



**FAIR TRADE
CAMPAIGNS**

Social Media Guide

FACEBOOK BEST PRACTICES

Know your Audience! Before you get your campaign started on social media, you need to know who your audience is and why they follow you (put yourself in their shoes).

1. **Identify your audience:** Local Fair Trade consumers and business owners, people who are interested in social justice, environmental sustainability and yummy products!
2. **Identify what content people engage with:** What products are available, inspirational quotes, local events, campaign achievements, your connection to the national movement, etc.
3. **Identify who is in your network:** Always engage with local and national groups that have similar missions by liking their pages interacting with or sharing their posts. Look at who other organizations follow to build your list

Length of post, call to action, and simple language should all be chosen carefully. Your ultimate goal is to create something people will want to share with their friends.

Next, are some tips for success.

Content

Content matters. Don't fall into the trap of posting things for the sake of posting them.

- **Ask yourself:** Does this post **engage** people? Is it something they would **share** with others? Am I providing them with *anything real*, or am I just *asking for favors*?
- **Vary your content:** E.g. product, quote, event, campaign news, news from another page, etc. – don't over share one particular message.
- **Share news and information** from other Facebook pages.
- **Provide questions that actually make people want to respond.** If they do, write back, validate their action by thanking them or sharing what they wrote. Do unto others...

Structure

- **Make a "Call to Action"** in your post. E.g. **Like** this post, **Share** this photo, **Click Here**, etc. You have to spell it out or people won't engage.



- **Photos perform best.** Photo-based posts have 39% more engagement and are more likely to show up in someone's newsfeed.
- In general, **short and sweet is best.** People don't read more than a two sentences before moving on.
- **Add a profile picture and cover photo** with your campaign's graphic. Profile Picture: 180x180 pixels
Cover photo: 851x315 pixels Photos posted on timeline: 843x843 pixels
- **Posting links:** If you want to post a link and a picture, use the service bit.ly to shorten it.

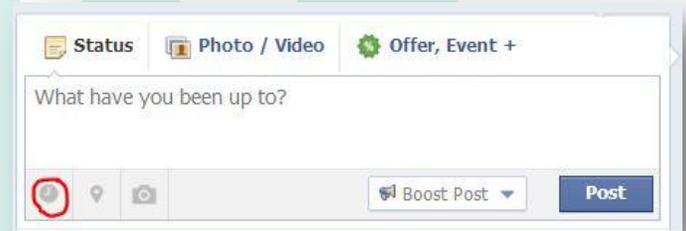
Style

- **Choose the correct tone of voice.** Be real and showcase the human side of your organization. That being said, make sure there is still consistency with your overall campaign, be professional.
- You want to keep in mind that you are **building a relationship with your audience via social media outlets.** This might be the only chance you get to reach out to the public, **make a good impression.**

Understand & Plan

Do yourself a favor and **plan ahead. Get to know your audience** and make sure you're sharing the kind of content they want to see. A great way to analyze your audience is through your **Facebook page's Insights.** Click on the People tab to see who is engaging with your posts, and then create posts relevant to their demographic. Next are some tips for managing your social media presences.

- **Make a simple content calendar** in Google docs or excel (or on a piece of scratch paper!) Create a rough outline of the things you want to share each day for a week or month. For example, Monday: *Photo of farmer*, Wednesday: *Quote from Fair Trade USA*, Friday: *Upcoming events*, and so on.
- **Post at least once or twice a week, and no more than once a day.**
- **Check in regularly.** Make sure you're responding to people when they have questions. (Check in on Facebook Page's mobile app)
- **Pay attention to the time of day** your fans are most active and post then. Don't post when people are at work.
- **Schedule your posts!**



All Posts Published
December 21, 2013 to March 20, 2014

Reach: Organic / Paid | Post Clicks | Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/19/2014 4:57 pm	Have you ever been to Nicaragua? Meet Grace Donnelly of John Carroll University and learn about her			407	17 35	
03/18/2014 3:53 pm	Congratulations to the cutie patooties of Media Providence Friends School in PA on becoming a Fair			574	17 65	
03/17/2014 4:37 pm	Happy St. Patrick's Day! Tag a friend who you know would enjoy these scrumptious Fair Trade treats and			730	150 60	

How to Tag Other Pages

It's always a good idea to **tag the brands and organizations you're talking about** if they are also on Facebook. To tag another page, **type an @ symbol and then their name**, like so:

* You must like their page before you tag them and you must type the @ symbol then the name.



Posting on Other Pages

Only post something on another page if you think it is valuable. Otherwise, message the page's administrators and ask them if they would be willing to share content for you.



Build Your Audience

- **Do unto others.** Like other pages. Comment, share and like their posts. They will most likely return the favor.
- **Who do your allies follow?** It's on their profile page. Take a look at their list and follow any relevant company or organization. Examples: Fair Trade USA, Fair Trade Campaigns, Fair Trade Federation, etc
- **Comment, like and share posts in your newsfeed.**
- **Follow other Fair Trade Campaigns.** Look at the list of our followers and find campaigns.

Resources

- Shorten Your links: <https://bitly.com/>
- Using Social Media to Promote Your Event . . . Coming Soon
- Facebook: Getting Started . . . Coming soon!
- [Photo Filters](#)
- Further Information on Facebook Page Insights: [How to Use Your Insights Page](#) and [Exploring Facebook Insights](#)