

# The 4 Golden Rules of Facebook

*making Facebook work for your Landcare group*

## 1. Using a Personal Account for Your Business:

Facebook launched Pages for businesses in November 2007, yet some businesses continue to use personal accounts. There are two types of Facebook accounts—a 'personal account' (for individuals) and also 'Facebook Pages', that are for business accounts and brands.

Importantly, maintaining a personal account for anything other than an individual is a violation of Facebook's Statement of Rights and Responsibilities. If your business is registered as a personal account and you don't convert the personal account to a Page, your business risks permanently losing access to the account and all of its content.

Facebook has begun cracking down on this—see Facebook's statement below:

*"According to our Statement of Rights and Responsibilities, Facebook accounts represent individual people only. It's a violation of these guidelines to use a personal account to represent a brand, business, group or organization. Your account could be disabled for violating these guidelines."*

If you are in violation of this rule, now is the time to migrate the personal profile to a 'Facebook Page' – which also provides opportunity to access apps and marketing analysis of your organisation's fans.

To do so, visit  
<https://www.facebook.com/help/?page=18918>

## 2. Not Posting Enough:

Although it would be nice to post once a day; remember it's the quality and relevance of your Facebook content that attracts your fans and customers. When you generate content based on the type of information your fans need, like and would derive benefit, you create valuable communication strategy.

## 3. Ask Questions in Your Status Updates:

If you want to receive lots of comments on your Facebook content, ask questions! This effectively gets Facebook members to comment on your status updates and makes your Page more interesting to those who visit it. You don't need to ask a question every single time you post – remember your fans want to receive your organisation's news and insights too!

## 4. There is no "I" in Facebook:

When an organisation uses the word "I" in a status update, it tends to appear outdated and is not very inclusive. In contrast, "We" denotes a team behind an organisation and gives a feeling of inclusiveness.