



American Contract  
Bridge League

# Facebook Unit Guide

How to set up, use and expand your unit's social media presence





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The mouse icon indicates a link you can click. Some of these links lead you to attachments to interactive PDF documents and Microsoft Word documents.

In the PDF documents, customizable portions are highlighted in pale blue. If you open these files and there are no fields highlighted, please follow the directions below.

1. Select the top right purple button that says Highlight Fields.
2. Once the button is selected, you should see the editable fields in pale blue.

Note: The pale blue fields will not be visible when printed.



## Overview

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This American Contract Bridge League (ACBL) Facebook Unit Guide will equip units with the methods of building, growing and maintaining a successful Facebook presence.

By using the Quick Start section, you can learn the fundamentals of creating and operating a Facebook page that aligns with the ACBL's own Facebook presence.

The remainder of this guide examines how to grow your following and create content for your Facebook fans. It also explores how to use Facebook to reach potential new players.



## Why Your Unit Needs a Social Media Presence

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Since the introduction of Facebook over 10 years ago, our society has become more integrated with technology. From keeping up with friends and family to reading about the news around the world, consumers are turning to social media to meet their growing demand for instant gratification.

More than 25 million small businesses and non-profits are already capitalizing on the marketing and relationship development opportunities social media platforms, such as Facebook, have to offer. Did you know that a third of Twitter users are aged 55+? Facebook usage for the same demographic has increased by 80% since 2011. As an organization whose average member is the fastest growing user of both Facebook and Twitter, the demand is high for the ACBL and all of its affiliate units and districts to establish a social media presence.



## What Can Facebook Do For Your Unit?

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Facebook is a great tool for staying connected with the clubs and members of your unit. It provides an opportunity to give information to page “fans” while also opening conversation within the bridge community. Some of the benefits include:

### **Strengthening Club Relations:**

Clubs within your unit will be great generators of Facebook content. Creating a social media presence allows you to work closely with club managers and owners in your unit to achieve a common goal — player satisfaction and growth.

- **Creating Awareness of Lessons and Events:** With a well-maintained Facebook page, you can keep followers updated on details of new and upcoming bridge lessons and events, including time, place and what you will offer.
- **Unit Growth:** By focusing on developing a better relationship with current players, member satisfaction should increase. As more members begin to interact with your unit by “liking” or sharing what you have posted on Facebook, it generates activity in their News Feed — a scrolling list of updates they see when first logging onto their Facebook accounts. It also will be seen in the News Feeds of their friends and family. This allows you to spread unit news, promote bridge education and develop new players all by word-of-mouth.
- **Encouraging Players:** Players within your unit will become your fans on Facebook. Your page will facilitate conversations among your fans as well as provide them with a way to learn from each other and grow as a community.
- **Leading a Conversation:** A Facebook page gives fans a way to discuss topics with unit leaders in addition to other bridge players. Creating a place for players to interact can help move them from talking about you to talking to you.



## Quick Start

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The key to success with any social media platform, like Facebook, is engaging your audience — and your unit's page can provide that interaction. This Quick Start section will walk you through the creation and management of your Facebook page in a way that will set the stage for conversation with your fans. It is broken into three sub-sections:

- 1. I Don't Have a Facebook Page:** For units that do not currently have a Facebook page and would like to create one.
- 2. I Already Have a Facebook Page:** For units that already have a Facebook page and would like to improve it and better align it with the ACBL Facebook presence.
- 3. Maintaining Your Page:** For all units operating a Facebook page.



## I Don't Have a Facebook Page

1. Sign into the Facebook account that you want to use to administer the Facebook page. This could be the personal Facebook account of the president or another member of the unit. It can also be a separate account created with an email address designated for your unit. You will need to have a Facebook account to operate your Facebook page.



2. Once you're logged in through your Facebook account, click the Create a Page link underneath the Pages subsection in the left column of the main page.
3. On the next page, choose to create a page for an Organization, and then select Non-Profit Organization from the drop-down menu. In the Company Name field, type "ACBL Unit (insert your number here)." Check the box that states that you agree to Facebook Pages Terms, and then click Get Started.

The diagram illustrates the steps to create a Facebook page for an organization. On the left, there is a placeholder box labeled "Company, Organization or Institution" containing icons of a skyscraper and a classical building. An orange arrow points from this box to a larger form on the right. The right form is titled "Company, Organization or Institution" and includes the sub-instruction "Join your supporters on Facebook." It features a dropdown menu for "Choose a category", a text input field for "Company Name", a checkbox for "I agree to Facebook Pages Terms", and a prominent blue "Get Started" button.



# I Don't Have a Facebook Page

Continued

4. Next, you will need to add details to your page's profile. In the box provided, as seen in the image below, you will add a brief description of your unit and basic information about it, such as your coverage area, services you provide and a description of ACBL. There is also a place for you to include a link to your unit's website, if you have one.

**Set Up American Contract Bridge League**

1 About    2 Profile Picture    3 Add to Favorites    4 Reach More People

**Tip:** Add a description and website to improve the ranking of your Page in search.  
Fields marked by asterisks (\*) are required.

\*Add a description with basic info for American Contract Bridge League.

Website (ex: your website, Twitter or Yelp links)  Add Another Site

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.  
<http://www.facebook.com/>  Enter an address for your Page ...

Is American Contract Bridge League a real organization, school or government?  
This will help people find this organization, school or government more easily on Facebook.

Yes  No

Need Help?

Note the last box that asks you to “choose a unique Facebook web address.” This is the URL you will use when sharing link to your Facebook page in written materials and is what players will type in to find you. Choose a concise name such as “ACBL Unit(insert your unit number)”.



# I Don't Have a Facebook Page

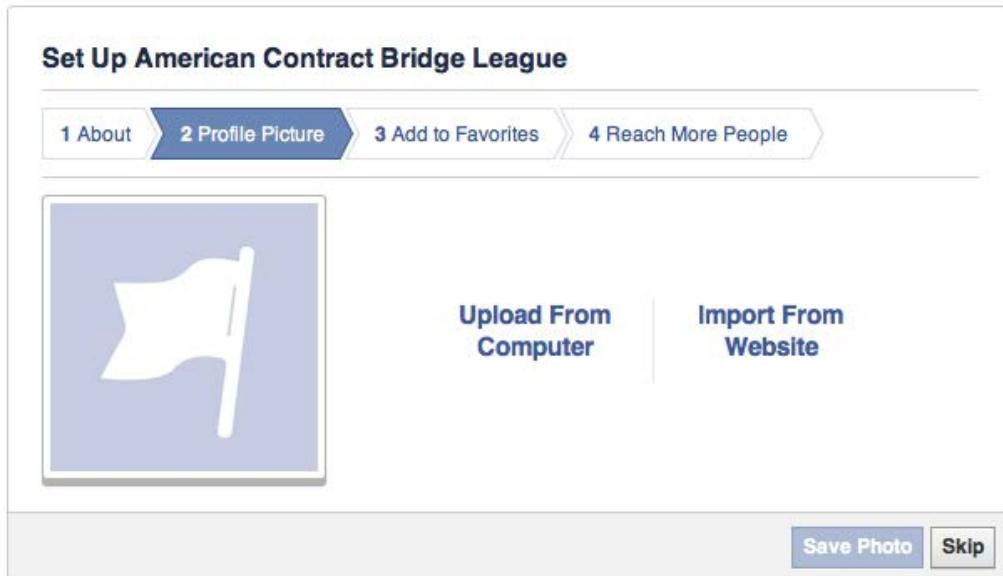
Continued

5. Next, you will upload a picture or logo that will be associated with your Facebook page. This will appear in the top corner of the page and next to content that you have posted. If you have an image that you would like to use for your page's profile picture, make sure that it is on your PC. You may want to use the customizable ACBL logo provided below.



## ACBL Unit Logo

After you select your photo, review the file path where it is saved on your computer. Now choose Upload From Computer, locate your image and click Save Photo.



6. Add your page to your “favorites” for easy access from your home screen when you log on Facebook.



# I Don't Have a Facebook Page

Continued

Now you have created your unit's Facebook page and can begin to customize the page, post updates (information, questions, pictures, etc.) and invite your friends to "like" the page.

### Set Up American Contract Bridge League

1 About    2 Profile Picture    3 Add to Favorites    4 Reach More People

FAVORITES

- News Feed
- Messages
- Events

2

Add your Page to your favorites to easily access it anytime.

American Contract Brid...

**Add to Favorites**

**Skip**



## I Already Have a Facebook Page

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*Your unit may already have a Facebook page established. However, we would like to create a cohesive Facebook presence across all unit pages. If you already have a Facebook page, here are some things to review (and how to fix them, if necessary).*

1. **Page Name:** This should be “ACBL Unit (insert your number here).” To change this, click Edit Page at the top of the screen, and then choose Update Page Info from the drop-down menu. Enter the correct name in the Name field and then click Save Changes.
2. **Short Description:** For this field, describe your coverage area or write something brief about your unit.
3. **Company Overview:** Here you can write a longer description of the purpose of your unit, its relationship to the ACBL and other general information.
4. **Website:** If your unit does not have its own website, you may want to use the ACBL’s ([www.acbl.org](http://www.acbl.org)).



## Maintaining Your Facebook Page

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**Post Content Regularly:** A good rule of thumb is to post new content at least three times a week but not more than twice in a day. When you post, keep the following guidelines in mind:

- Be genuine, fair, conversational and encouraging.
- Respond to what that fans post.
- Post about or link to upcoming bridge events, interesting news items, tournament information, etc.

**Interact With Fans:** When fans leave comments on your page, answer questions or engage them with additional comments.

**Respond Appropriately:** Occasionally, you might have someone post negative or derogatory comments. You will need to respond politely and professionally.

- Reach out to those who made the comments privately by sending them a Facebook message.
- Delete comments and block users only as a last resort or when they've become vulgar, abusive or threatening.



# Administrating Your Facebook Page

## Administration Panel

### Posts and Notifications:

Shows a record of your posts, how many people saw them and any activity on your page.

### Edit Page, Build Audience and Help:

Allows you to update page info, invite followers and receive guidance.

The screenshot shows the Facebook Admin Panel interface. At the top, there's a navigation bar with links for 'Edit Page', 'Build Audience', 'See Insights', 'Help', and 'Hide'. Below the navigation is a section titled 'Posts - Notifications' with a red notification badge showing '8'. This section lists five recent posts with their reach statistics and 'Boost Post' options. To the right of this is a 'Messages' sidebar showing several messages from users like Paul Gipson, Charles Frith, and Mona Hinkle James. At the bottom left is a 'Promote your Page' section with a 'Promote Page' button. On the right side, there's a 'Pages to Watch' section listing 'American Contract Bridge League...' and 'Bridge Base Online', along with a 'Page Tips' section featuring an icon of a flag and text about the Pages Manager App and a 'Send to Mobile' button.

Messages sent to you



# Administrating Your Facebook Page

## Home Page

**Cover Photo:** Ideally a representative image, such as the game of bridge. Image should be 850x315px. We have provided you with samples on page 15.

### Company Photo/Logo:

Should represent your unit. Image can scale as large as 180x180px. We have provided you with one on page 7.

### About Section:

The information recorded earlier shows here.

### Where you type the message you want to post.

You can also add a photo to the post.

### Your latest post to the page's wall.

**Information such as page likes (number of fans), upcoming events and photos.**

Keep in mind that standard sections like "Photos" will pull from the most recently posted content, so be sure to choose compelling photos.

The screenshot displays the Facebook page for the American Contract Bridge League (ACBL). At the top, there is a cover photo of bridge cards. Below it is the company logo, which is a blue circle with a white spade symbol and the letters 'ACBL'. The page title is 'American Contract Bridge League' with a star rating of 3.894 likes and 390 talking about it. To the right are buttons for 'Update Page Info', 'Follow', and a dropdown menu. The main content area includes an 'About' section with a bio about the non-profit organization, a photo of a man, and links to 'Photos', 'Likes', 'Events', and 'Notes'. On the left, there is a post input field with the placeholder 'Write something...'. A recent post by Bruce Cowdy is shown, featuring a photo of him and a caption about a \$50 prize. To the right, there are sections for 'Recent Posts by Others' (listing posts from Doris Collins-House Thompson, John McGuirk, Marg Willis, and Isabella Vargas de Andrade) and 'Likes' (listing Canadian Bridge Federation and Paws In The City). Arrows from the text descriptions point to the corresponding elements on the page.

**Pages you liked while logged in as the unit**



## General Facebook Best Practices

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- Post on Facebook three to five times each week.
- Over the course of a week, an ideal content mix will include information on local club events, updates on upcoming tournaments, games and pictures from clubs or other gatherings.
- Include links when discussing news or other content from websites.
- Keep posts brief and use photos. We have provided you with samples on page 15.
- Respond to fan posts to increase interaction and positive feedback.
- Post updates during the morning to better engage your fans. Facebook posts made around 9 a.m. will reach a wider audience throughout the day compared to posts made in the afternoon. Saturday, Sunday, Thursday and Friday are the most active days on Facebook, making them opportune times for sharing information.
- Additional information can be found under “Basics” at:  
<http://www.facebook.com/help>.



## Developing Your Audience

One of the greatest ways to measure your success on Facebook is by the number of “likes” you have. When a Facebook user wants to follow your page’s news in their personal News Feed, they will “like” your page. These users become your “fans.” There are three main audiences for potential Facebook fans: current bridge players, potential bridge players and bridge-related organizations.

To reach current bridge players, you will want to tap into one of your greatest marketing resources — clubs in your unit. First, send club managers an email alerting them to the new Facebook page and how they can help. Next, follow up with a mailing to each club that contains a formal letter regarding Facebook and 50-100 fliers they can pass out to players.



[\*\*Sample Initial Club Email\*\*](#)

[\*\*Sample Club Letter\*\*](#)

[\*\*Like Us on Facebook Flier Template\*\*](#)

Getting potential bridge players to see your page information and like you will happen more organically. When your fans interact with one of your posts by liking or sharing it, this will show up in the News Feed of their Facebook friends, many of whom will likely not be bridge players. The more often fun bridge anecdotes, holiday-themed images and opportunities for education show up in a user’s News Feed because their friends endorsed it, the more likely the user will be to take a personal interest in learning more about bridge within your unit.

Bridge-related organizations include the ACBL, Baron Barclay Bridge Supply, Bridge Winners, the ABTA, fellow unit pages, etc. Like their pages, and they may return the favor.



## Posting Content For Your Page

With your page established, it's time to start posting content that your fans will find informative and fun. They won't share a post just because it's in their News Feed. Fans share because it's useful and interesting to them. Coming up with something to post throughout the week doesn't have to be difficult or time consuming. Commit to regular updates so that your followers will remain engaged.

### **Here are a few ideas for generating content:**

- Enlist your clubs' support by having them provide you with pictures of "big game" winners, interesting deals, upcoming beginner classes, etc. The sample email and letter in the Creating an Audience section requests their help by providing you this content to increase bridge player satisfaction and interest in the game.
- Share content (see following page) from the ACBL's or other bridge-related organizations' Facebook pages, especially the ACBL's regular games (It's Your Call! and What Would You Play?).
- Create or show problem hands and ask for advice.
- Post trivia questions to engage your followers.
- Link to bridge news or commentary from websites and blogs, such as Bridge Winners.
- Promote upcoming Regionals, Sectionals and any other special events.
- Promote The Longest Day if your unit has clubs participating.
- Link to or share any publicity bridge, your clubs or members receive.

### **Facebook stock photography**

Posts with pictures receive more attention. Try to include quality photos when promoting bridge lessons, tournaments and events. To help you get started, the ACBL has provided some stock photography.



- Cover photo 1
- Cover photo 2
- Cover photo 3



## Posting Content For Your Page

Continued

American Contract Bridge League shared a link.  
February 13

Need help with your The Longest Day event? Join us for an informative conference call on Feb. 18!

American Contract Bridge League  
www.acbl.org

For the second year, the ACBL has partnered with the Alzheimer's Association for its fundraising event, The Longest Day. On June 21, players across North America will play bridge from sunrise to sunset while raising funds and awareness for Alzheimer's...

Like · Comment · Share

480 people saw this post

Boost Post

**When logged in, click “Share” at the bottom of other pages’ status updates to re-post this information on your own page.**



## Content Calendar

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A great way to plan your posts ahead of times is to create a content calendar. You may find spreadsheets helpful when collaborating on the content calendar with multiple people.

It is useful to have two sheets for your content calendar. The first sheet would list the exact posts that you want to post in the next two to three weeks. It should have the following fields:

- Type of content (text, photo, video, question, link or other)
- Exact text of post
- Date to post
- Has This Been Posted?
- Details (URL of the link, where to find the photo to post, etc.)

The second sheet would be a long-term calendar helping you to remember to post about important upcoming events, such as holidays, tournaments or local games. It should have the following fields:

- Date
- Event
- Notes (to-dos, questions or content you need.)



### Sample Content Calendar/Spreadsheet



## The ACBL is Here to Help

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We want your journey into social media to be a success! If you have questions about getting started or want to speak with someone about how your unit can use Facebook to build a stronger bridge community, contact us.

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