

Facebook Page Guidelines

Written by Junaid Ahmed

Our Facebook Page was dead back in 2015. Since then, we've unified our content and increased our efforts to connect with users. What were the results? We managed to increase our Facebook Page engagement by 627% from September 2015 to January 2016. This is a big achievement! We need to keep the ball rolling. Here are some guidelines to maintain our success on Facebook.

-Timing matters: for maximum reach, our content should be posted during **prime activity hours**. Admittedly, it would take some complex work in the realm of algorithm studies to determine when exactly this is. Based on my experience, I've found that **the best times are between 6-7pm Monday through Thursday**. Research from Optimizely seems to backup my claims:

See here for the report: <https://blog.optimizely.com/2015/07/08/how-to-find-the-best-time-to-post-on-facebook/>

Hootsuite has also done a roundup of recommendations by social media research sites here: <https://blog.hootsuite.com/best-time-to-post-on-facebook-twitter-instagram/>

^^You'll see that another accepted time is Thursdays and Fridays from 1-3, although we have to consider that this result likely applies to people who work from 9-5 and are seeking something to distract themselves with during afternoon down time. While this demographic does apply to some of our members, it's important to consider how many of our members are students with erratic schedules.

I'll stop myself from spending too much time on this topic (you can check the web for yourself - social media analytics is a booming industry), so here's the takeaway: Post on Facebook during prime activity hours, which are evenings from Monday to Thursday. You'll see on the Hootsuite blog that **a Facebook post will receive 75% of its engagement in the first 5 hours – which means it would be a waste to post something late at 11pm or midnight**. Posting in the early evening allows enough time for our content to receive the attention it deserves.

-If you would like to post a martial arts-themed article, whether it is an informative read recommended by Tominaga Sensei or something one of our members have come across (documentary piece or news item, for example), **then post it through MailChimp. In the campaign options, make sure you select "Auto-post to Facebook."** In the description box you can add a customized message to give some meaning and clarity to the thumbnail that will show up on Facebook. It's important to keep Facebook and MailChimp linked so that we maintain uniformity in our communications. People will appreciate how easily they can access our club's news and information. This is a great way to maintain and improve our customer service rep.

Album Posts:

-When posting a collection of photographs on our page, remember to do each of the following:

1) Tag the location. This is how we build good relationships with our partners and expand our reach on Facebook.

2) Upload three or four appealing images before the others – these will end up being the thumbnails of the album post. These photos will represent us and our experience so make sure they're cool! You also have the option of thinking about how these images will work with the description (see below).

3) Have a cool description that represents our brand and the collective experience of the photographed event. The uploader doesn't need to be the one responsible for writing the description, but he or she is responsible for ensuring that the description is included at the time of posting. Ideally you will have a designated writer or writers on the Exec Team who will handle this sort of thing. Whoever ends up writing the description: remember to put some thought into it! You don't necessarily have to post the first thing that comes to mind. Try to think of a description that will hook your viewer (without being cheap). Bonus points will be given to the writer who references the thumbnails in the description.

4) Tag as many people as you can in the group photo. Input these same tags into the album as a whole. If you don't see the album tagging option as you are uploading, it will be there on the top right once the album has been uploaded (right next to the "Edit" button). Tagging people is one of the easiest ways for us to get our Page to travel across Facebook, beyond the users who have "Liked" our page. It's a simple task with big marketing returns!

-Respond promptly to inquiries. Don't leave our potential members hanging! Give them detailed answers and make sure you write back to them in a positive and friendly voice.

Future Strategies:

Facebook is now often treated as an interactive 411 directory for businesses. Since we're already planning to sell club-branded merchandise, we should consider initiatives such as "Like our page to receive item X for free." This kind of program works great for live events such as the Club's Day Fair. It has the double reward effect of 1) bringing activity to our Facebook Page and 2) promoting our brand to a crowd of people looking for cool new campus groups to join.