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**EUROPEAN YEAR FOR DEVELOPMENT: TIPS FOR FACEBOOK**

* Tell stories – use a picture of a person who can be identified and tell their story
* Look for a ‘hook’ for your post eg a case study on an agriculture project on World Food Day. Tie in with the 12 thematic months wherever possible
* Work with partners – NGOs and international organisations have a huge reach on social media. Share your materials with them (and reuse theirs)
* Make it personal – Facebook is where people interact with their friends as individuals, it’s not designed for corporate communication with stakeholders
* Stand out: Emphasise quirky, bright ideas that make a difference to people’s lives. Look for something a bit different or eye catching
* Pictures: use people, something unexpected or striking
* Keep it short! People don’t often read long posts
* Results, results! Infographics work well on Facebook – figures on what your work is achieving will catch people’s eye
* Make your communication ‘two way’ - look for creative ways to engage and interact with your followers (e.g. questions, quizzes, contests)
* Keep your page alive – respond, quickly, to comments or questions
* Challenge perceptions: Acknowledge people’s objections to aid and challenge them to guess at something – e.g. ‘where have 10,000 women voted for the first time ever?’, ‘does aid work? Does it accomplish anything? Find out in our link/video/infographic/report. You might be surprised’
* Nostalgia – connect with things in people’s own lives and that they remember – e.g. ‘Remember your first paycheque?’ – for economic empowerment
* Celebrities attract interest. Share pictures of famous people at your events or project if you can
* Do your research - who ‘likes’ your page? When do they read it? Don’t forget to post over holidays and weekends when people have more free time
* Where are your users based? Think about geographic context, local events and language
* Make it personal – don’t hesitate to use ‘we, us and our’ in your posts. You can use emotion eg happiness/ anger/ sorrow, when appropriate
* Insert a ‘shortened link’ to find out more eg Read the article on [bit.ly/1vGf9EQ](http://bit.ly/1vGf9EQ)