



## FACEBOOK POSTING GUIDE FOR LOCAL AND STATE LEAGUES

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Facebook is an easy way to communicate with both your members and the public at large. Through a Facebook page, you can help the public to become more involved with your League, educate them on the issues you're working on as well as the League's positions on these issues and move them up the ladder of engagement. In addition to engaging new fans, more and more of our traditional membership is becoming more involved with social media channels like Facebook ([Forbes](#), 5/2013).

### GOALS

To engage with your fans, your goals for your Facebook page should be –

- Elevate the good work your League is doing
- Highlight the impact your League and other Leagues are having across the country
- Share information on priority issues
- Increase engagement by sharing information and fostering dialogue on your page

### POSTS

Your Facebook posts should update your followers on your League's progress at the local, state and national levels. As a general rule, each post should include a link outside of Facebook and should share information that a) points back to your website; b) quotes or cites your work; and c) quotes/cites LWVUS or state/local League work, or redirects to their Facebook pages. These practices will help engage more people with your materials, including your website, and with your position on the various issues that concern the League. Also consider sharing materials or resources from your coalition partners or interesting articles that do not directly cite the League, but be sure these materials focus on the League's priority issues. Sharing such content builds goodwill with fellow organizations and avoids the appearance of being shamelessly self-promotional.

It is important to make sure that the content you share communicates the messaging you're trying to send on a given issue. For example, you wouldn't want to share an article that talks about "voter fraud" because voter fraud is not a message frame that the League likes to reinforce. Additionally, it is important to include introductory text and context when sharing links to introduce and frame the content being shared.

Types of content to consider sharing –

- News articles quoting or citing your League or other Leagues or on priority issues
- Blog posts by your League, other Leagues, and partner organizations
- Press Statements
- Photos/Videos
- Political Cartoons
- New resources from your League, other Leagues, or partner organizations
- Action items



Your Facebook page should not be the place where you promote internal League events and meetings. Rather, it should speak to members and non-members alike. Ultimately, we hope most of your members are following your activity on Facebook, but your priority should be to make your page accessible to someone who is new to the League and may not know the intricacies and nuances of membership to the League.

To help you keep an eye on what other Leagues are sharing, we've put together [a list of all the state and local Leagues we know of who are on Facebook](#).

### **TONE**

To engage fans, the tone of posts should be relatively informal and conversational. Invite fans to comment or respond to a question, tag themselves in photos you've posted, share or "like" your posts, etc. Your Facebook page provides a way for your fans to get to know you, so, you need to show some personality.

Facebook is meant to be a dialogue, and fans expect to be treated respectfully and not just "sold" information and materials from the pages they follow. The League has a natural constituency on a channel like Facebook and is held to a high standard by the members who have 'liked' us. Therefore, it is important to respond to requests that come in via Facebook in a timely manner. Show your fans that you aren't just pushing information to them but are available to answer questions and eager to hear from them.

### **FREQUENCY & STAFFING**

Each League will decide what is within its capacity, but we recommend posting at least 2-3 times a week to make sure your fans remember you're on Facebook and come to expect updates from you. Once you master that, you can kick it up a notch and try to post daily. We recommend not posting more than a few times a day so as not to overwhelm your fans.

If you are planning to post more than once a day, separate the posts by a few hours so that they're not in competition with one another. You should vary the time and days of your posts to see what works best for your audience and adjust accordingly. Posts can even be scheduled ahead of time so you can plan ahead. To do this, click on the clock symbol when posting and you'll be able to alter the date and time for posts to publish. This can be a great tool to make sure you don't forget major holidays or anniversaries (if you have scheduled posts, and there's a national emergency, it is important to remember to turn off your scheduled content). It is important to note that not every one of your fans will see each of your posts due to Facebook's algorithms, so it is okay to repeat content from time to time, particularly timely actions items or newsworthy articles.

Anyone who is made an administrator of the League's Facebook page can post as the page when signed-in through their personal pages, or you can log-in and then switch to using Facebook as your League. To use Facebook as the League, go to the gear at the top right of the page and select to use Facebook as the page. Once you've done this you can not only post as the League on the League's page, but you can also post and interact with others on Facebook as the League.

This is a great way to interact with your partner organizations or to share their content from their pages onto the League's page.

It is up to your League to figure out what works best in managing your Facebook account. Do you have members who love social media and want to volunteer? This is a perfect responsibility for them. Perhaps others can help identify content to highlight. If you don't have an obvious staff choice, you can rotate the responsibility to see if certain members are more adept: Do they get more interactions and fans? Do they have more time to devote to it? Do they enjoy it? A great place to start is to gather what you know is coming up and create a social media calendar so that whoever is managing the account knows about different events or press hits that are in the works and can make sure to highlight them appropriately.

### **GROUND RULES**

One of the great things about Facebook is that it is public and allows for an active dialogue on any and everything. This means there are opportunities for interactions to occur on many levels, such as between Leagues and their fans as well as between followers who converse or debate one another. As a general rule, we recommend not intervening when there is a debate happening on your page. In order to manage the interactions on our page, we've set some [guidelines](#) for our fans to follow. This sets ground rules for our page and lets our fans know what type of posts we'll remove from our page. We recommend that other Leagues use this as a guide to setting their own parameters.

### **EDITING LINKS**

When posting a link to Facebook, you can control much of the content that is autogenerated. You can click on the title and the blurb underneath the title and edit what shows up. If you hover your cursor over the article, the parts that are editable will be highlighted in yellow. You may want to do this to highlight a pull quote in the article from a League member or to remove extraneous information that autofeeds in. You may also be able to choose from multiple images for an article, or opt to remove the image that autogenerates by selecting "No Thumbnail."

If a link you are inputting does not autogenerate with a title or blurb in place of the URL, you need to run it through the [Facebook Debugger Tool](#). This tool will strip the code and process the information. Once the link has been stripped, you should be able to input the original link into Facebook and have it autogenerate correctly.

### **TAGGING**

On Facebook, like Twitter, you can tag or mention other organizations that you're working with. You can tag an organization or media source in your posts by first "liking" them and then typing their page name prefaced with an "@" sign. Facebook should autogenerate the page name after a few letters. This will create a link to that organization's Facebook page within your update. They will receive a notification that they've been tagged in your post, and your post may show up on their Facebook page depending on their settings.

You can "de-tag" your page, if you'd like to remove a link to your Facebook page from another organization's post.

## **ANALYTICS**

Facebook provides insights for all fan pages that receive over 30 likes. Facebook periodically changes how its insights work, but its Insights page is a good starting place to see how your posts are performing. Through Facebook Insights you can see your fan growth, as well as how each post performs. The best analytics that Facebook provides are “virality” and “people talking about this” (or PTAT). PTAT is the number of people who created a story from your post in the first 28 days. A story is created when someone likes, shares or comments on your post. Virality of the percentage of people who have created a story based on the number of unique views of your post. An average virality rating is around 1.5 percent. Photos typically have a higher virality rating and therefore can drive more traffic to your Facebook page.

You can also use Facebook Insights to see the reach of each post and track what type of issues and posts perform better or if there is a time of day that performs better. The Insights help you learn more about your fans, including their age, gender, location, etc. and helps you build a strategy for how your League can most effectively use Facebook moving forward.

In addition to Facebook Insights, we recommend using [Crowdbooster](#), which can track both your Twitter and Facebook accounts. It can provide you with additional feedback and tips on how to better engage with you followers.

## **RESOURCES**

Our private [Facebook group for League Members using New Media](#) is a great resource to learn more about how to use social media to leverage your work. Group members crowdsource for answers to questions or to brainstorm new ideas. You’ll need to request to be added to this group.

Facebook also provides a number of great resource pages including [Facebook Marketing](#), [Facebook Pages](#) and [Non-Profits on Facebook](#) fan pages. These pages provide a range of information from how to set up your Facebook page to how to best utilize and optimize your page. While much of the information is more directed to corporations and larger organizations, they do a great job of putting together materials and holding webinars to discuss changes to Facebook. Facebook is still relatively young, and it changes often. With each change there are new opportunities for how groups can use Facebook. Their resources will help explain any changes and provide some basic how-to guides for Leagues that are interested in starting a Facebook page.

**QUESTIONS? CONTACT STEPHANIE DRAHAN – [sdrahan@lww.org](mailto:sdrahan@lww.org)**