Facebook Guidelines

- Maintain a minimum of two page administrators: We recommend using a general department email for at least one of the administrator accounts.
- Post fresh content regularly: Preferably once a week (at least).
- For best engagement, text in posts should be no longer than two to three sentences.
- Feature a link, photo/video or infographic to highlight your department, programs or the College in general in every post. Posts with a visual element will draw more clicks.
- Keep your users engaged: Ask questions, share memories, and include a call-to-action!
- Reminder to monitor your Facebook Page inbox: Users may send you direct messages instead of commenting directly on a post.
- Tag Elizabethtown College in your posts so they can be shared!

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