Creating Effective Facebook Posts
Rose Foundation for Communities and the Environment, in partnership with Social Movement Technologies

Lift up victories, even small ones.
Sharing the “bad news” can make people scared and want the information less, whereas personal, positive stories open people up and give them hope. One of the most important things social media lets us do is tell stories of resistance and hope.

Victory! President Obama Reduces Sentences for 98 Individuals!

Try to avoid too much lingo - talk in plain language so people can easily relate to your message.

Show vs. Tell (Use Photos)
Show images of people and things that you can relate to.

Identify good candidates for compelling stories: usually an unlikely hero
Lift up ordinary people showing bravery and kindness. Interview them - Start with getting them to tell their story, but then don’t be afraid to ask them the questions that delve deeper, or that may seem uncomfortable.

Enable your people (staff, volunteers, organizers, etc.) to claim their victories - your supporters will be excited to see posts that celebrate their hard work.

Create a sense of excitement and momentum.
When someone feels that something important is happening, they feel more inspired to join in - and including an immediate Call to Action gives them a clear path to join the work.

Example of an effective Facebook post

Putting it All Together: Using Canva
Canva is a great tool to use for editing together images and text.
You can get a free team account for 501(c)3s. Click the link for some getting started videos.

For more trainings and videos, visit Social Movement Technologies’ Website
Increasing Your Reach Through Facebook

Facebook Groups

If you already have a Facebook page for your organization, consider whether a Facebook Group can also be beneficial to connect your supporters to each other.

Facebook groups make it easier for people to talk to one another, since members can make posts and ask questions in the group, which they cannot do on your organization’s Facebook page.

Your supporters see posts from a Facebook group more often than your group’s Facebook page in their newsfeed.

Research: Join other Facebook groups to learn more about how they work and recruit people to your cause.

- Use this tool to track your research. Search Facebook for keywords and begin mapping out Facebook groups that you could learn from, and maybe have some of your groups’ leaders join.
- Learn what people are interested in and what people might want to connect on that relates to your group.

Promoting Posts

Facebook Is Free, but...

If you have a really important post that you want to reach more people, consider buying a Facebook Ad for the post.

You can also target specific people with your post. Examples of people to promote to:

- People with environmental interests in your specific geographic area
- Your email list of supporters and their friends
- Visitors to your organization’s website (install Facebook pixel to track this) and their friends

Facebook Ads Might Be Cheaper Than You Think:

- When you run your ad, you will only be charged for the number of clicks or the number of impressions your ad receives.
- Facebook advertising costs, on average, $0.97 per click and $7.19 per 1000 impressions (views).

YouTube has excellent how-to videos for getting started on paid posts.