

# Social Media 101 Handout

## FACEBOOK BASICS

### Why Every Troop Should Have a Facebook Page

With a Facebook Business page, you create trust with your potential members and prospects by listening and engaging directly with them, create and strengthen your brand, increase your marketing, and have fun while doing it.

Highlighting the human factor of your troop is what creates strong relationships between members and your business. Facebook helps facilitate these emotional connections on a larger scale before or after a troop visit.

- Over 1.10 billion people use Facebook and 751 million are mobile.
- 78% of consumers trust peer recommendations.
- Facebook is popular with all age groups.

#### What are Teens using for social media?

- 41% polled (2015) use Facebook
  - 20% use Instagram
  - 11% use Snapchat
  - Boys use Facebook most often
  - Girls use Instagram and Tumblr
  - Older teens, ages 15 to 17, use Facebook, Snapchat, or Twitter
  - Younger teens, ages 13 to 14, use Instagram
- Your Facebook Business Page appears in Google Search.
  - It has easy-to-manage photo albums - a picture speaks a thousand words.
  - You can manage the page yourself; or you can share the management of the page using the administrator feature.

### What's the difference between a Facebook page and a Facebook profile?

Facebook profiles are for personal use and you are only allowed one profile per user. You can always recognize a profile page if you see the "friend" option because only personal profiles have friends. Profiles can only have 5,000 friends. Facebook Pages were designed to be used for businesses and you can create as many Pages as you like. Facebook Pages have a "like" button. Pages can have unlimited fans.

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Every Fan page must be created with a person's personal Facebook profile. That person's profile will then be Manager for that page. To transfer the page to a new profile, simply add an admin of the person will be "own" the page and then remove the original manager's name as admin. The page ownership will automatically transfer to the new Admin/Manager.

## **Objectives for your Social Media:**

### 1. Building Brand Awareness

Social Media allows for a wide reach (how many people “see” you). It will allow people you never considered approaching to interact with you. If you showcase how great your troop s, educate and provide relevant information you will build trust.

### 2. Adding Events

Facebook is the accepted avenue for creating and promoting any events your troop might have. You can send out reminders and alerts in real time about your event. One of the biggest reasons people attend events is for the other people going. FB allows others to see what events their friends are going to and to join in. This can drive higher attendance and awareness of your event.

### 3. Embracing Social Media to Build Your Sales Pipeline

More people are on Facebook – the perfect opportunity to get more eyeballs on your troop. Conversations about your business is happening on Facebook, so don't lose out on opportunities!

### 4. Getting Your Community to Take Action

There is a high level of interaction on Facebook and is a perfect opportunity for your troop to talk directly with your potential members. When one person says on their FB page that they love your troop and tag you, all of their friends see it, building more awareness.

## **What To Post**

- 20% shared content
- 70% fun, interesting, helpful content
- 10% your own troop content

Mix up your posts with just copy and some with a photo and keep text under 40 characters. Your audience has a VERY short attention span!

Be human in your posts and comments – show people that you are an actual person posting for your troop.

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## When to Post

In general, it is best to post during times when your fans are not at work, or taking a lunch break.

- Posting should be at least once a day, and every day.
- This depends on your audience! Some links posted between 1-4 pm result in highest click-through rates. Other pages the fans are online first thing in the morning only or in the evening only.

## Use the Right Voice

At the top of your page is the option to change who you're posting as. Pay attention to this, as it could result in some awkward mishaps.

## Add Tags

Tagging posts allows those people (and their friends) to see your post, hence more visibility.

Tagging a business page helps them to see your post about them and lets more fans see both your post and the other business's page.

To tag you simply type the @ symbol and immediately type in the Person or business and it should show up as you type. Select the name you want and you have now tagged your post.

## Time Spent Per Day

Facebook is a use it or lose it tool. If you don't post, your fans will never see you. The best way to get great reach and engagement is to post EVERY DAY.

Every day: log in to FB first thing in AM and check for messages, posts to your wall or responses to your comments on other walls. Check your news feed (click Home when you are using FB as your page) for wall comments to like or comment on.

Like other fan pages AS your page: local community pages, local businesses you want to connect with, and pages you think your audience would be interested in or frequent. Regularly go to these pages AS your page and like their posts, comment on them and share. This will keep these pages in your news feed (the posts that appear when you click on the Home button at the top of Facebook)

Make yourself indispensable as helpful to other people's posts where they are asking for help or suggestions. You can get a lot accomplished with time in the morning and time in evening doing this. Even a few minutes here and there each day soon adds up to create significant engagement.

## Don't Over Do It

Be mindful of what shows up in other people's feed. Most people don't know how to filter out when you like or post and if you post to 5 pages in 10 minutes that fills up their feed and is highly annoying. They might just unlike you for that – so just be cautious when you post on group pages or business walls. Spread out your posts over a few hours or days to avoid what I call "post vomit" on other's feeds.

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## Engagement

One of the best ways to increase likes and engagement (having people comment, like or share your posts) is to have a contest, a giveaway or a sweepstakes.

### HOW TO GET ENGAGEMENT – Basic steps

- Respond to fans
- Ask questions
- Share diverse content
- Share photos
- Tag other pages
- Use the highlight and pin to top features
- Promote posts and target them

## Business Page Basic Info

Make your profile your logo. Simple and effective images that are clear, concise, and easy to see are best. Add troop contact info in the descriptions.

Your cover photo is your ultimate opportunity to convey your branding message. Add troop contact info in the descriptions.

### Communicating As an official BoyScout org

It's easy to not deal with people face to face on Facebook (ironic!). Try to treat every customer as if you were looking at them face to face. Always keep in mind that you are representing BSA. Responding quickly is key – people expect to be responded to immediately on Facebook.

### Add Links to all of your Communications

Add your Facebook and Social Media links to ALL of your communications: Email signature, business cards, website, etc.

### Share Your Page

Make a habit of sharing your webpage with your email contacts and your Facebook friends every once in a while. Don't over-share but it is good to get your page out there via email and Facebook!

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## Have Fun

The most important tip is to have fun! It's all about socializing after all, so have fun with it and you are likely to get a great response!

## Handy Tools

Bufferapp.com - manage posting of social media

Hootsuite.com – manage posting of social media

<http://www.swayy.co/> - discover content to use

<https://lastpass.com> – a password manager

<http://compfight.com/> - find images

<http://www.picmonkey.com/> - and canva.com I use these every day to edit pics or make graphics

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