



How to:

Set up your SSHP Facebook Page 101

A Facebook page is a great tool for reaching out and engaging student members. ASHP recently launched an official SSHP Facebook Page and found it extremely useful for sharing information and keeping in contact with other student societies. Take advantage of this social media tool and stay connected at a local and national level!

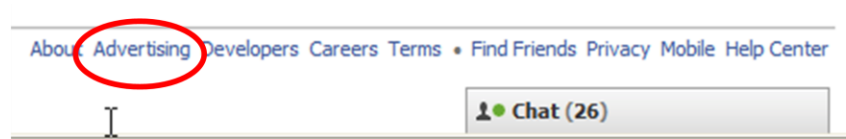


Facebook Page Benefits

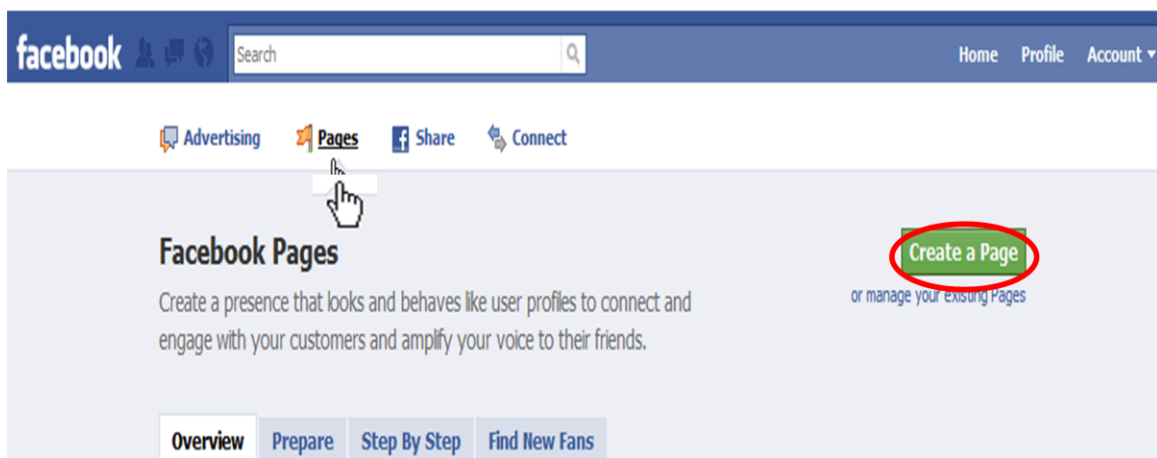
- Easy to publish news and photos
- Create events and send out reminders
- Blog and Discussion board
- Facebook applications and added functionality



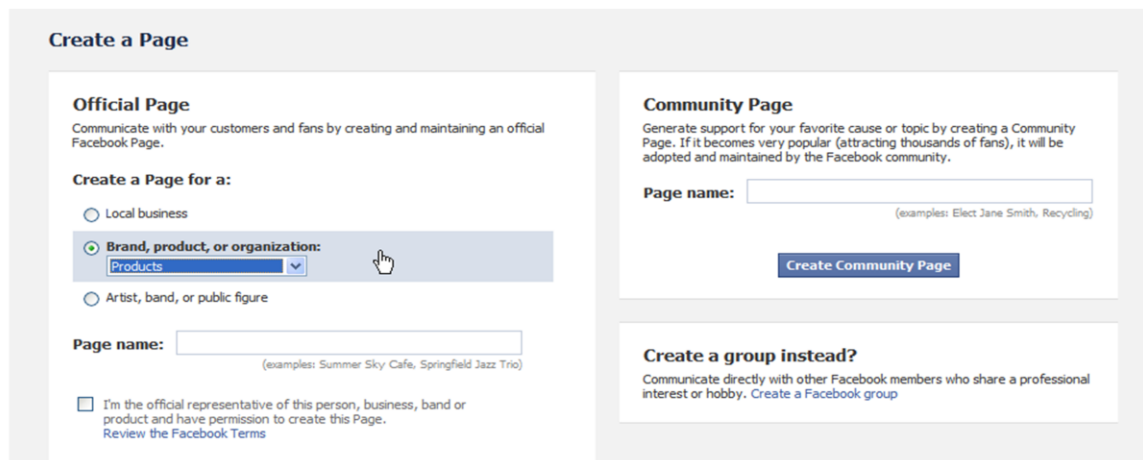
1. Log into Facebook. Scroll to the bottom and click on **Advertising**



2. Click on **Pages** then click on **Create a Page**



3. Select **Brand, product, or organization** and name your page.



4. Remind your members to “Like” the page to receive news and updates on their news feed.



5. Utilize key elements

Profile Picture: Use your personalized Recognized Student Society Logo. Get them on the ASHP website!



Add to My Page's Favorites
Suggest to Friends
Subscribe via SMS

ONU SSHP is one of the largest pharmacy organizations on campus, created to represent students of all levels wishing to pursue a career within a health-system.

152 People Like This



Favorite Pages



Favorite Pages: Add SSHP and ASHP to your favorite pages! This is also a great way to connect with other student societies.

Photo Album: Organize event photos and tag members!

Ohio Northern Student Society of Health-System Pharmacists

Wall Info Photos Discussions Boxes Notes

Write something...

Attach: Share

Ohio Northern Student Society of Health-System Pharmacists Can't attend SM10? Catch up on ASHP policy with the Guide for Students!



For Students
www.ashp.org
On a budget? Take advantage of the special student attendee rates. Full meeting registration (Sat.-Wed.), is available for the student member rate of \$175 and non-member rate of \$225. If you can only stay ...

May 22 at 5:02pm · Comment · Silece

Ohio Northern Student Society of Health-System Pharmacists Wow! The totals are in and we now have over 150 members in ONU SSHP! Looking forward to next year!

May 6 at 1:41am · Comment · Like

Marni Lun likes this.

Ohio Northern Student Society of Health-System Pharmacists Does your membership expire this Spring? If you're not sure, check with Cassie Spray. Membership forms are due Friday!

Ohio Northern Student Society of Health-System Pharmacists Do you follow ASHP on Twitter?

ASHP (ASHPOfficial) on Twitter
www.twitter.com
The official page for the American Society of Health-System Pharmacists

Ohio Northern Student Society of Health-System Pharmacists Spring membership drive in full swing this week! Don't forget to renew if you're a PS, if you registered last Spring, or if you want to avoid any increase in dues.

Status: Update your page with news and announcements. These appear in members news feed!

Comment: Engage members with discussions and comments. Share interesting posts found on ASHP and SSHP Facebook pages.



Facebook Page Tips and Tricks

Make it Personal

Use your personalized Recognized Student Society Logo
Post and tag members in Photo Albums and Videos from SSHP events

Retain Fans with Participation Opportunities

Spark conversation by posting new topics in the blog and discussion boards
Create fun polls and surveys to engage members

Creating a Resource

Send reminders for events and application deadlines
Monitor hot issues going on at school and in the community.
Refer to resources posted on the student forum and the ASHP website

Recruit New Members

Remind members to "Suggest to Friends" near the upper left to get friends to "Like" the student society's Facebook page

Last Thoughts

Monitor conversations and take action when appropriate
Don't forget to "Like" the Official SSHP Page and stay connected
Have fun! But remember this is a professional organization

Profiles, Pages, and Groups...

What's the difference?

Profiles are for individuals and should not be used for an organization. Pages are intended for use as an “official” web page for any organization to maintain long term relationships with their fans. Pages have a lot of additional functionality that allows for easy personalization and monitoring. Groups, on the other hand, can be created by anyone interested in promoting a common interest for active discussion. Although Groups and Pages are similar in certain aspects, Pages allows for greater communicability and functionality.



Why **NOT** a Facebook Group ?

Disadvantages of a Facebook Group

- Updates do not appear on members' News feeds
- Groups are not visible to unregistered Facebook members
- Facebook applications cannot be used

Key Features	Facebook Page	Facebook Group
Extra Applications	Yes	No
Messaging to all members	Updates on News feed	Inbox
Event Creation and Invitation	Yes	No
Visitor Statistics	Yes	No
Promotion with Social Ads	Yes	No