

7 Tips to Engaging on Facebook (the Right Way)

Not sure where to start with your Facebook outreach for the giving day? We put together this guide to help you get started on social media and stand out with a successful strategy that will be useful for the long run.

If you're new to Facebook, check out this page on [how to create a Facebook Page](#) for your organization and this guide on [marketing on Facebook](#). Below is a list of our top 7 ways you can start engaging the community to be ready for Give BIG Lexington!

- 1. Get started by liking the Lexington Community Foundation page (<http://www.facebook.com/LexingtonCommunityFoundation>)** so you can stay connected with updates, important information, and tips from the campaign. Also link to other organizations participating in Give BIG Lexington to your organization's page.
 - There's a [difference to liking a page from your personal Facebook profile and liking a page from your organization's page](#). Go to your organization's page, and click "Use Facebook as Page" on the right-side. This will allow your actions to be done "on behalf" of your organization's page, instead of your personal page. After, go back to your personal profile by clicking "Use Facebook as (Your Name)". Here's [a guide for more information](#).
- 2. Promote your facebook page:** Include a link to your facebook page on your website's homepage, newsletters, emails—anything you can think of. Ask your staff, family, and friends to like the page and help you promote it. In your personal account, tag the page and ask your Facebook friends to check it out. Be creative on how you spread the word!
 - On your website and other communication from your organization, use [Facebook graphics](#) as links to save space and add color to your messages.
 - To tag a page in your message, include the @ symbol and then begin to type the name of your page until it appears then click on it. Ex: @Razoo.
- 3. Talk and be real!** Just like you use your personal Facebook page, offer information and conversation that engages the followers you have and want to have. Ask questions, share links relevant to your cause, post pictures and stories that encourage your fans to interact with you. Show them the difference they can make in your community by supporting you on the giving day.
 - Keep your posts brief and necessary. No paragraph updates allowed, but always offer something for your fans' engagement, something for them to do.
- 4. Tell everyone about your participation in the Give BIG Lexington campaign** so your followers become familiar with what you want to achieve. Remember that they need to learn what it's about, and how you need them to help, so be clear, concise and consistent in the asks you make.
 - An easy way to tell your fans about Give BIG Lexington is by mentioning it in your posts. Type the @ symbol before the name of our page. You can do this to engage with other pages as well by typing their organization's page after the @ symbol!

5. **Join the Facebook event at <http://www.facebook.com/LexingtonCommunityFoundation?ref=hl#!/LexingtonCommunityFoundation/events>.** Invite your fans to join the giving day event. With a Facebook event, your fans can see others who are taking part of the giving day and can be reminded of the date, as it gets closer. This is how you create communities!
6. **Tell stories!** There's no better way for you to convey your message than by [telling the story](#) of the people, animals, environments, communities, your organization has helped. Start collecting stories, and use pictures and videos when you can. They don't have to be professional-grade media; just be real, clear, and recent.
 - This is critical to help your fans engage emotionally with your organization, so spend time collecting and telling stories. Here is [a guide to help you tell that story](#), and [use pictures as much as possible!](#)
7. **On the Big Day, repeat steps 1-6 ALL DAY.** Just because the giving day has arrived doesn't mean your social media conversations are over; you've built up to this moment, now carry through with the excitement!
 - Pump up your fans with frequent updates (consider doing them hourly) on the progress toward your goal, pictures, videos, graphics, encouraging words to your fans. Like, comment, and share their posts so they get excited about their participation with you.

Social media can be intimidating but you'll quickly grasp how it works after spending some time with it. Play around with features and don't be afraid to experiment. There are [lots of resources out there](#) to help you get ideas to create a community on your page.

Questions, comments, or words of support, feel free to contact us @LexingtonCommunityFoundation, jawnakuck@lexfoundation.com or (308) 324-6704.