

The Good, The Bad and the Ugly of Facebook

Tips and Examples to Keep Your Fans Liking You!

Getting the Like

Watch the popular pages

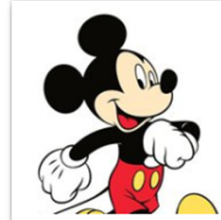
Who has the fans?

Over a million



Facebook

Product/Service
62,616,418 like this



Disney

Company
33,098,235 like this



Barack Obama

Politician
25,341,211 like this



National Geographic

Media/News/Publishing
9,645,247 like this

More Fans

Over 100,000



World Wildlife Fund

Non-Profit Organization
513,446 like this
1,850 were here



The Sierra Club

Non-Profit Organization
136,068 like this



Monterey Bay Aquarium

Zoo/Aquarium
140,521 like this
232,431 were here



National Park Service

Government Organization
118,839 like this

Real World

Growing Locally



Yosemite National Park

38,905 people like this >



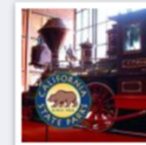
California State Parks

Government Organization
6,179 like this



Santa Monica Mountains National Recreation Area

2,518 people like this >



California State Railroad Museum

2,637 people like this >



Baldwin Hills Scenic Overlook

1,533 people like this >



Old Town San Diego State Historic Park

2,832 people like this >



Santa Monica Mountains Natural History Association

Non-Profit Organization
31 like this
47 were here



California State Park Rangers Association

Non-Profit Organization
475 like this

- Watch others
- Note popular posts
- Like others
- Get the word out

How to get the Like

Notice the good, the bad and the ugly

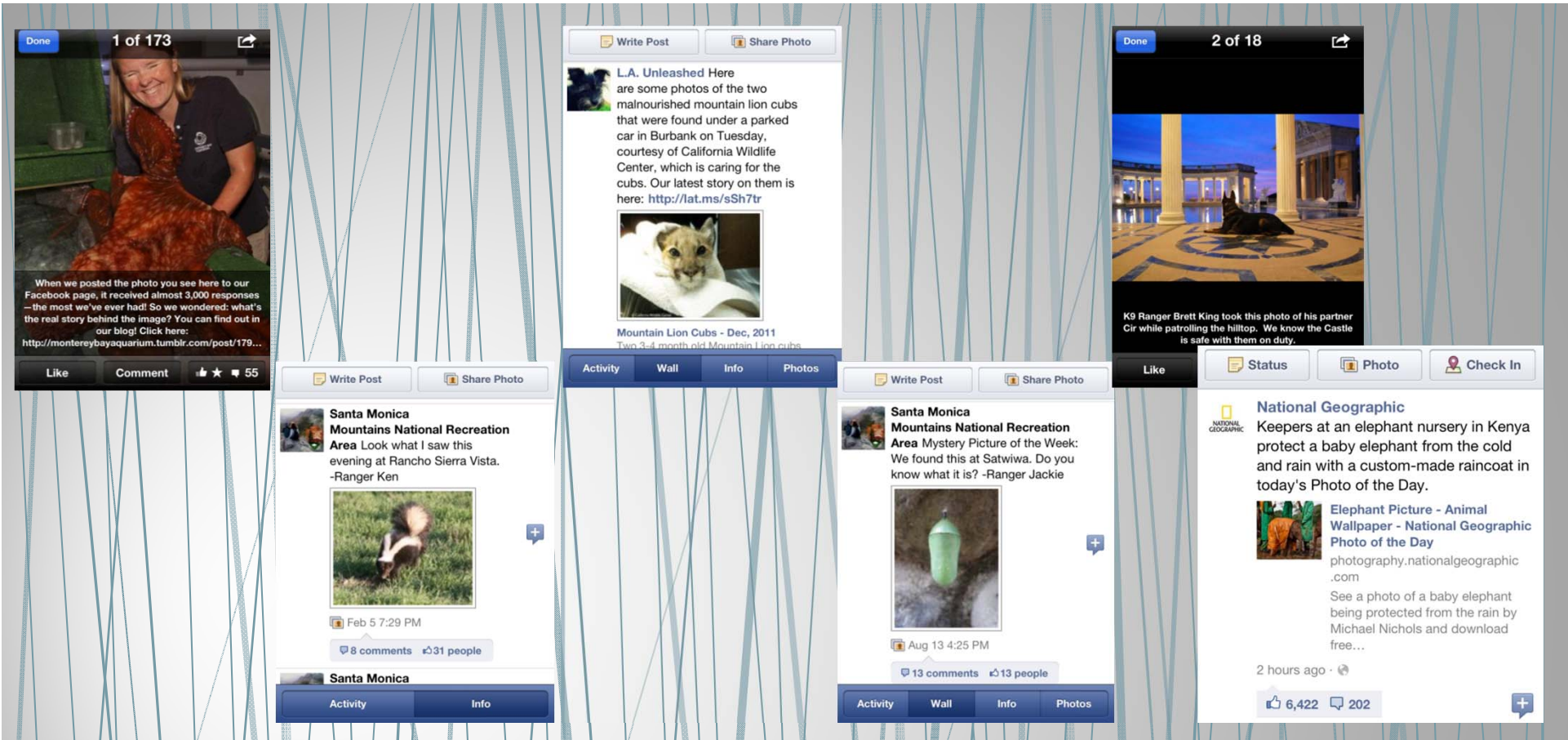
Be Provocative

Make them want to know more



Visual Interest

Pictures say a thousand words



Share the Special Things that Happen

Cute & Fuzzy

Status Photo Check In

Yosemite National Park
 Do you know what animal this is? (Hint: it is native to Yosemite!)

It was caught by a camera set up near a road culvert on the Wawona Road to see if animals are using culverts to cross (under) roads.

 Yosemite Trivia

Yesterday at 5:43pm · 🌐

👍 198 💬 238

Write Post Share Photo

Santa Monica Mountains National Recreation Area
 We are finalizing our next issue of the Outdoors. Which cover would you pick? - Ranger Mike




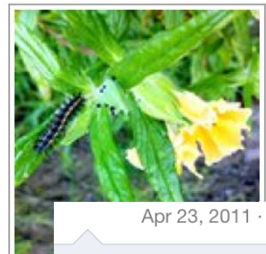
Nov 20 2:59 PM

💬 48 comments 👍 5 people

Activity Info

Write Post Share Photo

 I shot this at Cold Creek Canyon Preserve about a week ago. I am not sure what it is, so I thought it might complement your recent post. I do know that it's eating a Sticky Monkey Flower.



Apr 23, 2011 · 🌐

Santa Monica Mountains National Recreation Area
 This is a really cool shot, John. It's great that you included the flower in this photo because Variable Checkerspots (*Euphydryas calcedona*) are known for liking the Monkey Flower and others of the Figwort family. Great way to identify what it is. - Ranger Mike

Apr 24, 2011 · Like

Write a comment... Send

Invite Conversation

Ask a question, seek opinions, answer questions

Be Organized



Plan content, be relevant, thematic
and accurate

Leo Carrillo State Park



Low tides this week
make for great
tidepooling!
Remember to respect
the animals in their
home by looking and
leaving them where
you find them.

Marie

Visit a California State Park in Los Angeles!
Baldwin Hills Scenic Overlook in Culver City

www.parks.ca.gov/bhso www.facebook.com/scenicoverlook

Create a Campaign

Be thematic

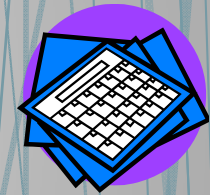
- Post life is 3 hours
- Find your pages optimal posting frequency
- Avoid annoying fans
- 2 to 3 post a day is realistic, once is good
- Correct urban myths or inaccuracies

Plan Posts

Make them accurate



- Computer
- Smart phone
- Email alerts
- Schedule staff
- Commit



Actively Manage

Monitor your site

The background of the slide features a dark blue field with numerous thin, light blue vertical lines of varying heights and positions, creating a digital or data-like texture. A solid blue rectangle is positioned on the left side of the slide, containing the text. The text is white and has a subtle drop shadow.

Privacy

Administrator security

Moderation Blocklist: [?]

Profanity Blocklist: [?]

Delete Page: [Delete Earth Day Whale Fest](#)

Moderation Blocklist

You can add comma-separated keywords to the "Moderation Blocklist". When users include blacklisted keywords in a post and or a comment on your Page, the content will be automatically marked as spam. More information can be found here: <http://www.facebook.com/help/?faq=19793>

Posting Ability:

- People can write or post content on the wall
- People can add photos and videos
- People can add tags to photos by Earth Day Whale Fest

Manage Permissions

Edit Page

Keep Current

Subscribe, follow and keep up

blueglass.com



Be a lifelong learner

Follow blogs, pages and feeds

- Timeline
- Cover Photo
- The Photo Strip

Santa Monica Mountains Natural History Association

Non-Profit Organization · Malibu, California · [Edit Info](#)



Update to New Features

Be active or you may not like the changes

- Make it a page
- Timeline
- Add username to URL
- Be professional
- Organize tabs & apps
- Learn Facebook
- Advertise your page

A Few Basics

Make it better

Wrap up

Remember this



- Watch the popular pages
- Be provocative
- Be organized
- Edit Permissions & Privacy
- Keep current

Yosemite National Park

38,905 people like this

Leo Carrillo State Park

Low tides this week make for great tidepooling! Remember to respect the animals in their home by looking and leaving them where you find them.

Marie

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Facebook can be Good

If you make it good

The background of the slide is a dark blue color with a pattern of thin, light blue vertical lines of varying thicknesses. A central rectangular area is highlighted with a yellow border, containing the text.

Be Good

Your fans will appreciate it!