Presentation on Facebook

The how and why of starting your post's Facebook page

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Agenda

- What is it?
- Why is it so important?
- Conveying the Why
- Getting Organized
- Facebook 101
- Chairman's Facebook Philosophy

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“Facebook” – What is it?

- A social media platform that people use to share: Content, Opinions, Insights, Experiences, Perspective and media.
- REAL interactions in REAL time.

“Facebook” – Is it a fad?

- No.
- Facebook has revolutionized the way we communicate with our membership on a personal level and help improve on activities/events at one’s post or community.
- It’s changed our expectations of how we brand who we are.

Why Is This Important for your Post?

- **Extension of donor relations –** research, stewardship, cultivation, connection.
- **Public awareness!** “We do such great work but, no one has ever heard of us!”
- **Transparency –** not operating in a silo.
- Public **accountability.**

Conveying the WHY!

- We know why WE do it but, do they?
- Can we make people care?
- Can you influence donations, volunteerism, attendance at events?

Using Facebook helps cut through the clutter and noise to convey your message.

Important Notes Before You Begin

- Technology is constantly in flux, and you will need to be adaptable.
- The work is never "done." You need to find balance.
- Connecting with your membership is never a waste of time.
- Don't compare your post to others – every post has a different audience!
- There is no silver bullet, magic strategy – there are best practices, tips and tricks, but there is no absolute solution.

Get Organized

- **Get buy-in** from Executive Committee
- **Define your goals and objectives.**
  - Raise money?
  - Secure new volunteers?
  - Increase Facebook traffic?
  - Build post brand?

- **Write down 3-4 goals for your social media campaign (can tie with overall marketing goals).**

Get Organized

- Sign up and secure all **URLs – be consistent.**
  - ➢ Facebook.com/post180VA
  - ➢ Twitter.com/post180VA
- Save **usernames** and **passwords** in a spreadsheet – have more than one admin.
- Follow/Like **organizations with similar missions** and programs.
- Follow/like/share from other **posts, Departments, National HQ**

Facebook 101

- The place where Legion Family members go to connect/reconnect with fellow comrades.
- People come to Facebook to **make personal connections** and to **have fun.**
- **Strategy –** Help members and supporters feel more connected to your post; how them who you are as individuals.; help them connect to each other.
- Share **“behind the scenes”** photos and videos, ask questions, share compelling statistics, events, and success stories.
- **Easy, light, fun.** Include media with all posts – links, photos, videos

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Chairman's Facebook Philosophy

- **Facebook is a TOOL** – it is not a silver bullet.
- You still need a **compelling cause and good message.**
- **Integrate it** with an overall marketing campaign, just as you would with other tools (direct mail, newsletter, website, etc.

Chairman's Facebook Philosophy

QUALITY over QUANTITY – one quality Facebook post per day (or every few days) is worth more than 100 posts that get you unliked or unfollowed.

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THANKS FOR WATCHING

QUESTIONS?