

### **Regional Facebook Group**

Create a Facebook page that is linked from your website. Compared to a group, a page enables a chapter to create an authentic and public presence on Facebook.

Name the group with searchability in mind. For example, 'Boston Chapter -- Haas School of Business' is more easily found than 'B-HAN Boston.'

If your chapter rarely plans an event, do not set up a Facebook page. Similarly, do not start a page and let it die. Keep your Facebook page fresh and interesting with current news and photos.

Recruit a board member who actively uses Facebook to manage your page and [click here](#) to see an example of a terrific Facebook page.