

TIP SHEET: Facebook Best Practices

Visit the National 4-H Council Facebook Page: <https://www.facebook.com/4-h>



What and When Should You Post?

- Content relevant to the channel and your audience
- Photos work very well on Facebook
- Try not to go above two sentences
- Have a hook at the end of your description
- Post 3-4 times a week or less
- Post during peak hours to reach your audience



Other Helpful Hints

- Include the #4H hashtag in your post when posting 4-H related activities, photos or video OR tag 4-H by putting the "@" symbol followed by "4-H" and hitting "enter"
- Geo-tag your post
- Amplify your post (sponsored stories enable you to target specific demographic, behavior and interests)
- Did you make a mistake? Use the arrow in the top right corner to edit all comments and posts after they go live
- When sharing a photo from an external source, be sure to credit the original site or photography by including the photos source in your post
 - [Photo source: (short bitly link of website where image was found)]
 - [Photo shared by Instagram user @username]
- Do not inundate your friends and followers with content!

Sample Posts:

<p>Do you remember: Your first 4-H Camp? Your first 4-H ribbon? Your first 4-H project?</p> <p>Then you must be #4HGROWN! #TBT</p> <p>Use a historical or older photo from your state; See examples: http://bit.ly/1zKqTLB</p>	<p>There are great stories of #4H impact and service shared on the 4-H Today Blog.</p> <p>Use a historical or older photo from your state; Read: http://bit.ly/1LMbOh3</p>
<p>We pledge...</p> <p>Use photo or video of youth reciting pledge; or a poster with pledge. See example: http://bit.ly/1DypNkJ</p>	<p>#4H'ers are:</p> <p>4x more likely to make contributions to their communities; 2x more likely to be civically active; 2x more likely to make healthier choices.</p> <p>Get more stats on 4-H positive youth development and impact: http://bit.ly/1zZBoaU</p> <p>Download photo: http://bit.ly/1zKO4VS</p>