Facebook, social media & sharing your story

with Chris Johnson, Vice President of Communications, The Fuller Center for Housing
Where your story begins

Your story starts with a hammer — not with social media

If you want your covenant partner to be seen as a legitimate difference-maker in the community, that's going to spring from the work that you do — not from a great post or tweet.

"Faith without works is as dead as a doornail."

MILLARD FULLER

(Ditto for social media without the works)
What social media can do

Social media helps you fan the flames & burn more brightly

Even the hottest fire can burn out if you don't give it oxygen and stoke it. **Social media and storytelling is how you stoke the flame** that is your work in the community. The more fuel you give it, the more your fire will be seen.
Why pay attention to Facebook? Isn't it soooo early 2000s?

Your spouse may love looking a food on Instagram and your kids may be obsessed with scrolling on Tik Tok, but Facebook remains the most actionable platform.
There is no one-size-fits-all

You should try multiple social media outreaches. Maybe Instagram might work better for you in a college town. Maybe you can TikTok your way into the hearts of teenagers and get them involved. Maybe you can reach folks through LinkedIn in some hotbed of corporate offices.

And if any of these work unusually well for you, share your experience.

But, at least for now, Facebook is far and away the No. 1 platform for engagement, interaction and conversion.
You must love Facebook, huh? Are they paying you?

There are days when I hate Facebook with the burning passion of a thousand white-hot suns. They keep changing things. They reject ads and boosts for stupid reasons. Their customer service is non-existent. And when there is a viable alternative, I'll be first in line to switch. But, for now, we've got to make the most of it — like it or not.

Don't let your personal social media preferences dictate how you communicate.
Facebook best practices

Invite friends to like your page; ask board, staff to engage

The more people like your page and interact with your posts, the more likely Facebook will show your news in their friends' feeds — especially if they share some characteristics, such as living in your area. In short, the more friends you've got, the more you can get.

How to invite friends to like your page
Draw more attention by tagging people and encouraging others to tag

When people see their friends have been tagged in a post or photo, they are more likely to click on it and take a closer look. Then they’ll see your post, your Fuller Center's work, and they’ll be more likely to take notice of what you’re doing. In short, if their friends like you, they are more likely to give you a shot.

Facebook explainer on allowing tags
Facebook best practices

Make sure profile, cover, etc. images are sized properly

Having key words and images cut off or unseen in logos and such can make your organization look less professional — regardless of which social media platform you’re using. You can use free photo-editing software like Irfanview (free) and online design platforms like Canva (a free version) that can help. (More on Canva later)

Current guide to social media sizes
Do not post too often; keep content relevant

If you clutter people’s Facebook feeds with too many posts per day, they just might hide you. And they definitely don’t want to see irrelevant posts just because you’re trying to meet some self-imposed quota of posts. **Most advice for Facebook posting recommends 1-2 posts per day**, so long as posts are relevant. Go for content quality over content quantity.
Consider boosting important posts

If there is a significant accomplishment you want the community to know about, a need for volunteers or a fundraising effort, consider spending money to advertise that post. Not only can you boost a post for as little as $1 per day, but you also can target by age, location and other data, which helps your marketing reach the right people.

How to boost a Facebook post
For all of the things Facebook does not do well, they actually have good fundraising tools. People are very familiar with seeing these fundraisers on Facebook, especially the most effective kind — birthday fundraisers. People feel comfortable donating on Facebook, and it’s another chance to be seen. When people see their friends supporting a charity, they are more likely to support it themselves. Best of all, Facebook takes no cut of your gifts. **When people give to your nonprofit through Facebook, 100% of that donation goes to you.**
Let's talk about some free stuff
I hesitate to call Canva "graphic design for dummies" mainly because I use it so often myself. **The best thing about this online platform is that it has a multitude of perfectly sized templates** for social media posts, stickers, signs, banners, posters, presentations, etc. etc. There are paid and free versions. You can also have products printed and shipped directly through Canva for reasonable costs.
We use Constant Contact for mass emailing at The Fuller Center, but I use a free version of Mailchimp for an associated nonprofit that allows up to 2,000 emails. The paid versions for more emails are not very expensive. I've found it easier to design with and much more intuitive.

Mailchimp.com
Because I manage so many different social media accounts, it’s not economically feasible for me to use these, but many platforms like CrowdFire, Hootsuite and Zoho Social offer free versions if you have only two or three accounts to manage. They help you schedule and post across multiple networks from one place.

**FREE TOOLS**

Social media management sites

10 social media management platforms
Share your news via our easy online form

Don't hog your success stories! We have an online form where you give us the basics, and we can turn this into a post or news story. We might post it on our social media channels and we might even run small Facebook boosts in your area. Every little bit helps.

fullercenter.org/submitnews
FREE TOOLS

Other free stuff

• Network, post and start discussions on the private covenant partner Facebook group
• Bookmark the communications section of the Operations Manual
• Utilize our website, including photo archives

Join private Facebook group
Operations Manual
Downloadable photo archives
THANKS Y’ALL