



Facebook Campaign

October 2009

Why Facebook?

- A Social Media Communication Tool
- Powerful tool to connect with local population and alumni.
- Outreach to alumni is key strategy for NIBN.
- Builds relationships – reconnects.
- YP's can bring internet based work back to IA.
- It is essentially FREE.

Who Should Facebook?

- Every community is encouraged to create their own Facebook Page.
- Alumni have a strong connection to their home town. They like to know what's new.
- Chamber Directors, City Clerks, and Economic Developers.
- Broaden the circle and make Young Professionals 'Administrators' to help update the page. A retailer, and outdoors person, etc...

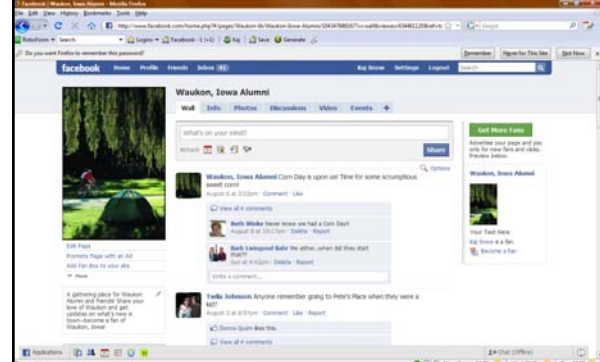
How did the Campaign work?

- NIBN hired 2 college interns.
- They met one-on-one with each County E.D. to set up the Facebook Page.
- Held 2 workshops targeted to all E.D.s, Chambers, City Clerks, open to all. Hands on with laptops to set up pages.
- Created How-To sheets.
- Entrepreneur Clubs with Jason Trout in each County featured how to use FB for your biz.
- Held a Competition in November.

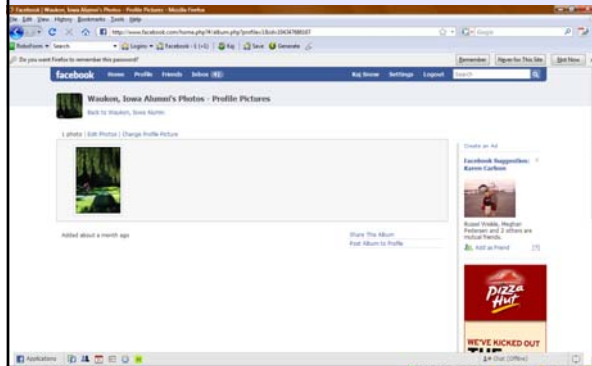
Facebook Mainpage



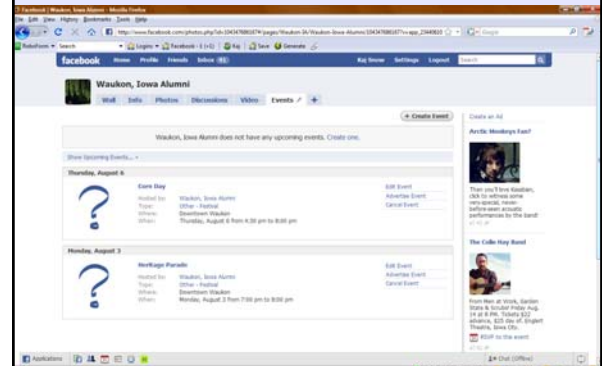
Facebook Page



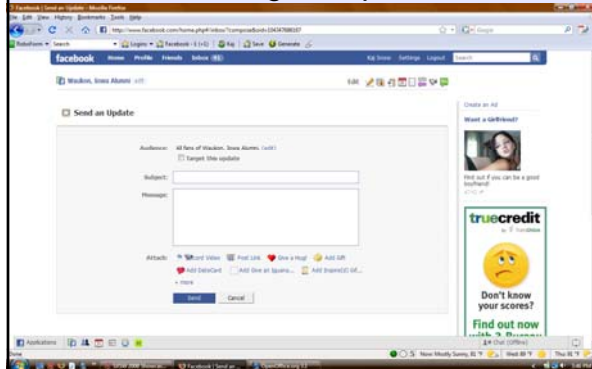
Changing Profile Picture



Creating an Event



Creating an Update



Facebook Analytics

Tells you the demographics of who your fans are. And much more.

Facebook Ads

Effective marketing tool. Like a Google Ad – you can target the geographic and demographic identity of your viewers and pay per click.

Facebook Competition

- NIBN made competition open to all E.D.'s, Chambers, and City Clerks in NIBN's 6 counties.
- \$150 to the community who adds the most new fans from October 1 – October 31
- Up to \$100 given (as refund) to any community to use for promotion, prizes, or other incentives.

Results of Competition

Facebook page	Oct 1 Fans	TOTAL Nov 2 09	NEW Fans
McGregor-Marquette, Iowa	466	1184	718
Strawberry Point, Iowa	412	947	535
Waukon, Iowa alumni	213	653	450
Fayette	1	439	438
Cresco and Howard County	323	678	355
Elgin	4	302	298
Edgewood	327	522	195
Decorah Alumni	64	146	82
West Union	202	280	78
Wadena	16	93	77
Arlington	73	134	61
Oskolein Chamber & Dev	115	175	60
Clermont	0	4	4
Fairbank	0	1	1
TOTAL NEW FANS FOR REGION			3352

Cost

Interns FB Tutoring	\$600
Facebook Incentives	\$300
Prize	\$150
Interns Follow-up	<u>\$300</u>
TOTAL	\$1,350

Next Steps

- Positive feedback on the competition - will do more.
- Interns will develop a series of FB tips, will send out automatically through Constant Contact 2 x month to encourage Facebooking among cities, chambers, and EDs.

Questions?

Contact Carolyn Corbin at neiabiznet@gmail.com