



Social Media Tips

Created for Eastern Iowa Tourism Association Members, March 2016

Social Media Tools

Social media posting can take some time, and responding to an engaged audience can take even more. For managing multiple social media outlets, scheduling posts, and reviewing engagement, consider using a tool like HootSuite or Sprout Social.

- Learn more:
http://www.pcworld.com/article/260530/the_top_5_social_media_management_tools_for_small_business.html

Facebook Posting Tips

While you may mostly use Facebook on your mobile device, it may be most effective to manage it by logging in on your computer. There are differences between the mobile and desktop versions that may be different than what is described below.

Events — Monthly/Weekly

Having an event — one time or monthly or weekly? Create an event on your Facebook page.

- Add a photo as you create it
- Invite your followers to the event
 - Ask them to like and share it
- Need help figuring out how to do this? Google “Create a Facebook Event.”

Large Annual Events

Certain events warrant having their own Facebook presence. This includes annual celebrations, special events, fundraisers, etc. To give these events the attention they deserve, set up a separate Facebook page for the event. The benefits of having a separate page often outweigh the resources required to keep up the page. It is also a cost effective substitute for a web page. This enables you to:

- Post information, photos and short videos specific to the event
- Create a splashy cover image with the event date
- Recognize sponsors and donors
- Cross-promote the event on your main page and on other pages
 - Encourage friends of your main page to like and share it
 - Like and tag sponsors, performers, etc.
- Create a “Shop Now” call to action button that links to your online ticket sales
- Boost the event or a post on the event page, which is great for selling tickets online

Photos

- Post photos to improve engagement.
- Profile pic
 - Your logo can work well as your profile pic, however, it helps to change it up once in a while. People notice when the image changes and will like it even if they have seen it before.
- Cover images
 - Choose a good quality image, as it will be stretched or shrunk to fit. You can also get one sized correctly by a graphic designer.
 - Keep text on it to a minimum. URLs are frowned upon. A tagline is a better choice for text.

Call to Action

On the cover image of your page, you can choose a call to action. Go to your page to click on the button and see your choices.

Facebook — Boosting a Post

Facebook allows you to boost posts, which can be effective if you have ticket sales online. You will see a blue button on the lower right of the post that you can click to begin the process. Here's what you'll need to boost a post:

- Set a budget
 - Boosting starts at \$5, which will reach a certain number of people's timelines for a certain number of days.
 - Example: A recent campaign boosting a post for a rock event cost \$5, took about 5 days and reached more than 1000 people. Over 2 weeks, page likes increased by 20, and ticket sales increased, as well.
- Choose your audience
 - You can target audiences within a certain mile radius of your location
 - You can choose age of your audience
 - You can specify interests, like musical preferences, animals, etc.
- Select a good photo for the post
 - Remember that people like to see people or something unique
 - You can create an image with the name of an event, but that text can only take up 20% or less of the image. There are tools to help ensure your image is within guidelines in Facebook's help system.
- Write an engaging call to action
 - Keep it short
 - Ask people to act — Join Us!/Buy your tickets today!
- Include a link to your online ticket sales, web page or other target site where they can take action.

Through Facebook ad manager, you can also place an ad on Instagram to boost your post.