



FACEBOOK PAGE BEST PRACTICES



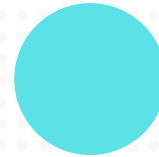
Profile Photo

Your profile photo should be your logo. It should fit inside the circle with nothing being cut off. The profile photo clearly communicates what organization you are.



Header Image

Your header image should include text that explains what you do or perhaps an upcoming event. Include a CTA that can be completed with the CTA button!



CTA Button

The Blue Call to Action (CTA) button should be a link that supports your main goal. It could ask people to donate, sign up to volunteer, or any other goal you have!



Page URL

Ensure you set a custom Facebook URL that is easy to remember and clearly shows what organization you are.



About Section

Your about section should have your location, phone number, hours and more information. Ensure this information is correct and up to date.



Verify Your Page

In your Settings, verify your page with your phone number. You'll get a grey check mark next to your page name and people will know it is the official Facebook Page.



Our Story

Write a short description of your organization. It could include your Mission, Vision, Values and links.

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FACEBOOK POST BEST PRACTICES



Align Your Goals

Look at your strategic documents and identify your main goals - develop your user personas based on these.



Use Photos

Include a photo or engaging graphic – posts with images are much more engaging than plain text. This grabs attention and lets them know what the post is about.



Keep it Short

Don't make a post too long if it doesn't have to be – use descriptive language to keep the reader engaged so they don't scroll past.



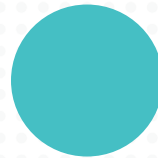
Use a CTA

Have a clear Call To Action (CTA) that aligns with your goal – ask for people to sign up, donate, or even just like and share!



Interaction!

Like, comment and interact with the pages of other organizations – and remember to reply to comments on your own posts!



Less is More

It's more important to have fewer high quality posts than several low quality posts.



Ask for It!

Ask your followers to like, comment, and share your posts to increase engagement. This also tells the Facebook algorithm that they are interested in your content so they'll see more of it.

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FACEBOOK TIPS & TRICKS



Check your Insights

Treat your page and posts as an experiment and see what's working and what can be improved!



Use Events!

You don't need to host an actual event, but events are a great way to communicate with followers and advertise your cause.



Mind the Algorithms

Remember that Facebook's algorithms will suggest or remove your posts from people's timelines so not everyone may see your content.



Use Free Services

Graphics: canva.com
Free photos: pexels.com
Pixabay.com, Unsplash.com
Scheduling: buffer.com,
hootsuite.com
Content alerts:
google.com/alerts



Re-Post

Interacting and building community is important. Re-post from organizations you support is an easy piece of content!

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FACEBOOK CHECKLIST



Have you fallen into a content rut?



Do you continually post on the same topic?



Are your posts getting enough engagement?



Do you strategical think about your audience or just post whatever is handy?



Do you wish you had more followers?



Are you reaching the right people?



Are you engaging your followers?

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