AKC Facebook Tutorial

“Like” Us at:
http://www.facebook.com/americankennelclub
What is Facebook?

- A social network with more than 900 million users
- It is estimated that 42% of the U.S. population has a FB account and 64% of online adults use Facebook
- Facebook allows users to stay connected with friends and family
- Great way to communicate, build relationships, start a dialogue and share information
- Pages allow businesses/organizations/brands to share their stories and connect with people. You can customize Pages by adding apps, posting stories, hosting events and more. People who like your Page will get updates in their news feeds. You can [create and manage a Facebook Page](#) from your personal account.
How AKC Uses Facebook

We post our own messages, respond to questions posted on the page and share interesting posts from others. Some common posts:

- **Fun Friday Question** – Each Friday, we post a light-hearted question for the average pet lover to answer.
- **Breed of the Week** – We focus on a different breed each week and post fun facts, photos and more. We ask owners of that breed to weigh in on their experiences with their dogs and share photos on our Wall.
- **Polls** – Our followers answer questions about various aspects of dog ownership/training.
- **“Meet Me”** – We share photos of competitors prior to National events. This has worked especially well with the National Agility Championship and AKC Agility Invitational.
- **AKC News** – We share information about AKC programs like Breeder of the Year, ACE, AKC/CAR SAR grants, the Weekly Winners Gallery and the Grand Championship program.
AKC’s Common Posts

Questions:

American Kennel Club
Fun Friday Question: Have you/will you ever use your dog as your Facebook profile picture? Or does he have his own Facebook or Dogbook page?

Meet Me:

American Kennel Club
Charmaine Fedick shared a picture of her Cairn Terrier "Ella" with us, saying, "She's not the "classic" agility dog, but I love this recent picture of her because her love for the game called agility shows all over her face. It's taken us a while -- but we are both addicted! We can't wait to give it our best at Nationals!"

Polls:

Is your puppy (or dog) a Party Hound? Do you celebrate his birthday?

- Yes, but only with a pat or two
- Yes, with a treat or toy
- Yes, definitely a party hound with the works - gifts, singing, and a doggie party
- No
- I don't know my pet's birthday

Breed of the Week:

American Kennel Club added 15 new photos to the album Breed of the Week: Golden Retriever.
Common Page Features

- **Cover Photo**: Tell visitors about your club!
- **American Kennel Club**: Share Photos and Event Information
- **www.akc.org**: Space for Apps and Tabs
Interacting with Followers

Visitors can also post on your page if you choose to allow that. This is a great way to engage potential members by answering questions or just saying ‘hello!’

A new feature of the Timeline page is the message function. Visitors can send private messages directly to you. Check out the “Admin” tab.
Admin Panel

We’re notified when anyone comments or likes anything on our page

We can view Facebook analytics to see who is visiting and talking about our page
Setting Up Your Club Page

Create an account at www.facebook.com and follow Facebook’s prompts to sign-up and set-up your page.
Start Posting and Sharing!

Just type a message, upload a photo, or share an event and you’re off!

For additional details, check out the Facebook Help Section: http://www.facebook.com/help/?page=203955942973503
(Check out Facebook Pages Basics and Getting Started)
What should your club post about? Who should you ‘like’?

Posts:

• Upcoming club events – shows, trials, training classes, CGC testing, fun days, Responsible Dog Ownership Day activities and more
• Meeting schedule
• Fun photos or videos of club member dogs
• Interesting news, facts or history about your club or breed(s)

You can also like other pages as your club. Who should you Like?

• AKC! Feel free to share or repurpose our content for your club.
• Other dog clubs: All-Breed or training clubs in your area, specialty clubs, parent clubs
• Dog-friendly businesses or groups in your community
Template Posts for Your Page

Our next club meeting is ____. We’ll have refreshments and a presentation about ____. Hope you can join us!

Our annual show is coming up on ____. Come meet some of AKC’s 175 dog breeds, get a toy for your dog at our vendors and ____ (Take the CGC test, take a dog show tour, etc.)

Check out these photos from our latest club event ____.

Polling all [CITY] residents. What kind of dog do you have? Share a photo or video of them.
Ways to Promote Your Page

• Add a link to your Facebook page to your club website
• Ask club members to add the link to your club’s Facebook address in their email signatures
• Include the link in any show/match/event advertising, premium lists or other written material
• Make sure to update club members about the new page in your club newsletter. This is also a great way to solicit suggestions or invite others to join the club’s social media committee.
Contact Stephanie Smith at sxs2@akc.org or 212-696-8228 for any Facebook assistance.