

2013 Zonta North American Inter-District Meeting  
Niagara Falls, Ontario, Canada

**Thoughts from a Facebook Administrator**

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When I think of what is best to post on our page, I think of what I like to see in my own newsfeed. Some thoughts are:

- Try not to post more than once a day. If I do, they could scroll past something because they feel like it is an advertisement.
- Try to change up the content between a picture or a quote to a lengthy blog, or maybe an emotional news story to a positive career building post.
- Remember that the audience is made up of all ages, genders and passions. They like our page for one reason or another, so it is important to appeal to all types.
- I find it challenging to not make it a “girl power” or “anti-man” page. We can promote the strength of women without bashing men.
- Political posts get a lot of feedback. I think we can balance putting out our opinion or the perceived opinion of the club with posting an objective or factual post. (i.e. the politician who claimed rape was a woman’s fault)
- Positive affirmations get a lot of “likes” and “shares”. I think our followers like some good news and cheer every now and again.
- When at all possible, add a picture with your post. It catches the eye of the reader and they are more likely to read what you have to say. Even if it is a logo of what you are talking about etc.
- Post calendar events and invite friends, encourage your club to also share the calendar with their friends.
- Try and either use a quote from the article or say a few words of your own so it is more personal. Ask a question to encourage feedback.
- I get most of my material by following other pages of other organizations. I also set up “Google Alerts” to get stories posted around the world based on key words I input.

The goal of the posts is to get people to interact. Remember if they “like” or comment on your post, their friends see it.

A “share” is the best form of grassroots growth though. You can track your results in the “Insights” area on your page. You will see “negative feedback”, and that means somebody hid your post or actually flagged it as inappropriate. I used to take offence, but what I find is that if it is politically charged or people have a strong opinion on a subject, your “negative” will go up. It does not offend me anymore, but I do watch it to find common denominators.

The “Insights” area gives you all sorts of statistics and demographics which are super interesting. You have to have at least 25 likes on your page to get it.

When possible, post pictures of what your club is doing. “Tag” the people in the photo. Again, this makes all of their friends see it and the more they see “likes”, “tags” and comments coming from your page, they will be interested enough to follow you!