

Volunteer training series on engaging with social media

Edit these draft posts to your liking. We recommend posting them in your volunteer and foster online groups and if possible, marking each post as an announcement for a couple of days to make sure it's seen. Administrators of Facebook groups can schedule posts to the group in advance so they appear on a regular basis, such as weekly or several times each week.

The examples shown here are from other organizations. Sharing examples from "behind the curtain" (the statistics on reach and engagement that only those who are assigned roles on a page can see) on your own pages may help supporters better relate to the material.

Finally, understand that your main page's engagement with supporters in the comments of your posts is also powerful. It helps the algorithm and shows followers that you want to engage with them. You can engage supporters in so many ways, such as liking as many of your positive comments as possible, thanking followers for posting supportive comments and sharing posts, telling supporters how beautiful the alum whose photo they posted in the comments is and more.

Post # 1

*☐ VOLUNTEER TRAINING SERIES! *☐


This week we're starting a short series of informational posts to give you guys some ideas for engaging with the posts on our main social media pages. There's pretty much always room for us to improve engagement on social media, and more engagement means having our pets seen by more people and hopefully, more adoptions.

You guys probably know that the more people interact with a post by liking, commenting on and sharing it, the more people the platform will show it to. This is especially important during the first 30 minutes after a post goes live.

(Note: Pick one of your own posts that was engaged with a lot and one that wasn't to use as examples here!)

For example, the post on Gabby's puppies was shared and interacted with quite a bit, and you can see the number of people it reached was over 15,000! This week's post on Shamrock was commented on once but shared 15 times, so it was only shown to over 4,000 people (and most importantly, Shamrock got adopted this weekend!) What this means is that if we work together, we can get our pets seen by WAY more people, leading to more pets going home, faster!

Over the next few weeks, we'll be giving you tips on easy ways to engage with our main page posts every **(Week? Few days?)**. We hope you'll test them out on posts about your favorite **(organization's name)** adoptables!




15,358
People Reached

4,139
Engagements

[Boost Post](#)

212

58 Comments 55 Shares



Get More Likes, Comments and Shares ×

This post is performing better than 65% of other posts on your Page. Boost it to get more great results.

4,082
People Reached

410
Engagements

[Boost Post](#)

115

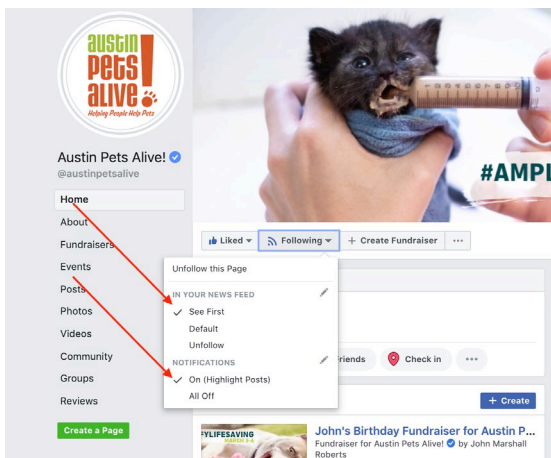
1 Comment 15 Shares

Post # 2- Prioritizing Posts

You've probably liked our main Facebook page, but how often are you seeing our posts? To make sure you're seeing our posts and are given the opportunity to engage with them, here's what to do:

1. Go to our main page ([link to main FB page](#))
2. Click on the upside-down triangle next to Following.
3. Under IN YOUR NEWS FEED, put a check next to See First.
4. Under NOTIFICATIONS, put a check next to On (Highlight Posts).

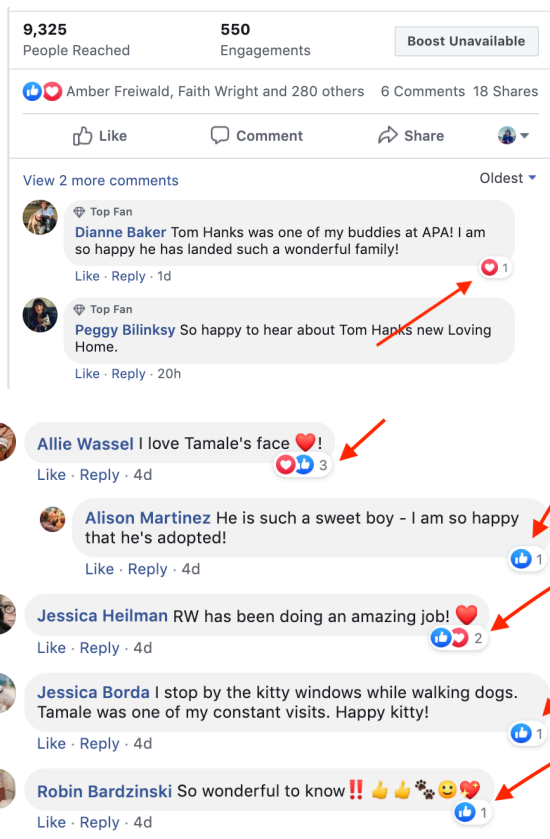
Alternatively, you can go to our main page multiple times in a short time period and engage with the content there. This will tell the algorithm that you're interested in this content, so you'll see it more often. If you use this method, you'll need to keep engaging with the page to keep seeing it. If you've seen a lot of content and haven't engaged, the algorithm will think you're not interested and will stop putting these posts in your feed.



Post # 3- Likes & Reactions

Liking and reacting to our posts on our main pages on Facebook, Instagram and Twitter can help our pets be seen by more people, and it's probably the easiest way to help. What also helps?

- Liking/reacting to supportive comments on our posts
- Liking/reacting to your *friends'* shares of our posts (this may be even more powerful than liking our posts directly)
- Liking/reacting to our Facebook or Instagram stories



Post # 4- Comments

Want to help engage with our main-page posts but don't know where to start? Here are a few ideas for commenting on posts:

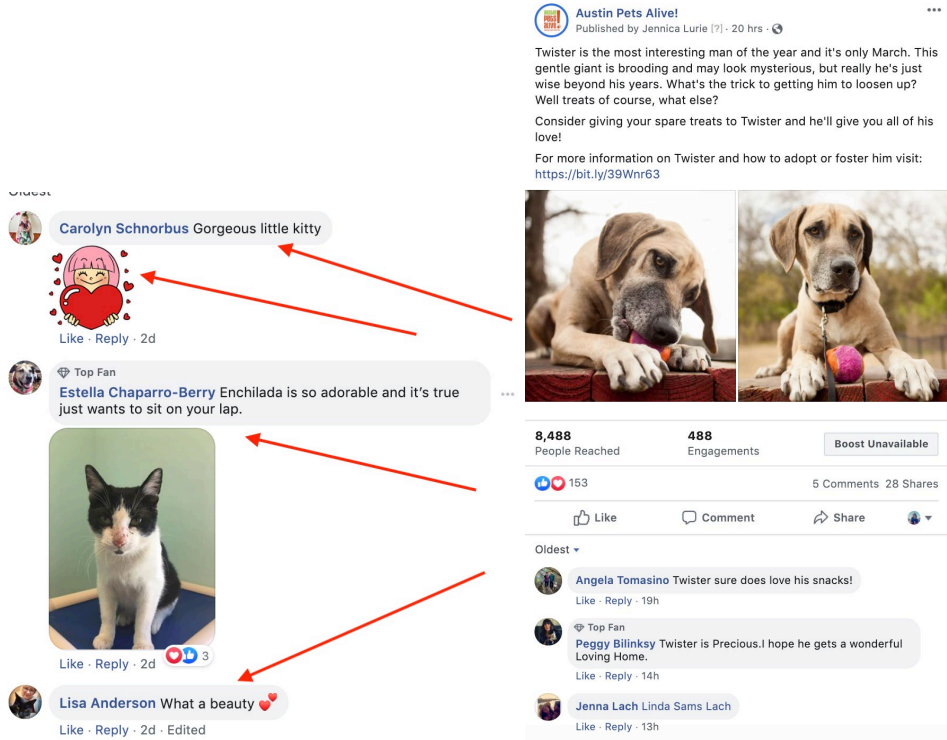
EASY: Tell a story about a positive interaction you've had with the pet.

EASIER: Comment on how cute the pet is or how much you like them.

EVEN EASIER: Tag a friend who has a special connection with the pet.

EASIEST: Paste some supportive emojis or a GIF in the comments.

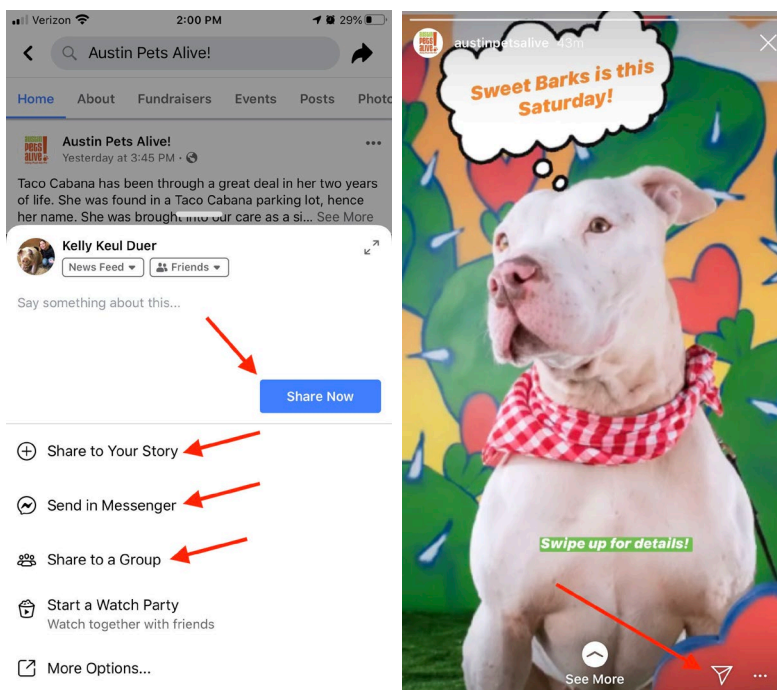
The length of the comments on posts has weight as well-- longer comments on a post help more than shorter ones.



Post # 5- Sharing Posts

Uncomfortable sharing posts widely, or just want to try something new? You have some great alternatives:

- Send a post as a message to another volunteer who also loves the pet
- Share the post to one of our groups so other volunteers can help give the post “lift.”
- Share the post to your story. You can also share our page’s stories to your personal story.



Post # 6- Video Content

One thing the algorithms (the way a platform decides how many people will see any given post) take into account is how long people watch videos and live feeds. The longer you watch, the more it will be shown to supporters. We're not saying that if you're busy you should put down your phone and let the video play itself out...but you can.

You can find more information on Facebook's algorithm at <https://blog.hootsuite.com/facebook-algorithm/>

