
Make Facebook work for you!

You've set up Facebook but how do you know if it's working?

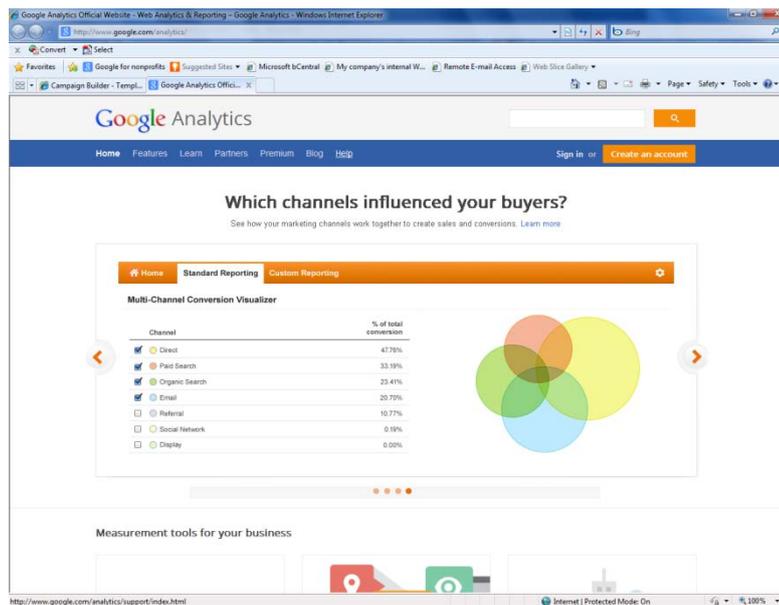
'Connect with your supporters using Facebook' (August 15th 2012) explained the benefits of using Facebook for the voluntary sector along with providing setting up instructions. So now you're set up, busy updating your posts and adding photos and videos, it's time to see if all your hard work, time and effort is paying off

Simple steps to Facebook effectiveness

1. If the goal of your Facebook is to drive referrals to your website, a great way to check if this is working is to sign up for free, to [Google Analytics](#). The example below illustrates Google Analytics home page - simply click on the orange 'create an account' on the top right hand side and follow the instructions.

Once your account is set up, log in to Google Analytics and select the website you wish to monitor from the '**View reports**' drop down menu. Click on '**Traffic sources**' followed by '**All traffic sources**'. When the web page refreshes you will see listed all the sources of traffic to your website.

To filter this further, enter '**Facebook**' in the '**Filter Source/Medium**' text box to see the number of visits that have resulted from Facebook. If you track this over the period of a particular Facebook campaign, you will see whether the campaign has achieved its desired goal



- Monitoring post comments is a great way of identifying whether Facebook messages are reaching your audience; if your post strikes a chord then you will receive lots of comments. If not, perhaps you need to re-think what you are saying or how you are saying it. Perhaps posting a video or photo would be more appealing. Ask pertinent questions to keep your supporters engaged and don't forget to always mention your localgiving.com page so they know where to go to donate!
- If you need to include a website address in your post, such as www.localgiving.com, rather than writing out the whole address, create a shortened unique address using bit.ly.com. Tracking bit.ly links enables you to easily identify how many hits the link receives, so in effect you will be able to track how many supporters read your post and then went on to view your localgiving.com page. You will have to register with bit.ly.com in order to track the link, but again it's simple and free to do. Once you have created your bit.ly link and added it to your Facebook post go back to bit.ly.com and re- enter the shortened URL address followed by the plus sign (+). Press enter to reveal statistics about the link such as how many clicks it received and where the link was shared

Using Facebook Insights

- If you are set up as a not for profit organisation on Facebook, as page owner you are able to access Facebook Insights which is a featured designed to tell you how interactive people are on your page

2. Simply log in to your groups page and navigate to the '**Insights box**' on the left hand side of the page and click '**See All**'. Here you will see information about your page including:
 - A breakdown of page activity during the previous week - for example, you will see how many '**likes**' you received as a result of a campaign
 - The number of interactions per post - so you can monitor whether a particular post worked better than others
 - A breakdown of your supporters by gender, location and age

For further information on how to measure the effectiveness of Facebook as part of your marketing strategy, please contact Carol Strachan – Donor Marketing Officer Slough CVS on 01753 524176.