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:
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.
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:

   Le CIR est un instrument de mobilisation des ressources et catalytique pour les PMA.
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.
Use hashtags
...like [this post](https://www.facebook.com/EIF/offices/1618312685583022) from the EIF Facebook Page:
9 steps to create an engaging Facebook post

5. Use images

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

6. Use emojis

Include emojis to make your posts livelier and engaging.
9 steps to create an engaging Facebook post

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 [link]

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

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 from the EIF Facebook Page:
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.
9 steps to create an engaging Facebook post

8. Tag the EIF institutional page
...like [this post](https://www.facebook.com/CIRComores) from the CIR Comores Facebook Page:
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