

Social Media 101



The Food Bank
of Western Massachusetts

Why should we have a Facebook page?

- Facebook has over a billion users
- Drive traffic to your website
- Opportunity to learn about you
- Connect with your donors, volunteers and supporters and gain new ones

Anatomy of a Facebook page

The screenshot shows the Facebook page for 'The Food Bank of Western MA'. The page layout includes a top navigation bar with the Facebook logo, the page name, a search bar, and user avatars. Below this is a secondary navigation bar with links to 'Page', 'Messages', 'Notifications', 'Insights' (circled in red), and 'Publishing Tools'. The main content area features a large 'Cover Photo' (circled in red) with a family portrait and text: 'More than 235,000 of our neighbors in Western Massachusetts face hunger'. Below the cover photo is the 'Profile Picture' (circled in red) and the page name 'The Food Bank of Western MA Charity Organization'. To the right of the profile picture is a 'Donate Now' button. Below the profile picture is a 'Timeline' tab and an 'About' tab (circled in red). The 'About' tab shows a '0% response rate' and a '3,369 likes' count. The 'Timeline' tab shows a post from 'Betsy Scarbrough' and a 'Boost Your Post' section. On the right side of the page, there is a 'Promote' dropdown menu and a 'THIS WEEK' summary box showing '2,234 Post Reach', '244 Post Engagement', '2 Donate Now', and '0 of 1 Response Rate'. At the bottom right, there is a 'Recent' dropdown menu and a 'Call to Action' button (circled in red) with the text 'Call to Action'.

Cover Photo

Profile Picture

Call to Action

Insights

About

Donate Now

THIS WEEK

- 2,234 Post Reach
- 244 Post Engagement
- 2 Donate Now
- 0 of 1 Response Rate

Recent

2015

2014

2013

2012

2011

2010

2009

1982

The Food Bank of Western MA

Charity Organization

More than 235,000 of our neighbors in Western Massachusetts face hunger

MEMBER OF FEEDING AMERICA

0% response rate, day or more to respond
Respond faster to turn on the icon

3,369 likes +2 this week
Betsy Scarbrough and 7 other friends

387 were here +21 this week

Boost Your Post
"Thank you ..." is performing better than 80% of your recent posts.

Invite friends to like this Page

2,234 post reach this week

Status Photo / Video Offer, Event +

Write something...

Engaging Post

The Food Bank of Western MA
Published by Gabe Scarbrough [?] · 21 hrs · Edited [?] ·

Thank you to everyone who came out for Six Flags New England's Wicked Food Drive this past weekend. Your generosity has provided over 2,600 meals for our neighbors in need in Western Massachusetts!



SEPTEMBER IS
HUNGER ACTION MONTH™

Visit our website to take action
foodbankwma.org





April is **National Volunteer Month**



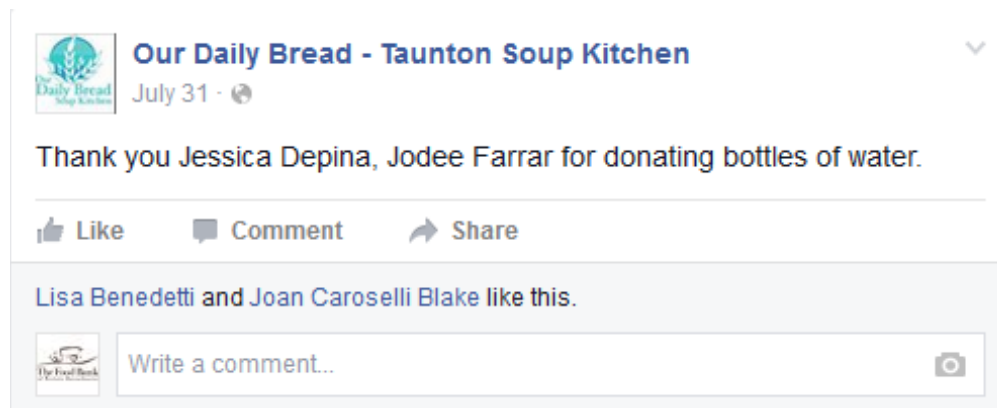
Thank you to all of our amazing volunteers!

Essentials for successful statuses

1. Always include an image
2. Don't post less than twice a week. Don't post more than three times a day
3. Write using appropriate tone and style – more like a newsletter than a letter, personal but professional
4. Always keep your message and audience in mind – tag relevant organizations
5. The easiest way to get comments, likes and shares is to ask- but not too often

Common Mistakes

- Not including a photo
- Writing more than a paragraph
- Writing in an overly casual style
- Not using opportunities to get others involved
- Not tagging organizations you mention



What should I post about?

Your Work



The Food Bank of Western MA

Published by Gabe Scarbrough [?] · June 10 · Edited [?] ·

Our Mobile Food Bank reaches the underserved populations throughout Western Massachusetts that don't otherwise have access to fresh, healthy foods. This is largely due to a lack of grocery stores, farmers' markets and other food providers. This past Monday, 200 local families came to Union Street in Springfield to pick up apples, cabbage, potatoes, onions, Greek yogurt, Odwalla Carrot Juice, milk, and eggs. Our Nutritionist Diane Alpern was on hand to distribute recipes featuring these nutritious foods and answer questions. These programs are made possible with support from the Walmart Foundation's State Giving Program.



1,141 people reached

Boost Post

Like Comment Share

Suzanne Grimard, Henry Chien, Sarah Voiland and 33 others like this.

2 shares



Write a comment...



The Food Bank of Western MA

Published by Gabe Scarbrough [?] · July 31 · Edited [?] ·

In June, The Dennis Group, based in Springfield, oversaw the completion of - including generous in-kind support for - a new cooler installation in our warehouse. Additional support was provided by grants from Feeding America thanks to the General Mills Foundation, Walmart State Giving, and an anonymous bequest from a former volunteer who passed away. With this additional cooler space, we will be able to obtain more perishable foods from a variety sources, including local farmers in our region. Now our member agencies can select perishable foods, including fresh fruits, vegetables and dairy, right from the doors on the outside of the cooler, as Ed Ebert of Good Neighbors food pantry in Wendell did this morning.



605 people reached

Boost Post

Like Comment Share

The Northampton Survival Center, The Greater Boston Food Bank, Beth Ganse Kronlund and 11 others like this.

1 share



Write a comment...



The Food Bank of Western MA

Published by Gabe Scarbrough [?] · February 4 · Edited [?] ·

Volunteers packed and distributed 284 bags of healthy food to local seniors at our Brown Bag: Food for Elders site at Riverview Senior Center in #Springfield. Nutrition volunteers prepared a corn and black bean salsa as well as a chicken salad with apples and almonds for Brown Bag participants to taste. These recipes and many others, as well as nutrition information in English and Spanish were shared with everyone passing through to pick up their food.



295 people reached

Boost Post

Like Comment Share

Volunteer in Western Mass, Diana MacGillivray Bruso, Patriola Hicks and 17 others like this.

View 1 more comment



Colleen Anne

Like · Reply · Message · February 5 at 12:32am



Steve Roberto | Just helped with Brown Bag today at Northfield & Bernardston.

Nice folks :))

Unlike · Reply · Message · 1 · February 5 at 3:39pm



Write a comment...



Promotional Posts

 **The Food Bank of Western MA**
Published by Gabe Scarbrough [?] · July 1 ·

Will Bike 4 Food is a fun and active cycling event that allows participants of all ages and experience levels to join in the fight against hunger. This September 27, WB4F will be bigger and better than ever. Learn all about our new location, new routes, exciting after-party and more. You can pedal towards a Western Massachusetts without hunger!



5th Annual Will Bike 4 Food
On Sunday, September 27, you can make a difference in the lives of those around us. Will Bike 4 Food is returning for its 5th year, as hundreds of riders, volunteers, and generous donors will join together to pedal towards...

ARCHIVE.CONSTANTCONTACT.COM

3,499 people reached

[View Results](#)

 Like  Comment  Share

Chris Leonard, Catherine Mary, Chris LaPlante and 29 others like this.

11 shares




Anna Bognolo Lisa Giampaolo we still havent talked about this!!!

Like · Reply · Message · July 2 at 12:37am



Write a comment...



 **The Food Bank of Western MA**
Published by Gabe Scarbrough [?] · November 20, 2014 · Edited [?] ·

Still looking for somewhere to spend #Thanksgiving next week? The People's Pint in #Greenfield will be holding their second annual Thanksgiving for the People on Thanksgiving day. They will serve a traditional meal and anyone can come and pay what they can. No matter how much you can afford everyone is welcome and all proceeds will be donated to The Food Bank of Western MA. Share this status so we can get the word out!



1,226 people reached

[Boost Post](#)

 Like  Comment  Share

Deborah Schafer-v, Kristin Cheney, Diana MacGillivray Bruso and 26 others like this.

22 shares



Write a comment...

 **The Food Bank of Western MA** shared Jess Miller's event
Published by Gabe Scarbrough [?] · October 13 at 4:12pm ·

Tickets are now available for Stand Up Against Hunger on November 20 at the Academy of Music Theatre! You won't want to miss this night of hilarious "comedy for a cause" hosted by local comedian Jess Miller. Featuring performances by Marty Caproni and Mike Hanley, as well as Jess Miller herself, 100% of the net proceeds will be donated to The Food Bank to help feed our neighbors in need.



53 people reached

[Boost Post](#)

 Like  Comment  Share

Jess Miller and Catherine Mary like this.



Write a comment...



Recognition Posts



The Food Bank of Western MA added 3 new photos.

Published by Gabe Scarbrough 191 · October 1 at 2:31pm ·

A very special thank you to the Eversource MA employees who visited The Food Bank this morning. These enthusiastic volunteers sorted 4,000 pounds of apples, donated by Cheney Orchards in Brimfield, which will be distributed to our neighbors in need in Western Massachusetts through our Brown Bag: Food for Elders and Mobile Food Bank programs.



300 people reached

Boost Post

Like Comment Share

Eversource MA, Catherine Mary, Walter Clune and 11 others like this.



Write a comment...



The Food Bank of Western MA

Published by Gabe Scarbrough 191 · February 10 · Edited ·

Thank you Ocean State Job Lot for generously donating 1,944 cases of Cheerios. Your donation will make breakfast brighter for many throughout #WesternMass!



870 people reached

Boost Post

Like Comment Share

Hannah Mahklure, Laura StJohn, Sheba Scho and 65 others like this.

1 share

View 3 more comments



Michelle St Cyr Connolly They donated to My Brother's Keeper this December too! Way to go Ocean State Job Lot!

Like · Reply · Message · February 10 at 8:27pm



Dennise Pierce I work for Ocean State and have for over 10 years ! Very generous company that donates to so many great causes ! Way to go Ocean state , once again 🙏

Like · Reply · Message · February 11 at 7:47am



Write a comment...



The Food Bank of Western MA

Published by Chris Wojcik 191 · April 24 · Edited ·

Please join us in thanking Pizza Studio Hadley, who presented us with a check for \$800. The money was collected from their customers at their grand opening last month, and donated to The Food Bank. Their contribution will help us provide an additional 2,400 meals to our neighbors in need throughout #WesternMass. Be sure to visit them in Hadley to say thank you, and try their delicious pizza!



230 people reached

Boost Post

Like Comment Share

Christine Lewis-anderson, The Holyok33%, Holyoke Nights and 14 others like this.

1 share



Write a comment...



Relevant News Articles

The Food Bank of Western MA
Published by Gabe Scarbrough [?] · October 10 at 4:30pm · 🌐

"Bill O'Reilly said show me hunger and I say, 'Here I am.' My children have lived through a lot of adverse situations; we have been homeless and have relied on shelters. Without food stamps, my children would starve," says Asia Thompson in response to Bill O'Reilly's statement that child hunger doesn't exist in America.



Bill O'Reilly Denied Child Hunger Exists. 4 Mothers Who Have Struggled with Hunger Respond.

Although 15.3 million children live in households that struggle to put food on the table, Bill O'Reilly says that child hunger is made up.

TALKPOVERTY.ORG

1,588 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

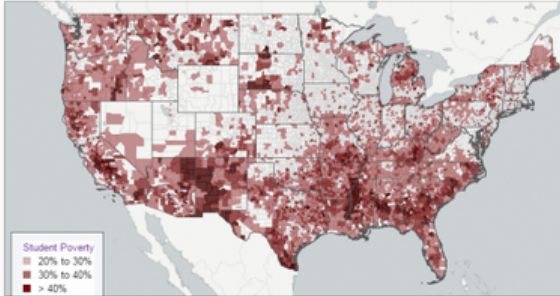
Hamsaya Food Bank, Roberta Miller, Caroline Roberts and 6 others like this.

Most Recent

1 share

The Food Bank of Western MA
Published by Chris Wojcik [?] · October 7 at 4:36pm · 🌐

Nearly half of the nation's 50 million public school students go to class with large numbers of peers who are growing up with poverty and all its difficulties, including food insecurity.



Map: How student poverty has increased since the Great Recession

"What we're seeing is a huge spreading of poverty, but potentially more problematic is a deepening of poverty."

WASHINGTONPOST.COM



706 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

Roberta Miller, Leila Kelly DeRose, Affordable Caskets and Urns and 2 others like this.

1 share

 Write a comment...  

The Food Bank of Western MA
Published by Gabe Scarbrough [?] · September 30 at 11:00am · 🌐

"Part of the obesity epidemic is linked to economics. The most food-insecure kids in the United States also carry the highest risk for childhood obesity, according to a study published in the Journal of the American Osteopathic Association earlier this month. The 7,000-person study found that the most food-insecure households were 33 to 44 percent more likely to be overweight and 1.5 times more likely to be obese than secure households."



Food Insecurity And Inactivity Are Driving The Obesity Epidemic

The report, which breaks down obesity by age, state and demographic, shows a strong link between physical inactivity, food insecurity and obesity.




HUFFINGTONPOST.COM

415 people reached

Boost Post

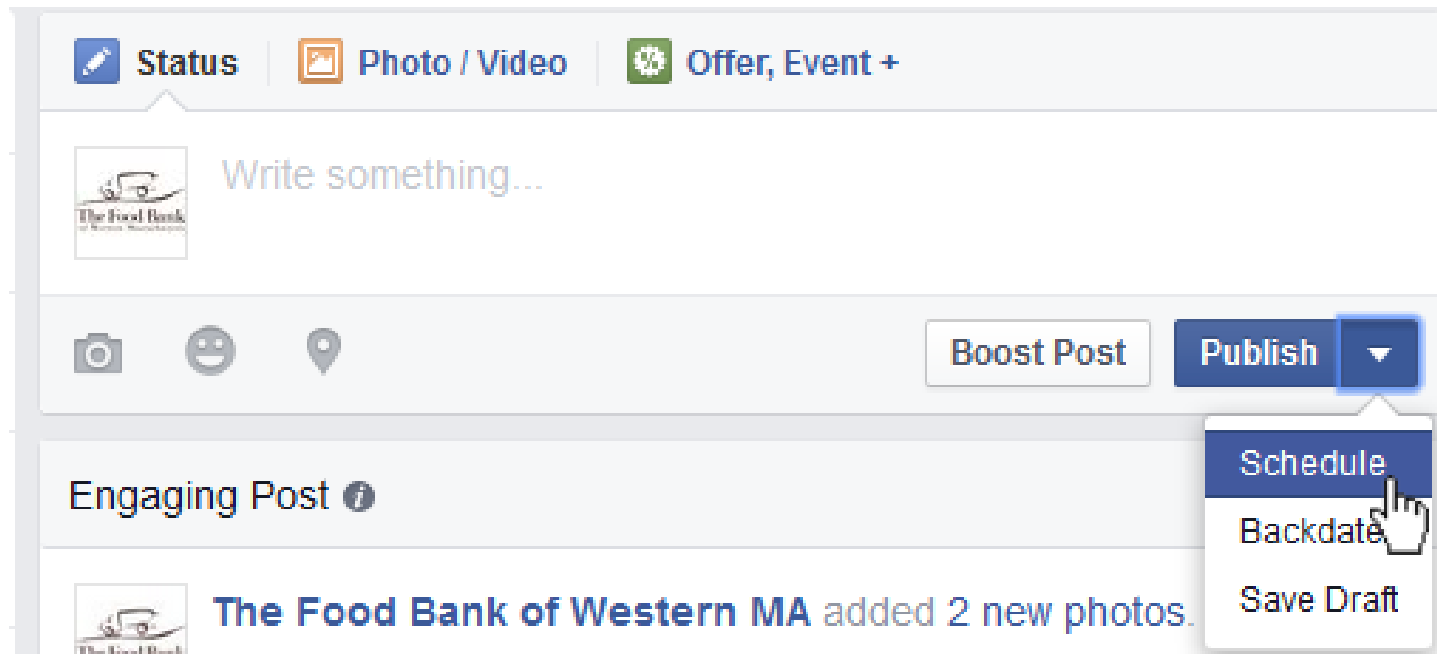
👍 Like 💬 Comment ➦ Share

Cooking Matters Massachusetts, Michelle G and 2 others like this.

 Write a comment...  

When should I post?

- Schedule posts ahead of time on Facebook
- Post when most of your fans are online



How do I grow my audience?

Quality Content

- People will like your page if they want to see more of it
- The only way to ensure your fans don't unlike your page is to post enough content they like to keep them engaged

Link to social media on your website



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**FEEDING
AMERICA**

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GET HELP

GET INVOLVED

DONATE

LEARN

FEED, LEAD, STRENGTHEN >

The Food Bank of Western Massachusetts is committed to feeding our neighbors in need and leading the community to end hunger.

Links in employee email signatures

Thanks,
Gabe Scarbrough
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gabes@foodbankwma.org
www.foodbankwma.org



Dedicated to feeding our neighbors in need and leading the community to end hunger.

Like the pages of organizations
and companies you work with,
organizations similar to you and
local politicians

Encourage volunteers and supporters to like your page

- They are already interested in your work
- They want to keep up with what you are doing
- This is a great opportunity to continue to build your relationships

Pay to promote your page, run ads or boost posts

- While you can still reach people organically, you reach much more if you pay
- Can be a useful tool to promote fundraising events or increase participating in fund drives
- Even \$10 could get 3,000 more people to see your post

Helpful resources are available at
www.foodbankwma.org/training-resources

Password: F00dBank

Contact Information

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