

Using social media to engage and enable a community

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Challenges

Introductions	Who am I and why am i here?
01	Content, community and credibility
02	5 Top Tips
03	Your profile
04	Groups
05	Likes
06	Events

5 Top Tips for Facebook Online Community Building



- Post valuable content with a call-to-action (CTA)
- Always be up-to-date
- Build consistency and frequency
- Maintain communication with your followers
- Promote your facebook group

Make a Plan

Post 1

[write your content here]

Post 3

[write your content here]

Post 5

[write your content here]



Post 2

[write your content here]

Post 4

[write your content here]

Your Profile

- Make it complete
- Add images and videos
- Don’t share personal information



Groups

- Start a group
- Be clear on its purpose
- Set the ground rules
- Nurture it
- Promote it

Or join a group already established to avoid competing.



Likes

- Like pages / companies
- Engage with or re-post their content (with your own commentary)
- Review your like list every month



Events

- Set up an event - big or small
- Invite guests
- Share on your feed
- Engage with comments
- Pre-during-post event updates and photos




Thank you.