

1. It's best for **1-3 people to manage** each of the pages in order to stick to one voice, style and approach
2. FB page manager(s) should be registered as **admin** and always use Facebook as ME/MS, not via personal profile
3. We do encourage **others to engage** on the wall as well
  - a. Whenever possible, managers should reach out to authors of the content posted on Facebook pages' wall for them to provide answer or comment
    - In these cases, those particular blog posts' authors or certain area experts are encouraged to:
      - Provide answer to admin, who would quote them using MS/ME's
      - Or login as admin, post a comment using MS/ME's profile and provide their own signature at the end- to provide credibility
      - Be yourself and be transparent about who you are and what you represent
  - b. Please do not post answers to questions or comment when not sure
  - c. Also, please try not to leave a question or valuable comment without answer/comment- ask employees around you who would be willing to provide an answer – they don't require more than one sentence or a link directing to a right post/article
4. Ideally, post **1-3 times a week**
  - a. No recommended times of day, nor days of the week (as of yet: Zuzia is working on analyzing insights to determine the best time for highest engagement rates)
  - b. Sales posts (books, paid case studies and other materials) should only be posted in about 1:10 ratio with free content
    - Even right before events, please also post "regular" content (which could actually be theme-related with the upcoming summit/event
    - If the SM manager is unable to post content (vacation, illness, etc.), please make sure to email [zuzia.soldenhoff-thorpe@meclabs.com](mailto:zuzia.soldenhoff-thorpe@meclabs.com) to ensure the newsfeed flows without long inactive periods
5. Please promote **every Web Clinic** and free webinars, a day before, with a link to the sign up landing page and a short description (1-2 sentences) of what it will cover
6. Make sure not to repeat the **excerpt's** copy in the post
  - a. Excerpt could be edited or even deleted
7. When posting **internally produced video**, or any video that we actually own, please upload the actual file into the Facebook library, while posting it, as opposed to just a link to YouTube
8. Please select the most appropriate/attractive **thumbnail**, where applicable – don't just stick to the default one (which could be an ugly logo or even current ad on the promoted page)

9. When possible, while mentioning a **third party**, please **tag** them (after finding their Facebook page and liking it) using @ – it will also appear on their wall, being seen by all their “likes”

10. Post **types**:

- Links
- Videos
- Questions
- Photos
- Polls

All post types are welcome. Variety is important and helpful in determining what appeals to our audience.

11. For the newsfeed to be seen by large percentage of fans, engagement (feedback per post: comment, likes and shares) has to occur – **EdgeRank** algorithm

- a. When posting a link to MS/ME’s content, ask a question, stimulating comments, ask for opinion, ideas, etc.
- b. Ideally, each post should trigger several comments and likes, as well as fans sharing it on their own wall- only fans interacting with our posts can see future ones

12. Once the ME’s Facebook official (new) page is set up and presentable enough (Zuzia will announce it), **posts for these two pages (MS and ME)** should be based on content from their online properties, i.e. ME’s Facebook page should promote ME’s blog posts, papers, articles, etc., whereas MS’s one its own content and events

13. **Never delete** any comments or third party posts, even if negative (someone raising a complaint) unless they are offensive or include inappropriate language

Try to address unhappy customers or ex-employees’ comments and solve the issue by handling with it quickly and effectively. Your response should include:

- you understand and acknowledge the problem
- affirmation that you have heard and understood the problem (or learned from the situation, if applicable)- as an immediate response
- the steps you are taking to correct the situation and prevent it from happening in the future- as a more detailed response, if necessary

14. If you say something in **error**, do not take down the post, simply go back and update it with the correct info

15. Please no **off topic or offensive** remarks. Always demonstrate respect for others’ points of view, even when they’re not offering the same in return.

- If you are sharing a negative experience or commenting on a brand or individual, please try to do so in a constructive way.

16. MECLABS **Partners are confidential**: Don’t post about partners or potential clients without explicit permission from that client and manager.

17. Always give proper **credit**: It’s OK to quote others, but never attempt to pass off someone else’s language, photography, or other information as your own.

- Be sure to credit your sources when posting a link or information gathered from another source.