Facebook Moderator Best Practices
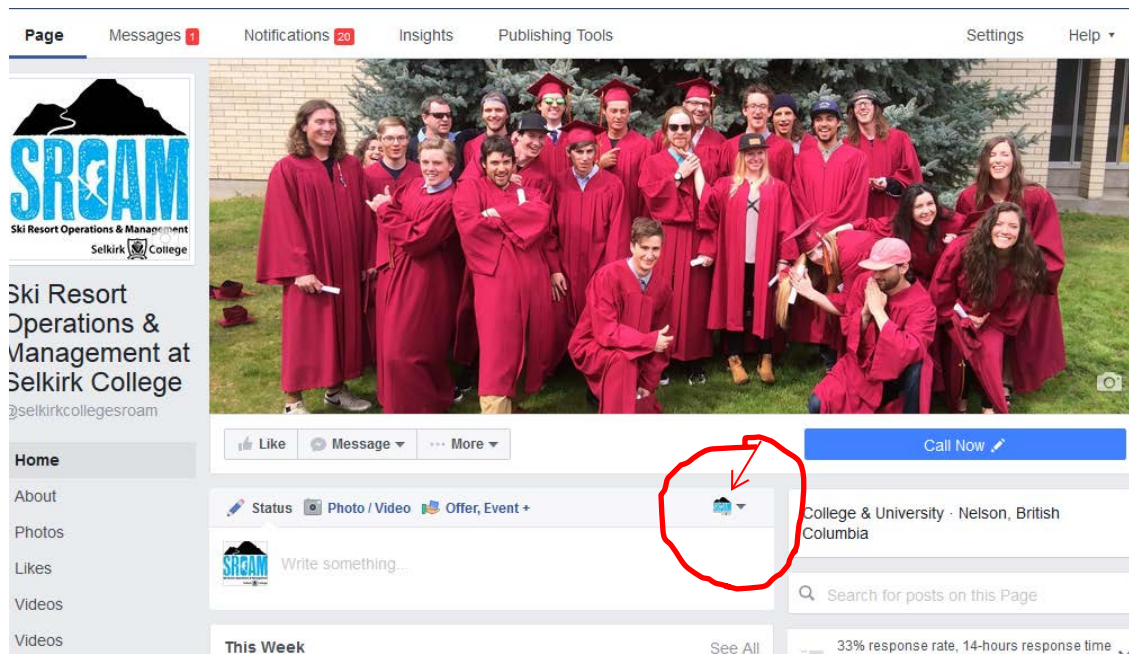
Authentic Story Telling

- Be casual, personable yet professional
- Use proper grammar and spelling, double check before posting

Switching Between Profiles

Once assigned to the page, you should act as the page when posting. You can switch users between yourself and pages under your management. This is done via the down facing arrow next to the question mark at the top blue banner (on a desktop) or on your mobile under the solid three lines at the top right.
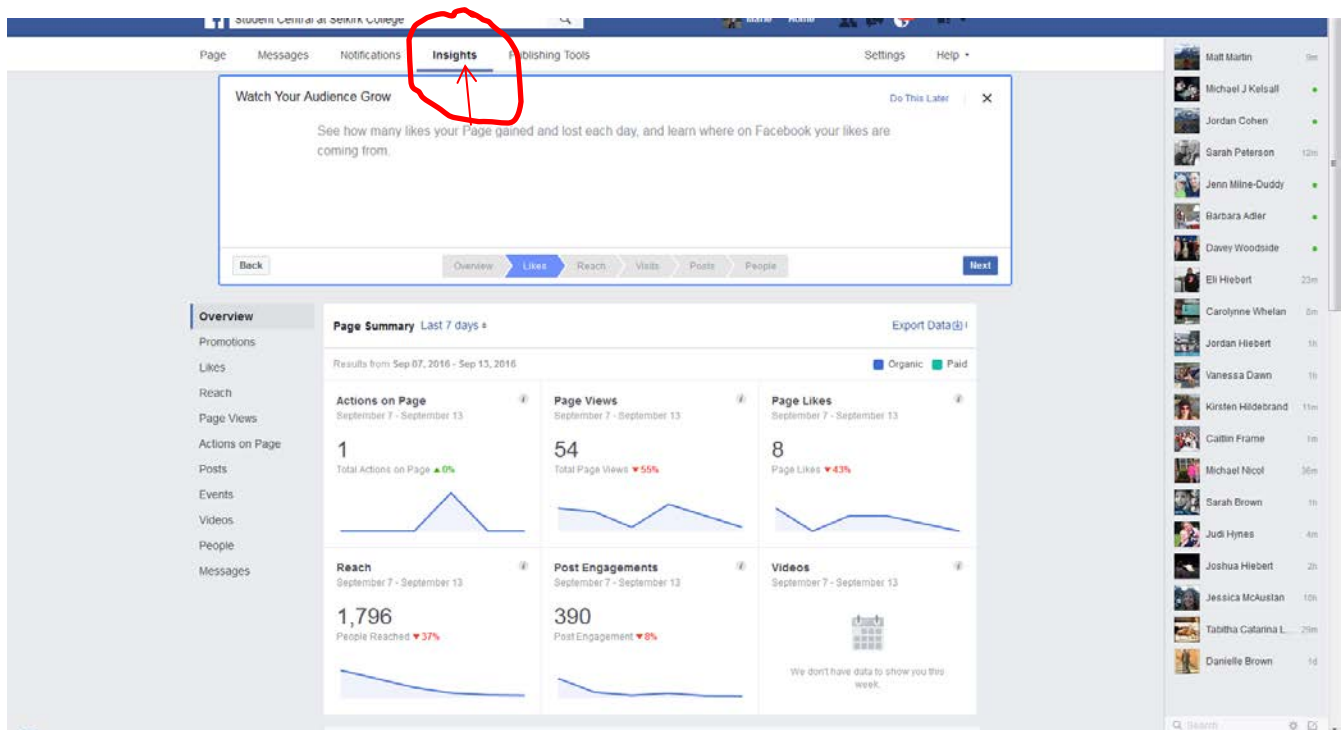
After posting to your page, switch users to act as yourself and give it a like or comment. Feel free to like and comment as the page as well where you feel appropriate to increase engagement. And be engaged. See below for a visual cue.

When do I post?

Once you've mastered the basics, feel free to check out insights to see when people are most interested and who they may be.

Invite Friends and Family to Like Your Page

- Don't be shy. This is a great way to grow the reach of your page.

Tagging

Find FB pages/people/groups associated with your post so you can tag them. This is a positive way to share in a conversation and cross promote.

- Tag any person, business, sponsor or Selkirk page directly ssociated with post
- They can easily un-tag themselves if the tag is not wanted
- For example: Use @CityofTrail, @StudentCentral, @BCGov
- Look up the page first to make sure you are tagging the right page

Hashtags

Hashtags are largely used as a "topic organization system." We use #SelkirkCollege

- Don't make your sentences hard to read
- Ensure space between hashtags or only the first hashtag works

Photos/Videos

Posts need a photo. Or better yet, a video. Leave your profile badge as is. It gives you official Selkirk College credibility. Consider changing your cover photo seasonably.

- Photo size is flexible but higher resolution photos are best. You can tell if it looks good or not.
- Create albums for organizing groups of photos
- People love videos. Consider trying your hand at this!

Linking to selkirk.ca

Social media is used to drive traffic to the website to "close the deal" so to speak. All posts and photos, if possible, should link back to selkirk.ca – find a logical location:

- our news release,
- event calendar
- program page
- services page
- photo gallery
- another type of information-giving page on selkirk.ca

Sharing Posts

- If a business, partner, sponsor, faculty, community member, media person/page posts something relating to us, share it!
- Encourage others to share your posts by being a sharer – Each individual has influence in their own social media circles.
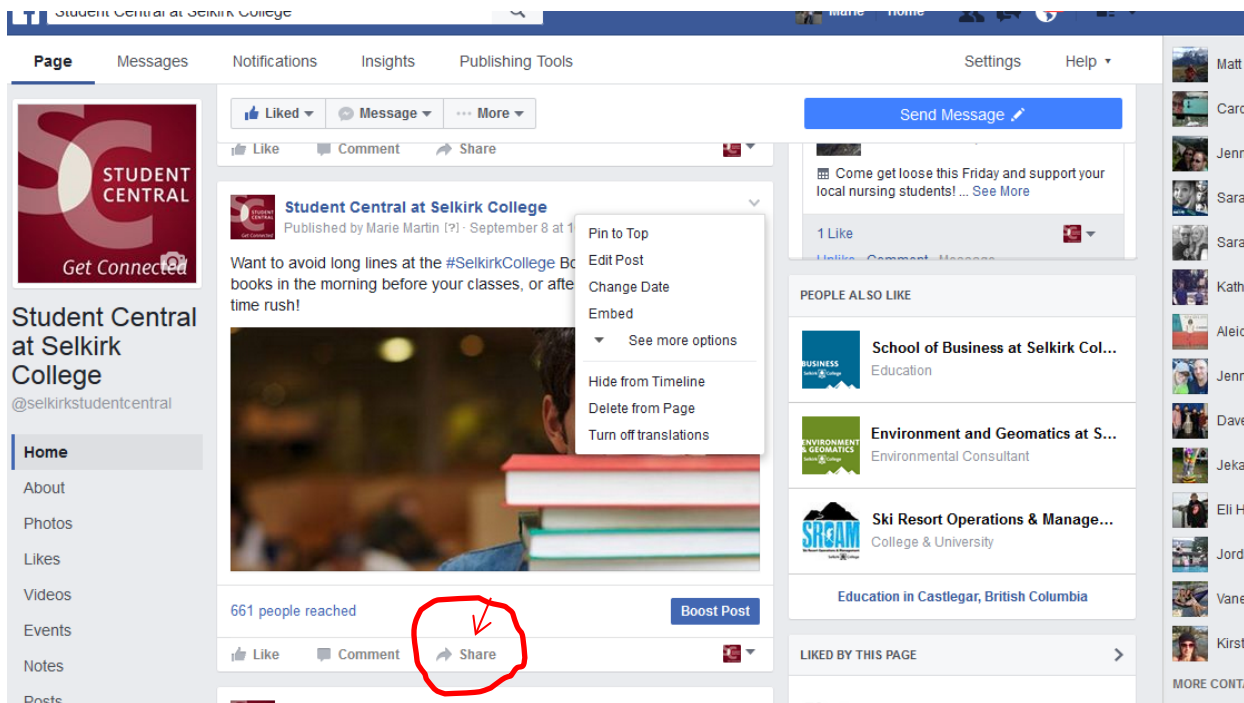
Posting "Options"

- You can place an older post at the top of your page by clicking 'Pin to Top' - This will prioritize the post so it will be the first thing people see when they scroll down the page. Don't forget to unpin it when the need has expired.
- Scheduling Posts in Advance - You can click the arrow beside Publish to schedule the post for another time – This is the perfect tool to schedule all your posts in advance for the day or week. But remember to still keep an eye on traffic to the post or message box.
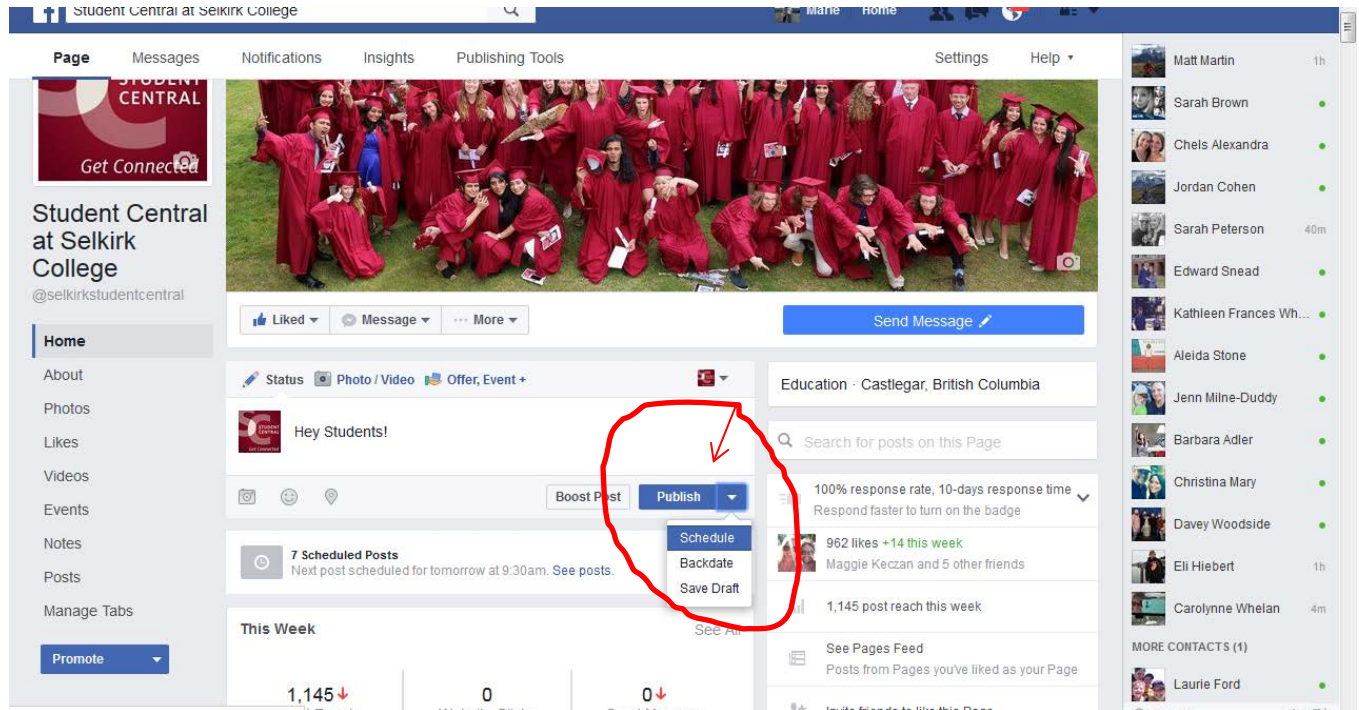
Replying to Comments & Messages

- If you notice a message, please respond ASAP
- Users expect responses within 24-48 hours
- If you do not know the answer, let them know you are getting it for them, or let them know who they can contact (usually your program contact/Instructor)