



Diocese of Palm Beach Office of Communications Social Media Tips

1. **Confirm your Facebook handle/username**

You will need to be an administrator to create a handle/username for your page. Your page's username will appear below your page's name and in your page's URL to help people find and remember your page. Click "create page @username" on the left side of your page, enter a username, click "create username."

2. **Complete the "About" and "Story" sections**

To get started click "about" or "edit story" to enter a description of your parish. You can enter information that describes your place of work, enter phone numbers, emails, website, hours, etc.

3. **Engage with your audience**

Like comments that are made, conduct "call outs," answer questions, and let your audience know this is a two-way form of communication.

4. **Conduct Research**

Do you want to drive traffic to your website, grow your followers, attract donors, or increase attendance at an event? Once you have completed research as to what your goals are, you can plan how to implement strategies to fulfill measurable objectives for each of these goals.

5. **Develop a Social Media Plan**

Once your research is completed, think of who your audience will be on each social media site. Decide who will be administering the content, how often you will post, and the marketing messages you are trying to convey.

6. **Study your analytics**

Use the analytics tools built in to social media sites to understand your audience. Take the time to review the "insights" that are provided through social media to learn when your audience is the most engaged, what content is the most viral, and which posts get the most traction. Build on this success and modify the posts that are less engaging.

7. Schedule posts

Take the time to schedule posts to run during the times where there is the most activity on your social media sites. Posting information that is not time sensitive, but relevant to your marketing pillars is an ideal way to schedule and share content.

8. Follow those you respect

Watch what others are posting and follow those you admire. Following other professionals that have the same vision as you, may spark ideas for collaboration or ways to share content (Diocese pages, USCCB, FCCB, CNS).

9. Tag entities in your posts

To increase the virality of your posts, tag the entities you are mentioning or that may have a vested interest in your story. If you are posting photos of others (with their permission), tag them in your post so they can share the information, “like” the post, or comment.

10. Use hashtags

To ensure the hashtags you promote are unique to your cause research the hashtag prior to promoting it. Query information or share information based on the hashtags that you promote for your organization.

11. Review what is trending

Is it #TBT and time to post a photo from the past? Is it #CSW and you have photos to showcase of your students? Find what is trending online and become part of the action.

12. Use graphics, photos, videos

A picture speaks volumes and uses no words. As people read less, they are paying more attention to videos, photos, and infographics which catch their attention.

13. Utilize Facebook events

Reach your audiences by using the “event” feature on Facebook. Those who are invited will be notified when updates are made and can easily share the event.