



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA



# Facebook Page Management

innovative • entrepreneurial • global

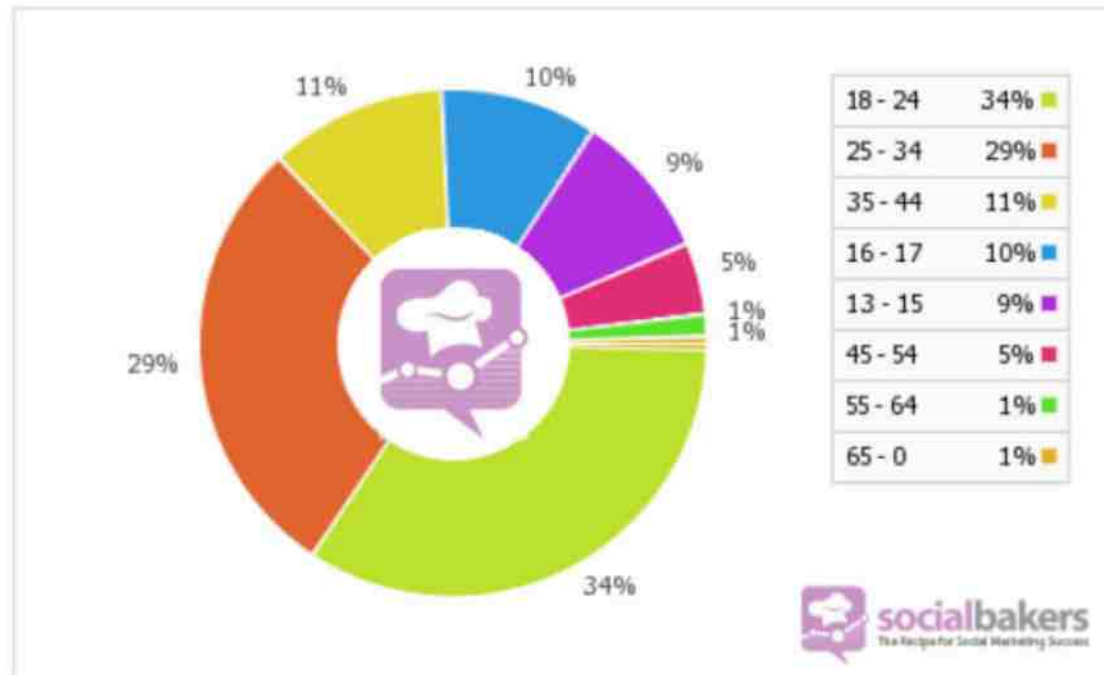
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- Social networking services and launched in February 2004. Had about 900 million active users as May 2012.
- May create a personal profile, add other users as friends and exchange messages, including automatic notifications when they update their profile.



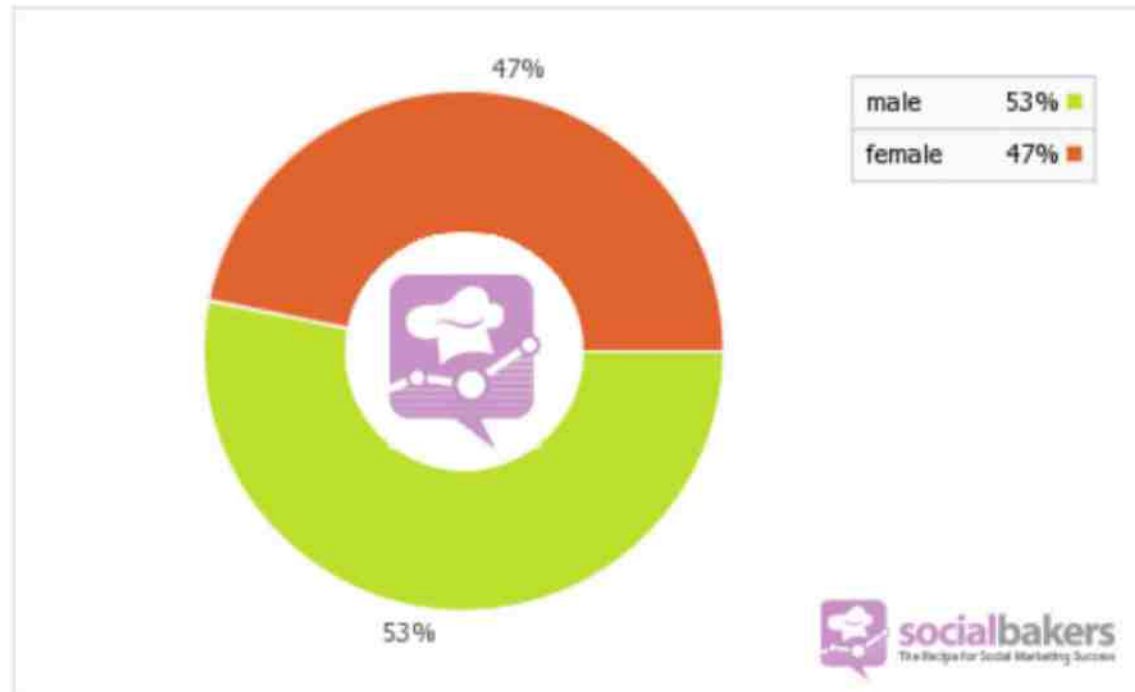
Users can create profiles with photos, lists of personal interests, contact information, and other personal information. Users can communicate with friends and other users through private or public messages and a chat feature.

### User age distribution on Facebook in Malaysia



**Malaysia Facebook demographics** is other social media statistics we monitor. The largest age group is currently **18 - 24** with total of 4 241 276 users, followed by the users in the age of **25 - 34**.

## Male/Female User Ratio on Facebook in Malaysia



There are **53% male** users and **47% female users in Malaysia**, compared to 49% and 51% in Thailand and 51% and 49% in Taiwan .

On the graph below you can see that the biggest gain in the last 3 months was recorded by the age group of 25 - 34.

## Facebook Pages vs. Profile

- A page is a Facebook profile for a brand (business, institution or public figure).
- BUT there are differences that address the needs of brands.

## Facebook Pages vs. Group

Pages	Group
<ul style="list-style-type: none"> <li>• Only represent a real public figure, artist, brand or organization, and may only be created by an official representative of that entity.</li> <li>• Will never display their admins' names. Any action taken will carry the identity of the brand/page.</li> <li>• Have no limits on fans/subscribers.</li> <li>• Pushes content posted by admins out to the fans' news feeds. Notifications of fan activity appear on the fan's profile wall.</li> </ul>	<ul style="list-style-type: none"> <li>• Can be created by any user and about any topic, as a space for users to share their opinions and interest in that subject.</li> <li>• Will display the admins' names. Any action taken will appear to come from the individual admin.</li> <li>• Have a 5,000 member limit.</li> <li>• Displays posted content on its wall only. Notifications of the poster's activity appear on the poster's profile wall.</li> </ul>

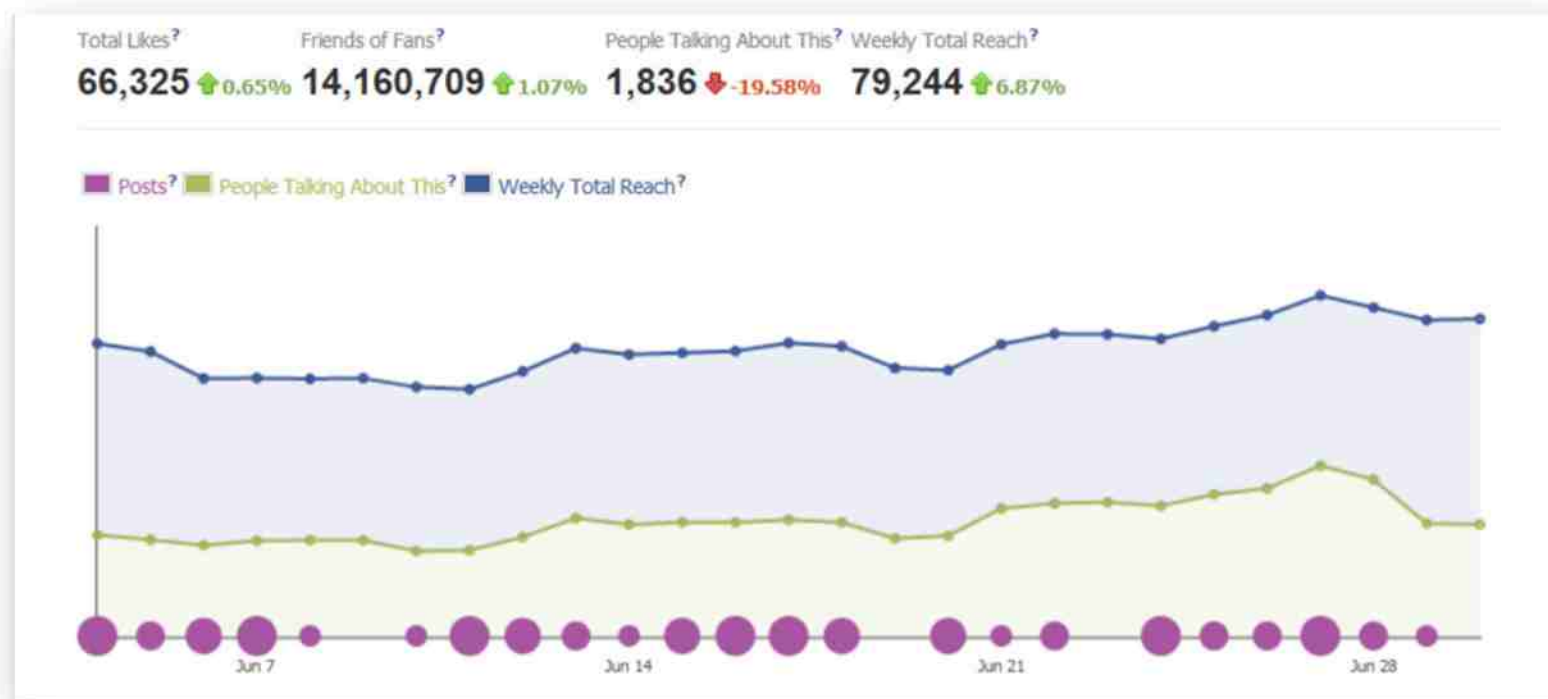
### About UTM Facebook

- UTM has joined Facebook since 26 April 2009.
- It's created under the username of [www.facebook.com/univteknologimalaysia](http://www.facebook.com/univteknologimalaysia).
- It has been about three years after UTM joining Facebook as one of its social media networks which enable UTM in promoting the university, current events, and also programmes offered as long as important dates to be share among the page's fans.



## Overview Insight

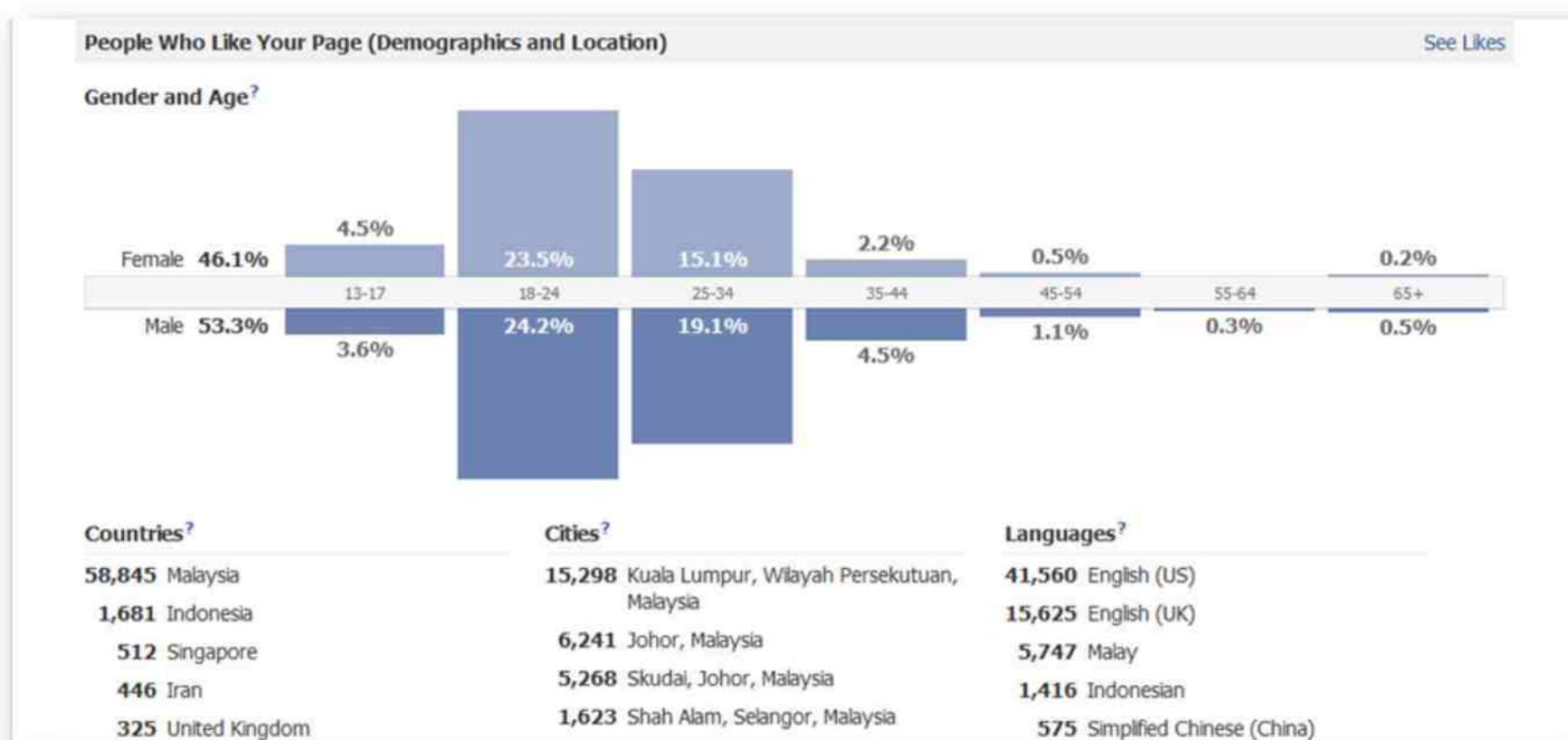
- UTM Facebook manage to get a total of 66, 325 likes and 79, 224 weekly total reached since the past three years.
- The graph chart showing the result for overview insight of UTM Facebook





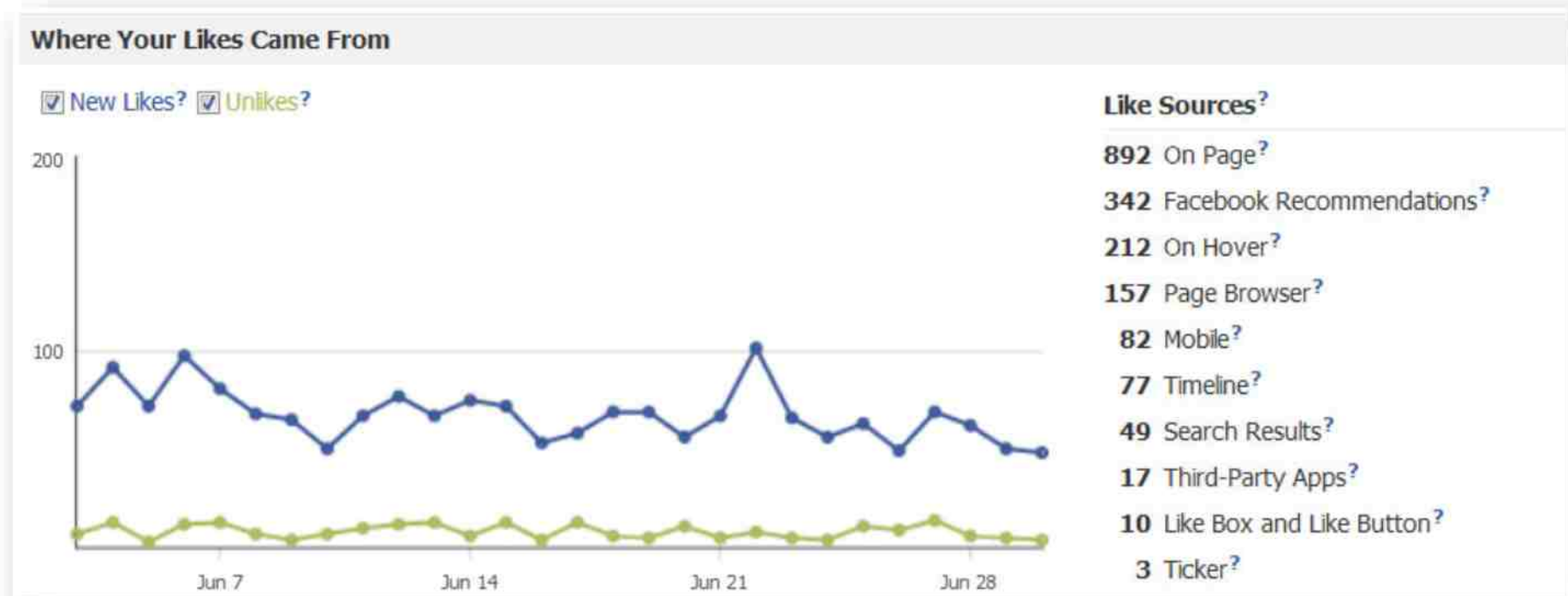
About 53% from the UTM Facebook page likers are Male. Most of them in the average age of 18 years to 24 years old. Some from 13 years to 17 years and the rest from the group of age of 35 years to 44 years.

Graph chart showing the number of likers, classified by the gender and age classes:



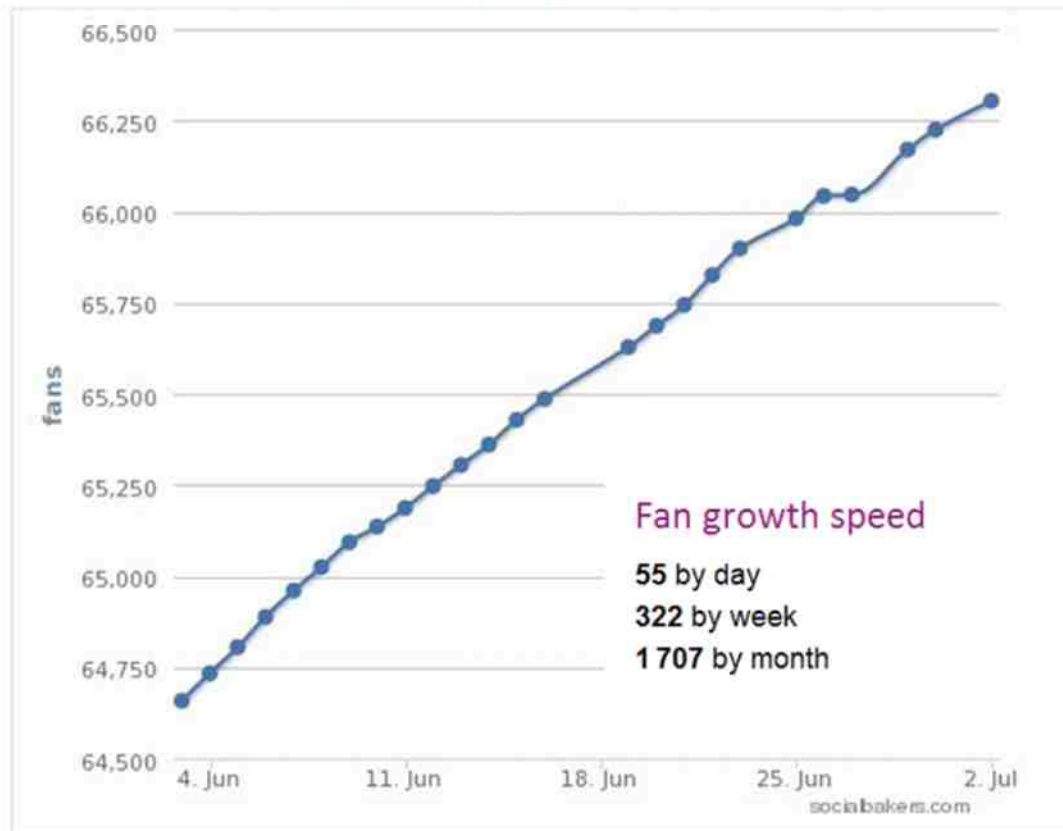
Where do the Like came from?

- Several source that consuming in UTM Facebook page Like:



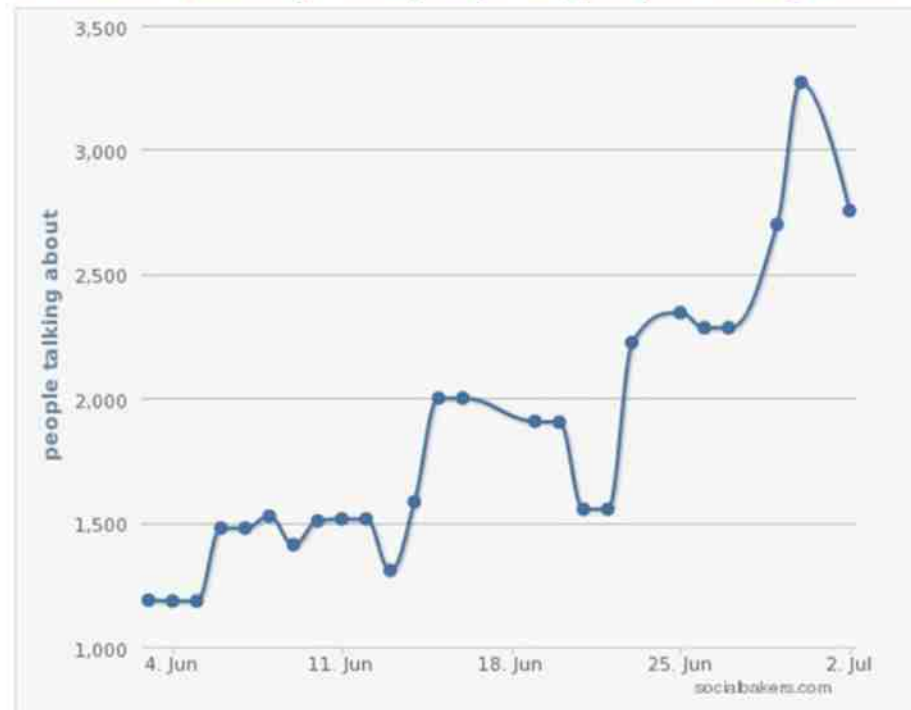
## UTM Facebook Fans

### Universiti Teknologi Malaysia (UTM) fans



## People Talking About This

Universiti Teknologi Malaysia (UTM) people talking about



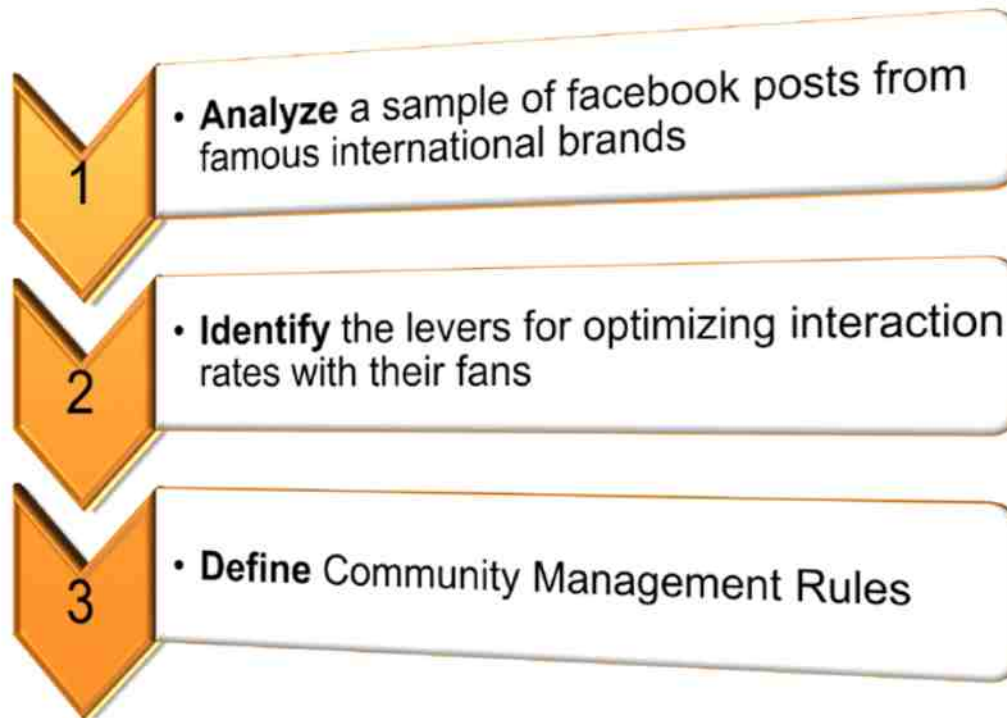
- How can a brand maximize its share of attention in the facebook echo-system ?
- How can they transform this attention into interaction, engagement and advocacy?
  - To have fans is fine. To engage them is better!
  - **The more you reach new fans and interact with them ( i.e. fans who interact with you through likes or comments), the more your brand's posts appear in their News Feeds**



To better understand how to engage fans on Facebook, we need to **analyze the driving factors of fans interaction and engagement levels**

## APPROACH

From Facebook Brand Pages Analysis to Community Management Rules



Outside Facebook:

- All content has unique URLs that can be linked to.

Inside Facebook:

- The share link facilitates posting on profile walls and within messages
- Use the like link.



Rule #1: A pro-active and professional animation of our Brand Page will maximize interactions with our community of fans/likers

- Creative and engaging pictures, post and video should;
- Our brand page cover pictures are not clickable; text links here may confuse fans.
- Important Apps are highlight at the Top of the Page.

Rule #2: Post several times a day, with once a day as a minimum

- Content posted in a variety of ways.
- Our content include activity, entertains, video, photo and empowers our fans to keep them engaged and coming back for more.

Rule #3: We ensure regular posting frequency

- Posting content regularly will engage and interact with our fans.
- We do not stop posting for long periods of time.





Rule #4. Re-post key contents several times at different hours to maximize its reach.

Rule #5. We Identify which types of content generate more interaction for our brand.

- Example: Our campus and student activity

Rule #6: Get the right balance between our Brand short term marketing/commercial activity, our Brand heritage and values and the celebration of our fans activities

Rule #7. Make efforts to create remarkable and exclusive content in an optimised form

- Generate exclusive/interesting day-to-day content (videos, articles...)
- Give a human touch to our page





[www.utm.my](http://www.utm.my)