networknorfolk

**Social Media: FACEBOOK - Tips and tricks**

- **Use the right tone.** When using 'social' media it's okay to be a little more informal. Especially when replying to comments. Don't forget to sound human.
- **Show your face/faces.** It is FACEbook after all!
- Do your best to **respond to comments.** Be normal, friendly and build relationships.
- **Don't be spammy.** Make sure your page isn't just one big sales pitch.
- **Get involved**. Join in with what's going on in the world / social media.
- **Keep an eye on current affairs**. Something, entirely harmless, you scheduled last week could be insensitive in light of an event that happened today. Be aware. Don't just set it and forget it.
- **Try to be you**. Although you might be posting as a church or organisation, people will connect more with a human touch. One way to do this is use your name or initials when replying to comments. Reminds people there is a face behind the screen.
- **Be consistent**. With regular posts, replying to comments and tone.
- **Be normal**. Don't go super broadcast mode.
- **Ask Questions**. Engage with people. Also can provide valuable feedback and greater understanding of your audience.
- **Start Discussions**. Be social. Also, the best way to get your posts seen by more people is to get people talking about them.
- **Use links**. Points people back to your website. Also easier to track clicks.
- Show **behind the scenes**. People love it.
- **Talk to other churches / charities.** Communicate, support and promote other like minded organisations.
- You don't have to create all the content you share. **Curate or DJ**. Share content you find helpful/ interesting (especially content related to your community).
- **Use testimonies**. Let them hear it from someone else. Quotes always better with a name, best with a face.
- **Scheduling the daily/weekly posts** helps keep regular updates and gives you time to engage with comments and post 'off the cuff' as things come up.

**Post types: Here are some ideas of what to post**

**Day specific:** Share a post for a day of the week. E.g. Post a sunrise on a Monday and wish people a good week. Or celebrate that Friday feeling.

**Join trends:** join what's already going on, Wallpaper Wednesday, Testimony Tuesday or Throwback Thursday (Great for posting old pictures).

**Team:** Share a member of your team or a volunteer each week so people can get to know YOU better.

**Share:** Share relevant posts, articles, news.

**Tell Your story:** Bit by bit tell your story. Who you are, why you do what you do and how it all got started.

**Blog posts:** Blogs allow you to share your knowledge, promote your events and link back to your website.