



Facebook Strategy Guide

The Facebook strategy of your organisation should define:

- a. the main aim of your social media presence;
- b. the parameters for what it will deliver; and
- c. how it will be delivered

The tactical plan, defines how the strategy will be delivered (the channels, frequency, budget, resourcing & operational guidelines)

1. The role of Facebook in your wider communications strategy

- Your Facebook strategy should align with but also add to your wider communications strategy.
- Social Media is different to traditional media because it's *social*. Think about how you can engage with your community to make your Facebook presence worthwhile.

2. What do you want to accomplish

- Goals define your high-level aims and objectives use SMART criteria to ensure each goal has a measurable set of criteria against which to evaluate progress.
- The SMART criteria is a sensible option because it encourages a practical approach to achieving the goal, rather than something that sounds good but lacks feasibility.

Specific - in terms of what needs to be achieved

Measurable - so that progress can be tracked and evaluated

Achievable - so that your team has a realistic chance of success

Relevant - to your business so it's aligned with overall business goals

Timeframe - within which the objective must be satisfied

For example:

I wish to grow my Facebook page from 200 likes to 1,000 likes by 31 January 2017.

1. Specific – grow the page
2. Measurable – from 200 to 1,000
3. Achievable – maybe link back to the FB data analysis and why you think this is achievable
4. Relevant – because we need a wide exposure to assist our community
5. Timeframe – 31 January



3. Who manages the page and content?

- Think about having a social media committee within the organisation with a mixture of creative, tech savvy, and engaging individuals to be included in creating the content to be shared and discussed
- Who manages the day to day maintenance of the page?

4. Target audience

- Identify your ideal audience. While you may want to reach everyone, think about who specifically might benefit from engaging with your organisation. You may even have a primary and secondary target audience.

For example:

Primary audience = youth

Secondary audience = parents of youth

5. Identify key partner organisations

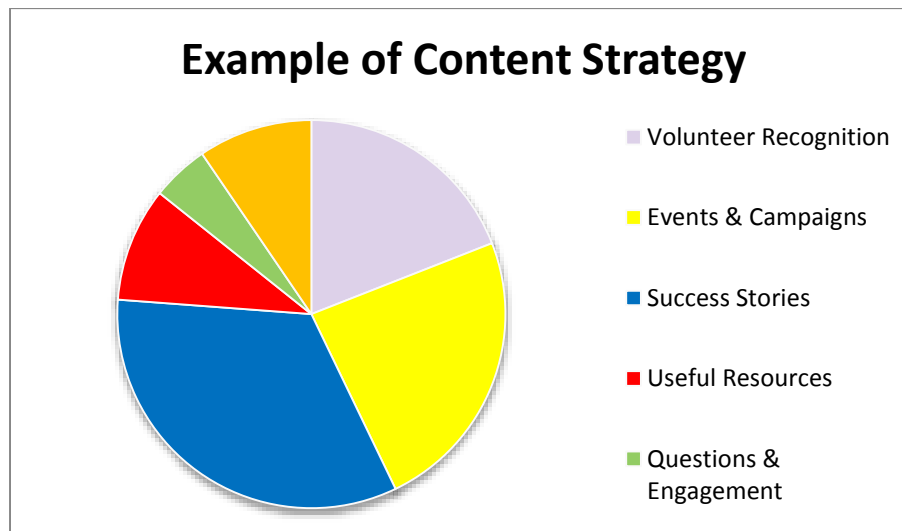
- 'Like' (as your page) the pages of your partner organisations and check for aligning content you could share or comment on
- You can feature your partner organisations page on your page

3. Like the page as your page

4. Settings → Featured → Add Featured Likes → Chose the page → Save

6. Content Strategy – what will you post about and how often?

- What type of issues is your community facing? Is there the ability to solve these through the way in which you utilise social media?
- Think about what advice you can give and what stories you can tell
- 3 – 5 post per week



7. How you plan to engage you followers

- Ask questions
- Keep it current
- Don't focus on just one feature (posting a status), but use a variety of posting features to ensure that the followers remain engaged.

8. Track and Measure your results

- Use Facebook analytics to measure progress
- Create a spreadsheet to record important data
- Engagement is a better measure of success than likes on social media. What type of interaction is occurring on the page (likes, comments, shares) – and what is the value that we associate to the various methods of interaction.

9. Celebrate your Success

- Post if you reach 500/1000/2000 likes. Thank your community
- Thank your volunteers / staff / community
- Show the impact you're making