

Facebook Playbook

Internal Use Only

Starting and Maintaining a Successful Facebook Page



WELCOME

Follett recognizes the importance of using social media as a means to grow business, remain competitive, effectively manage our brand and reputation, and engage our customers and associates. Launching and posting your first few updates is just the beginning to building a successful community of customers on your store's Facebook page. A successful page has two essential elements: a growing fan base and ongoing, engaging conversations. There are many techniques to help you build a successful page.

The following materials provide an overview of how to effectively manage a store Facebook page, which includes posting relevant content as well as engaging and building relationships with consumers.

If you have questions regarding any of the instructions below or managing your Facebook page, please contact your Marketing Specialist (copy your Regional Manager on emails about matters that would be relevant to your RM) or the Integrated Marketing team.

How to Use this Playbook

- This Playbook is for internal use only. It's intended for Store Managers and Regional Managers, as well as the Home Office.
- Read it carefully and understand all the information provided before you begin managing your store page.
- Use these ideas as a guide for what might work well in your store; not everything suggested will be appropriate for every campus or every situation.
- If you have questions or feel you need further guidance, please contact your Marketing Specialist or reference the FHEG FB Pilot Group on Facebook (more information on page five).

What this book will NOT do:

- It will not tell you **exactly** what to do in **every** situation; rather, it is designed to give you a base of knowledge that will help you decide on appropriate action in any specific circumstance.
- It will not provide specific promotions, sales, or discounts.
- It will not dictate a specific plan for posting updates to Facebook. We provide a sample posting schedule and ideas for good posts. It will ultimately be up to you to decide what will work best for you and your campus store.
- It does not authorize any new spending or imply budget augmentation for increase in staff or resource capability, advertising on Facebook, or any other incremental marketing program.
- It does not authorize stores to circumvent the usual promotional and permissions procedures that are currently in place with Integrated Marketing and other internal departments.

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SECTION I

WHY HAVE A FACEBOOK PAGE?

There are several considerations that make it valuable for us to have Facebook pages for each store.

- Easy way to reach students and parents
- Customers expect to see their brands on Facebook
- **NOT** just to add things to your daily to-do list

Facebook enables us to:

- Expand our reach
- Keep up with competition
- Unify efforts
- Support your individual school brand
- Reach our target demographic audience
- Leverage our eXcel customer service model via Facebook
- Inform and keep students updated about author events, sales, etc.

Benefits of a store Facebook page:

- Closer contact with customers and feedback from customers
- Increased business and traffic, in-store and online, through promotions and coupons (executed with appropriate approval)
- Greater customer satisfaction because of personalized access and feeling of connectedness
- Opportunity to integrate and reinforce marketing messages in a dynamic and interactive forum

KEYS TO SUCCESS

A successful Facebook page will have:

- Frequent and meaningful updates
- Customer comments, questions, replies, and with appropriate approvals, participation in online events, contests, and quizzes (see page 20 for more information)
- Regular increases of fans or “likers” (up to a certain saturation point)

Any successful Facebook communications program will feature certain consistent traits:

- Fresh content: the core reason for participation
- Transparency: must be clear who operates the page
- Genuine interaction: overt sales efforts or obviously “canned” responses are rejected by most users
- Value: the user’s willingness to invest his or her time in our Facebook page must be rewarded by relevant information, interesting programming, exciting promotions, and enjoyable interactivity

WHAT WE EXPECT OF YOU

The following is the set of criteria required by FHEG to maintain an active and successful page.

- Minimum of 1 wall post every 2 days. Successful pages are updated 7+ times every week.
- Fan count increases. Obviously we want the fan count to increase over time. Poor performance in this area is not a sufficient reason for Facebook page removal, but will be monitored closely.
- Variety of types of wall posts, and variety in interest (e.g. cannot have all posts be sports-related); types of wall posts include:
 - **Sales messages:** Must have call to action
 - **Promotional messages:** Must have call to action
 - **Engagement:** Motivate fans to post comments
 - **Informational:** Must be relevant and accurate
 - **Community:** Must be relevant and accurate, e.g. post something school or book related that will engender a larger sense of community on your page. This might be a university/college event or something else that is interesting but tangentially relevant which you've found online, or was posted on your official university's Facebook page or school newspaper site.
- Compliance with FHEG Social Media Policy, which is in development and will soon be available in the Policy & Procedure Manual on The Quad under "Hot Spots."

| DO'S | DON'TS |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Do disclose that you are a Follett associate and be clear about the business unit you represent. | Do not use an alias or engage in deceptive practices, e.g. pretending that you are a customer responding to the store's post. |
| Do disclose or post only publicly available information. Contact your marketing specialist or Campus and Public Relations at FHEG if you need clarification on what Follett Information is in the public domain. | Do not disclose any confidential Follett information (financial, future business performance, business plans or intellectual property). If you are unsure, please contact your marketing specialist. |
| Do ensure that any content published is factually accurate and complies with relevant company policies, particularly policies related to confidentiality and disclosure. | Do not disclose other people's individual or confidential information. |
| Do offer advice, support or comment in your areas of expertise. | Do not offer advice, support or comment outside your areas of expertise. |
| Do disclose any knowledge of computer system misuse or breach of company security to the appropriate company supervisor(s), Human Resources department and/or legal department. | Do not use or align the Company with any organizations or web sites to deploy the use of excessive tracking software, adware, malware or spyware. |

- Interact on FHEG FB Pilot Group Page, which is a private group formed for store managers to collaborate and share best practices about managing Facebook pages. Relevant posts or discussion participation at least once every two weeks. This could be an update on what is working for you/your page; sharing of interesting ideas from other (non-Follett) Facebook pages; etc. Please request to join the FHEG FB Pilot Group by going to: <http://www.facebook.com/#!/group.php?gid=83712358028&ref=ts> or by searching Facebook for “FHEG FB Pilot Group.”
- Integrated Marketing will be monitoring wall post quality for great posts that engage fans and customers, as well as poor posts that have the opposite effect. Examples will be provided to Facebook stores on a regular basis going forward. A few examples of what makes a post poor:
 - Typos
 - Grammatical errors
 - Inaccuracies
 - Confusing or ambiguous messages
 - Messages that do not contain the necessary components specified under “Variety” above
 - Posts that are longer than comfortable or necessary (more than 100 words)

**SNAPSHOT OF DIFFERENCES BETWEEN
SUCCESSFUL PAGES AND BELOW AVERAGE PAGES**

| | Successful Pages | Average Pages | Below Average Pages |
|--------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Frequency of Updates | Multiple posts a day | Posts almost every day (5-6 posts a week) | One post every 3-4 days |
| Quality of Wall Posts | <p>Updates about current news (sports, campus events, etc.) and engagement with fans by asking questions</p> <p>Sample Post <i>Looking forward to the Scott Pilgrim movie, new Weeds episodes and Dallas Cowboy's football. What's getting you excited for August? (Other than coming to see all our new stuff at the UNT Bookstore, obviously).</i></p> | <p>Updates about current news (campus activities, author events, etc.) but limited engagement</p> <p>Sample Post <i>Check out this great article about Vanderbilt's advertising of the true quality and character of our football team. By the way, the Vanderbilt poster also got ranked as the best Football poster in the nation. Pretty impressive work.</i></p> | <p>Updates that only promote the store (self-serving) and don't engage fans</p> <p>Sample Post <i>We're open until 8 tonight!</i></p> |
| Response Time to Questions Posted on Wall | Within three hours | Within 24 hours | More than 24 hours |
| Volume of Interactions | Interactions multiple times every day | Daily interactions | Few interactions a week |
| Growth Rate of Fan Base by Week | 3%+ increase | 1-2% increase | 0% increase or decrease |
| Outcome | <p>Valuable Communication Tool</p> <ul style="list-style-type: none"> Customers are knowledgeable about store events and sales, which increases store traffic. Frequent interaction builds loyalty. Customers feel good about the store because their questions are addressed quickly; likely to refer a friend. | <p>Effective Communication Tool</p> <ul style="list-style-type: none"> Customers are knowledgeable about store events and sales, which increases store traffic. Customers don't post questions because it takes a long time to get a response. | <p>Ineffective Communication Tool</p> <ul style="list-style-type: none"> Customers see an inactive wall and don't post questions and interact because it looks like no one is there (it's like going into a store and you're the only customer) Customers don't revisit the page. |

SECTION II

BASIC FACEBOOK OPERATIONS

(See Appendix for additional operating instructions)

If you don't have a personal Facebook account, skip to the instructions below on setting up an account. If you do have a personal Facebook account, please read the reasons below explaining why a separate Facebook account will need to be set up to be used for bookstore managed pages.

- Emails are not sent from pages. All emails are sent from the Facebook account you use to login into the page.
- When messages are sent to consumers, they appear to the consumer as from the personal name on the account, not the store page.
- Since consumers will see the name of the account when you send an email, the profile it's sent from it needs to be related to the store, not a personal account.
- Login information may need to be shared with multiple people at your store.
- Keeping work and personal Facebook accounts separate helps prevent posts intended for personal use accidentally getting posted on your bookstore page.

Although your work and personal Facebook profiles will be separate, be mindful that what you say on your personal Facebook page and other social network sites (e.g. Twitter, personal blog, etc.) is never completely private so exercise good judgment and common sense. Regardless of whether your comments relate directly to the store and your job, what you write and post anywhere online reflects on you and Follett. For additional information or questions, contact your Marketing Specialist.

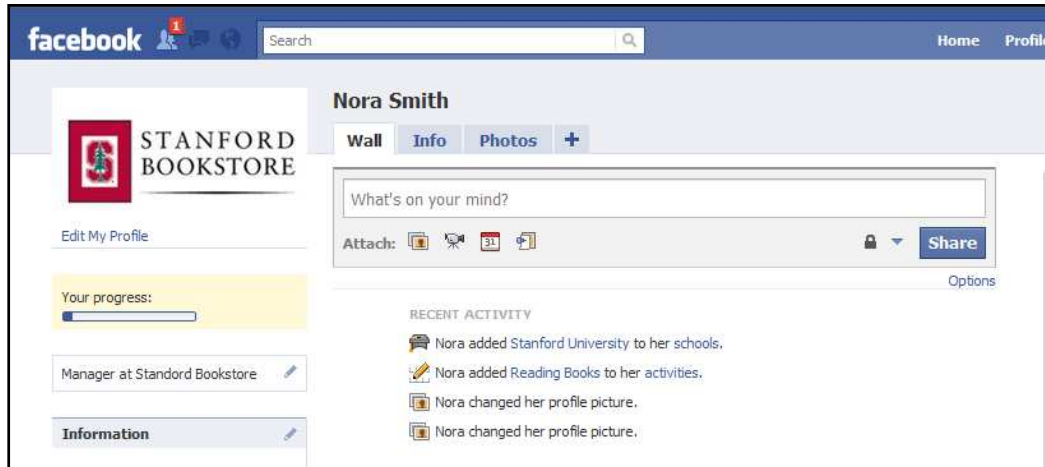
INSTRUCTIONS FOR SETTING UP A FACEBOOK ACCOUNT

You'll need to set up a Facebook account for your store with the work email address of the store manager or primary page administrator. If you have an existing personal Facebook account, you still need to set up a new account for management of the store page.

- Go to the home page (www.Facebook.com) and fill out the information form.
 - **Name:** Use name of the person that will be the primary manager of the page
 - **School:** Use university name
 - **Photo:** Insert store photo or logo. May use the same photo used on the store page.
 - **Write something about myself:** Write a description that indicates you work for the store. For example, FSU Bookstore Manager.
 - **Birthday:** Click on the birthday date that will automatically appear on the profile. Uncheck the box to hide the birthday.
- Leave all other fields blank. This page will only be used to contact consumers directly to resolve select customer service issues so the profile will be very basic. Don't update the wall on this page and add friends. Keep the activity on the store page.
- Like your work email account, the use of Facebook account for the FB page is for work purposes only. Keep this in mind as you receive friend requests. If you receive requests from personal friends, add them as friends to your personal Facebook account instead.
- Wait for your confirmation email. Facebook sends this email to confirm your registration. When you get the email, click on the link in the email to confirm that you did in fact register for a Facebook account.
- Send the email address used to setup the account to your Marketing Specialist so he/she can add you as an admin to your store page.

- An example of a non-personal, Facebook profile/account for a bookstore manager is on the following page.

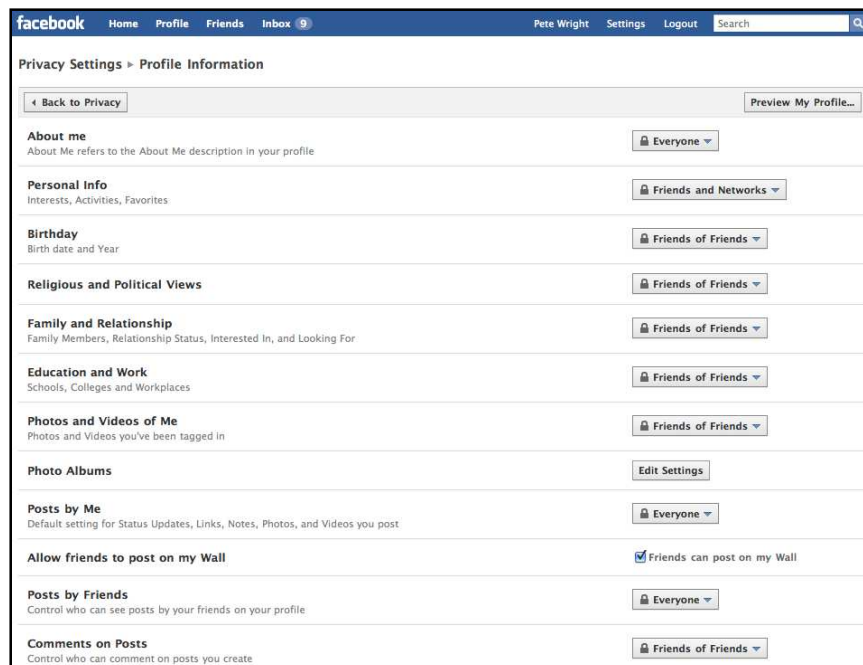
SAMPLE FACEBOOK ACCOUNT FOR A BOOKSTORE MANAGER



ADJUSTING YOUR PERSONAL PRIVACY SETTINGS

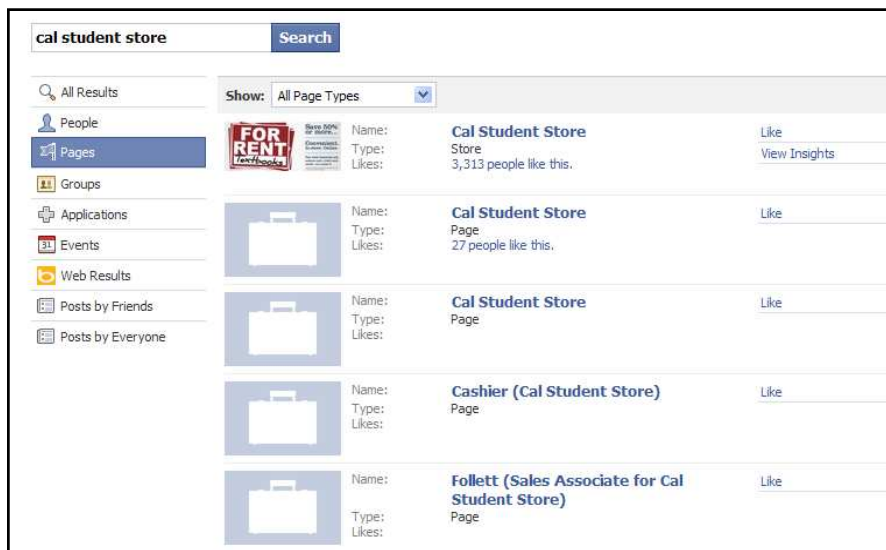
In addition to setting up your account, also take a moment to update the privacy settings on your Facebook store page administrator /user account (the account profile used to manage your store's page.) You can access your privacy settings through the "Account" button at the top left-corner of the home page. Make sure none of your profile settings are placed on "Everyone." Below is a description of the different privacy settings for profile information, pictures, and wall posts.

- **Friends of Friends:** Your friends and their friends can view.
- **Only Friends:** Only friends can view.
- **Some Friends:** Specific friends that you choose can view.



FACEBOOK COMMUNITY AND AUTOMATED WIKI PAGES

The personal wall posts of those users who allow some content to be viewed by others is now being pulled into outside Facebook walls without the poster's knowledge. See Cal Student Store below as an example:



An affiliation with the community page's topic as a work network or other link in your profile, or community page's name in a post by you -- combined with open privacy settings -- allows your wall posts to become visible under Facebook generated "Follett" community or wiki page. To prevent this from happening, simply update your privacy settings under the "Account" button on your admin Facebook accounts (see page 7 for additional information). Contact your Marketing Specialist if you have any questions.

LINKING TO OTHER BOOKSTORES

To keep some distance between FMS fan pages, please be sure NOT to "Like" or "Favorite" other bookstore pages. Keeping distance between pages helps reduce the chances consumers will visit multiple FMS pages and see the same posts on multiple pages, which may seem impersonal. If you have any specific questions about this request or identifying pages that are acceptable to associate your store with, contact your Marketing Specialist.

SECTION III

MANAGING YOUR FACEBOOK CONTENT

PLAN YOUR CONTENT

- Facebook updates need to be well thought out and meet appropriate criteria (engagement, informational, community, or sales/promotional).
- It's important to create a schedule that maps out some of the Facebook wall content planned for upcoming weeks, but be flexible with the schedule and adapt it as necessary. For example, if your school's football team just won a game, write about that and save the planned update for another time. See FSU Bookstore wall update below for example:



- In addition to creating post schedules with planned content, you'll also need to include updates about current events and hot topics on your campus and in the surrounding community (e.g. events, breaking news, and major campus announcements). See Matador Bookstore wall update below for example:



- If you have big news that you want to share in multiple wall posts, spread out the wall posts so fans are not annoyed by frequent posts about the same topic. For example, to promote an event on a Friday, post an update about it on Monday and then another update on Thursday.

USE WEEKLY DEPARTMENT MEETINGS TO HELP PLAN CONTENT

- As a best practice, managers should leverage weekly department management meetings as an opportunity to discuss content.
- Here's how it's worked at pilot FB stores:
 1. Person in charge of Facebook reviews content/updates currently on the schedule for the next two weeks with all managers.
 2. That same person then asks if there's anything else to include.
 3. If so, the department managers email him or her the updates to post on Facebook (see appendix for instructions on how to post wall updates).



HOW FANS USE STORE PAGES

Facebook allows users (consumers that visit your store page) to do the following:

- **"Like" your page:** Users are interested in seeing wall updates and having your content appear within their news feed (on their home page).
- **Post questions:** Users would like to communicate with you via Facebook and ask a particular question about your store or some of the content you have posted on the wall.
- **Post comments:** Users respond to your content and often add their opinions or feedback.
- **"Like" a wall update:** Users show approval or support for particular content you've posted on the wall (a specific post, link, photo, video, etc.).

MANAGING YOUR PAGE

- It's crucial that you **regularly** check (at least once every 24 hours) your store's Facebook page to ensure you're aware of the conversations that are taking place. Be sure to check older wall posts for any new replies/threads for new comments and questions.
- Person in charge of updating your store's pages should plan on spending 1-3 hours a week managing the page.
- If you post engaging content (i.e. a question or poll), be sure to revisit the page frequently for the next couple of hours and respond as necessary.
- Don't forget to engage with your page's "likers" – Facebook is NOT meant to be a means of one-way communication.
- Frequently visit the university's main Facebook pages (primary page, athletics, admissions, etc) and repost select posts. Please note, if you comment on a post that's on another page (not your store's page), the name of your profile will be attached to the update, not the name of your store's Facebook page. Therefore, to share a story from the university page, post a link to the story on your store's Facebook wall. To repost, draft a wall update with a link to the story or website included in the original post and be sure to give credit to the page you pulled it from. Below is an example of a good story to repost.



SAMPLE POST SCHEDULE TEMPLATE

It's helpful to plan Facebook content ahead of time, but not all content can be pre-scheduled since some updates should be about current events and hot topics on your campus and in the surrounding community (e.g. events, breaking news, and major campus announcements). Below please find a sample post schedule template to help organize wall posts and keep notes for ideas for updates about current happenings around campus.

November 1-7

Update #1

Update #2

Update #3

Notes:

November 8-14

Update #1

Update #2

Update #3

Notes:

November 15-21

Update #1

Update #2

Update #3

Notes:

November 22-28

Update #1

Update #2

Update #3

Notes:

November 29 – December 5

Update #1

Update #2

Update #3

Notes:

December 6-12

Update #1

Update #2

Update #3

Notes:

SAMPLE POST CONTENT

Below please find sample Facebook wall updates, which are organized by type and specific date. Please note, many of these updates have placeholders where you'll need to insert particular store information, so please read and review each post carefully before posting to the wall. **These updates are meant to spark ideas and help you better understand what type of content you should be posting, but please be sure to post additional campus and store specific updates as well.**

| ENGAGEMENT: Motivate fans to post comments | INFORMATIONAL: Must be relevant, accurate and provide value | LOCAL COMMUNITY: Relevant, accurate, something school or book related If you don't know where to go, check the university's online calendar, get listed on school's PR lists, sports schedule. Make sure you know where you can advertise. Before you promote something, make sure a competitor is not part of the promotion. Thoroughly check this out first. | SALES/PROMOTIONAL: Must have call to action and be approved BEFORE posting |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ▶ What's your favorite spot on campus? ▶ What's something "green" you do every day? ▶ Besides Facebook, what are your favorite mobile apps? Anyone on Foursquare? Gowalla? ▶ Have a great idea for a status update? Leave your suggestion below, and we'll pick one to use tomorrow. ▶ What's your favorite (INSERT SCHOOL NAME) quote/saying? ▶ If you could rewatch any (INSERT SCHOOL NAME) sporting event, which one would it be? And why? ▶ What's one word you would use to describe (INSERT SCHOOL NAME)? | <ul style="list-style-type: none"> ▶ Looking into getting a new computer? Check out PC Magazine's Top 10 Back to School PC Buying Tips (USE FACEBOOK INSERT LINK BUTTON) http://www.pcmag.com/article2/0,2817,2368142,00.asp ▶ There's no such thing as too much good advice. Check out Psychology Today's 50 Tips for College Students (USE FACEBOOK INSERT LINK BUTTON) http://www.psychologytoday.com/blog/here-there-and-everywhere/201008/50-tips-college-students ▶ Baltimore Sun article features Q&A with nutritionist on how to | <ul style="list-style-type: none"> ▶ Save the date! Don't miss the (INSERT INFORMATION ABOUT AN UPCOMING CAMPUS EVENT). We're going. Are you? ▶ Thank you for being the most loyal, supporting and AMAZING fans. We love having individuals who love (INSERT SCHOOL NAME) as much as we do! (INSERT MASCOT NAME)! And fans, enjoy your weekend! ▶ If you're interested in being part of our dynamic team, the (INSERT BOOKSTORE NAME) has a position for you! Full-time, Part-time and Temporary positions are available, including: (INSERT AVAILABLE POSITIONS HERE) | <ul style="list-style-type: none"> ▶ Know someone who's having a baby soon? We have some awesome baby-sized swag. Start the school pride while they're young! Pick up one of our (INSERT SCHOOL NAME) jumpers or a pair of baby booties! ▶ Come in the store and check out our new (INSERT NEW APPAREL LINE NAME HERE – ALSO POST A COUPLE OF PHOTOS OF THE CLOTHES). ▶ It's time to represent since game day's fast approaching... stop by (INSERT BOOKSTORE NAME HERE) to pick up your new (INSERT MASCOT) gear! ▶ Way to go (INSERT MASCOT)!! Congrats to (INSERT FOOTBALL |

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| <p>► How much money would it take for you to root for (INSERT SCHOOL RIVAL'S NAME)?</p> <p>► We know you guys have big hearts and you care about the greater good, what's your favorite charity initiative?</p> <p>► Hey fans, what's on your mind today?</p> <p>► Mafia Wars, Petville, Zoo World, Farmville...does anyone actually play board games anymore? What's your favorite board game to play with friends when you're hanging on a night in? We like Scattergories</p> <p>POLLS</p> <p>► What's your favorite classic college film?</p> <ol style="list-style-type: none"> 1. Animal House 2. Old School 3. Van Wilder 4. College Road Trip 5. Other (Please share!) <p>► We're feeling adventurous! Would you rather...</p> <ol style="list-style-type: none"> 1. Jump out of a plane 2. Swim with sharks 3. Eat a spider 4. Ride a bull <p>DATE SPECIFIC</p> <p>► *Post in January In January 1998, ReplayTV and TiVo launched consumer DVRs during the Consumer Electronics Show. More than 10 years later - what shows are on the top of your DVR right now?</p> <p>► *Post February 27 – 29, 2011 In honor of the Oscars, have you guys seen any good movies lately? If so, name the movie and</p> | <p>avoid the “Freshman 15” (USE FACEBOOK INSERT LINK BUTTON) http://articles.baltimoresun.com/2010-08-12/health/bs-hs-ask-the-expert-0812-20100812_1_weight-gain-late-night-cravings-nutritionist</p> <p>► FACEBOOK INSERT LINK BUTTON) http://www.newswise.com/articles/tips-to-avoid-the-freshman-15</p> <p>► According to the Journal of the American Dietetic Association more than 60% of people pay attention to nutrition facts. Do you? Check out this CNN article for more information (USE FACEBOOK INSERT LINK BUTTON) http://pagingdrgupta.blogs.cnn.com/2010/08/05/about-60-percent-pay-attention-to-nutrition-facts/</p> <p>► Looking for cool restaurants and things to do near campus? Check out Yelp.com and type in your city to find places and read reviews. (USE FACEBOOK INSERT LINK BUTTON) http://www.yelp.com/</p> <p>► Need to earn some money while you're in school? Check out Wallet Pop's article with the 10 best part-time jobs for college students. No. 1 job is a barista. (USE FACEBOOK INSERT LINK BUTTON) http://www.walletpop.com/blog/2010/08/24/earn-while-you-learn-10-best-part-time-jobs-for-</p> | <p>DATE SPECIFIC</p> <p>► *Post during last week of spring term We wish safe travels to all our students who finished their finals and are headed home... and to the Seniors, enjoy Senior Week! It's almost graduation!</p> | <p>TEAM) for the win over (INSERT OPPONENT) this weekend! Come and pick up one of our (INSERT SCHOOL) flags to fly at your next tailgate</p> <p>► Join us tomorrow in the (INSERT CAFÉ NAME) and get a (COFFEE/ FOOD) XX% off with the purchase of any grande beverage!</p> <p>► We are having a book sale this week – stop by and check out our discounted titles such as (INSERT TITLE OF DISCOUNTED BOOKS)</p> <p>► (INSERT COMPANY NAME) is having a sample sale here this week! Come in and see some of their new items! Just thought you should know.</p> <p>► Our friends at (INSERT RESTAURANT NAME) are giving away a free drink to anyone who comes in sporting (INSERT SCHOOL/MASCOT NAME) gear today!</p> <p>► So, with Commencement coming up soon, what's some of the best advice you've ever received? (INCLUDE REMINDER OF INFORMATION ABOUT COMMENCEMENT INFORMATION/ITEMS)</p> |
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| <p>rate it (5 stars means it was amazing).</p> <ul style="list-style-type: none"> ▶ *Post April 22, 2011 Tell us how you're celebrating Earth Day. We're offering textbook rental! ▶ *Post a few weeks before spring break Where is everyone going for spring break this year? About.com's Student Travel blog said that Europe is the new place to go but are people still going to Panama City too? ▶ *Post week of May 11, 2011 Keeping in line with Children's Book Week, what's your favorite childhood book? Charlotte's Web has sold more than 9.8 million copies to date. ▶ *Post June 3, 2011 Happy National Doughnut Day!! Drop your favorite doughnut flavor below. We like strawberry frosting with sprinkles! Mmmm ▶ *Post June 18, 2011 Exactly one year ago today, Toy Story 3 hit movie theaters...and we have to admit it choked us up a little. What Disney /Pixar movie opened the flood gates for you? The Lion King was another tough one. | <p>college-student/</p> <ul style="list-style-type: none"> ▶ According to this CNN article, students today crack the books about 14 hours a week, down from 24 in the early 1960s. How many hours a week do you average studying? (USE FACEBOOK INSERT LINK BUTTON) http://ac360.blogs.cnn.com/2010/08/23/college-students-less-study-more-leisure/ <p>DATE SPECIFIC</p> <ul style="list-style-type: none"> ▶ *Post in February In honor of the founding of YouTube (Feb. 2005) - Check out one of the site's most viewed videos... SPOILER ALERT: pretty sure the worm is one of our favorites! (USE FACEBOOK INSERT VIDEO BUTTON) http://www.youtube.com/watch?v=dMH0bHeiRNq | | |
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SECTION IV

WHAT COULD GO WRONG?

Since Facebook and other social networks are online venues for public communication, consumers have the technical ability to post **anything** to a store's Facebook wall. On occasion, some of the posts might be negative or inappropriate. Your first instinct might be to delete these posts, but that could make the problem grow. It's recommended to refrain as much as possible from censoring and deleting wall comments posted by consumers. When wall comments are removed, it is frequently noticed and a backlash can occur that may result in escalating and severe negative commentary. It's common for other fans to "self-police" by replying to inappropriate comments to defend the bookstore.

When dealing with these types of wall posts, your response should always be considered on a case-by-case basis. Below is a general guide to help you determine how to handle these types of posts.

INAPPROPRIATE WALL POSTS

To comply with regulations shared by Facebook and FHEG, wall posts that include any of the following language, information or photos should be immediately deleted by the page administrators AFTER you first contact your Marketing Specialist. If the post doesn't include pornographic or sexually explicit photos, print a copy of the screen. This list is not intended to be a complete listing of every possible instance of inappropriate wall posts, but a general guide.

- Inappropriate language, including swear words and obscene and/or vulgar language
- Hateful speech towards a group
- Libelous statements about a person, not including celebrities (i.e. someone posts a negative remark about a faculty member or employee)
- Obscene, pornographic, or sexually explicit photos
- All Web sites and phone numbers (not including Follett and FMS Web sites and phone numbers)
- Language intended to bully, intimidate, or harass

Please note that when an image needs to be deleted from the wall, the image also needs to be deleted from the photos page.

Summary of Action:

1. **Inform your Marketing Specialist**
2. **Print screen (only if the post DOES NOT include pornographic or sexually explicit photos)**
3. **Delete post**

UNFAVORABLE POSTS THAT SHOULDN'T BE DELETED

At times unfavorable posts will be added to your store's wall, but in order to keep communication open they should not be deleted if they don't fall into any of the categories discussed above. Below are samples of posts that should be allowed to stay.

- "Follett sucks"
- "I love Chegg"
- "Follett is a rip-off"
- "Justin Bieber sucks"

In the event unfavorable posts are added to your wall, minimize the exposure by posting multiple new updates, which will move the unfavorable post down the page.

UNFAVORABLE POSTS BY CURRENT AND FORMER EMPLOYEES

Let's assume a disgruntled employee rants on your store's Facebook wall. The rant is simply that – a rant – and it doesn't raise legitimate, business-damaging issues. In that event, flag it to your Marketing Specialist and do not respond to the post.

The instinct will be to remove the post, but there are reasons to ignore disgruntled ex-employees on Facebook:

1. People know a rant when they read one. The individual is just trying to generate sympathy or brew anger and, in most cases, readers know better than to take them too seriously.
2. It's a Human Resources issue. We are legally restricted regarding what we can say in situations that involve HR issues. For this reason alone it's usually best just to leave it be.
3. It's a lose/lose situation. By engaging in a conversation you are just prolonging that individual's fury and drawing more attention to that person and your situation.

When dealing with attacks with no merit and no business-damaging substance, please consider that saying nothing is better than saying the wrong something.

Summary of Action:

1. **Don't respond**
2. **Contact your Marketing Specialist (Marketing Specialist will help you determine if Human Resources needs to be notified)**

FLAMING

There's a difference between negative comments and comments with inappropriate language or images that break the rules. Flaming is a term that refers to a certain type of online commentary: posting something that's angry and mean-spirited, often a personal attack. So what do you do if someone begins flaming on your Facebook page? If the wall post or comment doesn't include any inappropriate language or posts as described above, be transparent and don't delete the post. Don't respond to post. This is a case in which it is best to minimize the situation and wait for it to pass.

Summary of Action

1. **Don't respond**
2. **Don't delete post (as long as the post does not include inappropriate language)**

SPAM ATTACKS

Because millions of people visit brand pages on Facebook, spammers are stepping up their efforts to secure a piece of the viewing time, and they are already posting porn links and other nuisances on brands' walls. To catch spam in a timely manner, it's important to regularly check your Facebook page.

Below are types of spam to be on the lookout for:

- Advertising or promoting other companies and organizations (except organizations related to the university)
- Pornography
- Empty comments or comments that include single numbers or words like “first” or “second”

So what do you do if spam is posted to your Facebook wall? Delete it and then update your Marketing Specialist so she/he can report it to Facebook.

Summary of Action

- 1. Determine if the post is spam.**
- 2. If it is, delete the post.**
- 3. Update Marketing Specialist**

WHEN AND HOW TO SEEK HELP FROM THE HOME OFFICE

Your store has received some bad comments on Facebook. Let's assume the negative comments are factual. Let's also assume that this is not an issue that will require potential legal counsel and that this is not a rant by some disgruntled ex-employee (as described in the section above).

Here are four suggestions to handle this specific situation:

- 1. Don't ignore the situation.** While you may not have all the information yet, if you know at least part of the negative comments are true, publicly own up to it. Reply to the wall post in a timely manner by commenting to apologize and say you are looking into the situation further. The reply will be posted on the wall so everyone can see you are looking into the situation.
- 2. Determine whether or not to contact your Marketing Specialist.** If the matter is something that can be easily resolved, you probably don't need to contact your Marketing Specialist. When in doubt, error on the side of over communicating with your Marketing Specialist.
- 3. After you look into the situation and a solution is determined, follow up with the consumer that posted the comment** (see appendix for instructions on how to send consumers messages from your Facebook account). If it's a personal matter that affects only the consumer that posted the comment, follow up via a message. If the resolution is relevant to other consumers (and not damaging to the store), post the follow up response on the Facebook wall (reply to the conversation thread under the original comment).
- 4. Implement eXcel customer service model.**

All that said, when you are utilizing these points remember they are only basic steps. You **MUST** include your Marketing Specialist as well as any legal counsel if there are potential legal ramifications.

Summary of Action

- 1. Reply to the wall post in a timely manner by commenting to apologize and say you are looking into the situation further.**
- 2. Determine whether or not to contact your Marketing Specialist.**
- 3. After you look into the situation and a solution is determined, follow up with the consumer that posted the comment.**

FACEBOOK PROMOTION GUIDELINES

Before promoting a contest or sweepstakes on Facebook, you must contact your Marketing Specialist.

He or she will walk through the Facebook Promotion Guidelines, which are constantly changing, to determine if the contest or sweepstakes can be promoted on Facebook. Some giveaway types that were ok in the past are no longer permissible. If the contest or sweepstakes can be promoted on Facebook, your Marketing Specialist will provide you with a disclaimer that needs to be added to every post about the contest/sweepstakes.

Failure to comply with the guidelines could result in Facebook shutting down all Follett Facebook pages, including your page, temporarily or permanently.

APPLE GUIDELINES

Included in Follett's agreement with Apple are specific guidelines on promoting Apple products both online and offline in the stores. Failure to comply with the following guidelines jeopardizes Follett's relationship with Apple. If you have any questions about the guidelines, contact your Marketing Specialist.

- Any mention about Apple products being available at FMS, must include the following statement since academic pricing or purchases are only for people affiliated with the school :
"Faculty, staff, or student ID required for purchase."
- Never post anything about the iPad. In addition, the iPad cannot be used as a giveaway at any store (even for FMS that don't carry Apple products).
- Cannot post Apple product prices online.

OFFICIAL POLICY NOTICE

In an effort to minimize a backlash after deleting inappropriate posts, the following message will be added to all store pages to communicate to consumers our policies for deleting posts. This will hopefully prevent community surprise when inappropriate wall posts are removed, and limit backlash.

We want everyone to enjoy our Page, so inappropriate posts, commercial offers, and other non-[INSERT BOOKSTORE NAME] links may be removed at our discretion. Thanks!

SECTION V

APPENDIX: FACEBOOK USER GUIDE

LOGGING INTO FACEBOOK

1. Go to www.Facebook.com

The easiest way to access Facebook is to enter its specific URL: www.facebook.com. You can also find it by entering "Facebook" into a search engine and clicking on the first link.

2. Enter Your Login Information

The front page of Facebook.com has a dark blue bar at the top of the screen. On the right side of the bar are two dialog boxes. On the left dialog box, type in the e-mail address that you used to sign up for your personal account. On the left, enter your password, and then click the "Login" button.

3. Accessing Store Page

Once you have logged in, Facebook will take you to your personalized home page. Click "Account" on the far right of the toolbar on the top of the page. Then click "Manage Pages," find the store page, and select "Go To Page."

4. Resolving Errors

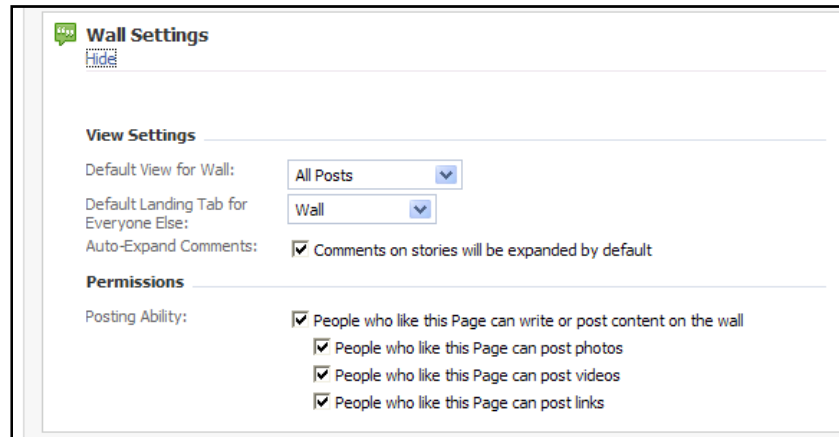
There can be several reasons for problems when logging into Facebook. Some of the problems include:

- Entering the wrong e-mail address or password. This is the most common problem with entering the site, and commonly occurs when a user has multiple e-mail accounts and cannot remember which account was used to sign up for Facebook. Make sure you are using the same address and password that were used when you initialized the account, and retype it if necessary.
- Having your "Caps Lock" turned on. Login information for Facebook is case sensitive, so make sure that the capital letter lock key on the keyboard is not turned on.
- Forgotten password. If you have forgotten your password, there is a "Forgot your password?" link above the login tabs on the front page. If you click on this, it will take you to a page where you can enter your e-mail address. Facebook will send you a message with a link to reset your password. If the e-mail does not show up, check your Spam folder, as the automated e-mail may end up being misread as spam.
- Forgotten/unreachable e-mail account. If you have forgotten the e-mail address that you used to sign up for Facebook, or you no longer have access to the e-mail address that you used when you set up the account, you can access a login help page at www.facebook.com/help.

WALL SETTINGS

Once you've set up an account, received access to your store's page and logged into Facebook, go through the following steps to update your store page's privacy settings.

1. Click on the "Edit Page" box in the left hand column.
2. Under the "Wall Settings" box, click on the "Edit" button.



3. Make sure your "View Settings" and "Permissions" are set to "All Posts" and "Wall" with all boxes checked off.

FACEBOOK TOOLBAR AND TABS

The Toolbar at the top of your screen lets you navigate through Facebook.



FACEBOOK BUTTON

Use the Facebook button to return to your Facebook home page. Your Facebook page displays information about your Facebook friends. A series of tabs are displayed at the top of the screen which allow you to easily navigate through your Facebook page.

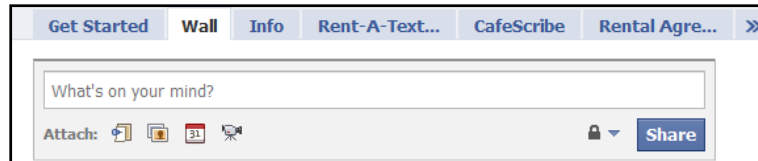
FOUR DEFAULT TABS ON PROFILE PAGE

- **Wall:** Displays messages that store fans leave. This space is also used to communicate to the fans.
- **Info:** Shows your profile information. To edit information, click Edit Information.
- **Photos:** Displays pictures that you posted.
- **Videos:** Shows videos that you posted.

FACEBOOK WALL

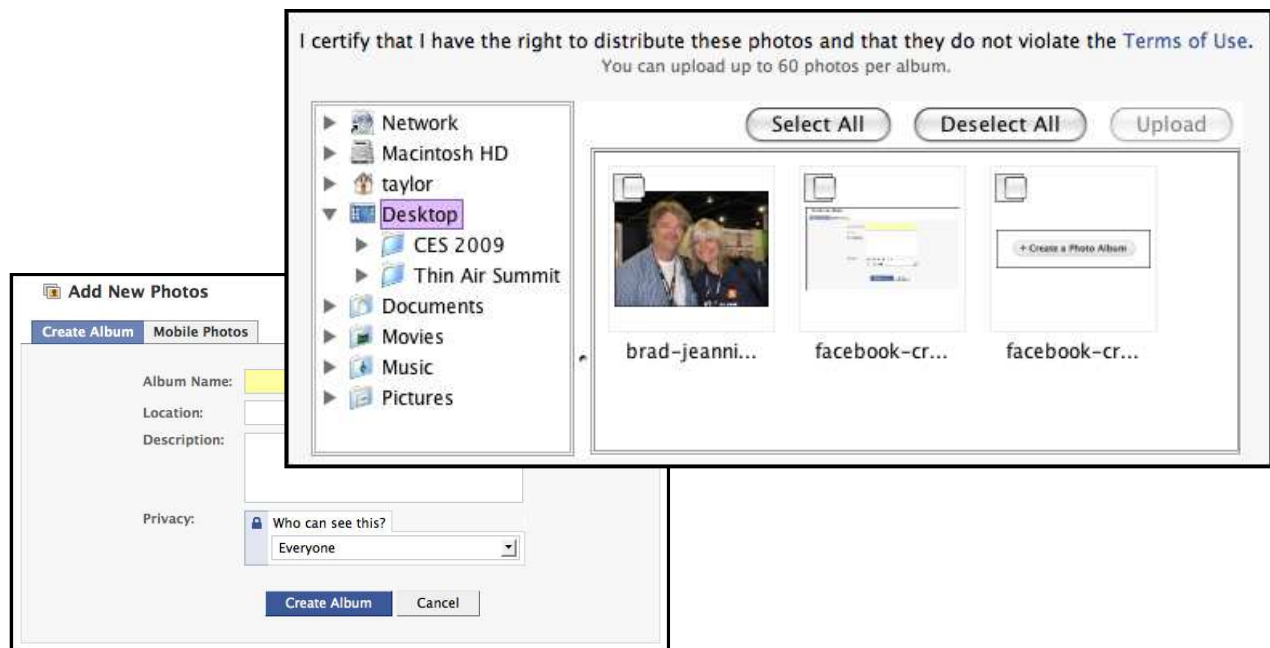
All messages shared with fans are posted on the store Facebook wall (follow the instructions below).

- Click in the box that reads "What's on your mind?"
- Type message
- Click "Share"



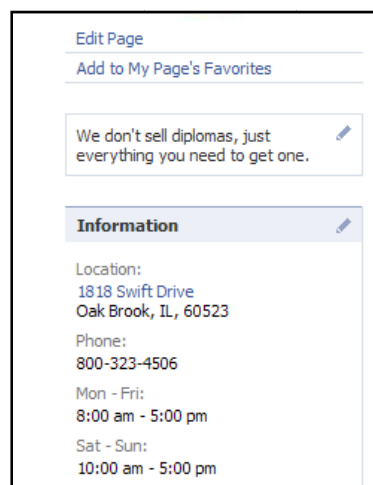
UPLOADING PHOTOS

1. Go to your profile and click on the "Wall" tab.
2. Click "Add Photos" at the top of the page and select "Create an Album."
3. You will then have the option to fill in the details for the album name, location, and description. Once you have completed this, click "Create Album."
4. Click "Select Photos" to select the photos you wish to upload. When you are ready, click "Upload Photos" to complete the process of creating a new photo album.



UPDATING YOUR PROFILE IMAGE AND INFORMATION

1. Click on the pencil icon that appears in the right-corner of your current profile picture or temporary image. (Clicking on this pencil icon will allow you to edit most of the information on your page).
2. Select "Browse" to find a photo on your computer to upload.
3. Select the photo to upload, check the box certifying that you have the right to distribute the picture and that it is not pornography, and click "upload picture." If the picture is an acceptable size and file type, it will display on your profile.



ATTACHING A LINK TO A WALL POST

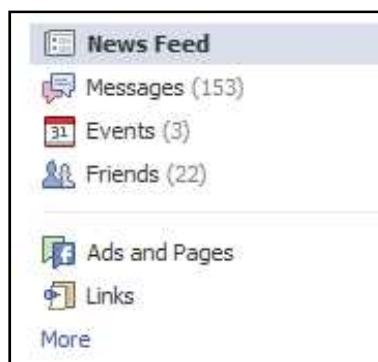
When you share a link on Facebook, the title of that page is automatically grabbed along with a short summary. In some cases the link that is grabbed may not be well formed or defined, so Facebook allows you to edit the title or the description.

To edit the title of the link you just attached, click on the title. You will see that the title now can be edited. After your edit is over you can click anywhere outside of the edit box to finish the editing. The same applies for the description area as well.



POSTING AN EVENT

1. Click on the "Events" box on the left-hand column of your home page.
2. Click on the "Create an Event" button at the top of the page.
3. Type your event into the "What are you planning?"
4. Add a time and place, and your event will be created.



MESSAGE BUTTON

Use the "Messages" button at the top left-corner of the home page to read and send messages. Messages are a way to communicate with fans individually without posting a public message on their wall. From the Inbox menu, select Compose New Message. Enter the name of the person you want to send a message to, the subject and the message. To read messages sent to you, select View Message Inbox from the Inbox menu. Facebook has limits in place to prevent behavior that others may find annoying or abusive. These limits restrict the rate at which you can use certain features on the site. If you received a warning for going too fast when sending messages, you will need to temporarily stop this activity to avoid hitting a message block on your account. Contact your Marketing Specialist with questions or assistance.

A screenshot of the Facebook "Create an Event" form. The form is titled "Create an Event" and includes a sidebar with a calendar icon showing "31" and a button to "Add Event Photo". The main form fields include: "When?" with a date picker set to "Today" and a time dropdown set to "7:30 pm"; "What are you planning?" with a text input field; "Where?" with a text input field and a link to "Add street address"; "More info?" with a text input field; and "Who's invited?" with a "Select Guests" button. Below these fields are two checkboxes: "Anyone can view and RSVP (public event)" and "Show the guest list on the event page", both of which are checked. A "Create Event" button is at the bottom right.

SECTION VI

COMMUNICATING ON FACEBOOK

There's no set formula for how to create a successful page; however, in most cases successful pages have the following five traits in common. Refer to page 8 for more information.

1. Up-To-Date Content

- Frequent updates
- Relevant content that provides value to consumers
- No out-of-date information (additional tips on page 7)

2. Joining the Conversation

- Quick response/acknowledgement to consumer comments
- Engaging wall updates
- Comments on photos uploaded by consumers, (additional tips on page 8)

3. Attentive Customer Service

- Quick and helpful response to questions and comments
- Responding to direct and indirect comments about customer service issues
- Speedy resolution

4. Authentic Engagement

- Conversational posts
- Updates written in the first person, i.e. "I" or "we," not "the bookstore" or "they"
- Names of page administrators listed on page

5. Enable Consumer Interactions *(more information on page 8)*

- Consumers encouraged to respond to each other
- Recognize the top commenters/contributors
- Enable discussion tab

SECTION VII

STORE AND CONSUMER PERSONAS

STORE PERSONA

It's important to always be conscious of the fact that all Facebook updates made to your page are a direct reflection upon the FHEG brand and your store. **A brand is not a logo, a tagline or a product, but a relationship that you establish with consumers.** It's a perception in the mind of your consumer that is relevant with who you are and what you do. We've provided some characteristics to keep in mind as you develop your store's persona.



Respect: There will be times when you will encounter students who will post negative opinions or combative comments. Unless a comment meets the criteria for inappropriate comments outlined in the first Playbook, you should not remove the posts. This is a sign to consumers that you foster an environment for communication among consumers, and respect all opinions, good and bad.

Care: You want to portray that you care about more than just getting bodies into the store and selling merchandise. Engage students and connect with them through conversations and updates that do not necessarily always tie back to sales and promotions.

Humor: Avoid being too stuffy or stoic with your updates. We want to provide students with an online space where they can interact and enjoy themselves. However, please remember to air on the side of caution when it comes to humor that could be interpreted as offensive or distasteful.

COMMUNICATION TIPS AND REMINDERS

- Talk to consumers on Facebook the same way you would have a conversation with a good friend.
- Be honest and transparent (everyone will see your post).
- Remember you're representing Follett and their values with every wall post and comment.
- The integrated marketing team is always available as a resource. They welcome your input to help make the pages successful.



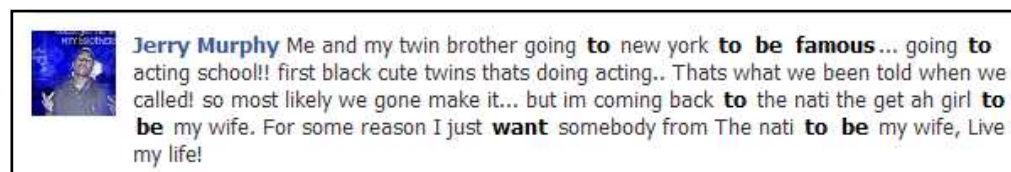
COMMON PERSONA: YOUR FANS AND CUSTOMERS

As the student community develops on your Facebook page, you'll notice there are various types of personalities which you will encounter on a regular basis, and people often behave differently in social media than they do in-person. Below you'll find a snapshot detailing different types of online personas, which should help give you a better understanding of how to communicate and deal with them on your page (but don't stereotype because the way one person responds doesn't indicate how someone else is going to respond). According to Stamats Educational Services Group, student personas will typically fall into one of the following categories:

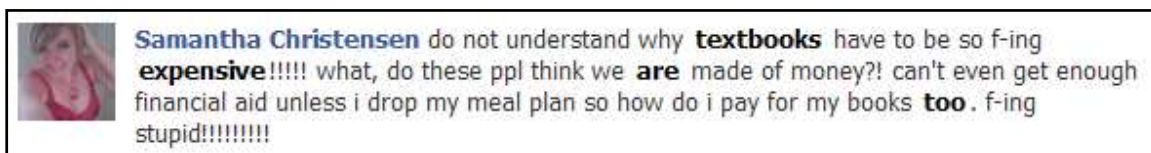
- **The Collegiate Experience:** How nice are the college grounds, what is there to do off-campus, how friendly are the people at school, and how good is campus housing? These are the questions this student will likely ask first. He or she wants college to be a fun experience in a cool area.



- **Be More Than My Parents:** This student is all about the outcome when it comes to college. His or her prospective alma mater should be a place where graduates get good jobs or can go on to good graduate schools. This student's parents probably earned at least a bachelor's degree before going on to successful professional careers, and he or she wants to surpass them, with life goals that include fame and adventure.



- **Disgruntled and Overstressed:** Misery loves company. This student is having a terrible time adjusting to the thought of college and starting his or her adult life and is constantly looking for things to complain about. It's tough to gain this student's trust or approval, and he or she rarely looks at the positive side of things.



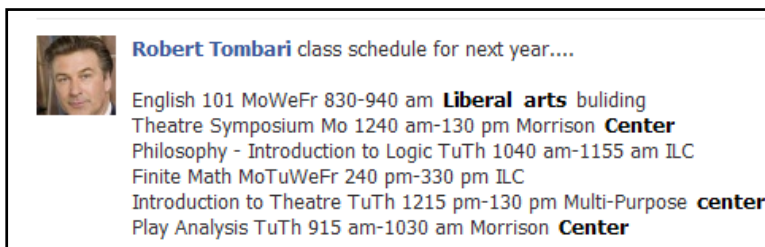
- **Cost-Conscious Students:** Bottom line, college is expensive. What mainly drives this student to or from a prospective college is its cost. Since four-year public schools generally are cheaper than private ones, this student gravitates more to them.



- **Image and Reputation Conscious:** Money isn't an issue for this student when it comes to college. He or she probably came from an affluent family with parents who have professional careers. A school's overall academic reputation and the quality of campus amenities are much more important than cost.



- **Personal Enrichment -- Liberal Arts:** College for this student means getting a well-rounded education. English, music, education or psychology -- those majors hold his or her gaze longer than others. This student tends to look right past four-year public schools and wants what a lot of four-year private colleges offer: academic excellence; a small student-faculty ratio; honors programs; and a positive reputation for graduate outcomes.



SECTION VIII

MANAGING ENGAGEMENT

TIPS TO HELP YOU CONNECT

Once you've set up your Page, check out the following tips and examples to create an optimal experience for the community to connect with your organization.

1. Up To Date and Relevant Content

Facebook Pages are a fantastic tool for broadcasting news to your community. Use the Links, Photos, and Video applications and watch your news go viral quickly; these applications attract more “like” and “comment” interactions, which then spread to friends of your community, attracting new users to your page. For example, schools can:

- Share breaking news on campus, new policies or recent awards. See example below.
- Post updates about a sports team win with a link to buy tickets to the next game.
- Post assignments, resources, and discussion topics for students.



2. Join the Conversation

Facebook is a culture of conversations—educational organizations have a huge opportunity to get immediate feedback on issues. Here are some tips to starting the conversation on your Page.

- Poll your community with a question in your status update and get instant feedback.
- Show you're listening by making a comment under a consumer's wall post or comment. As an admin, your comments on your store page will be displayed as coming from the bookstore page. **However, if you comment on someone else's page, your personal account will be displayed, not the name of the bookstore so only post to the bookstore page wall.**
- Post a Note as a blog-like entry with information around a project or issue with which your community can get involved.





3. Use Tools to Increase Relevance

Facebook Pages offer great tools to help you create deeper connections with your audience.

- List important campus events on the Events tab. Once it's there, post comments to remind people about event (instead of posting multiple wall updates with all the event information, which shows up in users' news feeds and could annoy consumers).
- Create photo albums or videos that feature your school community to showcase student projects and spread school spirit.
- Use the Notes application to publish longer news stories, announcements and updates.

4. Integrating Facebook with Existing Marketing Efforts

Keep your eFollett page top of mind when you post updates about store events or promotions. For example, promote author events on your eFollett page with a banner that links to the book to increase sales. If you are promoting a special GM item for a game, talk to your eFollett specialist to get it featured or tagged with the Facebook share button. Getting the most exposure for your events and/or products is the goal so make sure to leverage every available marketing opportunity.

5. Grow Your Connections

Once you've created optimal content and updates on your Page, here are some tips for promoting your Page to grow your audience.

- Promote the Username for your Page everywhere: school website, email lists, classrooms, alumni newsletters, etc. Please note any email that goes out from integrated marketing will include a Facebook banner.
- Also put a link to the page in your store email signature.
- Use Favorite Pages to promote other affiliated pages, such as school clubs or sports teams. (See example to the right.)
- Online networks often benefit from real-life networks, which may lead to deeper connections online



SECTION IX

EXAMPLES OF GOOD AND BAD UPDATES

| Good Updates Updates that engage with fans and provide useful information about current news, sports and campus events, or quick resolutions for customer service. | Bad Updates Updates that don't provide value to consumers and don't relate to anything college focused. Referencing pop culture is occasionally acceptable but be sure to do so with caution (don't make it seem forced.) |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>TYPE OF POST: ENGAGING</p> <p>Hammes Notre Dame Bookstore What do you guys think about a "green out"?</p> <p>September 9 at 8:16am · Comment · Like · Promote</p> <p>29 people like this.</p> <p>View all 17 comments</p> <p>Post engaging content related to improving the quality of college life. Remember, all of your updates don't have to be related to the bookstore or campus news/events.</p> | <p>TYPE OF POST: CURRENT EVENTS & SALES</p> <p>Boston College Bookstore The official ring vendors of Boston College will be at the McElroy Commons Bookstore on 10/24 - 10/28 from 10am - 4pm. Don't forget to tell mom and dad! It is Parent's Weekend after all...</p> <p>Tuesday at 10:03am · Comment · Like · Promote</p> <p>TJ Quinn I thought parents weekend was 9/24...</p> <p>Tuesday at 1:32pm · Like · Flag</p> <p>Joan Clark Ankner yup- it's this weekend!!</p> <p>14 hours ago · Like · Flag</p> <p>Write a comment...</p> <p>Double check dates to make sure post content is accurate.</p> |
| <p>TYPE OF POST: NEWS</p> <p>USF Bookstore YES! San Francisco ranked No. 1 for college students University of San Francisco</p> <p>web.usfca.edu</p> <p>San Francisco ranked No. 1 for best city or town for colleges students, according to the latest American Institute for Economic Research report.</p> <p>Tuesday at 6:07pm · Comment · Like · Share · Promote · Flag</p> <p>Post links to news articles about the school and surrounding area.</p> | <p>TYPE OF POST: N/A</p> <p>Local University Bookstore BYE WEEK</p> <p>September 16 at 4:39pm · Comment · Like · Promote</p> <p>Avoid posts that don't engage or provide information.</p> |
| <p>TYPE OF POST: CURRENT EVENTS & SALES</p> <p>NAU Bookstore Before you head to the Lumberjack Football opening game against Western New Mexico, stop by the Bookstore and take 20% off our "Bleed Blue and Gold" tee. Show your spirit as the Jacks get their first win of the season! This Thursday September 2, 2010 only. See store for details.</p> <p>Tie promotional content to a current event or something of relevance (executed with appropriate approval.)</p> | <p>TYPE OF POST: CURRENT EVENTS & SALES</p> <p>The Progressive Offensive At least one in five Americans displays poor critical thinking skills.</p> <p>Poll shows more Americans think Obama is a Muslim</p> <p>www.washingtonpost.com</p> <p>The number of Americans who believe -- wrongly -- that President Obama is a Muslim has increased significantly since his inauguration and now account for</p> <p>Don't link to articles that are overly controversial or stray too far from the Follett brand/message. Also, before you link to a story, read it thoroughly to make sure all information is accurate and it doesn't favor competitors.</p> |

| TYPE OF POST: RELEVANT TO AUDIENCE | TYPE OF POST: IRRELEVANT TO AUDIENCE |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p data-bbox="159 262 727 346">UMass Amherst University Store Tao Lin's new book "Richard Yates" has made a big stir on campus. We have copies in stock- come see what the buzz is about!</p> <p data-bbox="142 386 797 487">Post content that illustrates your awareness of popular topics on campus (stay in touch with things students are talking about and interested in.)</p> | <p data-bbox="834 262 1463 331">Some think it was the chicken. Some think it was the egg. So...why don't you take a gander at our blog to understand why people choose one over the other and make your choice on which came first...the chicken OR the egg?</p> <p data-bbox="834 386 1458 520">Avoid posting updates not related to college life and random content that has no obvious tie to things that are typically posted on your page. Maintain a consistent strategy.</p> |

SECTION X

COMPLETE GUIDE TO FACEBOOK POLICIES

THE FACEBOOK PROMOTION GUIDELINES CHANGE OFTEN WITHOUT NOTICE. FAILURE TO COMPLY WITH THE GUIDELINES MAY RESULT IN FACEBOOK SUSPENDING ALL FMS FACEBOOK PAGES.

BEFORE CONDUCTING A PROMOTION, YOU MUST ALWAYS CONTACT YOUR MARKETING SPECIALIST.

OVERVIEW

Facebook has very strict promotions guidelines, which many people are familiar with. Additionally, violations can result in fines or termination of a fan page, so it's very important that you recognize and abide by these rules. Below please find a few examples to help you better understand Facebook's Promotion Guidelines:

- You cannot: Condition entry in the promotion based on a user providing content on Facebook, such as making a post, status comment or photo upload on your page.
- You can: Use a third party application to condition entry to the promotion upon a user providing content. For example, you may administer a photo contest whereby a user uploads a photo through a third-party application to enter the contest.
- You cannot: Administer a promotion that users automatically enter by becoming a fan of your Page.
- You can: Only allow fans of your Page to access the tab that contains the third-party application for the promotion.
- You cannot: Notify winners through Facebook, such as through Facebook messages, chat, or posts on you page.
- You can: Collect an address or email through the third-party application for the promotion in order to contact the winner by email or standard mail.
- You cannot: Instruct people (in the rules or elsewhere) to sign up for a Facebook account before they enter the promotion.
- You can: Instruct users to visit the third-party application to enter the promotion. Since users must have a Facebook account in order to access an application on the Facebook Platform, if you give this instruction, they will be prompted to sign up for a Facebook account if they do not already have one.

GUIDELINES

These Promotions Guidelines govern the publicizing or administering of any sweepstakes, contest, competition or other similar offering (each, a "promotion") on Facebook by you. For clarity, a "sweepstakes" is a promotion that includes a prize and a winner selected on the basis of chance. A "contest" or "competition" is a promotion that includes a prize and a winner determined on the basis of skill (i.e., through judging based on specific criteria). Publicizing a promotion on Facebook means promoting, advertising or referencing a promotion in any way on Facebook or using any part of the Facebook Platform.

This may include, for example, in Facebook advertising inventory, on a Facebook Page, or through a status update. Administering a promotion on Facebook means operating any element of the promotion on Facebook or using any part of the Facebook Platform. This may include, for example, collecting submissions or entries, conducting the drawing, judging winning entries, or notifying winners. By

publicizing or administering the promotion in any way on Facebook or using any part of the Facebook Platform, you agree to these Promotions Guidelines.

Section 1. General

1.1 Without limiting any provision set forth herein, you acknowledge and agree that you are responsible for ensuring that any promotion and the administration, advertising, publicizing and fulfillment of such promotion complies with all applicable federal, state, provincial and local laws and applicable regulatory and industry rules, regulations and guidelines.

1.2 You are fully and solely responsible and liable for your promotion, including, without limitation, every element of publicizing or administering a promotion on Facebook or using any part of the Facebook Platform, even if Facebook authorizes a promotion to be publicized or administered on Facebook or using any part of the Facebook Platform.

1.3 You will not in any way use our name, trademarks, trade names, copyrights, or any other of our intellectual property in the rules or any other materials relating to the promotion, without express written consent.

1.4 The promotion and any publicity associated with the promotion must be true and accurate, and cannot mislead, deceive or otherwise misrepresent the prize or any other aspect of the promotion.

Section 2. Prohibitions

You may not publicize or administer a promotion on Facebook if:

2.1 The promotion is open or marketed to individuals who are under the age of 18;

2.2 The promotion is open to individuals who reside in a country embargoed by the United States;

2.3 The promotion, if a sweepstakes, is open to individuals residing in Belgium, Norway, Sweden, or India;

2.4 The promotion's objective is to promote any of the following product categories: gambling, tobacco, firearms, prescription drugs, or gasoline;

2.5 The prize or any part of the prize includes alcohol, tobacco, dairy, firearms, or prescription drugs; or

2.6 The promotion is a sweepstakes that conditions entry upon the purchase of a product, completion of a lengthy task, or other form of consideration.

Section 3. Administering a Promotion through the Facebook Platform

You may not administer any promotion through Facebook, except that you may administer a promotion through the Facebook Platform with our prior written approval. Such written approval may be obtained

only through an account representative at Facebook. If you are already working with an account representative, please contact that representative to begin the approval process. If you do not work with an account representative, you can use this contact form to inquire about working with an account representative. If we provide you such approval, you agree to the following:

3.1 You will only administer the promotion through an application on the Facebook Platform, as directed by us.

3.2 You will only allow users to enter the promotion in the following locations on Facebook:

3.2.1 On the canvas Page of an application on the Facebook Platform.

3.2.2 On an application box in a tab on a Facebook Page.

3.3 You will include the following language in a clear and conspicuous manner adjacent to any promotion entry field: "This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to [recipient(s) of information] and not to Facebook. The information you provide will only be used for [disclose any way that you plan to use the user's information]."

3.4 You will not mention "Facebook" in the promotion's rules except in the following ways: (i) "You can enter the Promotion through the [application name] application on the Facebook Platform. You can also find the application on the [tab name] tab on the [Page name] Page on Facebook."; (ii) to fulfill your obligations under Section 3.7.

3.5 You will designate an individual to act as a primary contact to address any communications from us with respect to the promotion.

3.6 You must submit materials for any promotion you plan on administering through the Facebook Platform to your account representative for our review and approval at least 7 days prior to the start date of such promotion. Promotions not approved in writing within such time period will be deemed unapproved.

3.7 You will include the following provisions within your official rules for the promotion:

3.7.1 Acknowledgement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

3.7.2 Complete release for us from each entrant or participant.

3.7.3 Any questions, comments or complaints regarding the promotion will be directed to you, not us.

Section 4. Publicizing a Promotion on Facebook

You do not need our prior written approval if you are publicizing a promotion that is administered completely off of Facebook. However, we may remove any materials relating to the promotion or disable your Page or account if we determine that you violate these Promotions Guidelines, the Statement of Rights and Responsibilities or any other of our policies. If you publicize a promotion in any way on Facebook, in addition to the other terms and conditions contained in these Promotion Guidelines, without limiting your other obligations you agree to the following:

4.1 You will not directly or indirectly indicate that Facebook is a sponsor or administrator of the promotion or mention Facebook in any way in the rules or materials relating to the promotion.

4.2 In the rules of the promotion, or otherwise, you will not condition entry to the promotion upon taking any action on Facebook, for example, updating a status, posting on a profile or Page, or uploading a photo. You may, however, condition entry to the promotion upon becoming a fan of a Page.

Section 5. Indemnification

You will indemnify and hold us harmless from and against all damages, losses, and expenses of any kind (including reasonable legal fees and costs) for any claim related to the promotion including without limitation the publicity or administration thereof.

Section 6. Facebook Rights

6.1 We may modify these Promotion Guidelines at any time without notice to you. You will subject to the most current version of these Promotion Guidelines then in effect.

6.2 All decisions regarding promotions on Facebook or using the Facebook Platform shall be determined by us in our sole discretion.

6.3 We reserve the right to review promotion rules and promotional copy at anytime but are under no obligation to do so. Our approval of rules or materials related to the promotion does not relieve you of any obligations in these Promotions Guidelines.

6.4 We may remove any materials related to a promotion at any time, regardless of whether the promotion was approved, where we determine the continued marketing or administration of such promotion may be unlawful under applicable laws, rules, regulations or guidelines or may cause unreasonable liability for us.

Please Note: You further acknowledge that compliance with these guidelines does not imply compliance with all applicable rules, regulations and laws. You are responsible for compliance with the foregoing and obtaining necessary counsel in connection therewith. In the event these Promotions Guidelines are inconsistent with the terms of the Facebook Statement of Rights and Responsibilities, the terms of the Promotions Guidelines will control.

SECTION XI

SOCIAL MEDIA GOALS AND TACTICS

Social Media Goals and Tactics (short-term)

Follett's social efforts, in the shorter term, function primarily as a means to an end: generating online referrals, furthering of your store's brand awareness, driving traffic and sales, and cultivating meaningful dialogues and relationships with our customers. And to this end, Integrated Marketing is working with other Home Office departments to identify those social opportunities and needs that will help our stores and business maintain a competitive edge.

- Formalizing FHEG's social media strategy and goals
- Expanding the Facebook program to other store locations
- Developing programs for other social media beyond Facebook
- Strategically integrating social media into existing marketing and communication efforts
- Implementing necessary social media platforms and tools to help our stores do more with less
- Working with other Follett business units to create a social media policy to govern usage without limiting opportunities

Social Media Strategy (longer-term)

The dynamic, ever-evolving nature of SOCIAL (networks, media, "graphs," etc.) creates challenges in formulating a long-term strategy. The constant changes, new outgrowths and unforeseeable offshoots make it difficult for any organization to accurately predict and harness the unknown potential of social.

As needs, applications, and opportunities continue to change with the times and technology, our organization's social strategy must anticipate and lock step with these transformations at every stage. At present, social opportunities are a means, not an end: they currently represent a way to communicate information; to drive sales and traffic, both in-store and online; to engage and converse with our customers; and to serve as a vehicle to carry our brand and value props into the next digital era. But these uses of social will also likely change in ways we cannot fully anticipate.

This is why, at Follett, we're focusing on integrating social and digital efforts across the spectrum to present a unified, seamless experience for our customers. We are undergoing significant, seismic shifts in the way we fundamentally communicate with our customers, and with each other. We are working to ensure that the messages we transmit fit the medium, and that these messages are developed and cultivated to yield long-term benefits to our stores, our campuses, and our company.

It is an exciting time to be in retail.

THE END

Thank you for taking the time to learn about leveraging Facebook for your bookstore. Since the social space is constantly evolving, we encourage you to stay up to date on the latest trends and Facebook changes by regularly following up with your Marketing Specialist and visiting The *QUAD*.

As always, if you have any questions, please contact your Marketing Specialist.