, Canadians love their Tim's. From the looks of it, they also love to follow Tim Hortons on Facebook – they have almost 2.5 million followers! They use their page to promote their products and contests, and to interact with their customers.



Facebook for Marketing



Examples from the Social Media Greats

Who are the social media greats? There are a number of different lists, but some organizations, such as TED, UNICEF, PBS and the World Wildlife Fund, appear on most of those lists. Here are some examples of pages that are considered “great” based on a combination of how they use their Facebook page, how their page is organized, the work that they do, and the number of likes they have on their page. You can find some of these lists at [Top Nonprofits on Facebook](#) and at [Fan Page List](#).

- [The Breast Cancer Site](#), with over 4 million followers is the most-followed nonprofit page on Facebook. This page is used to provide information about breast cancer, link to resources and other sites, sell merchandise, and provide support for patients, survivors and their families.
- The [World Wildlife Fund](#) shares beautiful pictures of animals and nature on its Facebook page. They also post information about animals’ eating habits, migratory patterns and more. Their page is both educational and entertaining.



Facebook for Marketing



- [TED](#) uses its Facebook page to let over 3.5 million followers know when new TED talks are posted or when in-person TED events are planned. They also post links to new TED Blog entries and encourage their followers to interact with them through regular features, such as a “tour” of cities around the world, or by asking people what inspires them.

TED TED shared a link.
Yesterday 🌐

Imagine a digital time machine that could reconstruct any city in the world at any point in time -- the Middle Ages, the Enlightenment, the 80s, whenever -- and let you interact with it.

What city would you visit and when?



How I built an information time machine | Video on TED.com
www.ted.com

In a fun and interesting talk, researcher and engineer Frederic Kaplan shows off the Venice Time Machine, a project to digitize 80 kilometers of books to create a simulation of the past.





Facebook for Marketing Resources

- [How to Create and Epic Presence on Facebook for Your Non-Profit](#). This screencast by John Haydon, includes useful information and tips including how to configure your page for maximum engagement, posting content and photos, using Facebook Insights and more.
- Do you want to run a special promotion using Facebook? Then be sure to read Jim Belosic's entry on *socialmedia today* called [9 Best Practices for Running Facebook Timeline Promotions](#).
- [5 Ways to Get More Likes Via Facebook Page Insights](#) from the AllFacebook blog, provides an excellent overview of how to use this feature to focus on successful posts, appeal to your fan base and more.
- [Building your presence with Facebook Pages: A guide for non-profit organizations](#). This excellent guide clearly shows the many features available on Facebook pages and shares some useful tips.
- [Your Essential Guide to Facebook Timeline Promotions](#) is a free, downloadable PDF from Socially Stacked that can help you run a contest or promotion on your Facebook page.



Facebook for Marketing



80 Bradford Street, Suite 508, Barrie, Ontario L4N 6S7

EMAIL info@communityliteracyofontario.ca

TEL 705-733-2312 | **WEBSITE** www.communityliteracyofontario.ca

TWITTER @Love4Literacy | **FACEBOOK** www.facebook.com/CommunityLiteracyOntario

Acknowledgements

Facebook for Marketing was written by [Vicki Trottier](#) as part of [Community Literacy of Ontario](#)'s Social Media Marketing project. All information and websites provided in this module were accurate at the time of publication. Date of Publication: May 2014.

©Copyright Community Literacy of Ontario

CLO's Social Media Marketing project was funded by the [Ontario Trillium Foundation](#).



An agency of the Government of Ontario.
Un organisme du gouvernement de l'Ontario.

You can connect with Community Literacy of Ontario on:

- **Twitter:** [@Love4Literacy](#)
- **Facebook:** www.facebook.com/CommunityLiteracyOntario
- **LinkedIn:** www.linkedin.com/company/community-literacy-of-ontario
- **Pinterest:** www.pinterest.com/love4literacy/
- **Instagram:** [love4literacy](#)

