

Success with Communication on Facebook – Reach, Connect, Engage



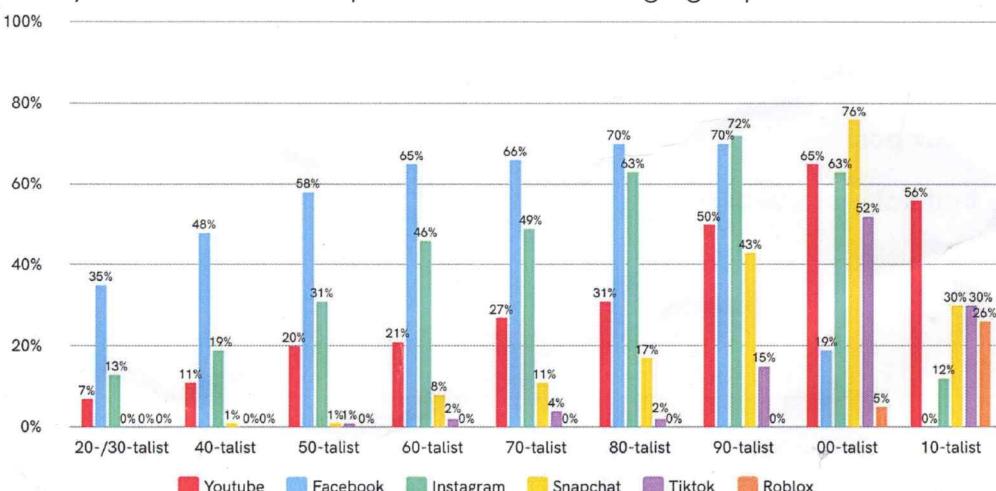
"...One reflection after yesterday's lectures is that we should not only recruit people like ourselves. There is enormous potential in people who have heard the name Lions but don't know what we do. With compelling storytelling to the more than 6 million Swedes who use Facebook daily, Lion's success stories would get fantastic exposure....we have the best stories in the world to tell. Stories of poverty and need, of people's kindness and willingness to help, and of all service/aid efforts that change the lives of people around the world. Lions already have the content, Facebook, blogs and other media give us the tools we need to reach out. What we need are many active storytellers posting engaging stories, told in a compelling way. With pictures from the activity, not of members in yellow vests, but pictures that tell about the purpose of the activity. I think we should refrain from only posting pictures showing people in suits shaking hands or handing out awards. I believe that repels more than attracts the younger people who are potential members of our fine organization. ...Now I am encouraging you to share info about your wonderful projects...If we all share to our friends who in turn spread the word, mere thousands of active Lions members can reach millions. People who in turn can tell our stories further, and who may want to donate money or become an active part of our mission."

Quotes from PID Kenneth Persson's blog post of the 24th of March 2013

<https://kennethpersson.wordpress.com/2013/03/24/mer-lionskraft-med-medlemsvard-och-sociala-medier/>

- 3 billion users of Facebook world-wide
- Most people use Facebook on their phone
- Daily use is the norm for users

Daily use of social media platform for different age groups in Sweden 2022



Source "Svenskarna och internet 2022"

The Recipe for Successful Communication on Facebook:

PURPOSE - What do you want to achieve with the Facebook page? Building your/Lions' brand? Create interest in activities? Fundraising? Attract members?

WHO do you post for? - Identify and describe personas

WHAT content will be of value and interesting for your target group?

FIND content by looking at other and doing an inventory of what you have to share

CHOOSE text, images or video. The 3-4 first words of headline! Structure the text.

USE IMAGES the right way, high quality pics that tell a story about people  Algoritmi tykkää silmistä

POST - schedule the post and do not edit it after scheduling  Sovi julkaisun aika klubin kanssa. 7 min. aikana paljon tykkäämisiä ja kommentteja

BE ACTIVE in the thread, like/love every comment, reply to everyone

EVALUATE what worked and what did not and use that knowledge

GROW your reach by expanding your audience. Which new goals can you reach?

Your own recipe for success on Facebook

What purpose should your Facebook page serve?

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Who do you want to reach? Describe the persona of a typical target person

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What main message should be a red thread in all your communication?

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What subjects can you post about, to strengthen that theme?

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Plan a Facebook post

A headline that catches attention:

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What images/videos will you use?

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