

## **Facebook for arts organizations Q& A with Jordy Yack**

***We have multiple administrators on our Facebook page and one of the administrators doesn't always post appropriate content. How can we make sure that this doesn't happen?***

Varied content is very important to Facebook and to your audience but keeping your brand voice consistent is really important as well. . We would suggest. Make sure you have guidelines for posting to ensure that everyone in on the same page, and find some best practices of other similar organization to compare what looks good and makes sense.

***Is there any suggestion about best time and day to post on Facebook?***

Check your Facebook Insights to see when the most amount of your audience is online and cater to this crowd. Best practices suggest that traffic spikes at night, with a significant increase of people online between 5pm and 10pm, but it's always best to look at your own page data and adjust accordingly.

***We have a board member who believes that every person in the organization should be posting on Facebook including volunteers and staff. What are your thoughts on this approach?***

Having a clear goal, voice and tone is very important, but there are also benefits to having everyone in your organization post. From my experience, the latter makes the Facebook feed messy and unless each member knows exactly what he or she is to talk about means there's lots of crossover. There's two ways to deal with this. Firstly, you can either have one person take the lead and create a content calendar so you know who covers each topic and when. Conversely, keep the free-flowing, communal thing going, but ensure that each person attaches their initials to each post to give it that personal feel.

***I am interested in knowing more about a scheduling program such as Hootsuite and Buffer. Does it allow you the flexibility to address the difference audiences you may have in Facebook vs. Twitter and Instagram?***

Software like Hootsuite and Buffer allow you to post across multiple platforms from one place. I'm a huge fan of Buffer and use it regularly to schedule posts across Facebook, Twitter and Instagram while also ensuring I'm speaking to each audience in different ways. These software apps don't necessarily address the differences on its own, but allow you the flexibility to share content easily from a Facebook post and turn it into a tweet, for example.

**Our ultimate goal is to post original, but networking with other organizations and creating or sustaining mutually beneficial partnerships is also important. Is it a good idea to cross-promote and share other people's content?**

Yes! Firstly, cross-promotion helps break up to the sales-y content you're posting and that balance helps gain trust from your audience. Also, if you're posting another group's events it's likely that your events are being posted elsewhere and that's amazing! Secondly, other types of content (cross-posts, community posts and curated shared posts) show that you're a leader in your field and gives your audience a really good reason to follow you. It's no longer just about sales, it's about the conversation. Give your audience value before you try and extract value, this philosophy is surprisingly effective.