

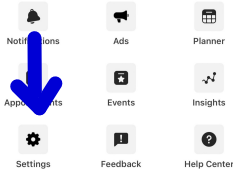
Social Media Tip Sheet- Facebook



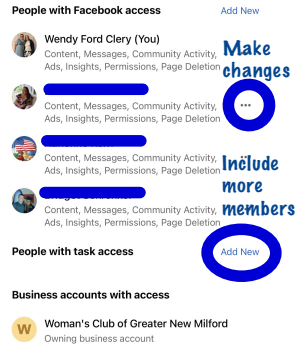
KNOW YOUR BASICS. FACEBOOK PAGES

Facebook Pages are for sharing club events, information, and other details with the public. Make sure your posts are professional and include necessary information. Check the GFWC Stylebook for more tips on social media and publicity in general.

Access Page Rules

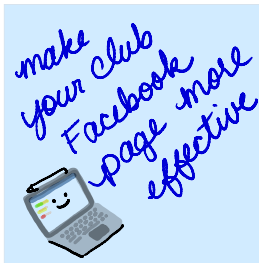


Multiple members can manage your club's page together. Pages are not a separate account, but are created by individual Facebook users and permission is granted to others for editing, managing, and administrative roles. They can be handed off this way as well.



Events

Create a Facebook event under your public page for members and supporters. You can include additional information, invite friends, and share across different Facebook groups to get the word out to your community.



GFWC CT CLUBS DO IT BETTER

Facebook is a great free resource for Women's clubs to use for publicity, but to be successful it does require maintenance. When users "like" your page, it doesn't automatically mean that they will see all of your posts. Facebook uses an algorithm to decide which posts users actually want to see. Factors they use include interaction with posts, consistency in posting, and sharing of your posts among other things.

Encourage club members to like, comment, and share posts from your page as they are able and feel comfortable. With more interaction, it's more likely the posts will be seen.

Keep it brief! Facebook users like to be in the know, but they don't always want to read really long posts. If you have more to say, make a blog post and link to it or add details in your Facebook event page. They can choose to learn more if they like.

Make your page interesting and supporters will interact regularly. If you're only posting asking for things, it may get tiring for your followers. Share other community events, news, and happenings; share GFWC or GFWC CT posts or about our different affiliates and projects. Celebrate different awareness days that are fun or that apply to our work. Include inspirational posts and stories. Just remember, keep it professional.

Follow town pages, groups, local libraries, town services, etc. In public groups for your area, there are often a large number of followers that you can share club events and news to get more people seeing your posts. Some will even like your page to follow.