

Facebook for Friends groups

Facebook is a good platform for Friends groups because;

- the algorithm is set for the creation of communities
- it is used by people 35 to 65+ years, one of the biggest target groups for conservation volunteers
- people (including younger people) look to Facebook for events from environment groups
- it's easy to get a broad reach
- its free to use and so is posting events
- free graphic design tools like Canva – are made to be used on Facebook etc

Facebook is a community

People are looking for other people to connect. It's the age of hyper-personalisation on social media.
ie People are looking for personal connection/personal stories online.

To use it well

- Create posts that invite interaction and comments
- Make people feel they are special
- Create posts that are engaging, are personal and tell a story
- Tailor your posts to your 'ideal member' or volunteers (see Avatar template below)
- Get everyone in the group or at least a few people of different ages to think about creating good posts and collecting content for your group – then pass them onto the Facebook manager
- Be generous with facts and knowledge and personal stories and insights – give away freely what you offer – belonging, knowledge, community, natural bushland beauty
- Create content that evokes an emotive response
- Tailor your posts to the values of your group

Who is your target audience

For most groups, the target audience is:

- Demographic – lives locally, works professionally or recently retired, has time/resources to volunteer
- Values – community, environment conservation, being outdoors
- Motivation –varies but generally includes wanting to do their part to make things better, socialising and contributing to the community and the environment

- Interests – nature, wildflowers, conservation, photography, finance, leadership, promotions

How often should I post

-post everyday, if that's too much then once a week

-post at the same time, every time you post

-good times are Sunday evening or when 'your people' would be likely to look at it

When you know you are doing it well

-When other people in the group are replying to other people's comments and photos, concerns and questions

-When your numbers are slowly growing

-People are connecting with each other, and you act as the host

Tone and persona

Friends' groups tone needs to be friendly, open, informal, helpful and informative.

Creativity

Whenever you can, post videos and reels

Posts need to be fun and interesting – or at least personal

Avoid the 'so what' post

Page vs Group

A page is managed by someone who is in control of the content and what and when gets posted.

A group invites others to post on the page and can be used for greater involvement by the community, although this can have downsides such as...