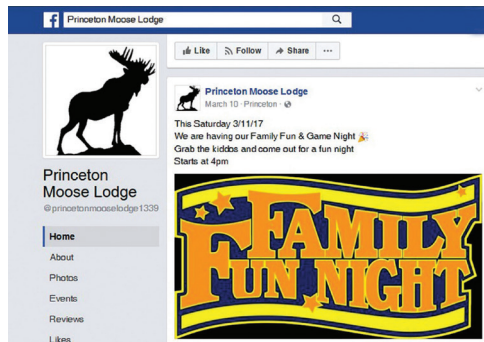


facebook tips

1. When you create a page, make sure to include the name of the lodge/chapter, number, location (INCLUDING CITY AND STATE), hours of operation and contact information.
2. Use a cover photo that depicts the purpose or vision of the lodge/chapter (see graphic below).



3. Try to post at least daily or twice a day (morning and afternoon/evening).
4. Try to include a photo with your post (jpeg is best) as research shows posts with photos are read more often than those without photos.
5. Build your audience by asking all new and current members to 'like' your page.
6. Post upcoming special events, community service opportunities, education and training sessions, or lunch and dinner specials at the lodge/chapter (see graphic below).



7. Hold a contest, conduct a poll or ask a question to keep your audience engaged.
8. Make sure you monitor and participate if needed in online conversations about your lodge/chapter.
9. Build in a process to deal with audience members who post false information about the lodge/chapter and/or its members, or try to denigrate others online.
10. Share information from other Moose lodge/chapter Facebook pages or from other Moose International pages if you feel it will be beneficial or of interest to your members.

Note: The Department of Communications would like to be informed about any new Facebook pages created by a lodge/chapter. Please forward your Facebook information to bbuschbacher@mooseintl.org. Also, when creating a new Facebook page for your lodge/chapter, be sure to 'Like' the official Mooseheart Child City and School, Inc., Moose Charities, Heard of Moose? and Moosehaven Facebook pages.