

Club Facebook Success Top Tips by Jane Slatter

St Albans Soroptimists have over 800 Facebook page followers. Jane Slatter from SI St Albans shares some tips on how they are growing their page.

St Albans Facebook Tips

One of the ways we got more followers was to follow Lisa's advice from last October regarding inviting post likes to like your page. Here it is again for your reference:

Are you inviting your Facebook post "likes" to like your page?

It's quite surprising that many of the people who like your Facebook posts have not actually liked your page.

Here's how you invite them to do so:

- Go through your Facebook posts and click on the link which shows the people who have liked the post (see attached photo)
- This will bring up all the people who have liked the post, it will say to the right of their name if they already like your page, if they don't it will say "invite"
- Click invite to invite them to like your page
- Do this regularly for all your Facebook posts

I hope you find this useful. Best wishes Lisa

I share information and news on the page that Soroptimists are engaged with almost every day - to get the content to do this you have to follow plenty of things on Facebook that are interesting to Soroptimists - like petitions and active citizen type of stuff - local, national and global. I always share content from SI and SIGBI Facebook pages.

I publicise Club events on the page - and invite people in my contact list to the events. I tag people in photos - then their followers are notified and often "like" the post - then I can ask them to "Like" the page as per Lisa's instructions above.

When I publish Club News and events I include a photo for extra impact and include a weblink i.e. I do it after I have created an item on the Club website - that way I can keep the info short on the Facebook page and encourage people to visit the website for more information (we get a lot of enquiries via our website so I guess it's working).

Best advice? - keep it interesting with lots of photos and links and try to post something at least once a week. Followers seem to be building quite quickly now - we had 733 at our AGM in April and we're 800 now. We have been a "Page" since last year - Facebook wouldn't let us carry on as a pseudo-person and I think being a Page has worked better for us. We also have 3 other Members who can post to the page with admin rights and they are starting to help me. I need help so I can do more to help our Region.

Oh yes and I post from the Club's page news items onto other people/orgs/companies - so they can find out about us - and they often share so the net spreads wider - also include links to appropriate pages if writing about an organisation like a charity so they can share - sadly can't do that from my phone, only from my laptop. Similar principle to including relevant handles on Twitter so they will retweet your tweet.

Here is the link to the Soroptimist St Albans Facebook page:

www.facebook.com/soroptimist.stalbans.3/

Jane Slatter

SI St Albans