International Federation of Red Cross and Red Crescent Societies

TOP FACEBOOK TIPS

Social Media Awareness / Southeast Asia / 2015

1. Post regularly (at least once a day) at the popular time (for most countries and audiences, it is in the evening, 6-8pm)
2. Always attach photo/s
3. Include a link in posts
4. Include a call to action (click, like, learn more, share, donate etc)
5. Use ‘Facebook Insights’ (accessible through the Facebook administrators’ accounts) to monitor and adjust your content: what’s popular, when is the best time to post etc)
6. Plan and schedule content ahead of time (Facebook has an easy scheduling function)
7. Maximise two-engagement potential of Facebook: Ask questions, answer comments, seek community ideas, stories and feedback
8. If you make a mistake, apologise and correct it quickly and honestly!
9. Understand Facebook’s algorithm for determining what is most likely to show in people’s Newsfeeds (time of day is important, also, posts with photos are rated more highly)
10. Do not post anything that does not abide by the Movement’s seven Fundamental Principles
11. Do not post anything that defames another person – staff, volunteers or anyone else
12. Explore Facebook advertising for fundraising and promoting posts
13. Keep strategy in mind. Think about how Facebookcan used by your National Society to do the following:

* Promote your various programmes and activities
* Recruit new volunteers
* Educate people about important issues (e.g. how to prevent malaria)
* Communicate with the communities (ask questions, gather information, start conversations)
* Post updates during disasters or emergencies (make a plan for future possible events)
* Connect staff and volunteers to each other to batter organise and share information

# Need more help?

For any questions you may have on social media, please contact:

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