

INCREASING YOUR ORGANISATION'S FACEBOOK PAGE REACH

1. SHARING

To RHSV Send events and/or interesting posts to marketing@historyvictoria.org.au to upload to our Facebook as we have over 7000 followers (as of 15/06/2022).

On personal facebook pages. Share posts on your personal facebook page, and ask other members of your group to post on theirs as well (if they feel comfortable).

On other groups on Facebook. Check what community groups are in your area.

2. FREQUENCY AND TIMING

Posting at least 3 times a week. If you can, post at least three times a week. A variety of posts. Events, candid photos of people and activities, articles, objects etc... (and any other ideas).

Timing. Think about when your followers will be most likely to be on social media. Popular times for RHSV are 10am, 12pm and 2pm. Keep an eye on when you get the most engagement.

Scheduling posts. You can use Facebook Metabusiness Suite to schedule posts (if you like we can discuss this at the next meeting)

3. TYPES OF POSTS

Vary the types of posts. Keep in mind people like to see a variety of content including videos, real life photos from day-to-day, historical photos, articles, events, shares from other organisations, finds from your collections.

Videos are best 1 - 5 mins.

Keep an eye on the RHSV Facebook for ideas.

Get creative.

4. ASK QUESTIONS (OR "CALL TO ACTION")

Known in the marketing world as a "Call to Action"/or CTA, this could be a question you ask at the end of the post to engage your audience. What are your thoughts? Leave a comment below.

5. LENGTH OF POSTS

The shorter the better

6. MENTIONS AND HASHTAGS

Mentions @ When you are hosting an event with another organisation, or releasing a publication, or any other reason, make sure you mention the organisation in the post. You can find their “handle” (or facebook name) on their page. If you mention them then the post should automatically go on the other organisations facebook page or they will be asked to approve the post. Keep in mind that pages have handles but groups don’t, so if you are hosting with a group, please ask them to also share the post directly in the group

Hashtags - are not so relevant on facebook as people don’t search by hashtags like they do on instagram.

7. WEBSITE

If you have a website make sure that a Facebook button is somewhere on the website that links through to your Facebook page.

8. BOOSTING CONTENT

1. Go to your Facebook Page. ...
2. Scroll to the post you want to promote and click the blue Boost Post button below the post.
3. Select the goal for your boosted post.(see below)
4. Choose what the call-to-action button in your Facebook ad will say. ...
5. Choose the audience for your boosted post.

Goals for Facebook posts:



Automatic



Let Facebook select the most relevant goal based on your settings.



Get more messages



Show your ad to people who are likely to send you a message on Facebook or WhatsApp.



Get more engagement



Show your ad to people who are likely to react, comment and share.



Get more website visitors



Show your ad to people who are likely to click on a URL in it.



Get more leads



Use a form to collect contact information from potential customers.



Get more calls



Show your ad to people who are likely to call your business.