

How You Can Help M-SNAP by Joining facebook

facebook is a huge and powerful social network, which is also a huge and powerful- and **FREE**- marketing tool for our organization. Help us to reach many more people in the Morgantown community by joining and posting about M-SNAP activity.

This is what is now called 'viral marketing' and used to just be called word-of-mouth: using informal networks of friends and acquaintances to spread the word.

We use the M-SNAP page on facebook to promote fundraising and membership/volunteer drives. Take a look at 'past events' on the M-SNAP page to see our postings so far.

Joining facebook is easy. Go to:

<http://www.facebook.com>

and follow the sign up directions to create your profile.

You will be able to decide who has access to your profile and information.

Once you have set up your profile:

- 1) **Join the Morgantown network (you will be able to do this as part of the sign-up process)**
- 2) **Join M-SNAP's page (enter M-SNAP in the search bar top right)**
- 3) **Find neighbors, friends, family and 'friend' them (use the Friend Finder function)**
- 4) **Share M-SNAP events on your profile (use the Share button next to the event announcement)**
- 5) **Share the M-SNAP website on your profile (use the Post a Link function on your wall)**
- 6) **Post pix of your pet(s) on M-SNAP's post-a-pet page**
- 7) **Post updates on your wall about things you do that are M-SNAP related**

To keep yourself safe from hackers on facebook, never accept a 'friend' invitation from someone you do not know.