



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.

Not quite ready yet



Post



9 steps to create an engaging Facebook post



1

Talk about **stories and results**

...like [this post](#) from the EIF Facebook Page:

Enhanced Integrated Framework
April 7 at 5:52 AM · 🌐

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-businesse...>

Read more about the Global Trade Facilitation Alliance's work in its 2019 Annual Report → <https://www.tradefacilitation.org/global-alliance-publications/global-alliance-for-trade-facilitation-annual-report-2019/>

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



9 steps to create an engaging Facebook post



2

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.

*Uh uh,
hold on*

Post



9 steps to create an engaging Facebook post



2

Use simple language

...like [this post](#) from the EIF Facebook Page:

Enhanced Integrated Framework
April 3 at 6:02 AM · 🌐

EIF - we are still working hard with and for LDCs
At EIF, we are connected and committed as always.

Still working hard with and for LDCs, just from home!

Leave no one behind.

Stay safe,
Team EIF

#WFH #workingfromhome
#trade #Aid4Trade #AidforTrade #EIF #EIF4LDCs #LDCs See Less

Still Working hard with and for LDCs, just from home!

We are connected and committed as always.
Leave no one behind. Stay safe, Team EIF.

Enhanced Integrated Framework

🐦 + 📘 @EIF4LDCs
🌐 @enhancedintegratedframework



9 steps to create an engaging Facebook post



3

Keep it short ✕



While Facebook allows 60,000 characters, short and concise messages earn more engagement. Try to keep your post at a maximum of 80 characters.

Nope, not yet!





9 steps to create an engaging Facebook post



3

Keep it short

...like [this post](#) from the CIR Madagascar Facebook page:





9 steps to create an engaging Facebook post



4

Use hashtags



Posts with hashtags perform better because they categorize the topic of your post and make it easier to find

A few more steps to go

Post



9 steps to create an engaging Facebook post



4

Use hashtags

...like [this post](#) 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

Food and Agriculture Organization of the United Nations (FAO) World Trade Organization - WTO United Nations Conference on Trade and Development International Trade Centre OECD Development Centre United Nations Development Programme - UNDP World Bank UN Environment Programme World Food Programme United Nations United Nations Office at Geneva



9 steps to create an engaging Facebook post



5

Use images



Posts with images receive twice the attention than posts without any.

*Whoa, we're
half way there* → Post



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



6

Use emojis



Include emojis to make your posts livelier and engaging.

*Just a little
more to do*



Post



9 steps to create an engaging Facebook post



6

Use emojis

...like [this post](#) from the EIF Facebook Page:



Enhanced Integrated Framework

March 10 · 🌐



👉 "Women can play a central role, and they must: not because it's just a good thing to do, but because it makes business sense."

- 💡 How to scale up the business so that women benefit?
- 💡 How to connect it to other sectors?
- 💡 How to make sure the environment and the economies benefit?

Wanjira Mathai, the current Chair of the Wangari Maathai Foundation and the former Chair of the Green Belt Movement in Kenya, discussed with us the challenges and advice on women entrepreneurship and how access to clean energy could help ➡
<https://trade4devnews.enhancedif.org/.../wanjira-mathai-women...>

#partnership #women #entrepreneurship #entrepreneurs
#womenentrepreneurs #SDGs #sustainability #EIF #EIF4LDCs #trade
#sustainable #development #economic #growth #climatechange
#LDCs #green #climate #environment #renewables #clean #energy
#water #foodsupply #valuechain #poverty #IWD2020

World Trade Organization - WTO , International Trade Centre , United Nations Conference on Trade and Development , OECD Development Centre , United Nations Development Programme - UNDP , World Bank , UN Environment Programme , Food and Agriculture Organization of the United Nations (FAO)



9 steps to create an engaging Facebook post



7

Tag your partners



Tagging the organisations or people who are involved in your project allows them to share your posts and amplify its reach.

Ooh, so close



Post



9 steps to create an engaging Facebook post



7

Tag your partners

...like [this post](#) from the EIF Facebook Page:

Enhanced Integrated Framework
February 27 · 🌐

Join us to celebrate international women's day and pay tribute to women trade entrepreneurs in least developed countries from the Pacific to Africa.

#IWD2020 #EIF #EIF4LDCs #LDCs #Women #trade #entrepreneur #development

International Trade Centre | World Trade Organization - WTO | United Nations | United Nations Office at Geneva | United Nations Conference on Trade and Development

women in business
femmes entrepreneurs

2 March 2020, 09:45-10:45 (welcome coffee)
Palais des Nations, Room IV
Registration: <https://indico.un.org/event/33994>

WITH OUR PARTNERS

EIF European Union GENDER CHAMPIONS SheTrades UKaid UPS



9 steps to create an engaging Facebook post



8

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.

*One more
step to go*

Post



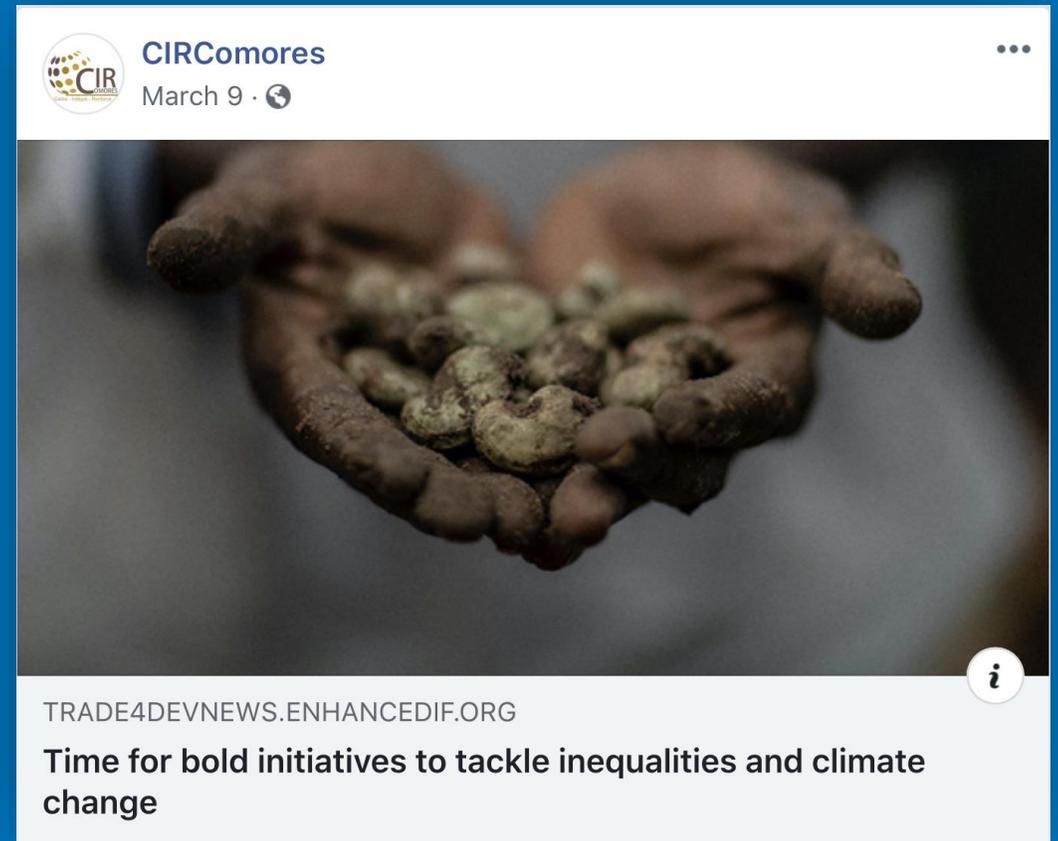
9 steps to create an engaging Facebook post



8

Tag the EIF institutional page

...like [this post](#) from the CIR Comores Facebook Page:





9 steps to create an engaging Facebook post



9

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!

Post



9 steps to create an engaging Facebook post



9

Use links

...like [this post](#) from the T4D Lao PDR Facebook Page:

T4D-Trade for Development
December 3, 2019 · 🌐

<https://trade4devnews.enhancedif.org/.../better-business-maki...>

TRADE4DEVNEWS.ENHANCEDIF.ORG

For better business, making standard measurements work in Lao PDR



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



A space to learn, exchange and get inspired!