

FACEBOOK POSTING GUIDE FOR LOCAL AND STATE LEAGUES

Facebook is a way to communicate with our members and the public at large. Through a Facebook page, you can engage the public to becoming more involved with your League, and move them up the ladder of engagement. In addition to engaging new fans, more and more of our traditional membership is also tuning in to social media channels, like Facebook ([US News & World Report](#), 8/2011).

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

POSTS

Through your posts you should be communicating with your followers regularly and updating them on progress made on issues at the local, state and national levels. As a general rule, try to include a link outside of Facebook on most of your posts and primarily share information that a) points back to your website b) quotes or cites your work c) quotes/cites LWVUS or state/local League work, or redirects to their Facebook pages. This will get people more engaged with your materials, including your website, and with our position on the various issues that concern us. Also consider sharing materials or resources from your coalition partners or interesting articles that do not directly cite the League, but focus on one of the League's priority issues. Sharing such content builds goodwill and avoids the appearance of being shamelessly self-promotional.

To recap, types of posts can include links to –

- News articles quoting or citing your League or other Leagues
- News articles 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

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 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 probably held to a higher standard from 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 available to answer questions and eager to hear from them.

FREQUENCY & STAFFING

Each League will have to decide what is doable, but we recommend posting at least 2-3 times a week to make sure your fans remember you’re on Facebook and so that they 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 2-3 times a day, so as not to overwhelm your fans. If you plan to post more than once a day, we recommend separating the posts by a few hours, so the posts are not competing with one another.

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? 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 could 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 realize 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.

RULES OF THE ROAD

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 fans who converse or debate one another. As a general rule, we recommend not intervening when there is a debate going on 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 actually control much of the content that is autogenerated. You can generally 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 autogenerated 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. They've changed how their insights work periodically, and may change them again, but it 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. You can use it to see the reach of each post and track what type of posts perform better or if there is a time of day that performs better. You can also learn more about your fans –age, gender, location, etc.

In addition to Facebook Insights, we also use and recommend [Crowdbooster](#), which can track both your Twitter and Facebook accounts. It can provide you with feedback and tips on how to better engage, including best times to post.

RESOURCES

There is a private [Facebook group for League Members using New Media](#) where we share articles and other information on social media. This is also a great place to crowdsource for answers to questions or to brainstorm new ideas. You'll need to request to be added to this group.

Another great resource is the [Facebook Marketing](#) fan 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, and 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.

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