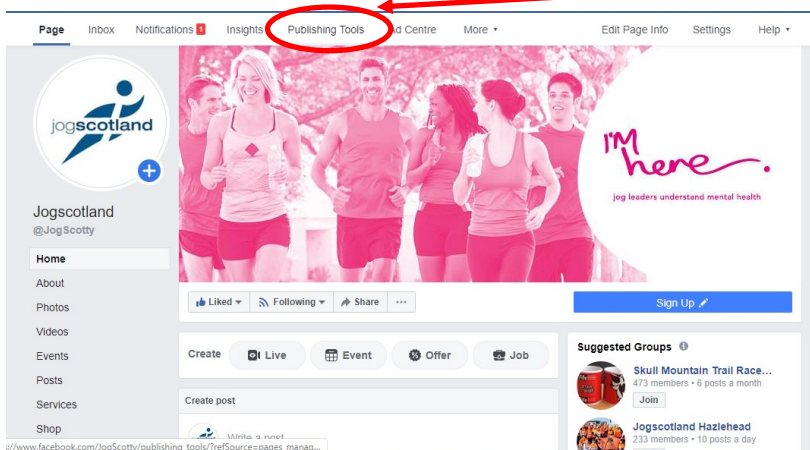




HOW TO.... CREATE AN ENGAGING FACEBOOK POST FOR YOUR PAGE

1. This can be different for everyone! One of the most important things you can do is to look at your previous posts and see what works best for your page. When you're on your page, click Publishing Tools



2. You'll come to a page like this, which lists your recent posts. Which ones got the highest Reach? (the number of people who saw your post) Which had the highest Engagement? (The number of people who commented, shared, reacted or clicked). In the Type column, you can see what kind of post it was—video, photo, text, a shared web link etc. This helps you work out what your followers are likely to respond to the most.

Published	Post	Type	Reach	Engagement	Promote
25/10/2019 20:45	BRITISH ATHLETICS EVENTS - VOLUNTEERING OPPORTUNITIES	Photo	3.3K	186 42	Boost Post
18/10/2019 20:45	RUNNING THIS WEEKEND? You're our hero! Not running this weekend?	Photo	7.8K	339 394	Boost Post
18/10/2019 13:47	QUICK READ! It's #WorldMenopauseDay and we've a	Text	3.4K	314 126	Boost Post
17/10/2019 20:45	GET YOURSELF SEEN! The nights are drawing in, and it's important to	Video	6.2K	490 177	Boost Post
16/10/2019 20:45	LISTEN IN! This episode of The Scottish Recovery Show podcast	Audio	1.6K	16 6	Boost Post
15/10/2019 13:56	Oooh! We LOVE this video from GO Festival Ayr - fireworks & air display	Video	2.3K	73 26	Boost Post
10/10/2019 16:36	Ted McPake was nominated for our SAMH Mental Health and Wellbeing	Text	3.4K	266 181	Boost Post

3. Think about who your audience is and what you want them to do. A facebook page (as opposed to a closed group) is not just a diary of everything your group does—it's a shop front for your group, an advert you can keep updating. You might have some followers who are regular runners; some who are occasional runners; some runners who got out of the habit of coming or are injured; some people who've thought about joining but are too nervous to start or not got around to it; some people on the periphery—maybe their friends or family jog with you and they like seeing the pictures. You want your posts to draw people in, to make them more likely to think about jogging themselves, more likely to actually come along and more likely to keep coming.

3. As mentioned, what works best will be a little different for everyone, but as general guidelines, some good things to include are:

- Images—posts with pictures are much more likely to catch the attention than just words. Photos that show lots of happy, smiling faces are better than distant shots of people running through a field. Colourful pics rather than dark ones—when taking photos in winter think about taking a shot indoors or in a well-lit area. Photos with people of all ages/shapes/sizes/abilities will encourage non-joggers that this might be for them.
- A ‘Call to Action’ - is there something you want someone to **do** when they see this post? Like your page? Click through to your website? Email you to find out about your beginners’ block? When possible, have a purpose to the post and spell it out.
- Include something that will make people share/tag/comment to spread your post further and find new followers who might become joggers — photos with lots of people might lead to people tagging themselves, then their friends will see the post. Announcements, like a new beginners’ block, might lead to people tagging their friends in the comments to encourage them to take part. You can even be shameless and just make your Call to Action “Please share this post to spread the word!”

EXAMPLES



Above: Clear calls to action —join jogscotland, click this link to find your nearest group

Below: Clear call to action —get yourself seen. A useful message to encourage sharing by jog leaders. Quirky, bright photographs



Below: Lots of people included in photos to encourage sharing/tagging, happy smiling faces, bright colours

