

# Using Facebook to Engage, Enlighten and Inform



**Design an Engaging Cover Image:** A picture is worth a thousand words. Your cover image speaks volumes. Make sure that it is relevant and consistent with Soroptimist style, voice, and brand. Show pictures of volunteers in action, engaging in community activities, and event photos. Photos of award recipients are also engaging, as well as your meeting speakers.

Be creative and keep it fresh. Switching your **cover image** often helps increase your engagement since photos are the most often shared and most “liked” on newsfeeds.

**Build relationships with your fans - give your fans what they want.** Do not push an agenda on them- keep consistent with Soroptimist goals and values- do not post political agendas. You should be showcasing the good community and global work your club is involved in. Promote your events and remember:

## 70/20/10 Rule

- **70% value content-** The majority of your content should add value to your community. Add content that is interesting, informative, entertaining or inspiring.
- **20% Shared content.** This could be posts from other clubs, organizations, or posts from your community.



Soroptimist Founder Region shared Soroptimist International of Central Solano County's post.  
January 2 at 7:39pm · 🌐



- **10% Promotional content-** This is where you promote your events, or donor drives, or other Soroptimist events.



**Images, images, images:** Use images with your posts. Images have always ruled on Facebook. Images are the most “liked” on Facebook, and images that tell a story get more engagement, which equals more shares. Have your members share the posts on their own Facebook pages for even more of a public awareness impact. When sharing a link be sure to include a thumbnail photo with the link- it will generate **20 percent** more engagement than just a link alone.



**Keep updates short:** Facebook updates should be between 80 to 100 words, for the highest engagement. Facebook users are skimmers.

**Schedule updates:** You must be consistent in your posting. Calendar to post about 3 times a week, or more. Think about frequency and timing. Facebook pages are different than websites; they are meant to be engaging, and fluid.

Note on images: Be sure that you have permission to post photos on Facebook from your award recipients and others. Sometimes our recipients are dealing with sensitive issues, such as abuse, and we want to be respectful of everyone’s social media comfort level. Also, when using photos of minors, you must have parental consent.

A compilation of Facebook tips from various sources 2018