

# Eight Facebook tips for not-for-profits

28 March 2011

**headspace helps young people going through a tough time by providing understanding, support and advice**

# headspace on Facebook



**Consistent growth**  
**Strong interaction**  
**No 1 direct referrer to headspace.org.au**

## Tip 1



**Know why you're doing it:**

**Build brand?**  
**Engage community?**  
**Create awareness?**  
**Change behaviour?**  
**Promote event?**  
**Sell products?**  
**Fundraise?**



## Tip 2

### Use the right tools

Page  
Profile  
Group  
Community page  
Facebook cause  
Events  
Places



## Tip 3

### Allocate responsibility

Who is responsible for:  
The strategy  
Ideas for content  
Moderating comments  
Dealing with issues  
Responding to issues



## Tip 4

### Manage risk:

Identify what issues concern you  
How can you mitigate those risks?  
How will you deal with those risks?

### Put in place:

Risk management strategy  
Social media policy



## Tip 4



### headspace

Have a great weekend everyone! We don't check the page on the weekend. If you need someone to talk to, please visit:

#### eheadspace - Online counselling service

[www.eheadspace.org.au](http://www.eheadspace.org.au)

eheadspace is a confidential, free, anonymous, secure space where you can chat online with or email questions to headspace.

2,906 Impressions · 0.28% Feedback

📅 Friday at 5:01pm · Like · Comment · Share

👍 Kathy Devine and 7 others like this.



## Tip 4

### headspace Facebook page Terms of Use



by [headspace](#) on Monday, February 7, 2011 at 12:36pm

This **headspace** Facebook page is for people to find out more about **headspace**, the services we offer, as well as hosting debate and discussion about important mental health and youth issues. Please be respectful of all points of view, and refrain from personal attacks on other users.

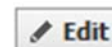
**headspace** will remove any posts which:

- are likely to be offensive to other readers
- discusses methods of suicide or self-harm
- discussed drug usage in an unbalanced way, e.g. omit the negative effects
- contains unhelpful advice, such as blaming a person for their depression
- is dogmatic, such as setting out courses of action as "the only way"
- is racist, sexist or discriminatory
- is obscene, or uses graphic sexual language
- is defamatory, or overly critical of services or organisations which provide help to others
- for any other reason is likely to cause harm / distress to other young people reading the story
- are posted for commercial purposes, and
- promote inaccurate, inappropriate or harmful health advice.



## Tip 4

### Tips for being safe online



by [headspace](#) on Friday, March 18, 2011 at 2:40pm

- Always keep your password secret. Don't even share it with your friends.
- Set your profile to private and use the privacy settings to control who can see your photos and posts.
- Keep your personal details private. Use an appropriate handle or username instead of your real name. If you are unsure, don't give out your name, address, phone number or any other personal details over the internet.
- Choose your friends. While it's good to have a lot of friends, having hundreds of online friends makes it harder to control what happens to information you post online. Don't accept friend requests if you're not sure about the person.
- Be careful who you trust online. A person can pretend to be someone they are not, online.
- If someone writes something rude, offensive or something you don't like, don't respond, and block them.
- Use appropriate avatars. While it's fun to make up new characters, be aware of how others see you online, and keep it safe. If your avatar is too sexed up, you might attract attention from people you don't really want to communicate with.
- Don't post anything you don't want others to know—or that you wouldn't say to them face to face.



## Tip 4

### Information and support services

by headspace on Sunday, March 27, 2011 at 8:38pm

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#### headspace

[www.headspace.org.au](http://www.headspace.org.au)

Online counselling [www.eheadspace.org.au](http://www.eheadspace.org.au)

#### Emergency helplines

Lifeline – 13 11 14

Suicide Call Back Service – 1300 659 467

Kids Helpline – 1800 55 1800

MensLine Australia – 1300 78 99 78

#### Information and referral

CANF Australia helpline



## Tip 5

**Tailor content to your audience**

**Talk about issues that matter to your audience**

**Speak in language your audience uses**

**Monitor your feedback and use**

**Facebook insights**



**headspace**

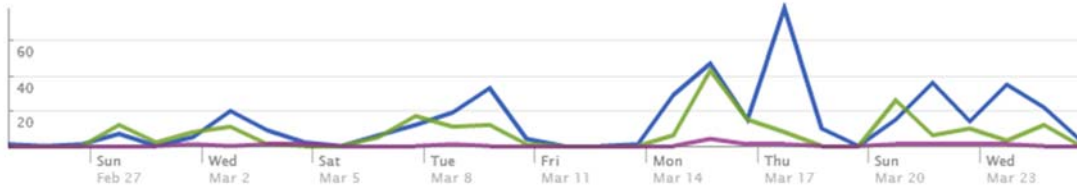
National Youth Mental Health Foundation

headspace.org.au

# Tip 5

## Daily Story Feedback?

Likes  Comments  Unsubscribes



## Page Posts?

| Message  | Posted             | Impressions | Feedback |
|--|--------------------|-------------|----------|
| headspace CEO Chris Tanti discusses the media reporting of...  | March 23 at 4:23pm | 4,429       | 0.50%    |
| Good morning! How was your weekend?                            | March 21 at 8:53am | 3,914       | 0.72%    |
| It's great to see Apple has removed an anti-gay iPhone app...  | Thursday at 2:00pm | 3,134       | 0.99%    |
| As part of National Youth Week, we're running a design...      | March 22 at 4:28pm | 3,046       | 0.23%    |
| Continued media coverage of the boys in the bullying video...  | March 22 at 9:43am | 2,923       | 1.2%     |
| Hooray! Friend of headspace and all around amazing person...   | March 22 at 2:29pm | 2,921       | 0.068%   |
| It's Friday! Friday! Friday! What do you have planned for...   | Friday at 10:48am  | 2,916       | 0.55%    |
| Have a great weekend everyone! We don't check the page on...   | Friday at 5:01pm   | 2,901       | 0.28%    |
| And to celebrate Cultural Diversity Week, here's one of our... | March 21 at 9:22am | 2,541       | 0.28%    |
| This week is Cultural Diversity Week (19-27 March) - it's...   | March 21 at 9:21am | 2,410       | 0.17%    |



**headspace**

National Youth Mental Health Foundation

headspace.org.au

# Tip 6

## Have personality



**headspace**

We won't keep you waiting anymore.... we have an amazing new website! Check it out and tell us what you think!

**headspace - Australia's National Youth Mental Health Foundation - Home**

[www.headspace.org.au](http://www.headspace.org.au)

headspace is not just a website we also have services for young people across the country If you or someone you know is going through a tough time we can help with:

5,174 Impressions · 0.72% Feedback

📅 March 15 at 7:53pm · Unlike · Comment · Share

👍 You, Louise Zhang and 22 others like this.



**Margaret Bonnes** Brilliant much cleaner and easier to navigate I love it

March 15 at 7:57pm · Like



## Tip 7

### Don't panic!

Use common sense

Be polite

Be honest

Be respectful

Be timely



## Tip 8

### Have fun



**headspace**

It's Friday! Friday! Friday! What do you have planned for the weekend?

2,923 Impressions · 0.55% Feedback

Friday at 10:48am · Like · Comment

Bayside Peterson and 4 others like this.



**headspace** We've got the amazing headspace youth reference group visiting our National Office for the whole weekend so we're really excited - it'll be a weekend of listening, learning and hopefully lots of food and laughs

Friday at 10:49am · Like · 2 people



**Jade Kempfi** I will be there to im on the youth reference group aswell :)

Friday at 10:52am · Like



**Louise Zhang** I'm going to church and celebrate how awesome God is!

## Contact



**Briony Walker, headspace**

**[facebook.com/headspaceAustralia](https://www.facebook.com/headspaceAustralia)**

**Twitter: @headspace\_au**

**Twitter: @BrionyJane**