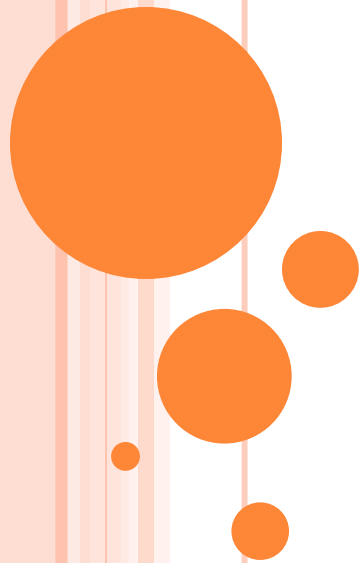


# FACEBOOK

Infosession

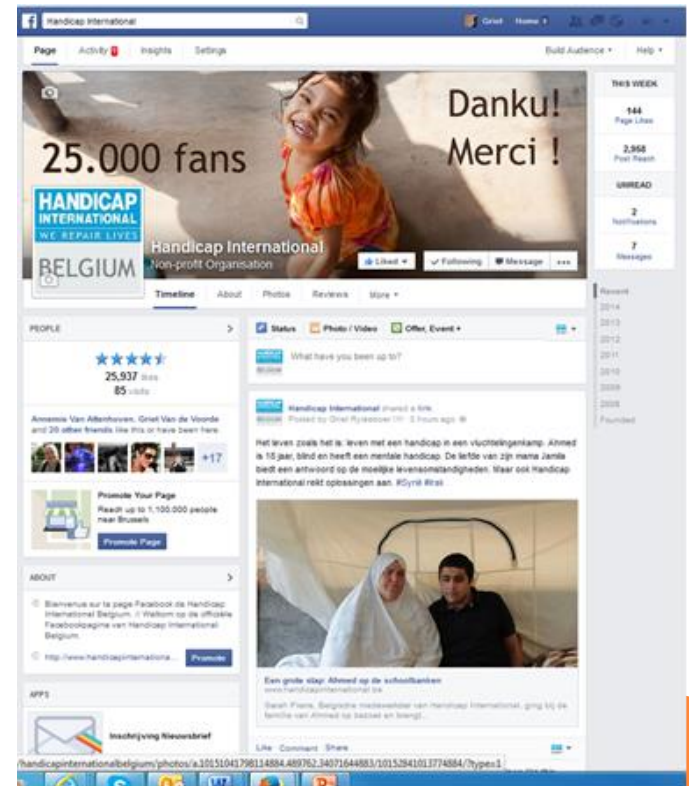


# INTRO

- Facebook Handicap International Belgium: editors
- Background

# TODAY

- Facebook: info & advantages
- Creating good content
- Insights
- Photos & copyright
- Questions



# FACEBOOK: INFO & ADVANTAGES

Part of the social media landscape in Belgium:

- In Belgium, awareness of social network sites is very high. **Facebook** is close to 100%, **Twitter** reaches 76% awareness and **Google+** is known by more than 60%. Awareness of new social networks like **Instagram** and **Pinterest** is picking up
- Almost **7 out of 10** Belgian internet users are member of at least 1 social network. It means more than **5,2 millions** users. Most often this is Facebook in combination with Twitter or LinkedIn.
- Mobile is the perfect accelerator for social media usage. **30% of Belgian** internet users have a smartphone. On average, they install 24 apps on their smartphone, 8 of which are used at least weekly. Social network apps are the most popular ones.



# FACEBOOK: INFO & ADVANTAGES



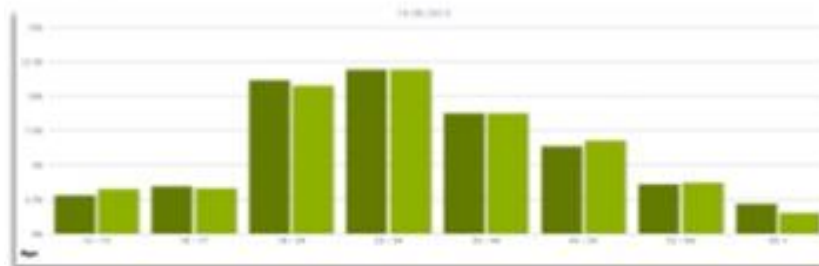
5.200.000 profiles (socialbakers June '13)  
5.025.000 total unique visitors (comScore May '13)

80% of Belgian internet users are on Facebook

52% Women – 48% Men

Over 66% return daily, over 85% return at least once a week

But this dominant position begins to be problematic: since everybody is on Facebook, it is harder and harder to grab users' attention.



← Only a small share gets to see your posts (organic reach)



# FACEBOOK: INFO & ADVANTAGES

Facebook  $\neq$  magic mean for communication

**But** there are advantages:

- Stress on local actions (~~HI-B~~)
- Proximity to own network (e.g. invite friends to event/like page/tag people)

**\*What's in a name?**

Vrijwilligers Handicap International Gent

Handicap International - Antenne de Bruxelles



# CREATING GOOD CONTENT

## ○ **Kinds**

- Photo post / Album
- Link post
- Video
- Status update
- Share (photo/album/video/event/...)

(see examples)

## ○ **Importance of image**

- Recognizable (proximity)
- Beautiful (standing out in newsfeed)
- Search for right size



# CREATING GOOD CONTENT

## ○ Importance of content/text

- Better shorter than longer
- #Hashtags
- @ function (tag pages or people)
- Language (esp. Antenne / Vrijwilligers Bxl)
  - Posts: tag language
  - Events: description in 2 languages
- Message should be clear on itself
- Event? Make rules (« register via FB » / date/ ...)



# CREATING GOOD CONTENT

- **Interaction is key**

Respond via:

- Message
- Reply on HI post (reply to person)
- Reply on someone else's post

- **Hide / Delete function**

spam





# INSIGHTS

- **Who likes your page?**
- **When is the best time to post?**

(see insights example)



# PHOTOS & COPYRIGHT

- **Where?**
- HI photos on demand
- Flickr creative commons (advanced search:  
« Only search within Creative Commons-licensed content »)
- **About rights & plights**
  - © Handicap International
  - © Xxx / Handicap International
  - '© Xxx' (Creative Commons)



QUESTIONS?

