



**Furry Valley**

# Facebook Admin Strategy

*Strategy for Facebook Admins in Furry Menagerie*

*Version 2.0  
Created by Simba*

## Document Control

<b><i>Version</i></b>	<b><i>Updated on</i></b>	<b><i>Updated by</i></b>	<b><i>Changes made</i></b>
<i>1.0</i>	<i>Oct 7th 2018</i>	<i>Simba</i>	<i>Initial document creation.</i>
<i>2.0</i>	<i>Oct 20th 2018</i>	<i>Simba</i>	<i>Consolidation of all comments. Initial doc release.</i>

## Introduction

This document provides the strategy framework for the Facebook admins across FM and FW to best perform their day-to-day duties.

The intention is that Facebook admins will use this document as a reference on an ongoing basis to ensure that they are performing roles and duties as necessary. The leader of the Facebook admin team should also use this document to ensure that the staff members on their team are assigned appropriately, and are fulfilling their roles.

## Team

The Facebook admin team currently consists of:

- Aegaeon (lead).

All Facebook admins must give a link to their Facebook page as soon as possible in order to have their permissions added on the FV Facebook page. Facebook admins are specifically instructed to use a furry Facebook account for FM-related activity. By having an obviously furry account, other furries will interact much more openly and positively with you.

# Roles

For Facebook administration, there is a natural split into the following roles:

- Direct Messenger.
- Page Manager.
- Group Advertiser.

## Direct Messenger

The Direct Messenger role centers on sending the link to friends and acquaintances. The aim of this role is to leverage personal connections and a good sense of empathy and one-to-one sales skills in order to get people on your Facebook friends list and interested individuals from groups or other pages to join FV.

Tasks include, but are not limited to:

- Friending as many furies as possible (for example from the suggested friends section, once you have a number of furry friends, or from furry groups).
- Sending these friends direct messages and persuading them to join FV. Although you will get a fair amount of joins from spamming the link, you will have more success (and longer lasting success) by tailoring messages.

An average conversation might go something like:

“Hey <NAME>, thanks for accepting my add, how’s it going!”

“It’s going good, how are you?”

“I’m good, just looking for more friendly furs to play games and hang out with.”

“Oh cool that sounds nice.”

“You think you’d wanna sometime ^^ ? Cool! I hang out mostly in <https://discord.gg/7K3Z8tk>, I’d love to spend time with you there.”

Don’t spend hours conversing with someone before you send them the link; there is a decent chance that they will reply with something like “I don’t have Discord”. The skill in this role is getting the right balance between personability and efficiency.

## Page Manager

The page manager role centers on our FV Facebook page. The aim of this role is to present a clean, informative and positive public image of FV so that any furies who primarily use Facebook but are members of FV get notifications and information broadcast to them in a medium they are perhaps more likely to see.

Tasks include, but are not limited to:

- Posting event announcements and information ahead of time.
- Posting content onto the page, maintaining an active and positive public image.
- Replying to messages that Facebook furs have sent in DMs to FM.
- Moderating the page where necessary, deleting comments and blocking abusive people as appropriate.

## Group Advertiser

The group advertiser role centers on posting our Discord link in furry groups. The aim of this role is to increase exposure for our community. In contrast to the Direct Messenger role, this role is a pure numbers game. The chance of people interacting with a link in a group is very low, so the way to succeed is with high volume.

Tasks include, but are not limited to:

- Maintaining a Google spreadsheet of the furry groups on Facebook that we have advertised in.
- Posting <https://discord.gg/7K3Z8tk> in as many furry groups as possible.
- Answering any questions to the posts from curious potential new members (ignore anything abusive, or report it - don't interact with it).

## Assignments

The assignments of roles-to-admins are:

- Direct Messenger:
- Page Manager: Aegaeon
- Group Advertiser: