Facebook Best Practices

- The best Facebook messages are social messages. People like to see and they will respond to pictures of people*, events and good will.
- Let the photos speak for themselves. You do not need a lot of copy to accompany a photo.
- You may click on the "Likes" to your post and it will generate a list of individuals who have reacted to your post. Beside their names is a button to invite them to like your page. This increases the number of people that see your messages.
- Tag other organizations in your posts, including all grant recipients listed in a photo or the location of your event. This increases the impressions for that post by as many people that are "liking" each page that you tagged. For example – You have 30 people "Like" your page. You tag "Meals on Wheels (@meals on wheels)" in your post. 657 people like the Meals on Wheels page, so you have the potential for 687 people to see your post!
- You may copy the link to the online donation platform for one of your funds and paste it in a Facebook post. Please avoid using the "go fund me" option in Facebook.
- Facebook offers the opportunity to Promote a page or Boost a post for as little as $5. This can be a good investment to get new people interacting with your page. You may use the target audience Facebook suggest (be sure to double check its relevancy) or you may specify the geographic area, gender, age, interests, etc., of those you're seeking to reach with your post/page.

*Signed releases are a requirement for each individual recognizable in a photo posted on the foundation's Facebook page. The link to this online or printable form is found in the Toolkit on the **QUICK ACCESS:** CKCF Forms page. Scroll down to the Multi-Media Consent section.

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