DIGITAL ACADEMY

GUIDE:

Facebook for Community Organisations

Facebook as a powerful tool for community organisations

Facebook is the largest social networking site in Ireland and you should look at it as your local newspaper and local radio station. It is a powerful social network for local and regional organisations because people care about what's happening in their community. Getting organic reach is a little more challenging these days but is possible if you build up a local audience and provide valuable local information. There are 3.6 million Facebook users in Ireland.

Setting Facebook Goals

- o To reach a local people and stakeholders
- o To raise awareness of our campaigns
- o To encourage the public to engage with us
- o To launch targeted campaigns using Facebook advertising
- o To bring more people to our website
- o To provide better sign-posting and customer service
- o To produce more video content for improved results

Facebook Target Audiences

Our priority citizens on Facebook are: [edit as necessary]
- Parents of teens
- Mothers of primary school children
- Elders 65+ who live alone
- Empty nesters 50+ who are exploring volunteering in their community
- Citizens living in coastal areas
- Citizens who want to quit smoking
- Citizens interested in saving money and being finically empowered
- Citizens who care about climate action and sustainability
- Business owners in the commuter belt of our major cities
- Farmers

How to Get Engagement on Your Facebook Page

Always include something other than just text in your posts
- This creates visual impact & makes your post stand out.
- You can share photos, videos, links, Facebook Events, Facebook Polls, Facebook Notes, Facebook Polls
- Use hashtags to help people find your content.

Each post needs thought, preparation and personality
- You can switch between posting as your Page (for your organisation) or as yourself personally
- Use first person: "we" if posting as your organisation, "I" if posting as you.
- Use a conversational tone.

Don't make your posts too long
- You can use "Notes" if you want to write something longer. Share the note, rather than writing a really long post.

Don't post too often
- 4 – 6 posts per week is ideal.
- Never post more than twice per day, and spread these across the day.

Think about the timing of your posts
- Evenings and weekends generate more engagement from people
- You can "schedule" posts in advance: write them and tell Facebook to post them later.

Engage with other Pages and Groups
- Like other organisations' Pages as your Page
- Post, as your Page, in relevant Groups run by others. This will help people know your Page exists.
- Share other organisations' posts and events. When mentioning other organisations in your posts, tag them by typing @ and then their group name.

Reply to messages and comments quickly
- Acknowledge comments as soon as possible, by liking or replying.
- People can send direct messages to your Page. These won't be published, but are a way for people to contact your organisation directly. Make sure you reply promptly. Have a few people who can do this – don't leave it all up to one person.
- If you are unavailable for a period of time, you can set an automatic reply to tell people their message has been received and when you will be able to reply.

Make sure your contact details are published on the Page
- There is a particular place to put these so people can find them easily.

Facebook task checklist

EST time daily: 5-20 minutes. Do these things either directly on Facebook itself, or through your preferred dashboard.

Priority Tasks
EST time: 5-10 mins.
- ❑ Check the Notifications tab on Facebook (or through your 3rd party dashboard).
    - ❑ Like and Reply to Comments on Posts
    - ❑ Reply to Comments on Timeline or Remove Spam
- ❑ Create and schedule posts for the day, or check the scheduling system you are using.
- ❑ Check Page Inbox Messages and respond if you have the Messages button open.
- ❑ Check Facebook Ads if running an active advertising campaign.

Important Tasks
EST time: 5-30 minutes
- ❏ Comment on other targeted Page Posts for added visibility. Check the Pages Feed and see if there are any recent posts you can comment on to enhances your visibility with your target audience.
- ❏ Quick Review of Posts that are getting more Reach and Engagement in Post Insights area and possibly adjust what you post if certain things are getting more engagement.
- ❏ Share any important Page posts to your personal profile
- ❏ Post in any Facebook Groups you participate in regularly
- ❏ Plan any video content (Live or uploaded pre-recorded video)
- ❏ Create images for posts

Weekly Tasks
EST time: 20-30 minutes
- ❏ Gather Analytics for the week for Reports
- ❏ Check any Facebook Ads analytics.

Tactics

In the table below we outline when and how we will leverage the range of tactics Facebook offers. [edit as necessary]

Tactic	Details
News Feed	
Text based posts	
Pinned Post	
Events	
Stories	
Native Video - scheduled - premiere - Watch party - shared from another page	
Livestreams	
Groups	
Ads	

Hashtags	
Tagging	
Photos	
Graphics	
Polls	
GIFs	
Reviews	
Messenger	
Scheduling in Creator Studio	
Profile Photo / Cover Photo	
Facebook Pixel	
Verification	

Frequency

We will post on Facebook three times per week. [edit as necessary]

Day	Content Format
Monday (time)	*Awareness post with image*
Wednesday (time)	*Engagement post with video*
Friday (time)	*Conversion post with web link*
Third week of month	*We will launch our advertising campaign on our pillar topic for that month. It will run for 7 days.*

Community Management

We have clear ground rules for managing our community. [edit as necessary]
- o   We respond to comments Monday – Friday 9am to 5pm and check the Page three times per day.
- o   We will activate our Messenger responder from Friday close of business to Monday start of business with our helpline / out of hours number / call centre.
- o   We will seek to address constructive negative feedback, and promote and interact with positive posts and comments.
- o   We will escalate any issues to a line manager who can provide an official response.
- o   We will keep track of frequently asked questions and add them to our FAQ website landing page.
- o   In the most extreme cases, such as hate speech and threats, we will tell the user they have breached our abuse policy, screenshot their comment and then ban and report the user to prevent the incident from happening again in the future.
- o   Interactions with both positive and negative comments will always be personal, not sounding like an automated response service but an actual person behind the keyboard. We will adopt approach to increase interactions, and generate goodwill over time.

- o   During crisis period we will seek extra resources to manage this on an ongoing basis.

Metrics
We will measure the following data from Facebook. [edit as necessary]

Organic Metrics	Paid Metrics
Impressions	Campaign budget
Reach	Impressions
Engagement Rate	Reach
Post Interaction	Cost per result
Follower growth	Relevance score
Top performing post	Video views
Weakest post	View through rate
Video views	Click through rate
Total engagements: reactions, likes, comments	Cost per 1,000 impressions (CPM)

Governance and Oversight

We will ensure we remain on top of the policies and privacy settings of our Facebook assets. [edit as necessary]

Task	Details
Page Administrator (ensure access via appropriate means i.e. active Facebook profile	
Staff / Agency team with access to Facebook Page	
Facebook Group administrators/ moderators	
Credit card connected to ads account	
Authority to set advertising limits / launch advertising campaigns	
Facebook moderation protocol	
Facebook abuse protocol	
Facebook response protocol	
Reporting frequency and to whom	
Content approval protocol	
Branding guidelines	
Tone of voice guidelines	
Facebook Business Manager set up with all Facebook & Instagram assets added	