

SOCIAL MEDIA HOW TO

Facebook tips:

- Use an interesting photo/action photos, graphic or video. These kinds of posts do better than sharing a link. For example, use pictures of colorful food, action photos like client getting food or video of the food getting delivered to the pantry or during the distribution.
- People usually respond better to videos, including live videos and photo slideshows. Make use of the photo slideshow tool on Facebook when you have at least 5 pictures to share. It's an easy way to make a short, quick video. Use live video when there's interesting visuals to share.
- Videos should be under one minute. The shorter, the better. People's attention span is short.
- Always tag organization, company/person in your posts, especially if it's a well-known name. The company/organization will usually engage and might even share your post.
- Refrain from scheduling posts in advance. Due to Facebook's algorithm, scheduled posts will reduce your posts reach.
- Share media posts mentioning your agency.
- Thank donors, volunteers
- Encourage others to tag you in their social media posts
- Always present clients in a positive manner. Keep in mind that you need to have them sign a media release form first in order to use their image.
- Don't post more than once a day. You don't want to exhaust your followers with your posts causing them to unfollow you or hide your posts.
- Use hash tags, but don't overdo it.
- Look over your "About" section and make sure address and hours are correct and any contact information is correct.
- Pin post to the top of the page with important information like food distribution hours, information on how to volunteer or donate.

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Suggested posts:

Example one:

It's an exciting day at NAME OF PARTNER AGENCY. We received XXXX pounds of fresh produce (food received) from the @CentralTexasFoodBank. If you need food assistance, stop by our distribution on DATE AND TIME OF DISTRIBUTION to receive healthy, nutritious food.

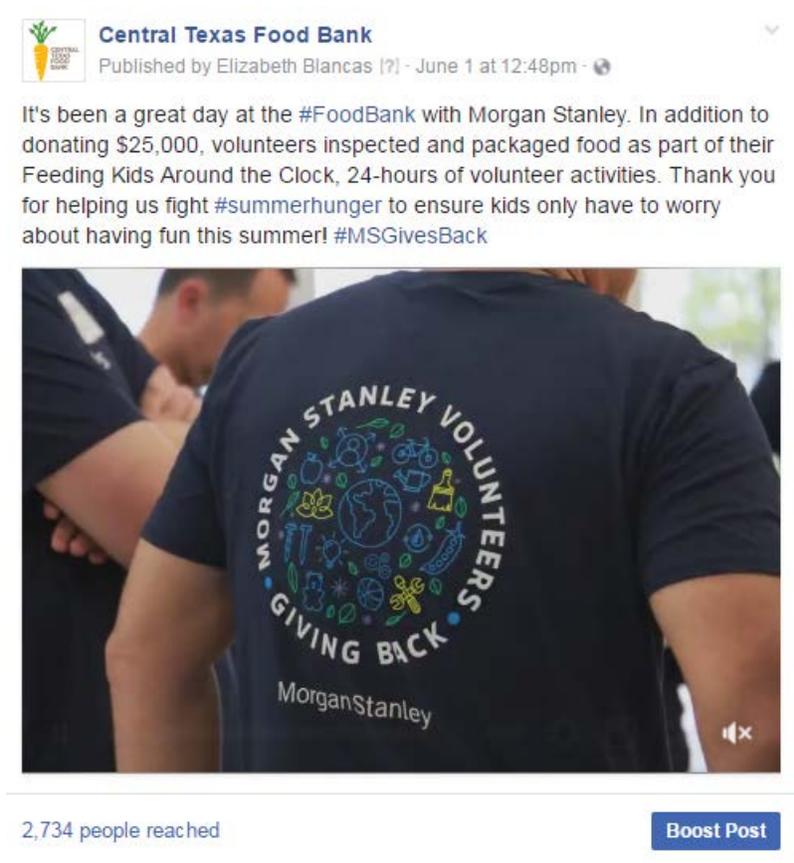
Include pictures of food getting unloaded, food getting organized/put away in the pantry, close ups of the food received. Look for colorful food like fresh produce.



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Example 2:

We had a group of NUMBER or @ORGANIZATION VOLUNTEERING volunteers; help put food in the hands of those in need. They helped distribute watermelons, potatoes, canned food and much more. Thanks @organization for helping make a difference in the lives of families.



This is a photo slideshow of action pictures of the volunteers

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Example 3

Show the impact the pantry is making in the lives of families.

Include short quote about their need and picture of them. The post should include language about how the pantry is helping provide nutritious food or helping them make ends meet. Don't refer to clients as poor.

 **Central Texas Food Bank**
Published by Elizabeth Blancas [?] · May 26 at 5:13pm · 🌐

"After I pay my bills, I only have \$76 left. I need a place where I can go and pick up food, so that I can eat. Otherwise, I'd be skinny as a rail. It's a blessing," Randel said.

Randel is a Vietnam veteran and is on a fixed income. He relies on the Food Bank to make it through the month. The Food Bank is proud to support veterans, like Randel, when they need it most. Thank you for your service Randel and to all the veterans! We hope everyone enjoys this upcoming Memorial Day!



Randel

Air Force Vietnam Veteran

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 **Central Texas Food Bank**
Published by Elizabeth Blancas [?] · May 5 · 🌐

"My income is below the poverty level, that's why I come here to make sure I have some food to eat."

Without any savings, 89-year old Billie took a hit when her home got flooded and she lost everything. Thanks to the Food Bank and our Partner Agency, Hays County Food Bank, Billie has a meal on her table to keep her healthy. #solveseniorhunger #olderamericansmonth

<https://www.centraltexasfoodbank.org/.../after-flood-woman-re...>



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