

## Facebook for Social Enterprises

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[www.3CisCreative.com](http://www.3CisCreative.com)

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# Numbers That Matter

25

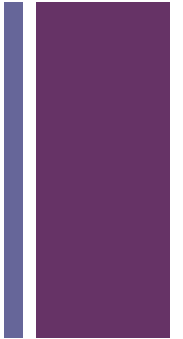
30

50

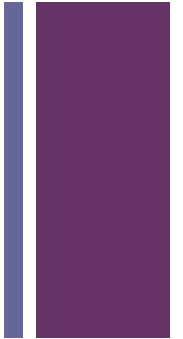
100

# + Post Regularly

- Plan the Posts in advance
- Use Facebook Scheduler
- Search for Good Content
- HootSuite ([hootsuite.com](https://hootsuite.com))



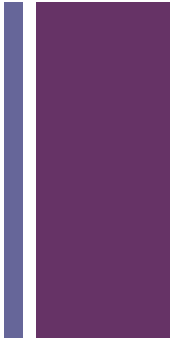
# + Advertise It



- Place the link on your website
- Print your URL (Facebook.com/YourMinistry)
- Place it in your email signature
- On business cards and event flyers

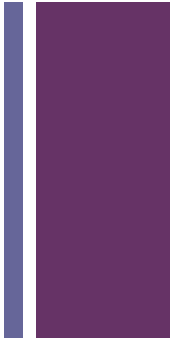


# SOCIAL MEDIA CONTENT CALENDAR



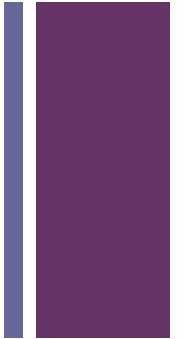
- Organize Your Posts
- Track Your Efforts
- Plan Ahead
- Post Frequency

# + Form a Team



- Define the purpose and message
- Solicit volunteers
  - Qualifications
- Necessary gifts of volunteers
- Oversight

# + Call to Action



- Write an brief description (150 characters or less)
- Write a long description (can be several paragraphs)
- Select a picture for your profile image
- Select a photo that is reflective of your work for your cover
  - \* do not infringe on copyright laws

**Now you are ready!**

- <https://www.facebook.com/pages/create/>