



## HOW OFTEN SHOULD I POST?

Post frequency is something you should figure out by trial and error. On Facebook, you generally shouldn't post more than once a day, and you should aim to post a few times a week. If you're just getting started, a good goal could be four posts per week, gradually working toward a post each day.

A mistake many organizations make is posting just for the sake of posting. If it's been a few days since you posted, you should try to find something to post, but don't post any old thing just to get something up. These posts tend to have limited engagement and hurt your overall program. Revisit your goals, and consider what you could post that aligns with them.

On platforms other than Facebook, you can post more frequently. For example, on Twitter, you could post a few times an hour and that would be okay. On Instagram, two to three posts a day will be just fine.

Pinterest is the outlier. Because of the way the platform is used, there isn't a need to post regularly. You can add to your boards when you have more content or see something interesting, but don't worry about pinning on a regular basis.

## HOW DO WE RESPOND TO BAD COMMENTS?

Comments are a great thing! They are a sign that you're posting engaging content and that people are excited to interact. However, you may get an occasional negative comment. Don't worry. There are four common types of negative comments:

**BAD REVIEWS OR EXPERIENCES IN THE CLINIC.** Instead of being discouraged, use a bad experience as an opportunity. Respond quickly to the comment, and thank the commenter for bringing the problem to your attention. Then address the problem with your colleagues to try to prevent the same bad experience from happening again. How you respond to these comments can improve your image.

**MISINFORMATION.** There is a lot of bad nutrition information out there. If this—or other bad information—gets shared on your timeline, address it quickly by dispelling the myths and sharing better resources. This could also serve as inspiration for future posts.

**SOMEONE IS ANGRY.** If someone is just upset and is taking it out on your news feed, you can try responding immediately, or you could leave the comment there for a few hours. By doing this,

# FREQUENTLY ASKED QUESTIONS

you're allowing other viewers to chime in and come to your defense. Having others be your champions is a great thing.

**YOU HAVE A TROLL.** A troll is a person who is really nasty and repeatedly posts negative comments. In order to deal with trolls effectively, you should have a public comment policy. If a troll appears on your timeline, you should point to the policy and ask them to stop. If they don't, consider blocking that person.

## WHAT IS A HASHTAG?

Hashtags were popularized on Twitter as a way to tag posts. You can recognize hashtags by seeing "words" that start with the # symbol. #Thisisahashtag Hashtags are links to all other posts that used the same hashtag. This allows users to participate in conversations, discover other accounts that use similar hashtags, and keep tabs on events and topics.

You should avoid using hashtags in posts on Facebook. If you're on Twitter, certainly you should use a couple of hashtags in each tweet, but Instagram is where hashtags really shine. Using 8 or 9 hashtags on Instagram is best, but you can use none or a few dozen.



## HOW DO WE GET PEOPLE TO LIKE OUR PAGE?

Once your page is set up, you need to promote it. There are several ways to do this, including liking other organizations' pages, including your social media information on all materials you create (such as brochures and your website), hanging signs and posters in your waiting rooms, and including the social media information on appointment reminder cards. Some other creative ways WIC agencies have increased their following include:

- » **MONTHLY DRAWINGS.** Purchase a small incentive, or ask a local business to donate a prize each month to give to new people who like your page.
- » **WIFI POP-UPS.** If your waiting room has free wifi, have a pop-up inviting people to like your page.
- » **PAID ADS.** Facebook has very inexpensive advertising options that allow you to reach your audience for a small amount of money.

## HOW DO I MONITOR AND TRACK HOW OUR POSTS PERFORM?

On Facebook, click the Insights tab at the top of your Page. This gives you a lot of data about your posts, and you have the option of downloading a spreadsheet. It is fairly user-friendly and lets you poke around and view different metrics of engagement and performance.

Visit the NWA webinar archives to find a webinar all about Facebook insights.

## HOW MANY PEOPLE SHOULD BE FACEBOOK ADMINISTRATORS?

While there is no set rule for how many people should be administrators, you should have at least two administrators. If one person posts something inappropriate, the other person could quickly take it down and address the problem. Having multiple administrators is also helpful if someone is out of the office or transitions out of WIC.

## HOW DO WE FIGURE OUT WHAT TO START POSTING?

Take a look at other WIC agencies. Follow a variety of state and local agencies to get ideas and share content. You can also take cues from questions you frequently hear in appointments. Your posts should respond to the needs of your audience. If you have a lot of questions about what to do with dried beans, share a few recipes and tips for how to use them.

## DO WE NEED A SOCIAL MEDIA POLICY?

Your agency may require a social media policy. If it doesn't, it still may be a good idea to create one. This can set terms for proper use, accountability, and job duties. If you would like examples and advice on how to create a social media policy, there are a lot of examples available online, and NWA has several examples to share.

## I'VE HEARD SNAPCHAT IS REALLY POPULAR WITH YOUNG PEOPLE. HOW CAN WIC BE ON SNAPCHAT?

Snapchat is very popular, especially with teenagers and young adults. Unfortunately, due to the way Snapchat is set up, it's not a good place to focus WIC's energy right now. Many organizations and businesses have a lot of luck using filter and frames on Snapchat. These allow users to show others where they are and where they've been. Because there is still stigma around being a WIC participant, the use of WIC frames would likely be quite low. Filters are also fairly expensive to use for an extended period.