

social media

Facebook FAQs



Like



Don't Like

CHAPMAN UNIVERSITY STRATEGIC MARKETING & COMMUNICATIONS

Use Your Page.

Tell the story of Chapman University. Share events, save-the-dates, news, faculty spotlights, program highlights, and student accomplishments. Use content to build an overarching story for your department. (E.g. excellence in student achievement, outstanding faculty, hands-on learning opportunities.)

Use photos and visual to assist your 'story.' Use your profile picture and cover photo wisely and effectively.

Cover photos: 851 pixels wide x 315 pixels tall. Smaller images will be stretched.

Profile images: at least 180x180 pixels. It will be displayed at 160x160 pixels.

Types of Posts.

Types of Posts by You:

1. 'Update Status': What's on your mind? To include a link to a web page, you can copy the URL and paste it into this field.
2. 'Add Photo/Video': Upload Photo/Video; Use Webcam; Create Photo Album. To embed a YouTube video link, copy the URL from YouTube into the 'Update Status' field. To upload a video permanently to your Facebook page, proceed as normal.
3. 'Ask Question': Ask something ...
4. 'Event, Milestone +': Create an event as your Facebook page, add a milestone to your timeline, or ask a Question.

Types of Posts by Others:

1. Like: Facebook users can 'Like' the Page.
2. Like: Users can 'Like' individual status updates, photos, and videos.
3. Comment: Users can 'write a comment' on status updates, photos, and videos.
4. Share: Users can 'share' your status update, photo, or video on their own Facebook timeline or a friend's timeline..

Naming and Disclaimers.

Your Facebook Fan Page is an external-facing representation of Chapman University.

Your page's name should include Chapman University for branding and identification purposes. Examples: "Chapman University Athletics" or "Leatherby Libraries at Chapman University." Names cannot be changed after 200 people have Liked your page.

Include our social media disclaimer in your page's About section.

GET TO KNOW FACEBOOK HELP CENTER



PAGES:
GETTING STARTED CHECKLIST



SOMETHING'S NOT WORKING



FACEBOOK GLOSSARY OF TERMS



REPORT ABUSE OR POLICY
VIOLATIONS



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