Eli Weston

Professor Markley

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Social Media: Best Practices

Create Common Good

The following is a review of what I find would be the best social media practices for Create Common Good.

Create Common Good’s mission would be best attributed by the Facebook and Instagram.

**Facebook:**

**Focus on being ‘useful’**: Create Common Good should focus on making their Facebook page something that users will a specific reason for following. Whether it’s entertaining media, interesting stories, educational blogs, or emotional satisfaction, I think the focus of the Facebook page needs to be making sure it has some usefulness to potential followers. I think with page usefulness will come a greater number of followers, and in affect more donations.

**Personal Stories:** One of the main functions of Facebook for Create Common Good should be to focus in on the personal stories and progressions of the trainees. Within the restraints of the trainee’s requested privacy, I believe something about one of the trainees should be shared on Facebook twice weekly. This could be progression in the training program, future plans, something interesting or funny they we’re involved with at the program, personal thoughts about the program, job placement, quotes, etc. I believe these posts should include a photo of the trainee to further personalize the post. The personal nature of these kinds of posts means they should not be set to auto post at certain time. I do though believe that there should be set days of the week for these kinds of posts. This way users can expect or even look forward to seeing them each week.

Much in the same manner, I think Create Common Good should use Facebook to personalize the program and its employees, as well as uplift volunteers. Taking and sharing pictures of staff, volunteers, facilities, program events, and day to day activities with short descriptions would help humanize the program.

**Education:** Create Common Good should use Facebook to educate users on the program and other relevant information. I believe with all the before mentioned post styles, Create Common Good needs to include either their mission statement, a link to the CCG website, some kind of description of the program, or any combination of the three. While making sure Facebook represents the program in a personal or interesting matter is important, I believe it is especially important that every post educates users on at least the basics of the program. This will also aid in user sharing in a way I will discuss later.

Create Common Good should also include two types of educational posts.

The first type of post should include descriptions of the program’s training levels, the program’s impact, the program’s intentions, explanations of program events, or program’s needs. The more users understand about the program, the more they are likely to help. I think these posts need to ensure they express the baseline idea behind CCG every time, to ensure their relevancy is understood. These posts should like all others include some sort of media, whether pictures or video. Scheduling these posts to auto-post on a weekly basis should help create a consistent impact on users following the page.

The second type should be posts exploring social issues related to the program. A good example would be something like ‘Women in domestic abuse situations feel they can’t leave because they lack personal income.’ Articles that outline social problems that make a program like Create Common Good necessary. This will help users understand the programs purpose and keep them engaged with information from the page. These posts should include either informational figures related to the program or social issue within the post, or pictures from the program that don’t target particular individuals. I believe auto uploading these posts on a weekly basis would be most beneficial.

**User Engagement:** It is important for Create Common Good to use Facebook as a platform of community engagement.

While Create Common Good does have its uses for volunteers, I believe those needs are dwarfed by the number of individuals who would like to be involved in the program. I believe the volume of interested people could be used on Facebook with a social media corp. I believe if CCG created a Facebook group they could assign its members to help amplify CCG posts. Not only would this spread the message, it would give users a sense of involvement.

On the topic of sharing posts. Users sharing posts becomes particularly likely and useful when baseline information is included in all posts, like mentioned before. This way users who see the shared posts will have an understanding of the context of the post in relation to CCG.

CCG would also benefit from ensuring posts instigate discussion via comments. User dialogue may instigate further interest and help users find a sense of engagement.