

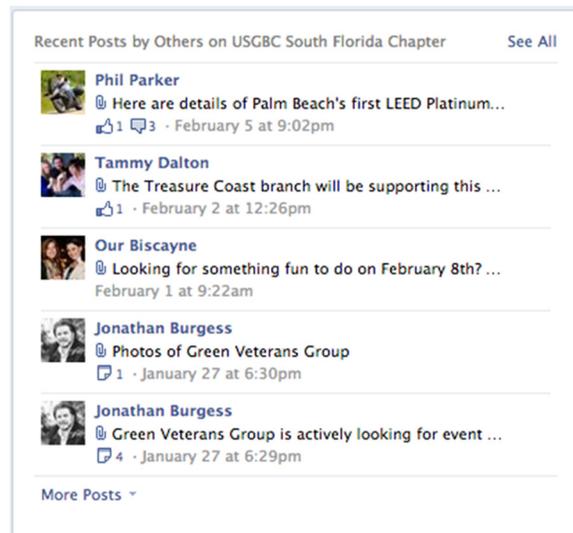


How can I contribute to the USGBC South Florida Chapter's Facebook page?

1. Type “USGBC South Florida Chapter” in the search bar and press Enter.
2. Click the “Like” button on the Chapter’s page.

How to Post

1. In the post box, type your message and accompany it with a link, photos, videos and/or a location.
2. Your post will appear in the sidebar titled “Recent Post by Others on USGBC South Florida Chapter.”
3. To have your post appear on the page’s main timeline, submit your post via “Messages” and an administrator will approve if appropriate.



Other Ways to Contribute

1. Participate via Comments and Likes
 - a. On the Chapter’s timeline, scroll to the post on which you would like to comment or like.
 - b. To comment on the post, navigate to the box that reads, “Write a comment ... ,” enter your comment in the field, and press Enter.
 - c. To like the post, just click “Like” just underneath the main text of the post.

(cont.)

2. Participate via Shares
 - a. To share a story on your own wall, click the “Share” button underneath the main text of the post and follow the instructions of the pop-up window, as shown below.



What are the rules for what I can and can't post?

1. **No Advertising:** Please do NOT post any product endorsements, suggest certain retailers, or advertise any goods or services on the USGBC South Florida Chapter's social-media network. As a nonprofit organization, we are in the education and advocacy business, not the retail business.
2. **Use Proper Grammar and Spelling:** The rules for posting on social-media sites are more relaxed than most other mediums; however, the lack of proper spelling, punctuation or grammar immediately makes the site look uninviting for further growth.
3. **Be Creative and Engaging:** Social-media pages for nonprofits or businesses are an extension of their website, sales or marketing engines. While this definitely has a place in the social-media sphere, it should not be the only thing that shows up on our sites. Whenever possible, please try to jazz up your posts with links to interesting articles that build upon your idea, captivating videos, or blog posts that further explain what you're trying to get across. A dab of creativity in each post goes a long way!
4. **Encourage Interaction:** Social media should not be a one-way conversation. If people aren't commenting on posts, liking links and videos, or posting their own thoughts and ideas on your post, we're not getting the full potential out of the platform. Remember to ask questions, come up with trivia or FAQs, or link to other posts that will start conversations on our Chapter's page. The more interaction, the better! Tag other people in your posts, tag pictures you upload, and encourage people to comment.

Thanks for your participation in helping spread the word about the USGBC South Florida Chapter, the USGBC, and this amazing transformative movement! If you have questions regarding the Chapter or if you would like to join our volunteer family, email info@usgbcfsf.org.