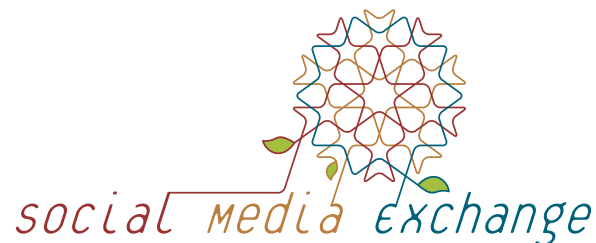


A Guide to

facebook pages

for NGOs, nonprofits,
and civil society

By Moustafa Ghaddar and Pascale Moussawbah



www.socialmediaexchange.org

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Introduction

We discovered DigiActive.org in May 2008 and immediately recognized that its goals complemented those of the Social Media Exchange. We showed their short video *Introduction to Digital Activism* in our seminars and subscribed to their RSS feed, which is how we learned about the *Introduction to Facebook Activism* guide by Dan Schultz. It was one of those Yes! moments.

As we developed our curriculum and set up our own Facebook and Blogger pages, we watched as more and more groups started using the social-networking site and other social media strategically. It seemed obvious that Facebook's popularity in Lebanon and the Arab world called for an Arabic version. So, we translated the DigiActive guide, and while we were at it, we produced this complementary introduction to Facebook Pages.

Our main goal is to outline the functional and strategic differences between the relatively new feature, Facebook Pages, and its older sister element, Groups. We take you through the basics of setting up a page, managing and marketing the page, and adding applications. Some of this information is derived from direct experience; some comes from the blogs, sites, and analysis of leaders in the social media field. Links to more information are listed in the references.

Unlike the original guide, we don't include case studies, but rather focus on visual examples of how certain features are rendered on Pages. We will also make this a living guide by posting the text on a wiki at www.socialmediaexchange.org so that Pages users can document their own experiences and add to or correct information.

One final note: The National, a new English-language newspaper based in the Abu Dhabi, recently ran a story (<http://www.thenational.ae/article/20081002/NATIONAL/993708887/1043>) asserting that "Facebook may be too popular" because it's drawing the attention of censors on the lookout for "questionable content." Facebook is already blocked in Syria and Iran, has been blocked (and now unblocked) in Tunisia, and is on the chopping block in Egypt.

With this in mind, we hesitated for a moment before translating the guide, thinking, What if it got into the censors' hands? Then, they, too, would know all the tricks. But we quickly remembered that you can't control what happens on the Internet. And that's precisely why it's so powerful – and empowering. So we chose to err on the side of knowledge. A better understanding of the tools in activists' hands, we think, will better prepare them to circumvent filtering and censorship, if and when the time comes to do that.

Meanwhile, we also subscribe to the idea that maybe the bureaucrat reading these guides solely to learn how to stifle free speech and free assembly will be inspired, and realize that these tools can also empower him.

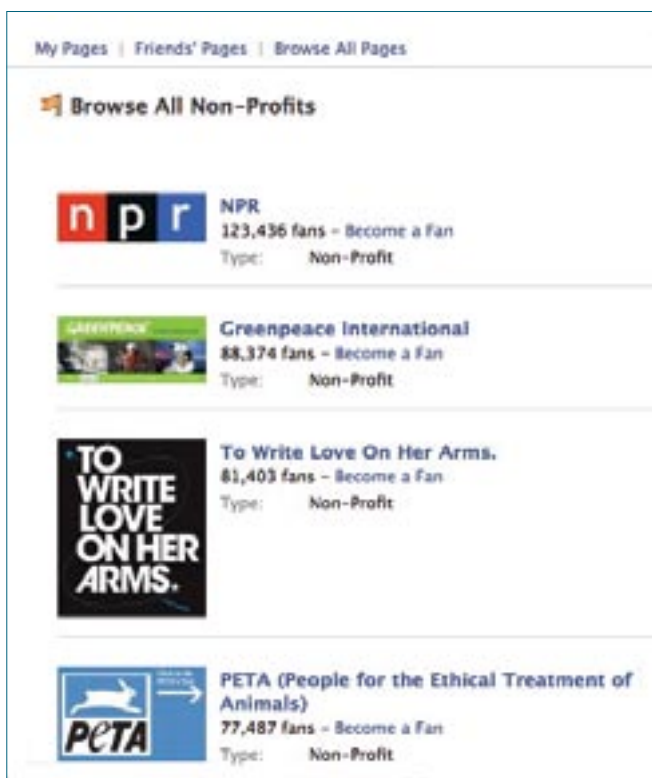


What Is a Facebook Page?

Some Background

Launched in November 2007, Facebook Pages allow businesses, bands, celebrities, and organizations – including nonprofits and activists working on specific issues – to establish profiles on Facebook much as an individual user would. Until Pages were introduced, it was a violation of the Facebook Terms of Service to register as a company or with an alias.

Also driving the launch of Pages was the desire to increase revenue from the integrated advertising that Pages allows. This advertising encompasses ads that users create, as well as less direct ad systems – Beacon and Social Ads – that use profile data to target ads to Fans, that is, members of the Page and Friends.



There are more than 10,000 Facebook pages for non-profits. You can browse all non-profits pages at <http://www.new.facebook.com/pages/?browse&ps=152>.

Those with the most Fans come first, including:

- NPR (National Public Radio)
- Greenpeace International
- To Write Love On Her Arms
- PETA (People for the Ethical Treatment of Animals)

Groups and Pages share many similarities but each has its own strategic uses. On the next page are excerpts from Social Media Exchange's Facebook Group and Facebook Page.

Nonprofit Pages on Facebook with the most Fans:

<http://www.new.facebook.com/pages/?browse&ps=152#/pages/?browse&ps=152>.

The main page of the Social Media Exchange Facebook Group.

The main page of the SMEX Facebook Page. Note that the logo on a Page is much more prominent than on a Group, but many other features are similar.

Because Pages are relatively new, users, including social media advocates, are still experimenting with how best to leverage their features to achieve their strategic goals.

Why Do You Need a Facebook Page?

Since the introduction of Pages, there's been a lot of discussion about the advantages and disadvantages of Pages and Groups, both of which give an organization its own Facebook presence. Both can be set up quickly and customized with content. Users can belong to multiple Groups and create multiple Pages, but only one individual profile. Except in cases when a group wants to remain secret or accessible only to certain people, Pages generally win the Groups vs. Pages contest, because they allow for more flexibility and functionality. The table and lists below help explain the most important differences.

Pages vs. Groups vs. User Profiles

	Pages	Groups	User Profiles
Multiple profiles per user allowed?	Yes	Yes, can create or join up to 200 groups	No
Visibility	Visible to search engines and nonmembers	Visible to search engines and nonmembers	Facebook members only
Membership size	Unlimited number of fans	Unlimited number of members	Only 5,000 Friends
How to Communicate	Can message all fans	Can't message all members if the group has more than 5,000 members	Can't message all their friends
Where Announcements Go	To Updates; you must access them from your profile	To your Inbox/Email; you can access them from your profile or from your email	N/A
Functionality	Can add applications to the page	Only preset applications are available	Yes
Metrics	Measure Pages activity through Insights	N/A	N/A
Time Horizon	Long, the life of the issue or brand	Short or long, the life of the campaign or the life of the issue or cause	Long, if we're lucky :-)



Advantages of Pages

1. Pages and Groups have unique URLs, . But Pages' URLs are more search-engine friendly and better for branding because they show the name of your Page, i.e., the name of your organization, campaign, or issues.
2. You can send updates to all Fans, no matter how many you have. With Groups, messages can be sent only to as many as 5,000 members.
3. You can reach your Fans with Updates, whereas Group messages go to the Inbox with all other Facebook notifications.
4. You can display your logo or visual identity much more prominently on a Page.
5. You can add ready-made applications to a Page, or develop your own. Groups have some applications but you can't add more.
6. Pages, can help you create targeted ads using the demographic information of your fans.
7. Pages' connection with Insights allows you to access analytical information about page views, etc., so that you can optimize your Page's effectiveness.
8. Pages allow you to restrict access based on age, country, and other criteria. You can also publish and unpublish your Page.

The screenshot shows the Facebook page for the 'Keep Egypt Clean Project'. The page features a green logo of a person disposing of trash into a bin, with the text 'Keep Egypt Clean' to its left. Below the logo, the page's vision and values are written in a handwritten style. The vision states: 'We'll live to see a real green Egypt free of garbage and optimize the use of its waste. We'll let Egyptians be more positive and proactive towards their environment.' The values are: 'Sustainability! It's better to have smaller projects running than to have...'. On the right side of the page, there are navigation options like 'Become a fan', 'Add to my Page's Favorites', and 'View Updates'. Below these, there is a 'Fans' section showing 8 of 17,114 fans, with profile pictures and names of several users: Ahmed Saber Mohammed, Ahmad Tariq ElFakhrany, Mohamed Saki, Mamush Abdel Rehem, Aziz Ali, and Khaled Saad. There is also an 'Organization Info' section listing founders: Ahmad Tawakol, Amir Haseeb, Ahmed Sami El-Azzar, and Jawad Nabulsi.

Advantages of Groups

1. Groups give you the option of controlling who can or can't view the content, or even whether the group is visible to Facebook members at all.
2. Messages to Group members go directly to their Inbox/email, while Pages messages to Fans go to Updates.
3. Users are more familiar with Groups and the link to create them is much easier to find. They're also easier to browse. But it's possible that this will soon change.

Would You Ever Want Both a Group and a Page?

You might be wondering whether you'd ever want both a Group and a Page to get the best of both worlds. There's no reason you can't do this. But be careful not to confuse your Members and Fans and dilute your impact. Weigh the value of having a dual presence against the extra work this might create for staff and administrators. One strategy might be to give each a unique role and identity in your campaign while making sure that the connection is clear.

Meanwhile, if you've already done the hard work of attracting members to your Group, you don't have to start from scratch to create a Page. Just send a request to Facebook to convert your Group into a Page by taking the following steps:

Converting Your Group to a Page

1. Create a Facebook Page.
2. Note both your Group and Page URLs.
3. Go to http://www.facebook.com/help/contact_generic.php.
4. Enter your Group URL and your Page URL.

Typically, the conversion will be complete in 24–48 hours. It's a great way to populate your Page with Fans automatically. But beware, when doing the conversion, Facebook doesn't delete the Group, so you'll need to develop a strategy for announcing the change to old members and getting new members redirected to your Page. Or, if you want to keep the group active for a specific part of your activities, you may want to develop an eye-catching way for visitors to know right away if they're at the Group or on the Page. Whatever you do, continue to check the Group so you don't lose Fans along the way.

How Do I Create a New Page?

To create a page for your nonprofit:

1. Go to <http://www.new.facebook.com/pages/create.php>, or find the “Advertising” link at the bottom of your profile page.
2. Select Non-Profit from the “Brand or Product.”
3. Choose a title and click Create. (Note: Choose your Page’s title carefully; using strategic keywords to describe your Page will help boost its search-engine ranking. You cannot change the title of your Page.)

Voilà! Your Page has been created. However, it is not published yet. This gives you the opportunity to add content before you begin promoting your Page. To start:

1. Upload a Picture.
This will probably be your logo or a customized header with logo and images in it. Whatever it is, make sure that it has a strong visual presence that rises above the clutter that often characterizes Facebook. And make sure that you resize it properly so that it loads quickly. Nothing on the web needs to have a resolution of more than 72 dpi (dots per inch).
2. Edit the Basic and Detailed Info.
Founding Date, Website, Overview, and Mission. You can leave the Products field empty, so it will not show up, or you can add something like: “Publications, Campaigns, . . .”
3. Edit the Admins.
You can have more than one administrator, and it’s probably advisable to do so, to share work and to cultivate a mutual sense of ownership over the Page.
4. Publish your Page.
5. Become a Fan! (Note: Don’t become a Fan until you publish the page. This way, your friends will see it in your News Feed and then they can become Fans too. ;-))

For Further Reading

References on Facebook:*

- Facebook Pages’ Page
<http://www.new.facebook.com/FacebookPages>
- Facebook Pages Directory: See examples of others’ Facebook Pages
<http://www.facebook.com/pages/?browse>
- Facebook Pages Notes
http://www.new.facebook.com/note.php?note_id=12261944821#/notes.php?id=10381469571
- Facebook Help Center for Pages
<http://www.new.facebook.com/help.php?page=175>



Other Resources and Articles:

- Facebook Pages Insider's Guide
<http://www.box.net/shared/v114cwzk00>
- Is a Facebook Page a complete social media strategy?
<http://mashable.com/2008/06/05/social-media-strategy/>
- Facebook Groups Vs. Pages, by Tim Davies
<http://www.timdavies.org.uk/2008/02/18/facebook-groups-vs-facebook-pages/>

Many of the following links are from a Note on Facebook by Beth Kanter (www.bethkanter.org, beth.typepad.com)

- Groups Vs. Pages
http://www.thegogglesdonothing.com/archives/2008/01/facebook_groups_vs_pages.shtml
- Chicago Media Symphony Social Media Strategy: What happens when people outside your organization set up a presence on Facebook?
http://beth.typepad.com/beths_blog/2008/08/chicago-symphony.html
- Best Practices for Facebook Fan pages: User Types
<http://www.socialmediatoday.com/SMC/49304>
- Best Practices for Facebook Pages
<http://www.radicaltrust.ca/?s=facebook&x=0&y=0>
- Testing Facebook Pages and \$20 Worth of SocialAds
<http://www.web-strategist.com/blog/2007/11/07/testing-facebook-pages-and-socialads/>
- Ten Things You Didn't Know about Facebook
<http://www.gobestarticles.com/2008/04/07/ten-things-you-didnt-know-about-facebook.html>
- The "What You get From Facebook Pages" Series: Default Widgets and Applications
<http://facebookadvice.com/2008/04/19/the-what-you-get-from-facebook-pages-series-default-widgets-and-applications/>
- Facebook Advice Fan Page
<http://page.facebookadvice.com/>
- Why Facebook: Social Networking for Fun and Profits
<http://whyfacebook.com>
- My little research on Facebook Page V.S Facebook Group
<http://www.jiajiablog.cn/2008/01/02/my-little-research-on-facebook-page-vs-facebook-group/>

* If you'd rather not type these long addresses, please visit www.socialmediaexchange.org and click on "Facebook Links."



Managing Your Facebook Page

Your Facebook Page is not a static web page. It is an opted-in community around your cause and campaigns. These steps can help you manage a successful online community:

Listen

- Search for your organization and others on Facebook to get an idea of what people are saying about you and/or the issues you're addressing
- Plan (You can use the worksheet provided in the workshop materials at www.socialmediaexchange.org.)
- Define your goals: Know what you want to achieve with your Group or Page. Be able to finish the sentence "We need a Facebook Page/Group because..." in 10 seconds or less.
- Set Objectives: Define short-term, often quantifiable objectives that you can measure to see the progress of your campaign. For example, an objective might be to attract 20 new Fans every month.
- Define your target audience: This should help you understand your audience and better communicate with them and convert them to activists. Think about more than age, location, and sex. Imagine your audience's interests, habits, and skills.

Act

- Post useful, relevant, and interesting content consistently.
- Encourage active participation with calls to action. As good on-the-ground volunteer coordinators do, we always have to be prepared to answer the question, How can I help?
- Cross-promote your Facebook Page/campaign on your website, blog, and even in print materials by linking them to one another whenever possible.

Network

- Connect with members and try to reach the influencers, connectors, and maybe even some celebrities.
- Answer members' questions and requests and promote a feeling of ownership. Convince them that this is their cause; they are not guests. They are the driving force behind the Page/Group, and the success will be their success.
- Grow your network by developing genuine interest in people. Build relationships with your Fans by posting on their walls and responding to queries and suggestions. Use feeds to keep them informed about developments in your field and you will develop into a hub of information that they will link to.

Optimize

- Listen to members' suggestions and leverage their collective intelligence and knowledge.
- Measure your progress to see if you are on track to achieve your goals. Check your analytics dashboard often and compare the results to your short-term objectives.
- Make any required changes to increase your conversion rate. You may not be trying to make money, but you still want visitors to get the most out of your site.



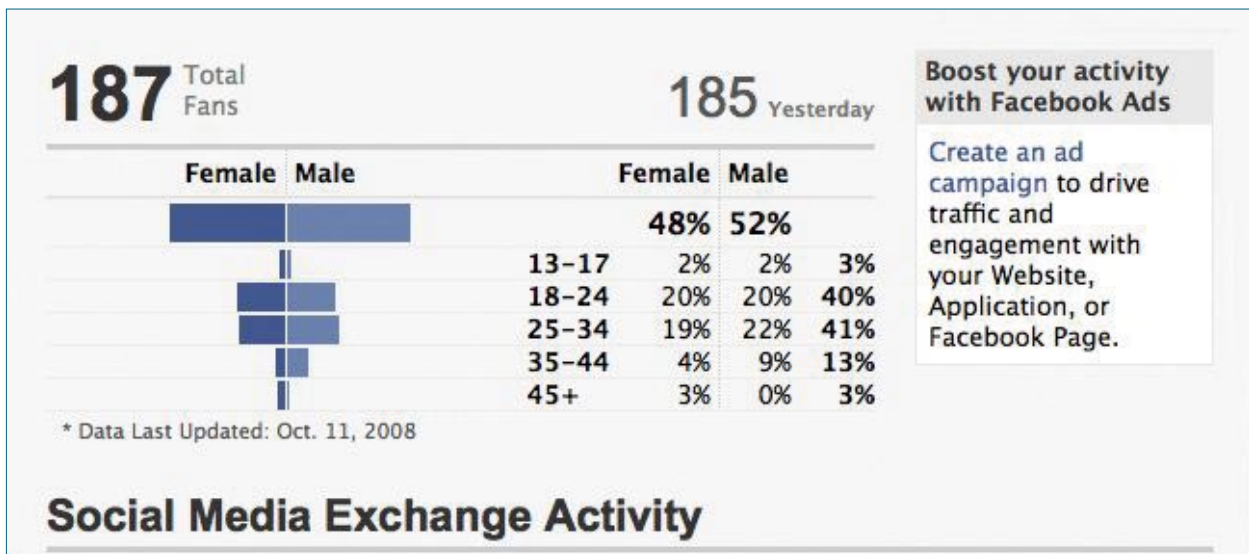
Analytics: Reading Facebook Page Insights

There are 9 different graphs in your Page Insights dashboard:

1. Unique Views
2. Page Views
3. Fans
4. New Fans
5. Removed Fans
6. Wall Posts
7. Discussion Topics
8. Photo Views
9. Reviews

Monitoring these indicators and finding some patterns can help you get the most of your page:

- For example, if you are getting the most views on a specific day in the week, this day can be a good time to announce an event or start a discussion.
- Checking the number of Fans and Removed Fans can show how loyal your supporters are, or give you pause to evaluate how a recent move might have turned some Fans off.
- The New Fans can be an indicator of your progress and how viral your page is. If you notice an exponential growth on a certain day, figure out why it happened, and try to do it again.
- The last four indicators show the “stickiness” and amount of activity on your page. Stickiness is a term that refers to how much time visitors spend on your Page and how much they do while they’re there.



The Insights dashboard displays demographics and other indicators about activity on your Page. Insights also allows you to check Fan demographics, which will let you know if you’re reaching your target audience and help you make decisions about how to communicate with them.

Marketing Your Facebook Page

As we mentioned before, search engines can find Facebook Pages, thanks to their indexed URLs. For organizations and groups who want as much visibility as possible, this means that it's not only possible, but essential, to promote your Page both on and off Facebook. This is also necessary, because most of the time, to get people to become your Fans, you first have to get them to your Page. Here are some strategies for marketing on and off Facebook:

On Facebook

1. Invite influencer Friends – the ones who always show up in the “Mutual Friends” box or whose feeds you gravitate toward – to become Fans. More often than not these people will have a lot of contacts. When you invite them to join your Facebook Page, their Friends will see this in their Newsfeed, and the power of suggestion at play can earn you new Fans.
2. Produce viral content. Add elements like a fun-facts slideshow or a video or interesting message that users can share with their friends on Facebook and elsewhere. Make sure that anything that exists off the Page directs viewers to the Page with an active link.
3. Develop your own Facebook application or game.



It's not hosted on a Page, but Youth for Tolerance, a civil society organization in Lebanon, developed the Whack-A-Political game to attract members to its Group and ideals. Not only did they let citizens take out a little frustration, but they also let users suggest new faces to add.

Off Facebook

1. Invite your volunteers, supporters, and friends to join.
2. Open a Google Adwords account. Because Facebook Pages are visible off Facebook, you can use the URL as a landing page for an Adwords campaign, for soliciting donations and/or volunteers. This is a good idea for three reasons:
 - It takes advantage of the power of suggestion.
Visitors who click on your ad will instantly see that you have Fans. This will reinforce your message and can motivate them to join.
 - It is social.
People are more apt to become a Fan if they feel like they are becoming part of a community. This helps establish an emotional connection and reinforces the notion that they are taking action, which in turn develops feelings of belonging and ownership.
 - It is measurable.
Through Google analytics you can monitor click-through rates against the number of new fans, so that you can assess your progress and optimize your campaign.
3. Add a Find Us on Facebook badge or a Share on Facebook widget to your blog/website.



Badges can be customized and posted on external blogs and websites and linked to your Facebook Page.

4. Talk to the media. Send press releases to traditional media and links with brief setups to bloggers – especially after your campaign has earned a good number of supporters.
5. Include a link to your Facebook Page in all your email newsletters, and even as a signature in your email messages.



Facebook Ads

Reach the exact audience you want with relevant targeted ads.

Get Started ▶

or [manage your existing ads](#)

Facebook Ads

Pair your targeted ad with related actions from a user's friends.

Ben Bloom is a fan of Junnoon.
Sponsored [?]



Ben

Eclectic Modern Indian

Our vision at Junnoon is to showcase the food of modern India: bold, healthy and flavor-intense. Make a reservation today!



Facebook Pages

Represent your business, band, product and more by creating a distinct and customized profile.

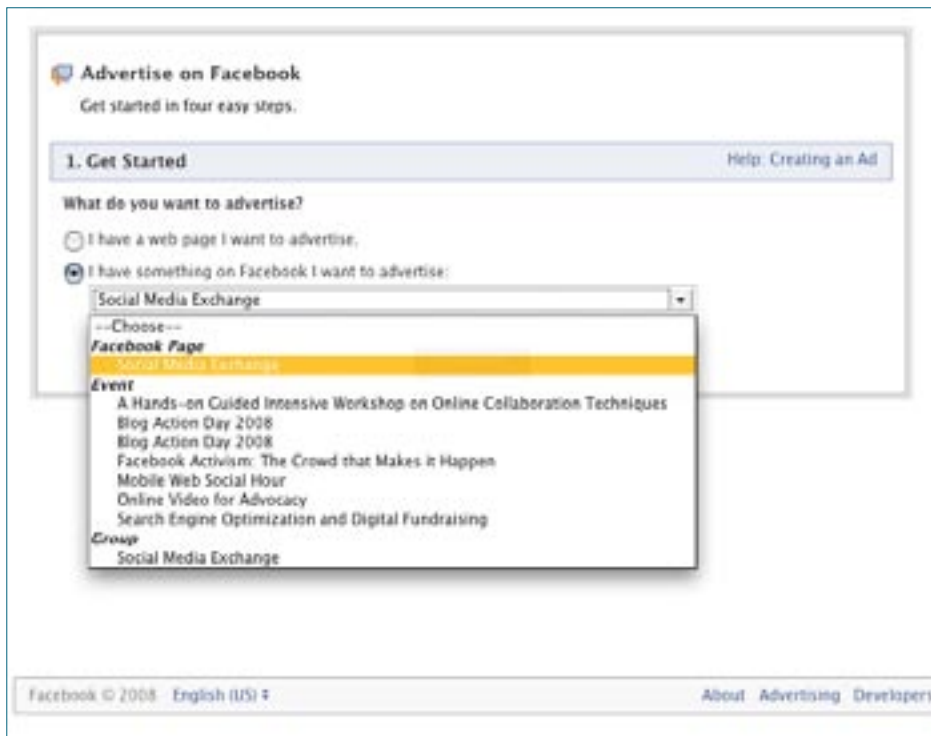


Facebook Advertising

Another way to promote your page on Facebook is to create Facebook Ads. You can target the ads to specific demographics and by keyword and can pay per click or per view. You can set up an account by going to: <http://www.new.facebook.com/ads/manage/>.

Click on Create an Ad and answer some simple questions. Adding a photo can increase the clicks on your ad. You can promote something that is already on Facebook, such as a Group or Page; a new report or documentary; or an external link, like your blog or website.





You can create ads on Facebook.

You can select your target audience by setting the location, gender, age group, keywords, and other criteria. It will show you an estimate of the size of your audience. Don't select too narrow a niche or too broad an audience. Then, select your daily budget and the maximum amount you're prepared to pay for each click. You can also choose to pay per view. For NGOs and nonprofits, pay-per-view can be a very cost-effective way to reach your target audience on a limited budget.

3. Reach the exact audience you want Help: Targeting an Ad

Location:

Sex: Male Female

Age: -

Keywords:

(interests, favorite music, movies, job titles, etc.)

[▶ Show More Options \(schools, workplaces, relationship status, etc.\)](#)

I want to reach people age 18 and older in Lebanon. ⇒ ≈ 339,580 people

4. Price your Ad Help: Pricing an Ad

Campaign: Name: Daily Budget: Schedule:

Ads in a campaign share a budget and schedule. You will be able to change a campaign's budget and schedule in the Ads Manager.

Pricing: Pay for Clicks Pay for Views ^[?]

Your ad will be displayed in the Ad Space, News Feed, or both. ^[?]

Max Bid: What is the most you are willing to pay per click? (min US\$0.01)

US\$ Suggested bid: US\$0.39 - 0.50

You will never pay more than your max bid, and you may pay less. ^[?]


[Continue](#)


Finally, you can monitor your ad campaign performance and see the number of impressions and clicks and the average cost per click and amount of money spent.





Enhancing Your Facebook Page with Applications


Useful Pages Applications


 **Static FBML**
By Facebook
Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.

 **Flash Player**
By Facebook
This application will add a box to your Page in which you can upload your own Flash files to achieve advanced customization.

 **Music Player**
By Facebook
Music Player lets your fans listen to your most recent tracks directly from your Page. Add as many tracks as you want, and update Music Player as you create new music.

 **Files**
By Drop.io
Files is a way to privately share any media or files through facebook... add and share anything from documents and audio, to pictures and video (as well as any other filetype). Add via facebook, drop.io, the web, widgets, email, mms, phone, and even fax.

 **Blog RSS Feed Reader**
By William Web Design
Publish multiple RSS Feeds on your profile. Blog RSS Feed Reader is great way to drive traffic to your blog from your Facebook profile using a RSS Feed. Customise each RSS Feed with images, description & dates. The Best RSS Application on Facebook.

 **Win a Prize**
By IndFuel Corp.
With Win a Prize users can search for and enter all the coolest contests on Facebook and businesses can easily create, promote and manage contests on their Facebook page.

Another prime advantage of Facebook Pages is the ability to add applications to extend the functionality of your Page for better interaction with your visitors. The process of adding an application to a Page is about the same as adding one to your profile. But, it's important to know that not all applications are available for Pages, and some of them are available only for specific Pages!

You can explore all Facebook applications at: <http://www.new.facebook.com/apps>. When an application can be used for a Page, it will have an "Add to Page" button as in the Causes application shown on the next page.



The very popular Causes application raised more than \$2.5 million for charities in its first year. Unfortunately, at the moment, it can only be linked with accounts in the U.S. and the U.K.

Where Do Applications Come From?

- Some are developed by Facebook.
These are mostly the basic ones, like Photos, Notes, and the Wall.
- Some are developed by third parties.
Companies and individuals are adding applications every day, and there are tens of thousands available now.
- Some are custom applications created by individual developers, like you!
If you can't find an application that suits your needs, you can develop your own, whether it's done in-house or out-sourced. For more information, go to <http://developers.new.facebook.com/>.

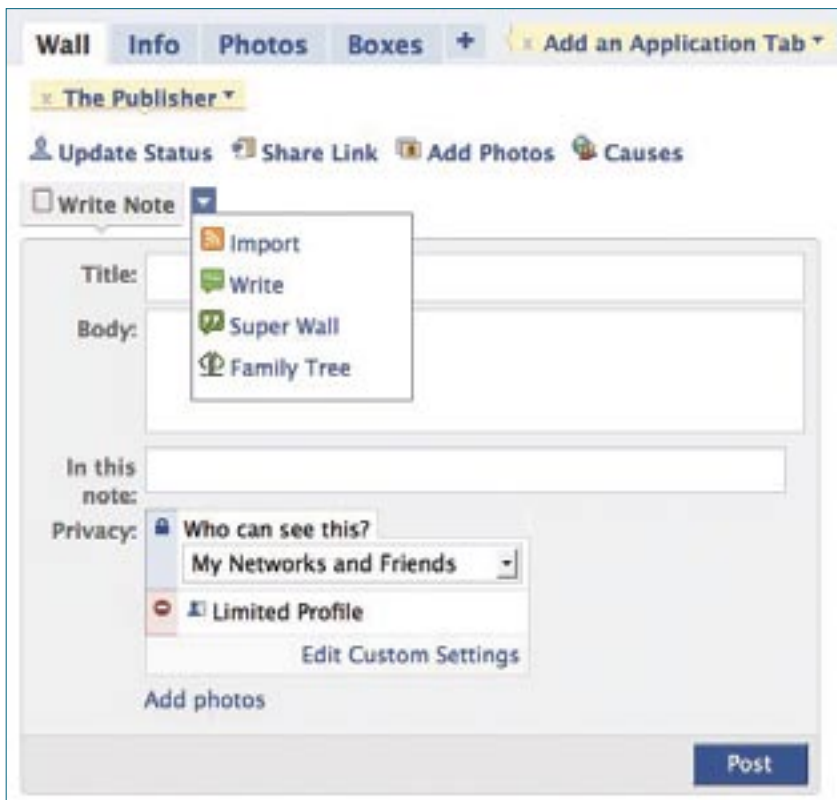
Basic Pages Applications

Similar to your Facebook profile or group, your Facebook Page is equipped with some basic yet powerful applications:

- **Mini-Feed:** Displays new stories about your page. It can show how active your Page is.
- **The Wall:** Like comments on a blog. Fans can post questions, criticism, praise, and endorsements.
- **Discussion Board:** An embedded forum for longer discussions and topic-oriented exchanges.
- **Photos:** You can upload and share your photos and organize them in albums. The albums feature is not available in the Groups photos.
- **Videos:** You can upload or record a video, but you can't embed one. To do that, you'll have to add a third-party application.
- **Events:** An easy way to create and promote your organization's events. Unfortunately, you can't import events from another calendar. You can, however, embed Google calendars but the Events application adds emphasis and is, in our opinion, more user-friendly.



- Notes: Import content from an external source, like your Flickr account, Google Reader shared items, or blog, or use it to jot ideas every so often. Either way, Fans can subscribe to your Notes via RSS.



A screenshot of the Notes application showing the drop-down menu that allows you to import feeds.

- **Posted Items:** Add related and interesting links with a small description. Over time, it will become a links directory.

Other applications that you can add:

- **Reviews:** Useful if you want your visitors to rate and review your work, campaigns, publications, or your organization in general.
- **Flash Player:** This application lets you upload a custom flash element to your page.

Third-Party Applications

Before you install any third-party applications, check the reviews from other Facebook users and do a Google search to see if there are any known issues. Pay particular attention to applications that seem to compromise privacy or have bugs that haven't been fixed. It's likely not worth the time to set up and work with these apps.

Exploring applications is time consuming, and annoyingly, there is no specific category for Non-Profits, but you can search by "non-profit" at the top of the Applications page. Further adding to our frustration, many good or useful available applications are not available for Pages, including some of the best applications for NGOs, such as Causes and First Giving, which are only fully available (able to raise money) to charities registered in the U.S. and/or the U.K. We hope this will change as Pages users worldwide begin to request more flexibility and functionality.

We have tried the applications below and have found them useful :

- Simply RSS adds your website/blog feed to display the last 1 to 20 posts on your Facebook Page and/or Profile.
- Short Web Address will let you shorten your Page's URL to something more readable and Twitterable.
- Skype Me allows Page visitors to contact you privately.
- YouTube Player plays video on your Facebook Page or profile just by entering the YouTube URL.
- Cafe Press embeds the listing on your CaféPress page so you can raise funds by selling goods with your logo or campaign message.
- Advanced Wall: Post images, graffiti, videos, flash, and change the size and color of text.



Categories of Facebook applications.



Conclusion

We hope you have found this guide useful. And we hope that you will share some of your successes – and challenges – with using Facebook Pages on our wiki at www.socialmediaexchange.org. We will also continue to experiment with this tool and others to help transform social challenges into social solutions and let you know what's worked for us. Like Clay Shirky, author of the recent book *Here Comes Everybody*, we're strong believers in the idea that the widespread adoption of social utilities like Facebook are a foregone conclusion, and it's up to us to figure out how to use them strategically for self-advocacy and self-empowerment.

“The invention of tools that facilitate group formation is less like ordinary technological change, and more like an event, something that has already happened. As a result, the important questions aren't about whether these tools will spread, or re-shape society, but rather how they will do so.”

Clay Shirky, *Here Comes Everybody*, as quoted in the invaluable paper “Working Wikily”
www.packard.org/assets/files/capacity%20building%20and%20phil/.../Working_Wikily_29May08.pdf

About the Authors

Moustafa Ghaddar

Moustafa has seven years of experience in managing and marketing different types of websites and blogs, both for his own use and on behalf of clients, including Greenpeace Mediterranean. At present he is the lead trainer at the Social Media Exchange, specializing in workshops on blogging, search engine optimization, digital fundraising, and Facebook activism. In addition, Moustafa's analytical expertise helps greatly both with monitoring and evaluation and increasing conversion, email-open, and click-through rates while decreasing bounce rates. He has an A.S. degree in E-commerce administration from Penn Foster College in Pennsylvania.

Pascale Moussawbah

Pascale leads the Facebook Activism workshops at the Social Media Exchange and is responsible for updating our Facebook Group and Page. She's the most frequent voice on our blog, where she has written a series on Twitter in Lebanon, and she is the Arabic-speaking voice in SMEX's *Linking Lebanon*, a short video about how Lebanese activists are leveraging social media for social change. She is currently pursuing a master's degree in international affairs and diplomacy at Notre Dame University - Louaize.

About the Social Media Exchange

Founded in May 2008, the Social Media Exchange provides media training and consulting to civil society and nonprofit organizations in Lebanon and, soon, throughout the Middle East and North Africa. Our mission is to encourage Internet adoption and multimedia expression in the region as a means of self-empowerment and self-advocacy. We focus on three areas in particular:

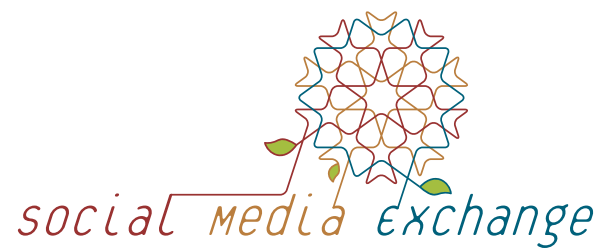
1. Encouraging media literacy and raising awareness about social and participatory media, especially among youth and trainers, through concepts, case studies, and the translation of key materials into Arabic.
2. Helping organizations develop sustainable, collaborative strategies for incorporating social media into their programs.
3. Increasing access to the Internet by advocating for more bandwidth and less censorship.

We set out to achieve these goals by partnering with other media organizations worldwide developing curricula tailored for Lebanon and the Arab environment. For more information and a schedule of our upcoming activities, please visit www.socialmediaexchange.org.

Design and artwork by Margherita Abi-Hanna

Also translated into Arabic by Naziha Baassiri and Reine Mattar





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