

A PRIMER ON ALL THINGS FACEBOOK

Stefanie Herder | stefanie.herder@gmail.com

ABOUT ME

- Over 10 years of Facebook & social media marketing experience:
 - For Profit
 - NonProfit
 - And now somewhere in between



WHY FACEBOOK?

- Over 1 billion daily active users
- AKA 1 in 7 people use it everyday
- No matter what Facebook says, they are one of the largest and most influential media companies in the world



PROS

- It's free
- Huge reach
- Educate & engage
- Brand/organization awareness
- Transparency
- Insights/analytics

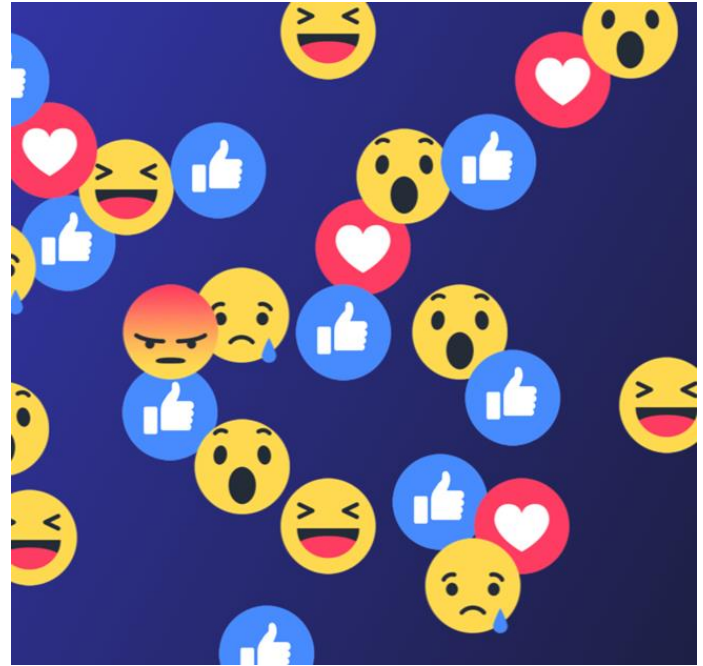
CONS

- It can be time consuming
- People can be MEAN



HOW DO YOU STAND OUT IN ALL OF THE NOISE?

- Consistent, timely, engaging content
- Photos
- Videos
- Be the authority in your industry so that you are the first stop for updates
- Interact with followers



WHAT TO SHARE

- Road work updates
- Community & local updates
- Photos/Video of projects
- Community outreach
- Behind the scenes
- Historical photos
- Weather updates
- Safety warnings
- Local events
- Reshare other organization's posts
- Job openings





Kent County Road Commission

October 5 at 2:29 PM · 🌐



Thanks to RJ and family for representing KCRC at the Grand Rapids Pulaski Days Parade!



👍❤️😮 110

2 Comments



Newaygo County Road Commission

March 14 · ⚙️



We will not be able to visit all the sites that have flooding issues. We do not have enough cones to mark all the locations. We will do the best we can tonight, tomorrow, and we will put together crews for Saturday. Thank you for your patience. This picture is of 12 Mile Rd. between Maple Island and Dickinson Ave. before we fixed it.



😮👍😮 You and 577 others

183 Comments 2.2K Shares

Did you know? It takes us approximately 3.5 months to mow hard surface roads throughout Alcona County. If your road has not been mowed hang i there - we still have a month of mowing to complete.



Washtenaw County Road Commission

October 3 at 3:02 PM · 🌐

After a rainy start to October, we are hoping to get back to paving tomorrow 🙌

Check out the October 7 - 13 road work schedule:

<https://www.wcroads.org/weekly-road-work-update/>



Washtenaw County Road Commission

Government Organization

📧 Send Message

👍 😂 17

5 Comments



Lake County Road Commission

September 26 at 1:12 PM · 🌐

Happy Autumn.



👍❤️ 43

1 Comment 5 Shares



FACEBOOK GROUPS

WHAT COMMUNITY FACEBOOK GROUPS ARE IN YOUR AREA?

Grand Haven Informed

Closed group

 Interacting as yourself

About

Discussion

Mentorship 3

Announcements

Members

Events

Videos

Photos

Files

Recommendations

Search this group

Shortcuts

Spring Lake Country ... 5

Spring Lake Counr... 20+

Michigan Beachtowns 13

Grand Haven Musical F...

Celebrity Variets and S...



Joined ▾ Notifications Share ... More

Write Post

Add Photo/Video

Live Video

More

 Write something...

Photo/Video

Watch Party

Tag Friends

...

Announcements

See All (3)

 Carole Wexstaff

Conversation Starter · October 14 at 1:23 PM

GRAND HAVEN INFORMED

COMMUNITY CHRISTMAS PROJECT

GROUP BY

 **Grand Haven Informed**
2,560 like this

Send Email

INVITE MEMBERS

+ Enter name or email address...

MEMBERS

36,578 Members



SUGGESTED MEMBERS

Friends

WHAT COMMUNITY FACEBOOK GROUPS ARE IN YOUR AREA?

Ottawa County Road Conditions

Public group

About

Discussion

Announcements

Members

Events

Videos

Photos

Search this group

Shortcuts

Spring Lake Country ... 5

Spring Lake Countr... 20+

Michigan Beachtowns 13

Grand Haven Musical F...

22 Celebrity Barista and S...

24 Beer & Board Games w...



Joined

Notifications

Share

More

Write Post

Add Photo/Video

Live Video

More

 Write something...

Photo/Video

Watch Party

Tag Friends

...

INVITE MEMBERS

+ Enter name or email address...

MEMBERS

2,588 Members

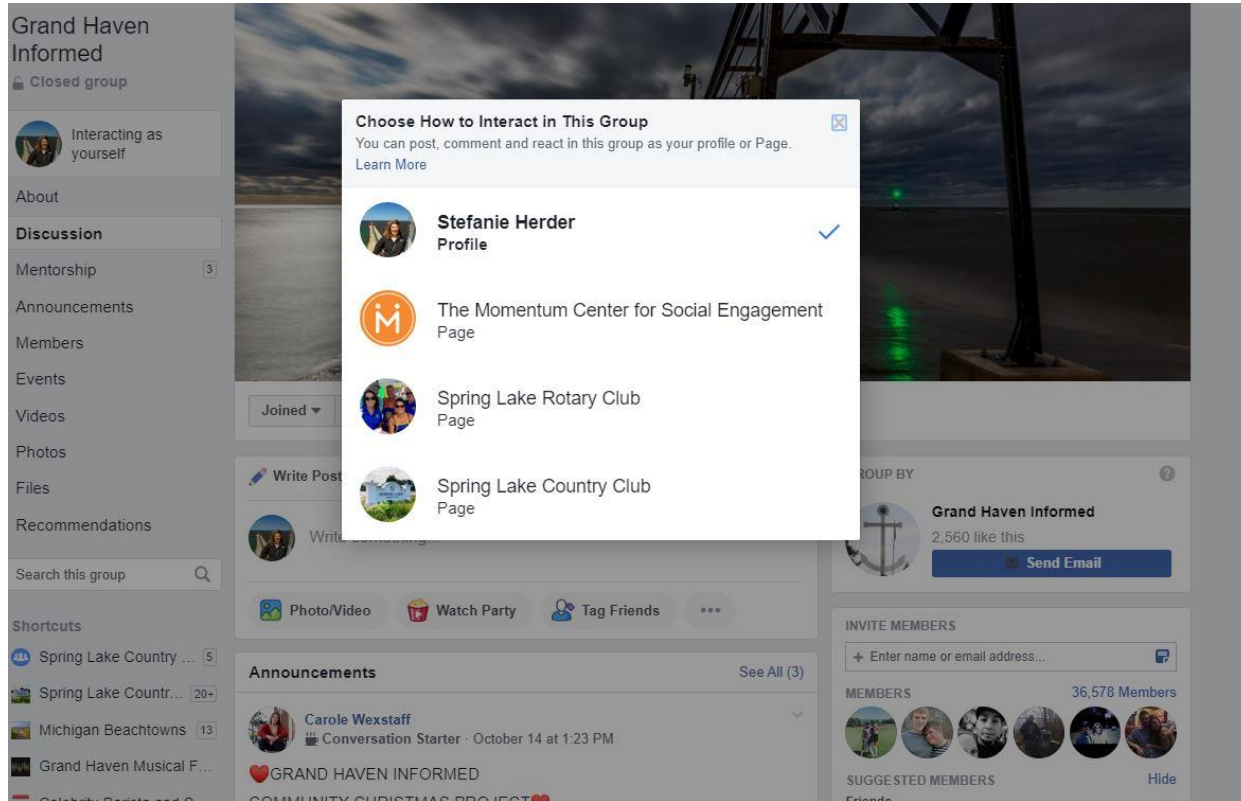


SUGGESTED MEMBERS

Friends

Hide

JOIN & INTERACT IN LOCAL FACEBOOK GROUPS AS A PAGE



DON'T HAVE A LOCAL FACEBOOK GROUP? MAKE ONE!

Grand Haven Area Events

Closed group

 Interacting as yourself

About

Discussion

Members

Events

Videos

Photos

Files

Group Insights

Recommendations

Moderate Group

Group Quality

Search this group

Shortcuts

Spring Lake Country ... 5

Spring Lake Countr... 20+

Michigan Beachtowns 13

Grand Haven Musical F...



Joined ▾ Notifications Share ... More

Write Post

Add Photo/Video

Live Video

More

 Write something...

Photo/Video

Watch Party

Tag Friends

...

NEW ACTIVITY ▾

 **Tessa Tessa** shared a post.
2 hrs

 **Good Shepherd Lutheran Church - ELCA - Holland, MI**
2 hrs
Good shepherd lutheran church is looking for vendors for November 8 from 10

GROUP BY

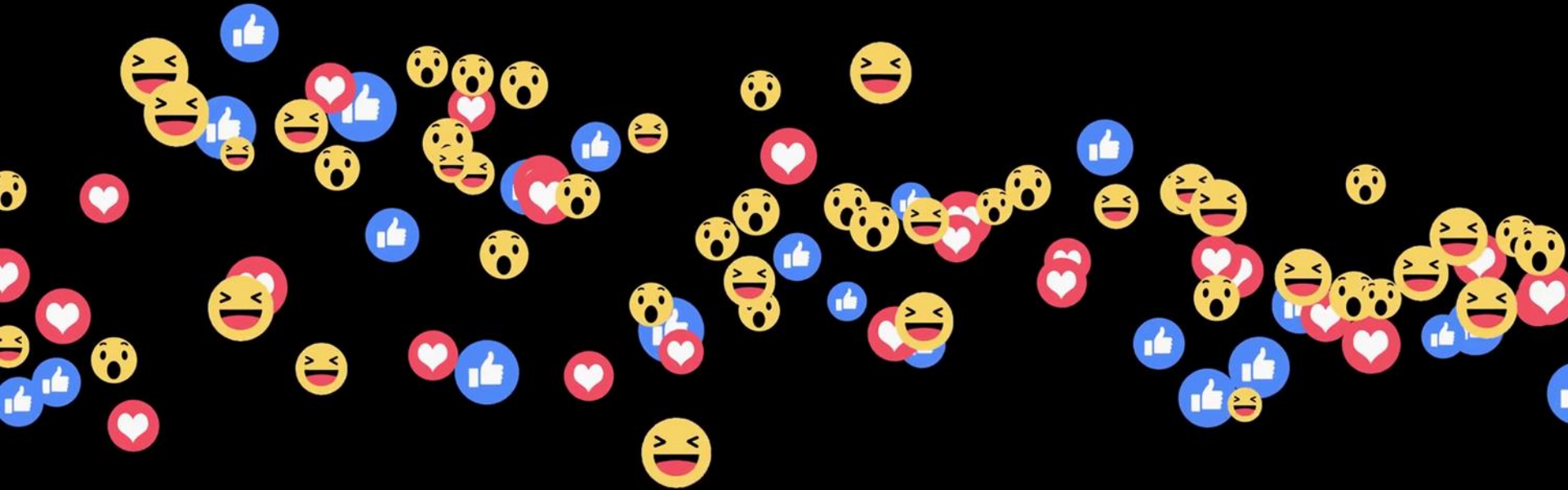
 **Visit Grand Haven**
62,590 like this
[Learn More](#)

CATEGORIZE POSTS [+ Create Topic](#) ×
Add topics to posts to help group members find the information they're interested in.

INVITE MEMBERS [Embed Invite](#)
[+ Enter name or email address...](#) 

MEMBERS 5,356 Members

FACEBOOK LIVE



FACEBOOK LIVE

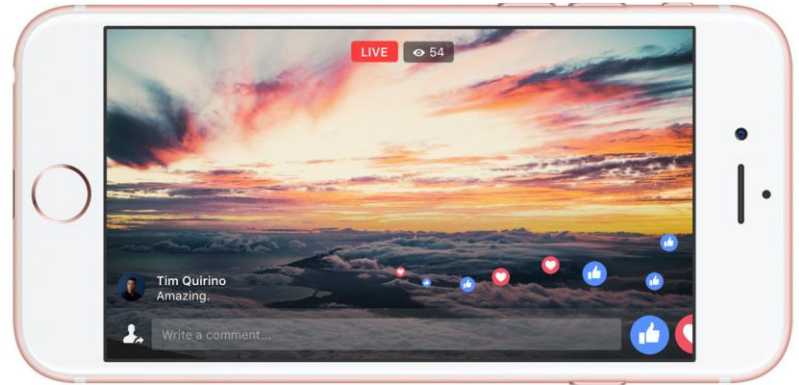
- Unique content
- Cost-effective
- Another way to connect and engage with your audience directly
- Increase awareness
- Drives more traffic to your Facebook page(s)
- Real-time engagement

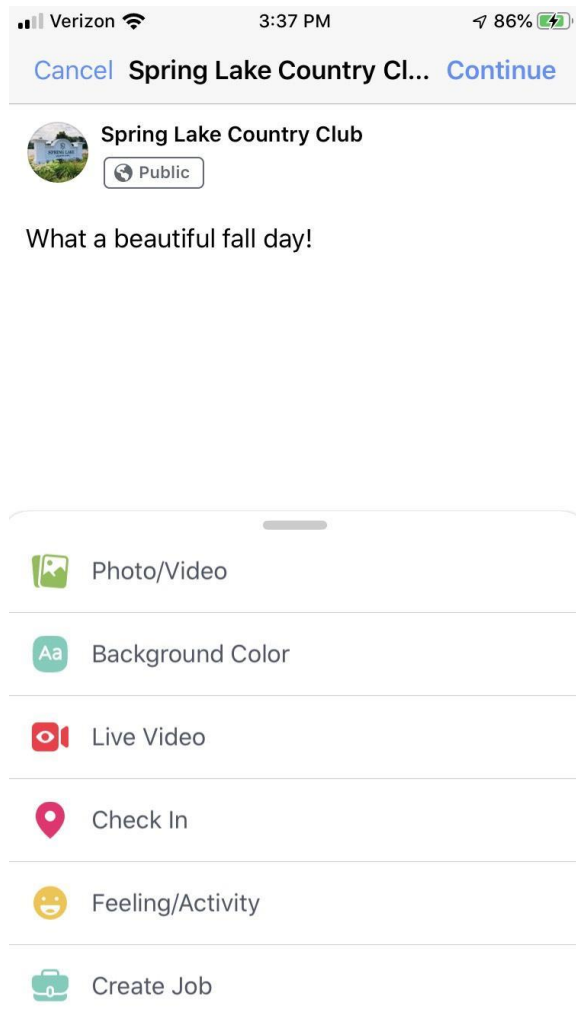
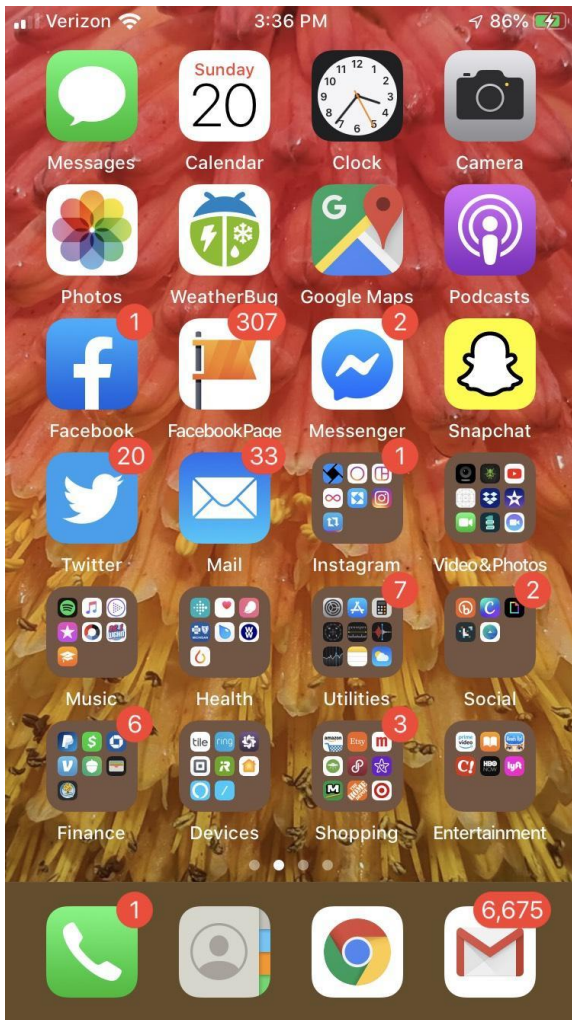


FACEBOOK LIVE

What do you need to get started?

- Be an admin of a page
- A smartphone with the Facebook Pages app
- A little bit of a plan
- Cell service and/or wifi
- Add a post description
- Push 'Go Live'
- Keep a steady hand
- Narrate what you are shooting if relevant





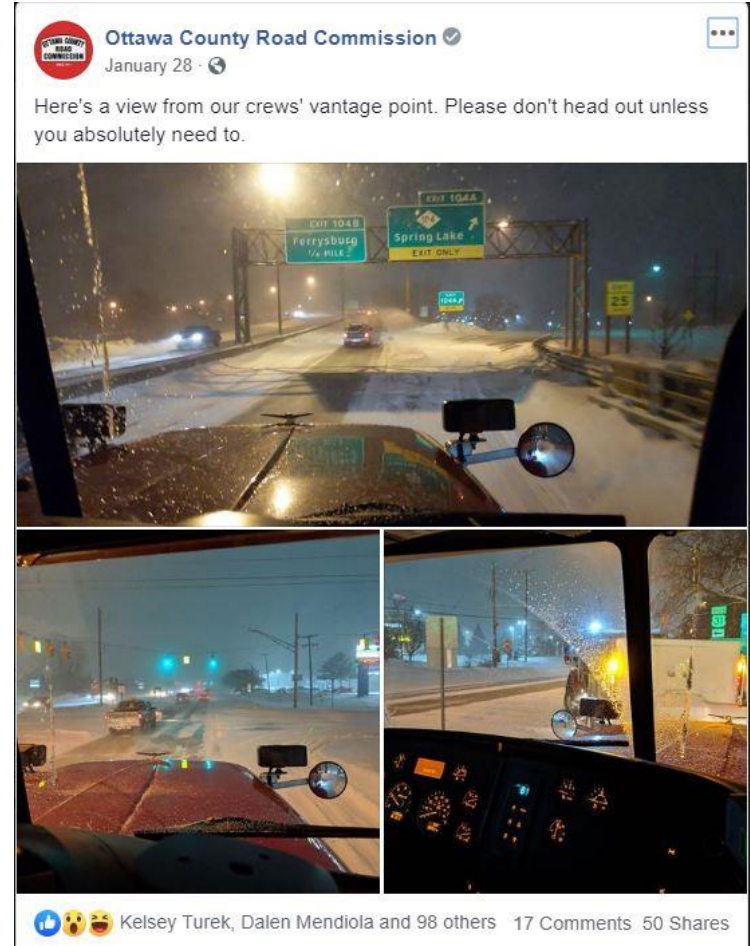
FACEBOOK LIVE - USEFUL TOOLS

- Tripod
- Phone mount attachment
- Mobile hotspot device
- Phone/camera stablizer
- Mevo - Livestream Camera
 - Facebook Live plus:
 - Youtube
 - Twitter
 - Vimeo
 - Livestream



OVERALL BEST PRACTICES

- Make it a two way street!
Reply to comments/questions
users post
- Encourage followers to
share road condition
updates
- Crosstrain
- Follow other road
commissions
- Consistent, timely,
engaging content
- Use photos, graphics, and
videos



OTHER THINGS TO
CONSIDER...

TWITTER

- Yep. It's still relevant
- Realtime updates
- News/community information
- Traffic updates
- Weather updates
- Retweet other organization's tweets to share with your followers



LATER.COM

- Scheduling system for Facebook, Twitter, Instagram, & Pinterest
- HUGE time saver
- CHEAP!
- Search Instagram hashtags
- Search tagged posts on IG
- Instagram analytics




[Calendar](#)

[Media Library](#)

[Conversations](#)

[Analytics](#)

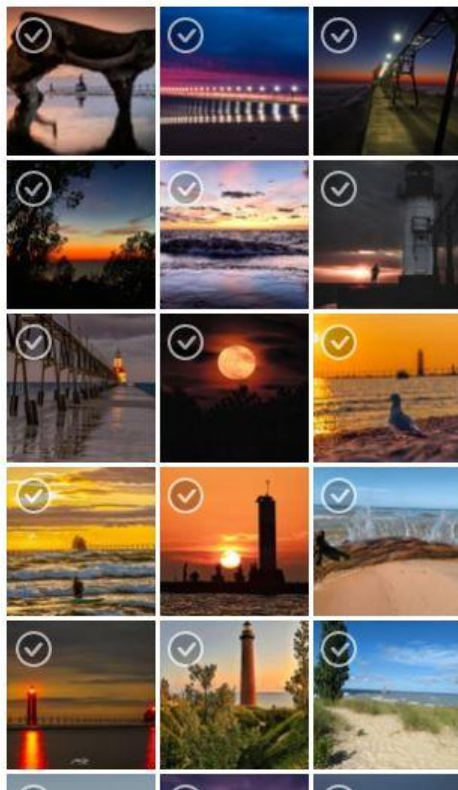
[Collect Media](#)

[Search by Hashtag](#)
[Add from URL](#)
[Mentions](#)
[Tags](#)
[Contributors](#)

[Linkin.bio](#)

[Show Filters](#)

unused

[Clear All](#)


Today



October 2019

29 SUN

30 MON

1 TUE

2 WED

29



07:00 pm



07:00 pm

+2 MORE

30



09:00 am



09:00 am

+2 MORE

1



07:00 pm



07:00 pm

+2 MORE

2

6

7



10:41 am



10:45 am

+2 MORE

8



10:45 am



10:50 am

+2 MORE

9



12:10 pm



01:10 pm

+2 MORE

13

14

15



05:39 pm



05:39 pm

+2 MORE

16



06:00 pm



06:00 pm

+2 MORE

20



06:00 pm

Auto



06:00 pm

+2 MORE

21

22

23



Calendar



Media Library



Conversations



Analytics



Collect Media

[Search by Hashtag](#)

Add from URL

Mentions

Tags

Contributors



Linkin.bio


Beachtowns
4 Social Profiles


Settings



Search Hashtag

Search

Search History

1 out of 30 hashtags used

See up to 30 unique hashtags you searched in the past 7 days. [Learn More](#)

#mibeachtowns

Results for #mibeachtowns



All the best shades of blue & green

♡ 34 💬 2



Friday night was the first time I saw a

♡ 35 💬 3



I wonder if these are their "fall" kayaks.

♡ 130 💬 6



Hello beautiful sunshine! ☀️ Sunset over

♡ 117 💬 11



Fall morning in the country 🍁❤️🍂



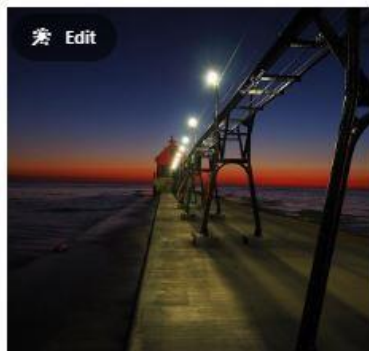
Calm, gorgeous night on the lake ❤️



Country Sunrise. John Beers Road In



Creating posts for 4 social profiles



Post Caption

Lights...camera...action!! 📷 @michaeltroast



 Saved Captions |  Hashtag Suggestions



2019/10/20 03:13 pm

Next

Discover Templates

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Choose from over 50,000 free ready-to-use templates for your next project



Social Graphic

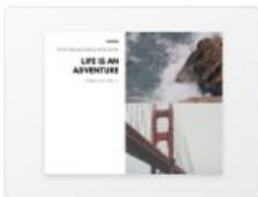


Photo Collage



Postcard



Label



Announcement

ANY QUESTIONS?

THANK YOU!

Stefanie Herder | stefanie.herder@gmail.com