

An intermediate guide to: Facebook Pages

Whether you've just set up your BB group's Facebook Page, or you have been using Pages for your group for a little while, this guide will give you tips on creating exciting, engaging content.

Before you start sharing content...

Groups posting on social media should be uploading content to showcase the exciting and varied programme available to young people within the community. This will not only help you to recruit new members and leaders, but your content could be reshared on the national BB accounts!

So, before you start capturing content, make sure the social media activity you post aligns with both the objectives and key messages below:

Objectives:

- To raise awareness of the varied activities available at BB
- Showcase what life at BB is like
- Encourage more people to get involved with BB – either as a member or a leader

Key messages to keep in mind:

- The Boys' Brigade offers young people the opportunity to grow in to caring and confident individuals
- Young people and volunteer leaders who attend The Boys' Brigade learn new skills through experiences and opportunities provided
- The Boys' Brigade offers a safe space, rooted in Christian faith, for young people and parents/carers trust the volunteers to care for them

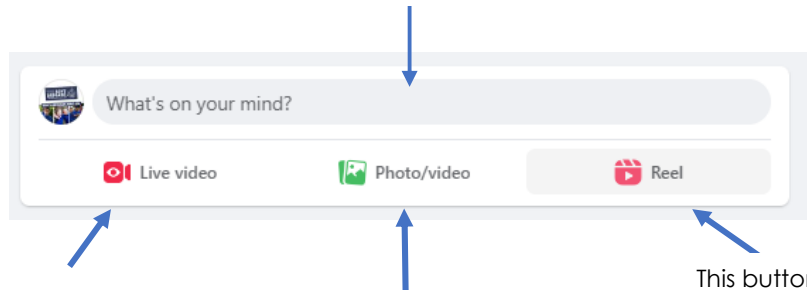
Key things to know about Facebook Pages



From left to right, these buttons will take you to different areas of your Facebook Page. 'Posts' will take you to your Page, which is where you'll be able to share new content (see below) and see what you've shared previously. 'About' is where you can update your Pages information/information about your BB group, on the 'mentions' tab you'll be able to see posts which you have been mentioned in. The next two tabs, 'reels' and 'photos', is where you'll be able to see any videos or photographs which you have shared in your posts. The more tab will give you a drop down menu where you'll be able to explore who is following you, who you're following and much more!

On the 'posts' tab, this is where you can share new content with your followers and people who like your Page. The below box is what you'll see when you go to post something new.

This box is where you write the words which you want to share with your followers. When you click to start writing, the following pop-up will appear.



This button can be used to start a live video. We wouldn't recommend BB groups create this type of content.

This button is where you can upload photos/videos to go be shared alongside the words you're wanting to share.

This button can be used to create a Reel – which is a video that is a combination of a few clips. This type of content is what you would typically see on Instagram, but because Facebook and Instagram are both owned by the same company, there is some overlap in content types!

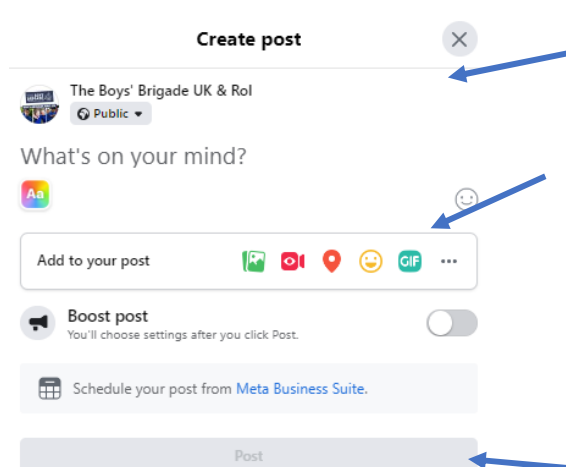
Things to know before you start drafting posts:

Facebook is used by billions of people worldwide, so it's important that you're sharing posts which will be interesting to your target audience – families and young people in the local community!

With this in mind, we recommend including something visual in every post you share. This will not only mean the post takes up more space on your follower's home page, but it will also be more interesting.

Now that you have created your BB group's Page and you know what some of the different element of your Page mean. It's time to start drafting posts!

When you click on the 'What's on your mind?' box, a pop up will appear which is where you start drafting your post. This is also where you can start adding different features to you post – such as GIFs, location and also have the ability to tag other Profiles and Pages.



This is where you can add words to your post.

From left to right, the image icon can be used to upload photographs and videos, the second icon can be used to record a Facebook Live, the pin icon allows you to tag your location which helps to increase findability. The smiley face is how you can add how you're feeling to the post – given this is a professional page, we wouldn't recommend using this feature – and the final icon can be used to add a GIF to the post.

Once you have added words to the box above, and added any additional content (such as photographs), this box will turn blue and you'll be able to post the content!

Taking the perfect photograph:

- Smart phones now have brilliant cameras, so all you need to take a photograph good enough for use on social media is a phone
- The lighting of a photo is really important – if you can, taking photograph where there is bright lighting helps to enhance it
- Think about the background – if you're taking a photograph that has a messy background, this won't be as easy on the eye. The perfect photograph has a background which is either simple, or that has 'props' which showcase what the photograph/caption represents
- Always make sure you have parental consent to take photographs of the children and young people – and double check you can use them on social media!

Our top tips for engagement on Facebook:

- Only use hashtags which are relevant to your post – hashtags help your post be seen by people that aren't already following you. Examples could be #YouthOrganisation or #Rainford
- Think about when to post your content – early mornings between 8 – 9am and early afternoon from 1 – 3pm are known to be the best times to post on Facebook.
- Post engaging content: Photographs with people in them always work better than those which simply include illustrations/graphics
- Like and comment on other BB groups' content, this will encourage them to engage with yours and follow your account!
- Don't forget to tag the BB national account (@The Boys' Brigade UK & Rol) so we can reshare your content!
- Always make sure you have parental consent for using photographs/videos of children and young people on social media

Example Facebook posts from BB groups:

[11th Northampton](#)



1st Neilston



Neilston Boys Brigade
 345 likes • 384 followers

Send Email Following Message

Neilston Boys Brigade
 13 August · 🌐

Come along and find out all about Boys Brigade
 Friday 25th August 7-8pm in [Neilston Parish Church Halls](#).
 Pop into the halls and have a chat, take a look at our programme and meet the leaders. We'll be on hand to answer any questions and enjoy a cuppa with you before we begin our first session of the year on Friday 8th September.
 Whether you are new to BB, have moved up to the next section or you've just missed us during the holidays, you are more than welcome to come along and say hi!
 Looking forward to seeing you soon 📍

6 2 shares

Neilston Boys Brigade
 6 d · 🌐

Last weekend 26 boys had a fantastic weekend camping at Lapwing Lodge. The boys enjoyed many activities from high ropes to kayaking to Archery. It was great to see so many boys continue to develop and grow and for some to overcome fears.
[#bbadventure](#)

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