9 steps to create an engaging Facebook post
9 steps to create an engaging Facebook post

1. **Talk about stories and results**

Advertise the impacts and results of your project instead of focusing on project activities. Human impact stories and numbers are a great way to showcase the results of your project.
9 steps to create an engaging Facebook post

1. Talk about stories and results…like this post from the EIF Facebook Page:

   The need for businesses to play a hands-on role in tackling global issues is more important than ever as the world grapples with COVID-19.

   How can we incentivise businesses to continue to get involved in international development?

   Four key success factors outlined by Ailsa Nicol of the Global Alliance for Trade Facilitation (GATF):
   1. finding where business and development goals align
   2. communicating a purpose that matches with corporate values
   3. showcasing existing business partnerships to build credibility and attract new companies through peer groups
   4. acting as a neutral facilitator between government and the private sector

   Learn more here →
   https://trade4devnews.enhancedif.org/.../how-engage-businesses...


   #EIF #EIF4LDCs #LDCs #trade #development #policies #COVID19 #coronavirus #economic #SDGs #globalgoals #resilience #sustainable #market #economy #global
Use simple language

Avoid using technical language and project acronyms. Use words that are easily understandable to someone who is not familiar with your project or trade.
9 steps to create an engaging Facebook post

2

Use simple language

…like this post from the EIF Facebook Page:
While Facebook allows 60,000 characters, short and concise messages earn more engagement. Try to keep your post at a maximum of 80 characters.
9 steps to create an engaging Facebook post

3 Keep it short

...like this post from the CIR Madagascar Facebook page:
Use hashtags

Posts with hashtags perform better because they categorize the topic of your post and make it easier to find.
9 steps to create an engaging Facebook post

Use hashtags
...like [this post](https://www.facebook.com/EIF/posts/1435580746627575) from the EIF Facebook Page:

Enhanced Integrated Framework
March 17 at 7:11 AM

1 out of every 10 people in the world is undernourished, according to the most recent estimates.

How can trade work together with achieving SDG 2 (end hunger)? Are there harmonies? Competing priorities?

‘With trade recognized as a “means of implementation” under Agenda 2030, policymakers need to ensure that measures affecting trade and markets take into consideration efforts to achieve SDG 2.’

Read more on the analysis by Georgios Mermigkas and Ishrat Gadhok from FAO
https://trade4devnews.enhancedif.org/.../achieving-sdg-2-poli...

#trade #market #economy #hunger #poverty #malnutrition #nutrition #globalgoals #SDGs #SDG2 #EIF #EIF4LDCs #LDCs #economic #growth #development #tradeoffs #policies #foodsecurity #sustainable #agriculture #ag #sustainability #multilateral #multilateralism

Posts with images receive twice the attention than posts without any.
9 steps to create an engaging Facebook post

5. Use images
   …like this post from the CIR Djibouti Facebook Page:
9 steps to create an engaging Facebook post

Use emojis

Include emojis to make your posts livelier and engaging.

Just a little more to do
9 steps to create an engaging Facebook post

Use emojis

...like this post from the EIF Facebook Page:
7 steps to create an engaging Facebook post

Tag your partners

Tagging the organisations or people who are involved in your project allows them to share your posts and amplify its reach.
9 steps to create an engaging Facebook post

Tag your partners
...like [this post](https://www.facebook.com) from the EIF Facebook Page:
9 steps to create an engaging Facebook post

Tag the EIF institutional page

If you tag us using @Enhanced Integrated Framework, you can get the chance to be featured on EIF's institutional page.

Post
Tag the EIF institutional page
...like this post from the CIR Comores Facebook Page:

Time for bold initiatives to tackle inequalities and climate change
9 steps to create an engaging Facebook post

Use links

Ideally, your post should link back to more detailed content like a webpage or an article. Try to include links in your posts so your audience can learn more about your content.

Now you're ready to post!
9 steps to create an engaging Facebook post

Use links

...like this post from the T4D Lao PDR Facebook Page:
Thank you!

All of the content on EIF’s CommsConnect is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0) license. This means you are welcome to adapt, copy and share it on your platforms with attribution to the source and author(s), but not for commercial purposes. You must also share it under the same CC BY-NC-SA 4.0 license.

If you would like to re-use any material published here, please let us know first by sending an email to Fangzhou Liang: fangzhou.liang@wto.org