



## Get Engaged on Facebook

### THE BOYS' BRIGADE OBJECT

The advancement  
of Christ's Kingdom  
among Boys, and  
the promotion of  
habits of  
Obedience,  
Reverence,  
Discipline, Self-  
Respect and all that  
tends towards a  
true Christian  
Manliness.

Don't panic! I'm not about to guide you through virtual dating and an online proposal! Engagement in the social media world is how people respond and react to your posts. Its about creating awareness and interest about our organization. Our goal should be attracting the interest of people so they follow our organization and see our posts regularly.

For the foundation of posting, refer to the Using Social Media info sheets. This one is going to look behind the scenes of Facebook and how to use the Logarithm to your advantage. Engagement on social media doesn't happen by accident. There is a strategy to apply to make sure every post is seen by as many people as possible. The strategy is quite simple, but you will need a team of people to keep it going.

The Basics of the Logarithm.

Note: Logarithms are always changing. This is current information at the time of writing. A vital part of the success of your FB posts is the reaction it gets from people. As a test, the next time you see a post from a page you follow, click into the page and see how many posts you have missed. You'll be surprised at how much they post.

Here's what generally happens when you post something on your FB page.

1. You post your content.
2. FB shows it to a small % of the followers. Eg if there are 100 followers, FB shows the post to about 3 people.
3. If those 3 people scroll past, with no pause to read, click for more, like, love, wow, comment or share, FB will deem the post as not very interesting and won't show it to anyone else in the group.
4. If those 3 people stop and read, click, like, wow, love, comment or share, FB will deem the post as interesting and show it to more people. The more people who interact with the post, the more people who will see it.

The more you interact with posts from a page, the more you will see those posts as well. Facebook has now introduced "Top Fan" statuses for people who interact with posts on pages. It's just a badge next to your name, but it's a bit of fun. You do lose the badge if you stop interacting, though.

**To ensure maximum exposure of any Facebook post:**  
**LIKE, WOW, LOVE the post**  
**COMMENT on the post**  
**SHARE the post**

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## How to Play the Game

**Call to Action:** Make sure your posts, if applicable, have a Call to Action. Ask a question that invokes a response. Original photos or videos that people will like, love or wow. Links to your website, online form or registration.

**Get involved:** Make sure your team respond by liking posts– loving and wowing is even better; Encourage them to comment and share the post. Respond to comments with a comment. We encourage you to do this with posts on our BBQLD FB page. Remind your followers on your private group know to go and interact with the posts on your public page.

## Boost Your Boost with your Social System

Boosting (paying for a Facebook Post to reach an audience) is a cost effective way to get your post to people who aren't your followers. To get the most reach, there's a little strategy you can employ. Create a ripple effect of engagement by using every possible avenue to get people to engage with your content before you boost your post.

1. Team – Get your team to like, wow, love, share, comment the post.
2. Social Team – Have a team of people who are geared to respond to FB posts. Let them know when a big post needs engagement.
3. Encourage your volunteers to respond.
4. See First – Educate your followers to set the See First option for your page. (See Info Sheet or Video on See First)
5. Smashing Silos – Make an announcement in your FB Group, email list, anyone you can think of and give them a link to the post and encourage them to immediately like, love, wow, comment and share.

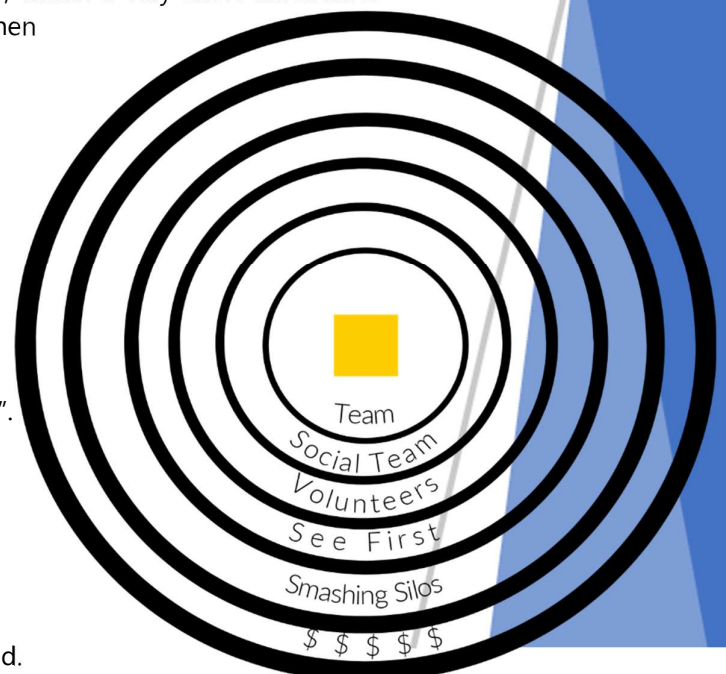
All this should happen, if you have prepared people well, within a very short timeframe. When you deem that the ripple has reached far enough, then you boost the post financially. Facebook will have already recognised this post as a newsworthy piece of content. You will get a lot of free mileage out of the post from the number of interactions it got before it was boosted.

If this strategy happens with most posts, even without the money investment, you should be getting a lot more exposure from every Facebook post you make.

**Check your analytics:** Your Facebook page will give you analysis of the success of your posts through the "Insights". It's quite interesting to spend some time looking through the stats and see what performs best.

## Use your Brand:

Don't forget to brand your content. Recreate posts and share from your FB page. You want any shares to come from you as the source and people to recognise your brand.



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