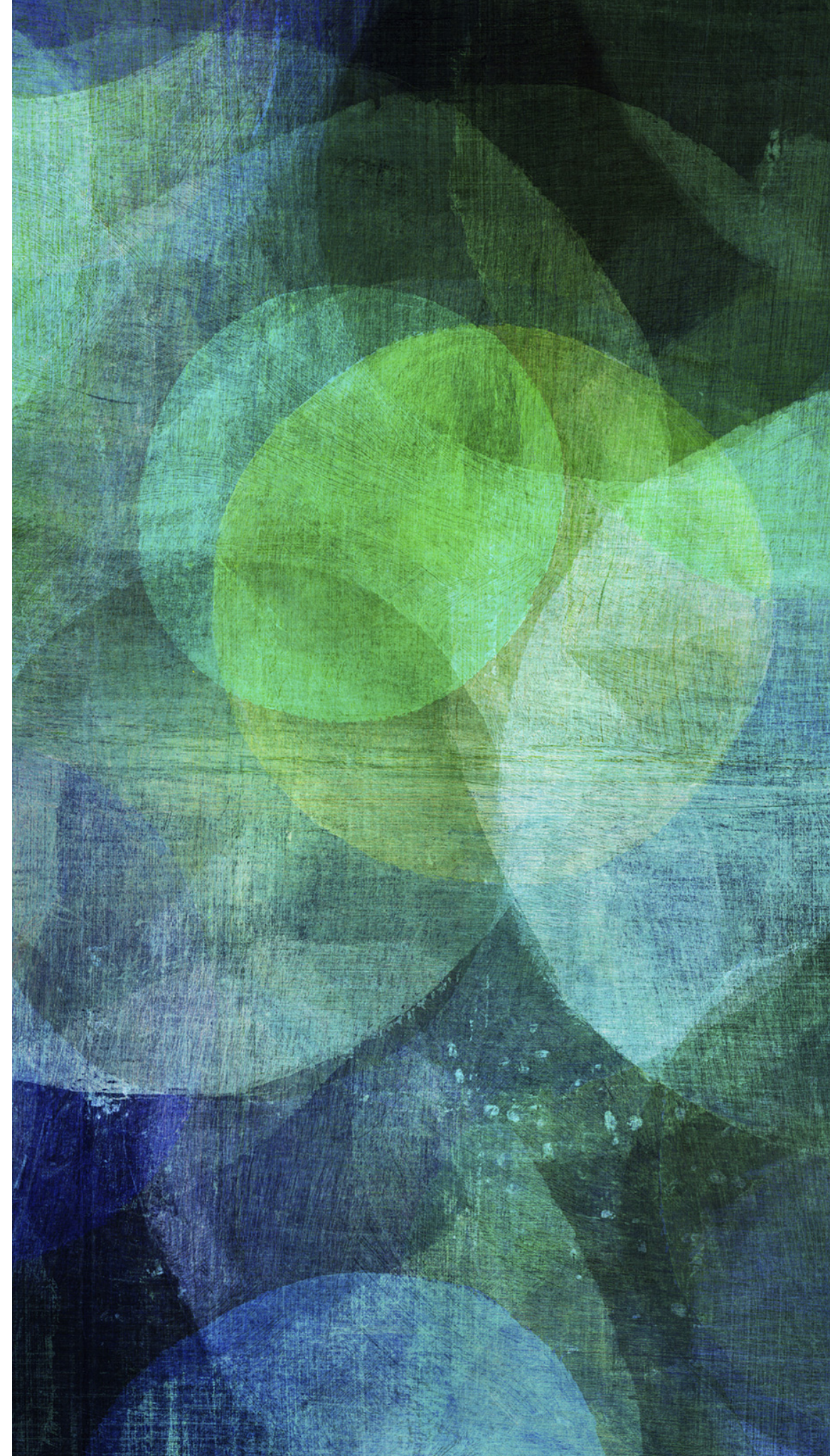


FACEBOOK FOR TRTA LOCAL UNITS & DISTRICTS

By Roy Varney



WHY CREATE A FACEBOOK PAGE FOR MY LOCAL UNIT/DISTRICT

- Reach members instantaneously.
- Don't have to be friends with the members.
- Promote your organization and gain visibility.
- Build towards recruiting future members.

DIFFERENCES BETWEEN PAGES AND GROUPS

- Facebook pages are for companies and organizations, like RTAs. Pages are public and allow for more control and features than a group.
- Facebook groups are for groups of people. They are less moderated and have much less social media exposure than pages.

HOW TO GET STARTED

- You need to have a personal Facebook profile.
- The personal profile will be connected to the organization's page.
- I recommend having a second person within your local having access to the page.

COVER PHOTOS

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Cradles to Crayons
Massachusetts
@c2cboston

Home

About

Putting kids first



#kidsfirst weputkidsfirst.org Join us.

Like Following Share More

Donate Message



Schedule

Davis Farmland ✓
@DavisFamilyFarm

Home

About

Photos



Like Follow Share

Send Message

POSTING TO YOUR PAGE

- Posting to a local unit page easy. You have the option to either post as the organization or as yourself to the page. To change which one you are posting from, simply click the small box in the right-hand corner of the “Write something” dialog box.

WHAT TO POST AND NOT TO POST TO YOUR PAGE

- DO: Post photos from the latest meeting with descriptions.
- DO: Post information about upcoming meetings.
- DO: Post Inside Line articles.
- DO: Post membership drive opportunities.
- DO NOT: Post personal opinions.
- DO NOT: Post non-TRTA related information.



TWITTER FOR PERSONAL USE



DIFFERENCES BETWEEN TWITTER AND FACEBOOK

- On Twitter, your posts, are known as “tweets,” are public. On Facebook, you can adjust your settings to have your posts only be shown to people who are your friends.
- On Twitter, you can follow anyone, but you can only direct message someone if they follow you too.
- On Twitter, you are limited to 280 characters per tweet.

WHY USE TWITTER

- Twitter is a great resource for following breaking news and interacting with legislators. It is an amazing communication tool, and, most importantly, is free to use.

HASHTAGS, RETWEETING AND ANATOMY OF A TWEET

➤ #TRTAConvention

QUESTIONS?

- Contact me at roy@trta.org!