

# FACEBOOK 102



Take your social media game to the next level

**THE PROBLEM:** The average organic reach for a Facebook post by a brand is 2%.

**WHY IS THIS A PROBLEM:** If your page has 100 followers, on average, the algorithm will only serve your post to two followers. If 1,000 people in the community like your page, 20 people will see your posts on average.

**THE DETAILS:** With digital advertising, you pay only when a user clicks your content, which makes the financial investment manageable. You decide if you want to spend US\$1 or \$1,000,000. You also have control over who should see your content. Your content must be engaging if you want people to engage with it and follow your call to action.

**THE SOLUTION:** Advertise if you want to take your social media game to the next level.

- 1 Define your goal.** What are you trying to accomplish? Is your goal to have people see your content? Is your goal to get people to donate to a cause or attend an event? Deciding the goal will help you figure out how to achieve success.
- 2 Create awesome content.** Are the words and images you're using engaging? Are they going to stop people from scrolling to read and see the content? Focus your content on the positive change your club is making in the community. Be sure to use images featuring kids, service and fun.
- 3 Create your post in the Facebook platform.** The easiest method to start getting your message to a larger audience is by clicking the "boost" button under a post.
- 4 Define your audience and budget.** Who do you want to target? Decide among sending your content to the fans of your page, friends of your fans or to an entire audience of your choosing. It's possible to segment audiences by gender, age, location, demographics, interests or behaviors.
- 5 Publish.** Once you've selected who should see your content, the Facebook algorithm starts putting it before them.
- 6 Monitor and respond.** People expect answers immediately. If you aren't able to respond in a timely fashion, you'll lose any leads you secure.

Visit [kiwanis.org/brand](https://kiwanis.org/brand)  
for additional tips and tools  
to get your club noticed!



**Kiwanis**