

Comparison of Facebook Fan Sites, Groups and Causes

	Fan Site	Group	Causes
Add Applications	✓	✗	✗
Bulk Inviting Friends	✓	✓	✓ (60 per day)
Collect Donations	✗	✗	✓
Collect Petition Signers	✗	✗	✓ (only as beneficiary)
Comments on Wall Posts	✓	✓	✓
Discussions	✓	✓	✓
Flexible layout	✓	✓ (only vertically)	✓ (only vertically)
Host Facebook Events	✓	✓	✗
Make Others Supporters Admin/Officers	✓	✓	✗
Member can Create Wall Posts	✓	✓	✓
Send Message to members	✓ - (sent as an update)	✓ (up to 5,000 members)	✓
Status Update	✓	✗	✗
Tracks Stats on Members	✓	✗	✓ (recruitment & donations)
Updates & Admin Posts Show Up in News Feed	✓	✗	✗
Users Can Post Photos, Videos, Links	✓	✓	✓
View Old Messages/Updates	✓	✗	✗

Facebook Fan Site: Fan sites are mostly used by non-profits, politicians, consumer products, and bands. It has the flexibility of individual user profile with the ability to add applications and status updates show up in all fans news feed. ***Best for long-term presence and engagement with constituents***

Facebook Groups: Groups are easy to set-up and much less of a commitment for a user to join. It has a standard, familiar format for user engagement and is effective for short-term campaigns. ***Best for creating short-term viral campaigns***

Facebook Causes: Causes have created built-in functionality to urge users to fundraise and recruit others to join. It effectively enables users to set recruitment and fundraising goals. ***Great for non-profits who want a presence on Facebook, though do not want to maintain a fan site***