

facebook

fan page creation, strategy and measurement



Like

facebook

A Parallel Web?

Why Fan Page?

- Boost SEO
- Permission based
- Brand Ambassadors
- Highly Targeted
- Little Technical Knowledge
- Measurable



University of Lethbridge

Book Store · Lethbridge, Alberta



Wall

Share:  Status  Question

Write something...



University of Lethbridge
Show your U of L pride



 22 hours ago · Unl


 You like this.

Write a comment...



University of Lethbridge
Check out this weeks h



 Wall

21.1 mil



1.8 mil visits

10.1 mil



290,000 visits

20.5 mil



270,000 visits

Source: http://news.cnet.com/8301-30685_3-20038242-264.html

facebook

Search

Red Bull Like

Food/Beverages



Wall
Info
Athletes
Web TV
Games
Red Bull
Photos (2,893)
Links
More

About
Red Bull Gives You Wings. So does www.redbull.tv

16,798,316
people like this

Likes See All

- HANGAR - 7
- Red Bull Skydive Team
- Red Bull Records
- Red Bull Racing
- New York Red Bulls

Add to My Page's Favorites
Create a Page
Report Page
Share

Facebook © 2011 · English (US) About · Advertisi

EXPLORE THE WORLD OF RED BULL

THE LATEST

LIKE OUR PAGE. HINT, HINT.

Questlove puts lectures into practice

Red Bull X - Dubai 2011

Watch Video

We Want You: 2011 Red Bull Manny Mania

Crash...shed Ice

Watch Video

CeeLo and The Ting Tings at Soundclash Las Vegas

Vienna TV!

Watch Video



Pringles Like

Company



Wall

Pringles · Top Posts

Pringles
Under 2 hours left to vote for Pringles in the Snack Madness Final Four. Let's make our last shot a slam dunk! Vote now!

Snack Madness: Final Four
www.sogoodblog.com
An absurd look at the world of food from humorist Jon Eick

about an hour ago · Share

947 people like this.

View all 74 comments

Pringles
Vote to see us go all the way in So Good's Snack Madness! The road to the Final Four is paved with Pringles.

Snack Madness: Bring on the Sweet Sixteen!
www.sogoodblog.com

18 hours ago · Share

1,690 people like this.

View all 123 comments

Pringles
Figure you could fashion a kaleidoscope from a Pringles can?

April 1 at 11:47am via Publisher

2,502 people like this.

View all 202 comments

Pringles
Home is where the Pringles are.

March 25 at 12:33pm via Publisher

9,468 people like this.

View all 661 comments

Pringles
Wow. 10 million "likes". How are you celebrating?

Wall
Info
Share Your Way
Video
local
Reviews
Legal Disclaimer
Discussions
More

11,210,597
people like this

Likes

Dear Pringles, I cannot fit my hand inside your


Add to My Page's Favorites
Create a Page
Report Page
Share

facebook

Search

Coca-Cola Like

Food/Beverages



Like Coke? There's a button for that!

24 HOURS. ONE BAND. A BRAND NEW SONG

INSPIRED BY YOU

24th SESSION MARCO5

GET THE SONG

Twitter YouTube Flickr

Fan Highlights

The Page Creators

Once upon a time, while searching for the official Coca-Cola Facebook page, a young man named Dusty discovered there wasn't one. Feeling inspired, he enlisted the help of his friend Michael, found the perfect image of a Coke and created this page. The rest, as they say, is history.

Learn More

Read the House Rules:
http://CokeURL.com/muwx

24,302,168
people like this

Add to My Page's Favorites
Create a Page
Report Page
Share

LIVE POSITIVELY Coca-Cola

American Fan Page Examples



TELUS Like
Product/Service

Wall

TELUS
"Fascinating!" Find out what the world's most logical man thinks about your Facebook status. Beam up your status here: <http://on.fb.me/epC19B>

WWLNS
What Would Leonard Nimoy Say?

19 hours ago · Share

70 people like this.

View all 21 comments

Deb Usher My status says... is now friends with Joe Blow and two other people.... so what does he think of that? lol
9 hours ago

Jackie Liu logic clearly dictates that the needs of the many outweigh the needs of the few
about an hour ago

TELUS
We're extending our FREE calls to Japan until April 30. If you're a TELUS client, you can call Japan from your TELUS home phone or mobile phone at no charge (even when roaming). For more information on how you can help please visit: <http://bit.ly/gtrfxr>



April 1 at 10:19am · Share

Jo Pearce and 151 others like this.

View all 35 comments

TELUS
What would Leonard Nimoy say (WWLNS)? Have you ever wondered what a conversation with Leonard Nimoy would be like? Well starting today you can share your Facebook status with him and with our new WWLNS app

- Wall
- Info
- Mobility
- At Home
- Photos
- WWLNS
- TWSSF
- Fun Stuff
- More

About
TELUS Fan Page Terms of Use: <http://about.telus.com/facebok>

539,405
people like this

- Add to My Page's Favorites
- Create a Page
- Report Page
- Share

facebook

Search

The All-New
2012 Beetle
Coming soon.



Das Auto.

Volkswagen Canada

- Wall
- Info
- All-New Jetta 2011
- Sunday Drive- 2011 Golf Family
- Photos (2,512)
- Events
- YouTube
- Notes
- More

About
Official Volkswagen Canada Facebook page.
<http://www.vw.ca> Customer Care: 1...

318,352
people like this

Likes See All

Volkswagen eGames

VWvortex

alexandluke.com alexandluke.com

VW Passat VW Passat

VW New Beetle

Volkswagen Like

Cars



Wall Volkswagen · Most Recent

Volkswagen
Share with us some of the things you do in order to be a more efficient and eco-friendly driver.

Yesterday at 9:36am

89 people like this.

View all 173 comments

Volkswagen
Everyone has memories of their first car. If you could have your first car back, would you?



Golf MK1
By: Volkswagen

Monday at 7:46am · Share

477 people like this.

View all 327 comments

Volkswagen
.....April fool! We'd never harm a beetle!

April 1 at 3:32pm

228 people like this.

View all 52 comments

Volkswagen
Back in 1952, Volkswagen called it a Beetle based on its shape. But did you know, that for a brief period in the early 90's, we actually used real beetle shells to add texture to our leather seats? Question is: how many beetle shells were needed, per car?



Beetle
By: Volkswagen

April 1 at 9:10am · Share



- Wall
- Info
- On Campus
- Refresh Project
- Ambassador
- Discussions
- Photos (1.65)
- Video
- More

About
What do you care about, Canada? Pepsi is giving away over a million in gran...

232,616
people like this

Likes See All

Pepsi Quebec

Gatorade Canada

Pepsi

Pizza Delight

NEW!

MuchMusic

Pepsi Canada Like

Company



Wall Pepsi Canada · Most Recent

Lisa Hallman
Hi, any word on Throwback, I miss it immensely.
9 hours ago

Jacqueline Smith
Come on Canada can you please help save our homes and vote for us everyday, we really appreciate your help Thanks so much
<http://www.facebook.com/L.php?u=http%3A%2F%2Fpep.si%2F%2FtkmY9&h=8b8cd>



ROOF OUR HOMES | Pepsi Refresh Everything - Canada
pep.si

Vote for the most refreshing ideas to win Pepsi Refresh Project grants for Neighbourhoods

9 hours ago · Share

Jerry Languirand
DO YOU KNOW A CHILD WHO SUFFERS FROM AUTISM? PLEASE CLICK ON THIS LINK AND USE YOUR FREE VOTE BELOW, THANK YOU!
<http://www.refresheverything.ca/autismwebportal>



Create a web community to raise funds to cure autism. | Pepsi Refresh Everything - Canada
www.refresheverything.ca

Vote for the most refreshing ideas to win Pepsi Refresh Project grants for Health

20 hours ago · Share

احمد حاوي
مالك اللي بيبيسي ..



20 hours ago

Chuck Bell
Don't be stupid, bring back the throwback!!! This is absurd!!!
22 hours ago

Source: Top Canadian Fan Pages

Top Colleges/Universities on Facebook

Sort By: Name - **Fans** - Fans Today - Followers - Followers Today - Lists - Influence (Klout | PeerIndex) - Total

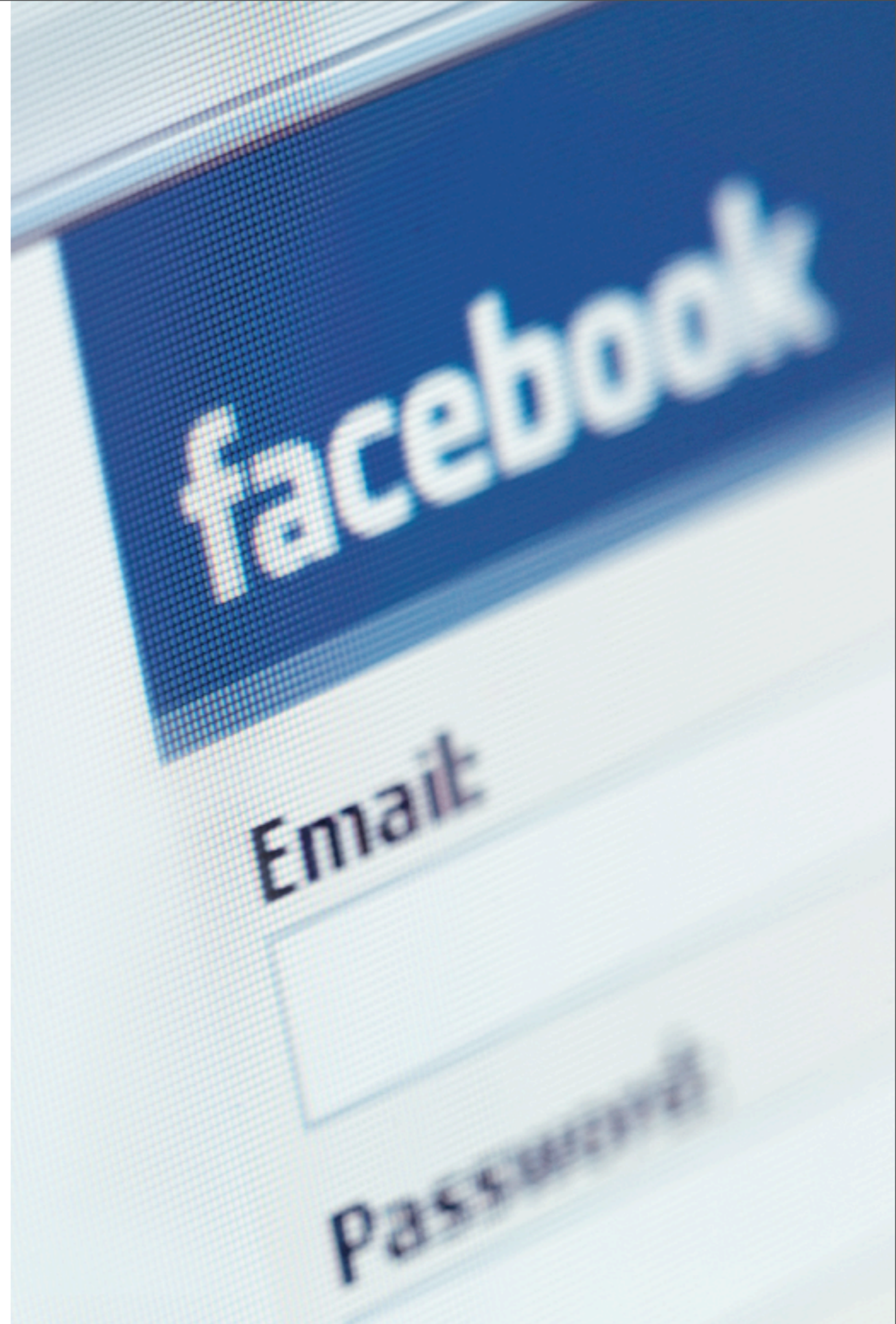
View:

Rank	Name	Facebook f Fans	Twitter e Followers K	Total
#1 tweet this	 Harvard University Organization - College/University f Like e Follow Follow on Foursquare	f 319,216	e 42,043 K 69 29	361,259
#2 tweet this	 University of Michigan Organization - College/University f Like e Follow Follow on Foursquare	f 268,494	e 5,392 K 54 33	273,886
#3 tweet this	 The Ohio State University Organization - College/University f Like e Follow	f 266,813	e 10,312 K 58 45	277,125
#4 tweet this	 Texas A&M University Organization - College/University f Like e Follow Follow on Foursquare	f 263,420	e 10,874 K 63 42	274,294

Top University Facebook Pages (# of Fans)

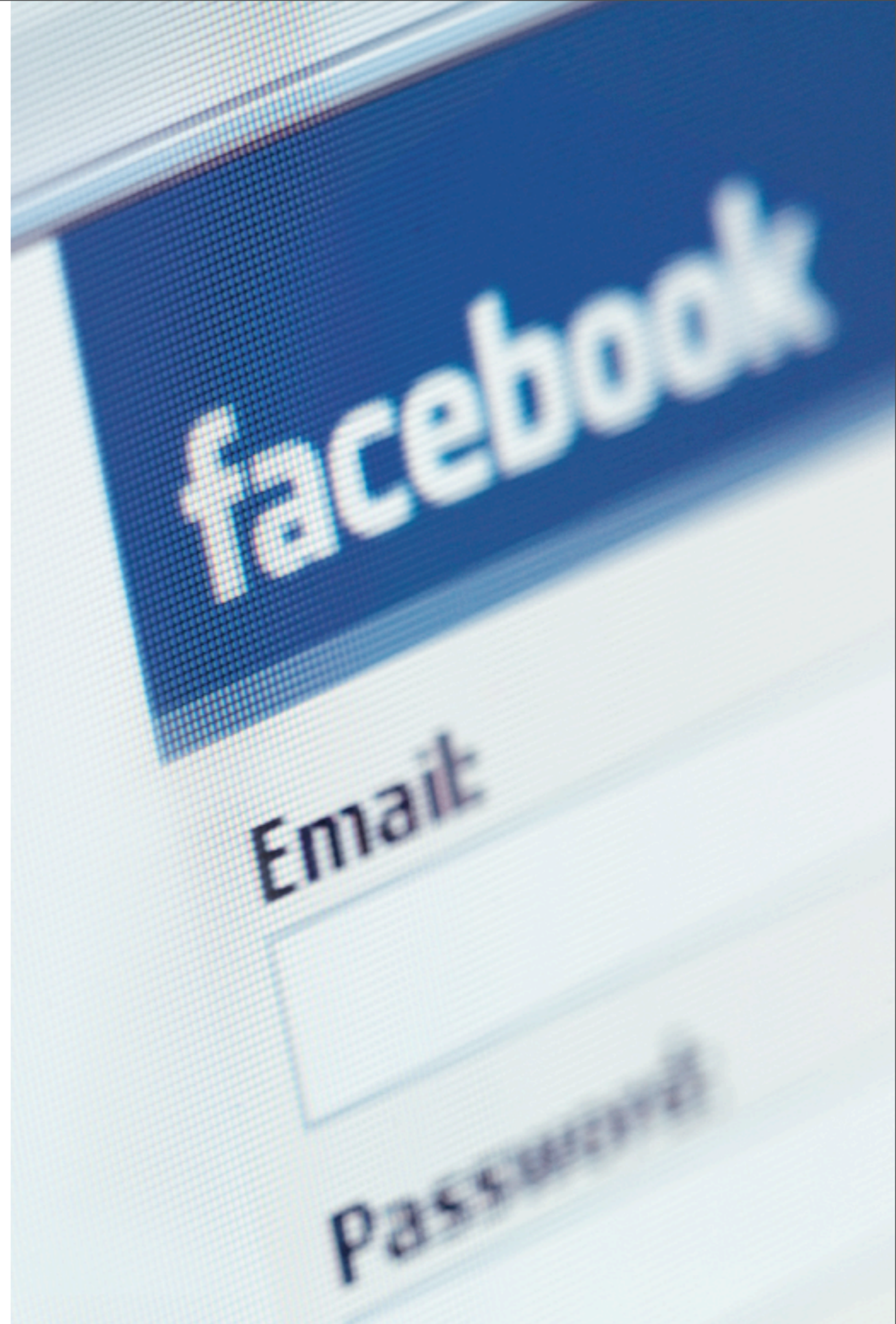
Fan Page Changes

- Comment & “Like” Items
- Write on User Walls
- Tabs Removed
- Wall Posts are Weighted
- New Photostrip
- Spam Filters
- Email / Dashboard Activity



Features & Best Practices

- Add Identity to Posts
(Increase Engagement)
- Custom Landing Tab
- Fan Updates
- 90% of Fans Never Return
- Time Posts
- Don't Automate Posts
- Facebook Questions



Know Your Audience

Provide Quality, Regular Content

Encourage Discussion and Engagement

Don't take Yourself too Seriously

Measurement

Week Month 04/01/2010 - 04/05/2011

New Likes?

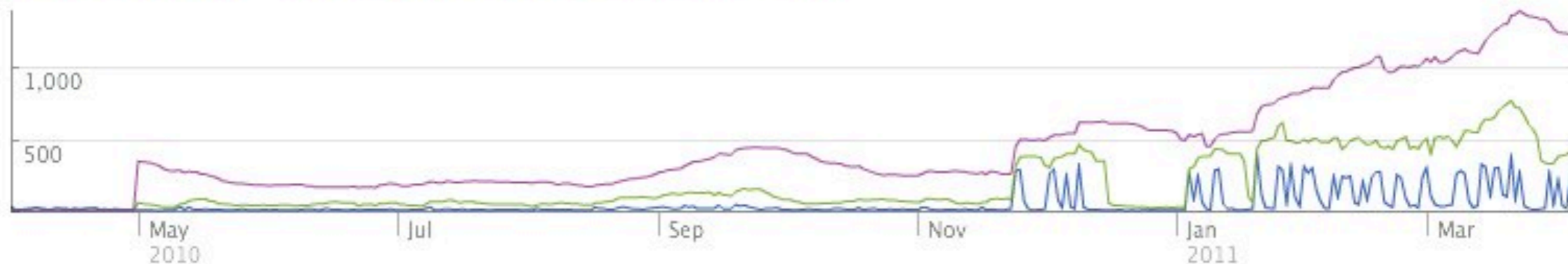
636 ↑ 19%

Lifetime Likes?

1,009

Active Users?

Daily Active Users Weekly Active Users Monthly Active Users



Daily Active Users Breakdown?

Unique Page Views Post Viewers Liked a Post Commented on a Post Wall Posts



Facebook University of Lethbridge Fan Page Insights

Management

http://hootsuite.com/dashboard#/tabs?id=4867139

Compose message... **Send Now**

Search Twitter...

mwarf x Michael Warf (Facebook) x FB MW Photo x LinkedIn x tw:uleth x **Select All** **Select None** +

+ Add Stream

Page Feed
(University of Lethbridge)

University of Lethbridge
10:18am 0 comments • 0 likes
Don't miss the Last Lecture 2011 going on tonight at 7pm in the Theatre - it's FREE!

Shawn Mullaly
Apr 06, 1:18pm 0 comments • 0 likes
On University of Lethbridge's wall:
If you're looking for a simple and free way to buy and sell textbooks you need to try books2go! It's a used textbook marketplace for students in Canada.
www.books2go.ca/uleth

Michael Warf
Apr 06, 11:01am 0 comments • 0 likes
On University of Lethbridge's wall:
Grab info from signs and print ads with codes like this one. Need a QR reader for your phone? get one here: <http://bit.ly/ikINSF>



University of Lethbridge
Apr 05, 9:07am 0 comments • 0 likes
Want to be in the know? Check out what's been going on on campus this week.

UWeekly -- Monday, April 4, 2011
createsend.com
Apr. 7 -- Prentice Institute
Lunchtime Lecture Series: A War of Words: Fostering Militarism, Patriotism, and Citizenship through Children's Literature of the First World War

Page Feed
(University of Lethbridge Pronghorns)

Aliya Lalani
Mar 02, 3:24pm 0 comments • 0 likes
On University of Lethbridge Pronghorns's wall:
Dear Peers,

<http://www.youtube.com/watch?v=mcOHGDyo4jY>

I have posted a YouTube video in response to Alberta's Next Top Accountant ...contest. Please take 5 minutes to view and vote on this video.

To vote:
1. Click the "like" button below this video on YouTube
2. There will be a green checkmark when your vote is submitted.

Thank you for your support.

Aliya Lalani

Shira Packer
Feb 08, 2:33pm 0 comments • 0 likes
On University of Lethbridge Pronghorns's wall:
Please help us bridge the gap between Canadian and international students by completing a 5-MINUTE survey about the personality of people in Canada! Spread the word!
http://www.surveymonkey.com/s/perceptions_of_people_in_canada
For a short video: <http://vimeo.com/18546862>

University of Lethbridge Pronghorns
Dec 02, 2010, 4:30pm 0 comments • 1 likes
Saturday night's men's hockey game is

Page Feed
(University of Lethbridge Bookstore)

University of Lethbridge Bookstore
Apr 06, 11:53am 0 comments • 1 likes
Show your U of L pride all summer long!



University of Lethbridge Bookstore
Apr 06, 11:51am 1 comments • 1 likes
Check out this weeks hot new titles!



University of Lethbridge Bookstore
Apr 05, 9:17am 0 comments • 0 likes
http://www.themillions.com/2011/04/tuesday-new-release-day-hallberg-goldman-wolitzer-packer-butler-connors-fey-and-more.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+themillionsblog%2F

The Millions : Tuesday New Release Day: Hallberg, Goldman, Wolitzer, Packer, Butler, Connors, Fey.
www.themillions.com

Page Feed
(University of Lethbridge)


University of Lethbridge
Apr 05, 9:14am 0 comments • 0 likes
Check out UWeekly to learn what's happening around campus this week:
<http://createsend.com/Ur-9C8559B386AD0283>

UWeekly -- Monday, April 4, 2011
createsend.com
Apr. 7 -- Prentice Institute
Lunchtime Lecture Series: A War of Words: Fostering Militarism, Patriotism, and Citizenship through Children's Literature of the First World War

University of Lethbridge
Mar 30, 3:20pm 2 comments • 0 likes
The latest issue of SAM is out. Check it out online at www.uleth.ca/sam

University of Lethbridge
www.uleth.ca

Calico Anne Kidd
Mar 30, 4:56am 3 comments • 0 likes
On University of Lethbridge's wall:



RMR: Rick's Rant - Voting 101
www.youtube.com
For all of you students out there who are living away from home for the first time, ignore all those Elections Canada ads that make it seem like you need quantum physics to

Find: aceb **Next** **Previous** Highlight all Match case **Phrase not found**

Hootsuite Social Media Management

Other Points to Consider

THE RISE OF FACEBOOK MOBILE

<http://www.facebook.com/press/info.php?statistics>

150

number of active mobile users on facebook, in millions

2x

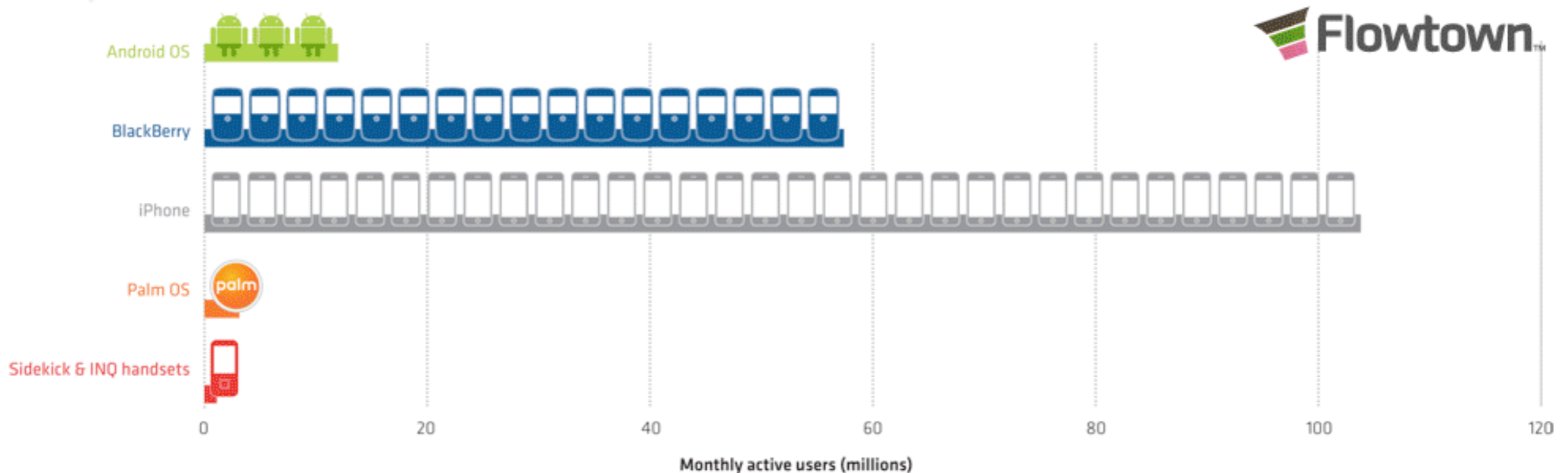
amount more activity of facebook mobile users than non-users

200

number of mobile operators, spread over 60 different countries, working to deploy and promote facebook mobile products

facebook mobile app

<http://www.mobile-ent.biz/news/38330/Facebooks-iPhone-app-now-has-102m-users>
<http://www.engadget.com/2010/08/25/facebook-mobile-app-stats-shocker-104-million-iphone-users-12/>



Facebook Mobile



Mobile Promotion



The U of L Bookstore has a shiny new Facebook Fan Page. Swing by and "Like" it, tell us what you'd like to see there!
<http://on.fb.me/dSFjyl>

11:14 AM Mar 30th via TweetDeck

 **GMCCanada** 2nd runners up in Canada's Next Top Ad Exec: Amanda and Brittany from U of Lethbridge #topadexec
<http://plixi.com/p/87971506>

8:16 PM Mar 29th via Echofon

Retweeted by ulethbridge and 5 others

 **timvanderpyl** Interviewing @lethcollege & @ulethbridge nursing students this week. I'm always impressed with the talent these #lethbridge programs produce

5:56 PM Mar 23rd via web

Retweeted by ulethbridge and 1 other

Mobile Promotion



Facebook Places



Places

Who. What. When. And now **Where.**

Share Where You Are



"Best. Concert. Ever."

Easily share where you are, what you're doing and the friends you're with right from your mobile.

- Check in and your update will appear on the Place page, your friends' News Feed and your Wall.
- Tag the friends you're with so they can be part of your update.
- Appear in "Here Now" to friends and others nearby who are also checked in.

Connect With Friends Nearby



"I'm just down the street!"

Never miss another chance to connect when you happen to be at the same place at the same time.

- Browse status updates of friends checked in nearby.
- After checking in, tap "Here Now" to see who else is checked in where you are.



Michael Warf, Practice Lead
IT | WEB