



8 steps to successfully manage an institutional Facebook page



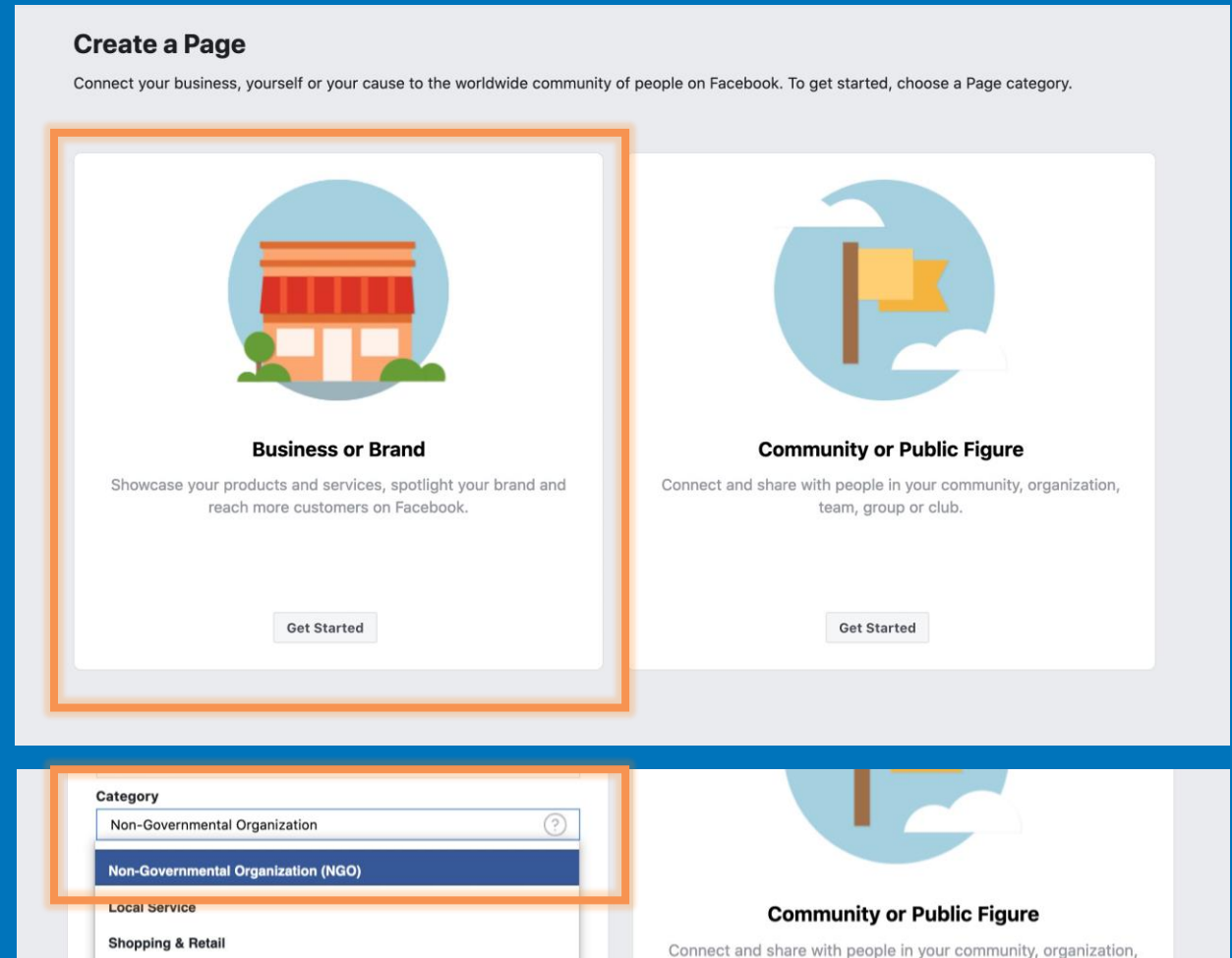
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1

Create your project page

Select “Business or Brand”. Find a name that represent who you are and makes it easier for users to find you (ex: EIF in Zambia) and select “Non-Governmental Organization (NGO)” as the category.



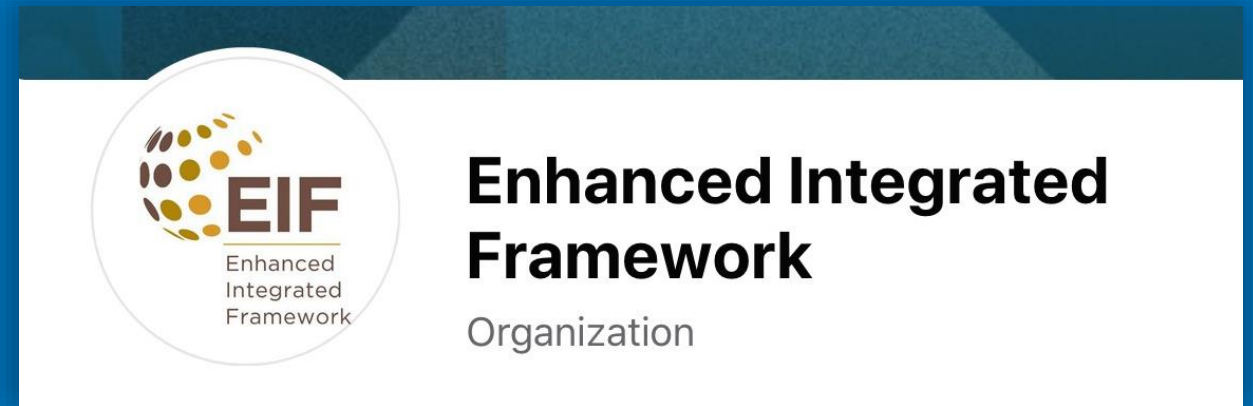
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2

Add a logo

Use the EIF logo as per the EIF branding guidelines.



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3

Add a banner image

Use an image that represent the ongoing projects in your country.



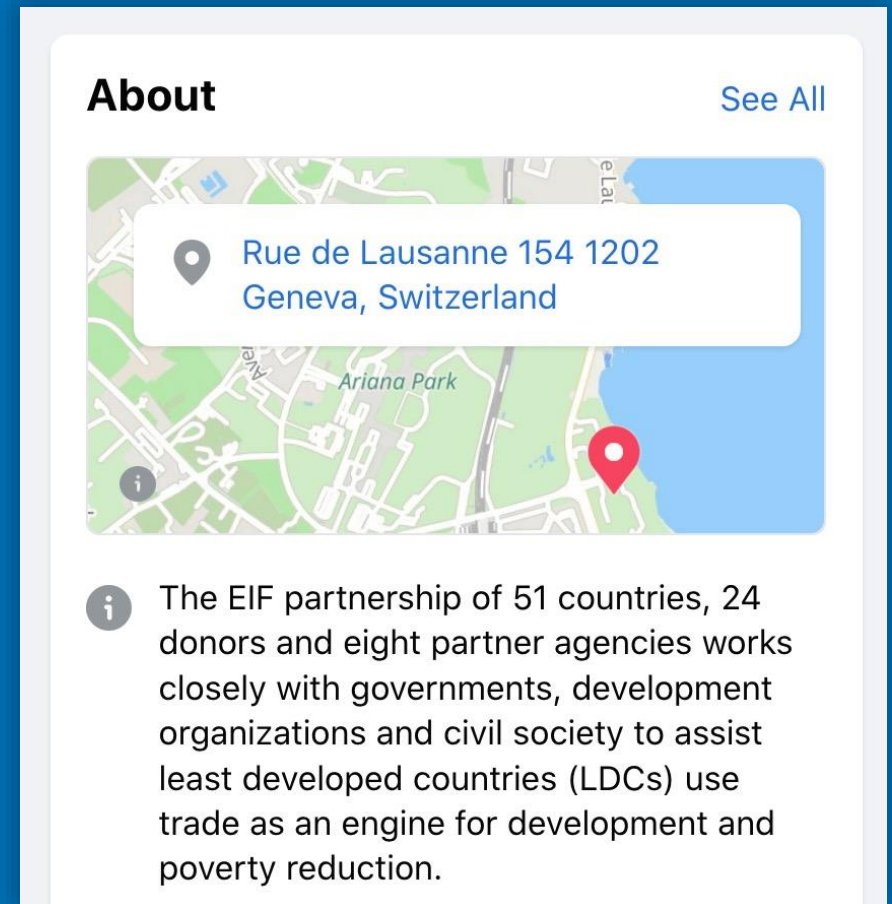
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4

Add a description

Craft a description of the work EIF does in your country that includes project examples and stories. It does not need to be very long, but it should provide a good overview of what you do for someone who is not familiar with EIF or trade.



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5

Identify one person to be your page's editor

It is important that one person is responsible for publishing on the account. That way, they can ensure the account publishes regularly and are aware of the content to be published. This also makes it easier for colleagues to reach out to them if they want to publish something.

Assign a New Page Role



Editor ↕

Add

Can publish content and send Messenger messages as the Page, respond to and delete comments on the Page, create ads, see who created a post or comment, post from Instagram to Facebook, and view insights. If an Instagram account is connected to the Page, they can post to Instagram from Facebook, respond to and delete comments, send Direct messages, sync business contact info and create ads.

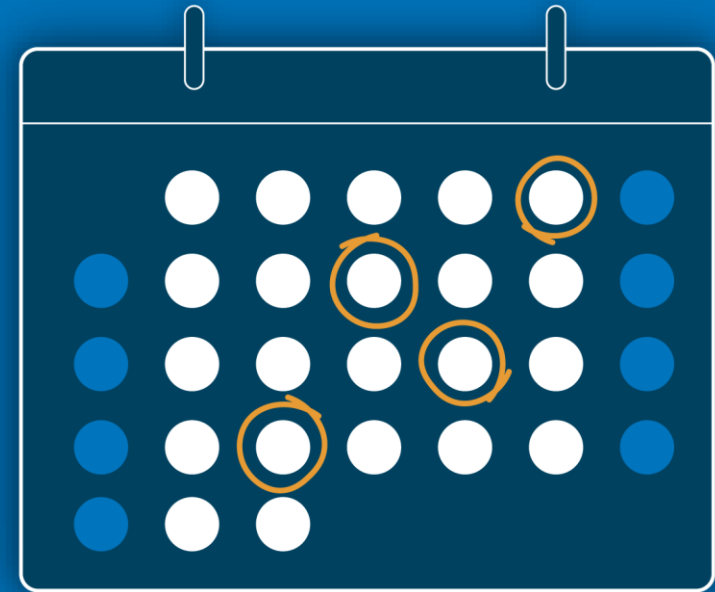
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6

Maintain frequency

Try to post at least once a week so keep your audience interested and engaged.



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7

Publish during peak hours

Leverage Facebook's peak hours to reach your audience when it is most active: 7-9 am, 12-1 pm, 4-6 pm.



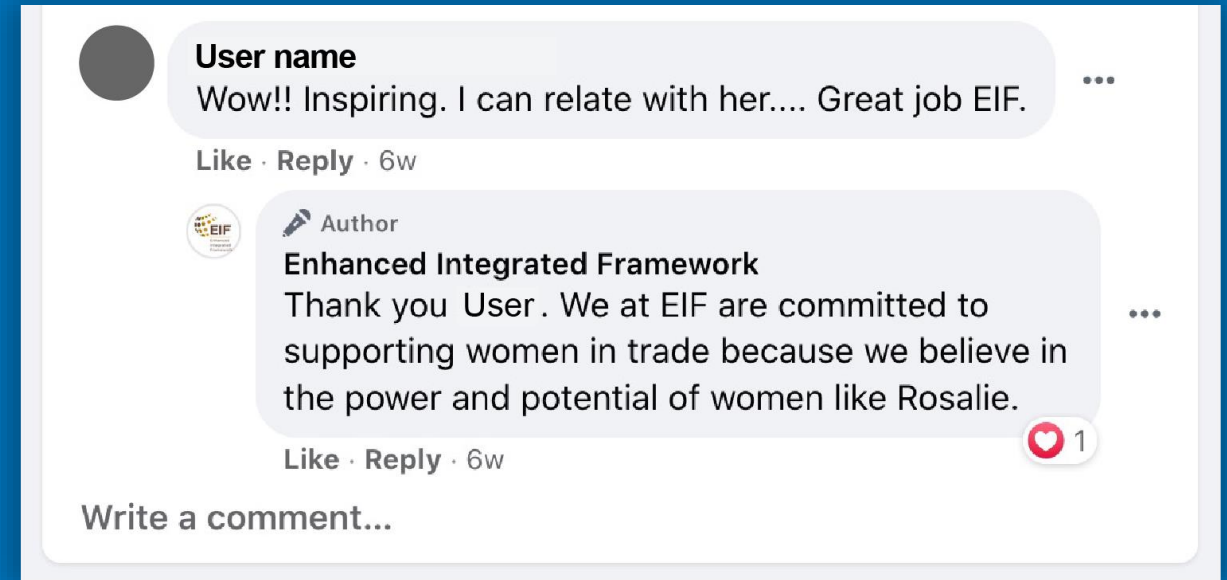
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8

Interact with your audience

Make sure to respond to comments and private messages you receive from users. This will encourage them to interact with you and your content.





Thank you!



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