

Facebook for Social Enterprises

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www.3CisCreative.com

facebook.com/3CisCreative

Numbers That Matter

25

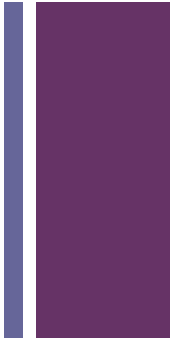
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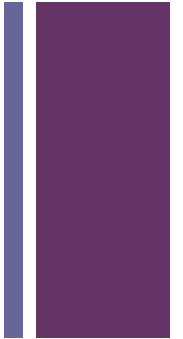
100

+ Post Regularly

- Plan the Posts in advance
- Use Facebook Scheduler
- Search for Good Content
- HootSuite (hootsuite.com)



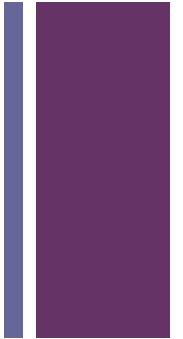
+ Advertise It



- Place the link on your website
- Print your URL (Facebook.com/YourMinistry)
- Place it in your email signature
- On business cards and event flyers

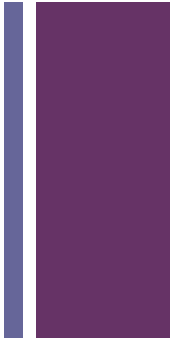


SOCIAL MEDIA CONTENT CALENDAR



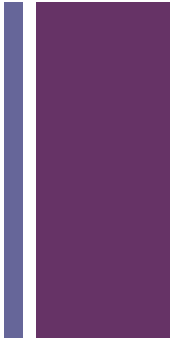
- Organize Your Posts
- Track Your Efforts
- Plan Ahead
- Post Frequency

+ Form a Team



- Define the purpose and message
- Solicit volunteers
 - Qualifications
- Necessary gifts of volunteers
- Oversight

+ Call to Action



- Write an brief description (150 characters or less)
- Write a long description (can be several paragraphs)
- Select a picture for your profile image
- Select a photo that is reflective of your work for your cover
 - * do not infringe on copyright laws

Now you are ready!

- <https://www.facebook.com/pages/create/>