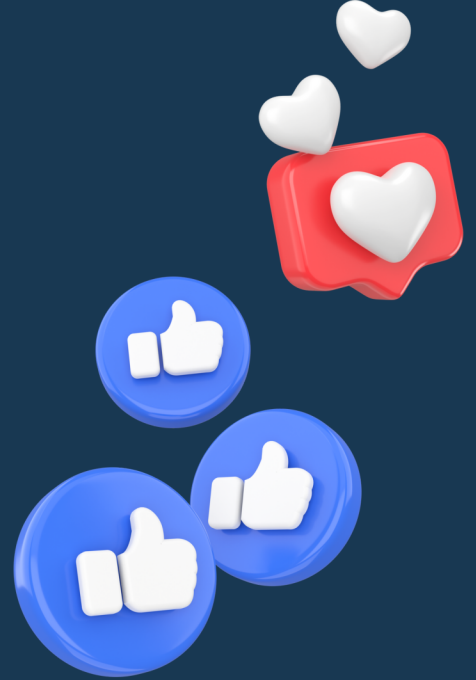


# FACEBOOK ACCOUNT CHECKLIST

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# PROFILE SETUP



- Standardize Your Account Name**  
Standardize your handle across all social media platforms.
- Account Handles and URL's**  
Make sure all of your social media accounts have the same handles or URL structure (ex. [facebook.com/hfh-springfield](https://facebook.com/hfh-springfield) and [instagram.com/hfh-springfield](https://instagram.com/hfh-springfield))
- Profile Picture**  
Use a high resolution logo. We recommend the Habitat blue background with a white mark. (see example below).



- Cover Photo**  
Use a high resolution cover photo. We recommend updating the cover photo to correspond with any campaigns that you may be running.
- About Section**  
Clearly articulate your mission, vision, and the work you do. This section helps visitors quickly understand your nonprofit's purpose and activities. Make sure to include your location in the about section so that Facebook can deliver your page in search results to people that are close to you.
- Contact Information**  
Include up-to-date contact details like phone number, email, and website. This makes it easy for supporters and potential donors to reach out. You'd be surprised how many people use Facebook to find local businesses.

- Use the Call-To-Action Button**  
Utilize the CTA button (e.g., Donate, Sign Up, Contact Us) to direct visitors to take a desired action. We recommend having a general "Get Involved landing page on your website to direct people to the most important links on your site - donate, volunteer and shop ReStore.
- Get a Facebook Verified Badge**  
Apply for Facebook's verification badge to add credibility and authenticity to your page. This helps build trust with your audience and distinguishes your page from impersonators.
- Highlights**  
Create Highlights from your Stories for key content that your followers can refer to easily and regularly (e.g. volunteering, stories, campaigns, Habitat Facts).
- Facebook Fundraising Tools**  
If eligible, set up Facebook's fundraising tools to make it easy for supporters to donate directly through Facebook. This simplifies the donation process, potentially increasing fundraising success. Encourage your fans to create fundraisers where they can raise money from friends and family on occasions like their birthday.





# CONTENT

- High Quality Photos & Videos Only**  
Use a DSLR camera, or the latest smartphone to take high-res images and video (4K preferred). Consider building a pool of volunteer photographers to ensure high quality photos.
- Video & Photo Design/Editing**  
Use consistent brand esthetics using a program like Canva. Only use brand-compliant colors and fonts.
- Pinned Posts**  
Pin key posts to the top of your profile. Consider posts that explain the vision for the organization and/or an explainer of the work that you do.

- Content Strategy**  
Content should fall into one of three categories: inspirational, educational or entertaining. Community Connect's content plan automatically provides a mix of content for you in these areas with a mix of mission, programmatic and community education posts for each day of the week.
- Mix of Content**  
Share a mix of video, carousels, user-generated content and original photography. On a weekly basis, highlight a mix of content related to mission, community education, programs, stories, appreciation and inspiration.

# POSTING

- Frequency**  
Post as often as you can commit to, aim for at least 5-6 times per week in-feed. If possible post a Facebook story at least once per week.
- Scheduling Made Easy**  
Schedule your posts ahead of time. If possible, schedule posts one month ahead of time using a platform like Buffer or HootSuite.
- Post Captions**  
Most captions should include 3 elements: a hook (first sentence), the main point, and a call to action (short action-oriented sentence). If you are linking to a page on your website, don't forget to include that link! Facebook will automatically include an image from the page.
- Curation**  
Always credit any photographers or user content you post or re-post. Ask for permission before posting.
- Share User Generated Content**  
Encourage volunteers and event attendees to take photos and tag your organization in the captions. Monitor your Facebook mentions and reshare that content on your page with a comment. It's a good idea to thank the person that posts in your comment!



- The Magic Post Formula**  
Our research has seen this formula to get the most reach with posts:  
**storytelling + program description + tag community sponsors/partner**  
Create a carousel of 3-4 images. Make the first image a picture of a person looking directly at the camera.
- Share ReStore and Affiliate Content**  
Most affiliates have a Facebook page for their ReStore and a Facebook page for their administrative office. Make sure you share posts between these two pages frequently to encourage supporters to follow both and increase your post reach.

# COMMUNITY ENGAGEMENT



## Engage

Use the search function to find profiles related to your affiliate - this can be local partners, businesses or sponsors. Like and comment on their followers' posts for at least 15 min per day to increase engagement. This will increase your visibility.

## Respond

Respond to every single comment (positive or negative) left on your posts, and encourage dialogue using open answers. If you find that someone is being disrespectful or harassing your community, consider blocking them.

## Invite Commenters

If someone comments on your post but they don't follow your page, you can invite them to follow your page. Make sure you monitor your comments and invite them to follow so you can grow your audience.

## Ask

Include questions and CTAs (call-to-actions) in your captions (e.g. "What's your favorite thing to do on the construction site? Comment below 🙌")

## Tag Partners

When appreciating community partners and sponsors, tag them in your posts.

## Ask Partners to Tag You

Anytime a partner group is at an event or on the construction site, ask your partner to post about the experience and tag your page. You can even give them a caption they can copy and paste.



# ABOUT COMMUNITY CONNECT

Community Connect helps you build more with less. Our work is guided by a shared vision of collaboration, learning and collective action that fosters real community connections. Join the community to access easy-to-use marketing tools, education resources and communications strategies that will drive your mission forward. We are stronger together.

