

facebook tips

1. When you create a page, make sure to include the name of the lodge number, address (INCLUDING CITY AND STATE), hours of operation and contact information.
2. Use a cover photo that depicts the purpose or vision of the lodge. ▶
3. Try to post at least daily or twice a day (morning and afternoon/evening).
4. Try to include a video or photo with your post (jpeg is best) as research shows posts with visuals are read more often than those without.
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. ▶
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.
9. Build in a process to deal with audience members who post false information about the lodge and/or its members, or try to denigrate others online.
10. Share information from other Moose lodge Facebook pages or from other Moose International pages if you feel it will be beneficial or of interest to your members.
11. Finally, remember to write down login information or give more than one person admin access!

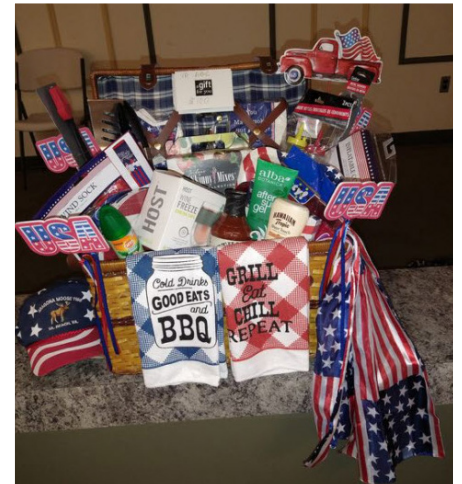


Wauconda Moose Lodge #1969
@waucondamoose1969 · Nonprofit Organization

Send Message

Wauconda Moose Lodge #1969
May 31 at 10:27 AM · 🌐

Look for us in the Memorial Day Parade!! ❤️💙



The Aragona Village Moose Lodge
May 27 at 5:44 PM · 🌐

We're having a basket raffle tomorrow night (Friday, May 28, calling it at 8 pm) for the Chapter's Higher Degree. Check out this amazing Memorial Day themed Basket. Tickets are
• 1 ticket, \$5 • 7 tickets, \$10 - stretch. IT HAS A \$100 VA ABC CARD!!!

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