

Facebook currently has approximately 1.65 billion monthly users. This is a huge opportunity to gain a following and attract attention to your department/division.

Follow these best practices from [Facebook Business](#) to get the most out of your account:

- By posting to your Facebook Page, you are staying visible in the minds of those who have an interest in your Page.
 - Keep followers engaged and interested by providing them information on updates from your team, details on events and articles relevant to the industry.
 - If you want to ensure a larger audience sees your post, consider boosting it (this is a paid feature).
- Share meaningful updates.
 - Stay in touch with your audience via posting to your wall.
 - Use easy-to-read and short updates to catch the audience's attention. Also, try to use images where possible to increase attention and interest.
- Utilize Facebook features to save time.
 - Schedule your posts to go out on a specific date and time to increase efficiency within the time you have available to maintain your accounts.
 - To learn how to schedule a post, click [here](#).
- A pinned post will keep your post at the top of your page so it is the first thing your audience sees.
 - Pinning a post can be done in 3 quick steps:
 - Go to the post you wish to pin on your Page's timeline.
 - Click the  icon in the top-right corner of the post.
 - Select "Pin to Top."
 - A pinned post stays at the top of your page for 7 days. After that, it returns to the date it was published on your Page's timeline.
- Invite your audience to your events by creating an event on Facebook.
 - You will be able to choose the audience for your event as well as enter in the name, details, location and time.
 - Once your event has been created, you can invite guests, upload relevant photos, share posts in the event and edit the event details at any time. More information on events can be found [here](#).

Other things to consider:

- Have a strategy. Every Facebook page is different and has its own, unique fan base. Determine what identity and tone you want your Page to have.
 - Be strategic when you share information about items that have deadlines or event dates. Share these items well in advance to give your audience a chance to respond and interact.
- It is ok to be human. Even if your Page is purely informational, it does not have to be boring. Do not be afraid to give your posts a "human tone."

- Keep posts short and simple. Your posts should be concise in order to hold your audience's attention.
 - Posts that have 40 characters or less receive 86% higher engagement than others do.
 - If it is not possible to convey your message in 40 characters or less, try keeping the post in the 100-120 character range.
- Seek out audience engagement where applicable.
 - Try asking questions, using photos or look for specific answers. For example, use a “fill in the blank” scenario to get your audience thinking and sharing.
 - A good format to use would be this example: “The best resume advice I ever received was _____.”