

Facebook Content Best Practices

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1. Be Consistent with Activity

- a. **Set a goal** for how often you want to post. 2 posts a day is ideal industry goal, but not necessary,.

2. Be Professional

- a. Use **grammar correctly, capitalize and use punctuation**. Represent Conklin with your excellent literacy!
- b. **Stay neutral** with political and religious posts
- c. Stay appropriate with other content

3. Broaden your Content:

- a. Design and share branded content to reflect events/seasons/etc
- b. Share videos/customer photos with customer permission (try interviewing or going live if your customer is outgoing and comfortable)
- c. Share **local events** that have high RSVP's and may crossover with our audience. (examples: family friendly events, community events like Third Thursday, car shows, chili cook offs, etc.)
- d. Share **local businesses** you like who have followers that may crossover with your customer interest
- e. Share **professional images/assets**, from similar or relevant organizations, stay current with their events.

4. Follow Posting Guidelines:

- a. Come up with a **set of hashtags** to use, copy and paste them to a notepad on your desktop, use the same hashtags on every post and add a few unique ones that relate specifically to that post. Think of hashtags that are relevant to our customer demographics.
- b. **Link** to as many things as you can think of.
 - i. **ALWAYS LINK TO YOUR WEBSITE**. Link to various pages.
 - ii. Tag your store.
 - iii. If you're sharing another event, business, store, etc. tag the hosting organization's FB page
 - iv. If you're sharing a local event or news article, provide a link to the website for the hosting businesses or newspaper
 - v. Tag Facebook friends
- c. Videos - the better photo
 - i. Ideally have someone film you. If that's not an option, speak loudly and clearly into the phone and make sure the wind or surrounding sounds aren't loud or distracting.
 - ii. Live is great! But make sure you're doing a run-through before you go live to avoid stumbling over your words or going blank.
 - iii. Follow the same guidelines for photo captions (caption with good grammar, link, tag people or businesses, hashtag, always link to our website).
 - iv. Consider how you're storing photos and videos. Is your content stored into clear albums so customers can access that media later in an organized way?
 - v. Always link to the website