The Environmental Health Sciences Center (EHSC) at Oregon State University (OSU) has a Facebook page for the purpose of connecting to the community outside of the University. Built in 2013, the Facebook page has catered to the needs of its audience (followers) by posting information about the research being done at the Center and at the University, as well as related resources.

This guide was produced using examples from the OSU EHSC Facebook page, as well as the pages of other NIEHS-funded Centers around the United States to help other organizations structure and evaluate their online presence.

This guide provides the following:

- A glossary of terms used by Facebook to analyze your page’s performance (pg. 1)
- A list of PRO’s and CON’s to keep in mind while crafting Facebook posts (pg. 2)
- Case studies highlighting successful versus unsuccessful Facebook posts (pgs. 3-4)

It is essential to first Know Your Audience. Facebook analytics will evaluate your followers, helping you define your audience – age, gender, location, etc. By combining your knowledge of your audience and your organization with best practices for Facebook social media strategies, you will be able to more clearly orient your posts.
The words you need to know for Facebook analytics

Facebook uses specific terminology to help you evaluate your Page’s effectiveness online. Access these analytics by logging into your Facebook page as the administrator. At the top of the page you will see a message bar -

Click on the ‘Insights’ tab to access all your analytics. You will see the following terms used below in Facebook Insights.

GLOSSARY

**Engagement**: This metric calculates the total number of times a user interacted with a post.

**Follow**: When you follow a Facebook group, information this group posts will be shown in your news feed to keep you informed. Alternatively, when a group follows your account, your posts will show up in their news feed.

**Groups**: A private space to keep in touch with people or other organizations by sharing photos or updates.

**Interaction**: When a user clicks on links, embedded in a post, shares the post and/or likes the post, this metric collects that quantitative data.

**Like**: Users can ‘like’ a post by clicking on the thumbs up button. This metric tracks the number of users that ‘like’ an individual post.

**Reach**: This metric calculates the number of people who have seen a post on your page. This includes the number of news feeds the post shows up in.

**Tagging**: links a person or Facebook group to something you post

#: The hashtag symbol lets you use keywords to link your post to other similar posts
The PRO’s and CON’s of Facebook posts

The OSU EHSC reviewed several online posts, blogs and factsheets to distill best practices for promoting content on your Facebook page. See our Resources page for more information.

**PRO**
- Keep posts positive
- Use relevant photos
- Highlight your achievements
- Relevant, clear topic heading
- Reliable resource
- Post Tues - Thurs before 5pm

**CON**
- Sarcasm, criticism or pessimism
- Unflattering photographs
- Discipline-specific jokes and jargon
- No clear topic or topic not relevant
- Uncommon or excessive abbreviations
- All uppercase typeface

See our Resources page for more information.
Three of our investigators published an article about a new possible treatment for prostate cancer using compound found in broccoli.

Read more at: http://www.futurity.org/prostate-cancer-broccoli-sulforaphane-839992/

This broccoli compound may treat prostate cancer - Futurity
www.futurity.org
A new study shows how a compound in broccoli called sulforaphane might treat advanced prostate cancer, but is it safe when used at high doses?

Learn how EHSC investigators use diet and biomarkers to tackle cancer. Find out here: http://ow.ly/JBtkT

Examples reproduced here with permission by EHSC OSU
Resources:

The following websites and blogs were referenced to create this document and serve as excellent resources for those interested in expanding their knowledge regarding Facebook.


Acknowledgements:

Oregon State University Environmental Health Sciences Center
Laurel Kincl, PhD – Director, Community Outreach and Engagement Core (COEC)
Diana Rohlman, PhD – Outreach and Engagement Coordinator, COEC
Kyra Creger – Communications Coordinator, COEC

This work is supported by Environmental Health Sciences Centers, which are federally funded and administered by the National Institutes of Environmental Health Sciences, an institute of the National Institutes of Health