

How should I use my Facebook page?

- Share content (e.g. event listings, news stories, pages from your site profiling programs or individuals). Post photos and videos. Post links to related organisations or information. Ask questions and solicit feedback. Engage and enlighten.
- When posting on your page, be clear and to the point. Even though status updates have a 420-character limit you should try to be well below that limit. Furthermore, be consistent in your voice and tone, this helps to build trust, rapport and relationships.
- Also, people are likely to post to your wall. Check your page regularly to respond to questions or remove inappropriate postings (e.g. commercial postings, spammers, other offensive content). If a question comes up, respond in an open, conversational manner.
- Facebook offers the possibility to schedule posts in advance, in order to organize social media activities also when not being able to connect in real time. There are useful tips on this site: <https://www.facebook.com/business/a/online-sales/page-post-tips>
- It is recommended to be ready to the possibility of negative posts or comments and criticism by some users. In case this happens the advice is to respond in a timely, clear, transparent manner trying to avoid being argumentative and arousing bitter controversy. Do not delete the post. A constructive dialogue is a sign of an open mind and a positive attitude. Take in consideration also the help you might receive from other users. In case of racist, insulting comments or comments that can cause harm to someone's integrity, dignity and honor, it is advised to delete the comment and reply to the post with a private message, warning the user that the comment has been deleted and explaining the reason why, inviting him to voice his/her opinion in a proper and respectful manner. In general, and especially when issues raised are about USI's strategic aspects, it might be useful to contact the Media and Communication Service for help and suggestions. 058 666 47 92, press@usi.ch).
- Make sure you do not post just about yourself, share contents published on other pages and promote other people's accomplishment.
- For more information: <https://www.facebook.com/help/?page=260315770650470&ref=bc>