

Facebook Best Practices

“Social Media is the town square of the 21st century. How do you get people excited about the good work you’re doing? –That’s what Facebook is for!” –Clayton Scrivner, PR and Marketing Manager, Salt Lake County Parks and Recreation

Facebook has over 2 billion users -80% of internet users have Facebook. 1/3rd of the planet uses Facebook.

Facebook Tips:

1. **Every post on Facebook is permanent.** Be very intentional about what you share. Even if you delete something, a citizen can screenshot it and use it in a negative way.
2. **Have a pilot and copilot for every post.** Make sure every post is read twice to check for errors and relevancy.
3. **Respond to questions, not comments.** Do not engage in negative discussions except to set the record straight. IF responding to a negative comment, respond with a short fact and then encourage one-on-one contact with the office. Then, pull (or hide) post if it gets out of control.
4. **Have a Use Policy.** In bylaws state: “if you are vulgar or off-topic your post will be deleted”.
5. **Post good news.** Every post you put up is another page in your department’s story. Think about how you want that story to be told.
6. **Create opportunities for engagement.** Prompt users to take some action on your posts. They will not engage unless you **ask them!**
7. **Always try to include an image or video.** If you do not already have a graphic for initiatives, create one. It will exponentially increase the likelihood that viewers will follow links to your source page.
8. **Be proactive.** Post about pre-empted public concerns. Tell your story before someone else tells it for you. Be educational.
9. **Use Facebook tools.** Facebook naturally boosts posts that use their built-in tools like Events, Surveys, Recommendations, and Messenger.
10. **Post 3-4 times a week.** Try to post during peak times when your audience is using Facebook. If you are not available during those times, schedule your posts ahead of time.
11. **Make it personal.** Viewers like to see pictures of the staff and the office. They want to hear about our motivations and our success stories.
12. **All content should support our mission statement** – to work with established neighborhood groups, and with individuals who wish to start a neighborhood organization, to help strengthen and improve Knoxville’s neighborhoods.
13. **Post puppies and babies whenever possible!**