



Social Media Best Practices *(So Far..)*

Social Media Numbers

70% use Facebook

40% use Instagram

Meta Business Suite

- Home
- Notifications
- Inbox
- Content
- Planner
- Ads
- Insights
- All tools

- Search
- Settings
- Help ▾

Edit cover photo ▾



Animal Care Services

Edit Facebook Page | Go to Instagram

Facebook followers
5.3K

Instagram followers
460

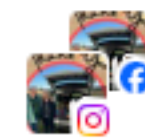
- Create post
- Create ad
- Create reel
- Create story
- More ▾

To-do list

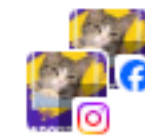
Check unread messages, comments and other things that may require your attention.

Draft posts

See all ^



Thank you! We would like to thank REMC for collection donations for the shelter!
Created on December 18, 2023 at 8:45 PM



FEATURED FELINES Please consider adopting one of these PURRfect cats who are patiently waiting to be adopted! Fred, Sissy, Ke...
Created on November 18, 2023 at 9:38 PM

Manage your marketing content

See your recent and upcoming posts, stories and ads, and schedule content to plan ahead.

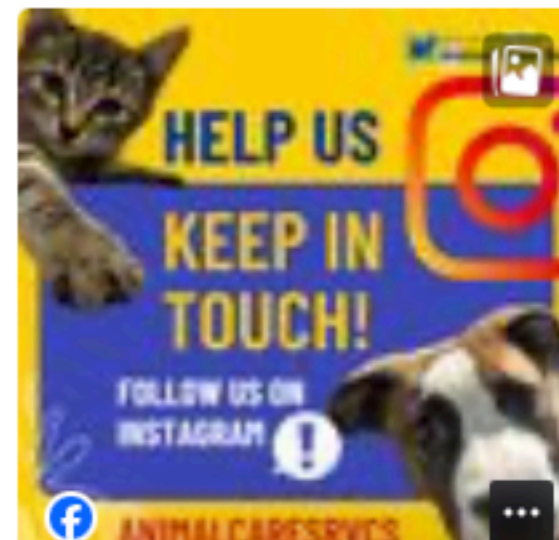
- Planner
- Posts & reels
- Stories

See your posts & reels from the last 60 days.



Scheduled posts

You have 3 posts scheduled to be shared.





Content

Export data

Create reel

Create post



Content

Posts & reels



Stories



Feed & grid



Mentions & tags



Clips



Collections



Facebook photos



Playlists



Series

Creative assets



Videos you can ...

Published

Scheduled

Drafts

Expiring

Expired

Post type

Filter

Clear

Search by ID or c

Last 90 days: Oct 5, 2023 - Jan 2, 2024

Columns

	Title	Date published	Status	Reach	Engagements
<input type="checkbox"/>	Please help us increase our Instagram... Animal Care Services	Tue Jan 2, 8:00am	Boost post	497 Accounts Center acc...	17 Post engagements
<input type="checkbox"/>	Nova is our longest shelter resident. N... animalcaresrvcs	Mon Jan 1, 9:45pm	Boost post	48 Accounts Center acc...	--
<input type="checkbox"/>	Nova is our longest shelter resident. N... Animal Care Services	Mon Jan 1, 9:45pm	Boost post	1.5K Accounts Center acc...	106 Post engagements
<input type="checkbox"/>	Happy New Year! Welcome 2024! As ... Animal Care Services	Mon Jan 1, 2:00pm	Boost post	3.2K Accounts Center acc...	195 Post engagements
<input type="checkbox"/>	Happy New Year! Welcome 2024! As ... animalcaresrvcs	Mon Jan 1, 2:00pm	Boost post	62 Accounts Center acc...	--
<input type="checkbox"/>	The Animal Care Services staff wishes ... animalcaresrvcs	Mon Jan 1, 8:00am	Boost reel	23 Accounts Center acc...	--
<input type="checkbox"/>	The Animal Care Services staff wishes... Animal Care Services	Mon Jan 1, 8:00am	Boost post	733 Accounts Center acc...	24 Post engagements
<input type="checkbox"/>	Happy New Yea... animalcaresrvcs	Dec 31, 2023	Boost post	45 Accounts Center acc...	--
<input type="checkbox"/>	Happy New Yea... Animal Care Services	Dec 31, 2023	Boost post	483 Accounts Center acc...	9 Post engagements



Planner

Plan your marketing calendar by creating, scheduling, and managing your content.

Export data

Create reel

Create post



Week

Month



Today



Dec - Jan 2024

Content type: all

Shared to: all

Sun 24

Mon 25

Tue 26

Wed 27

Thu 28

Fri 29

Sat 30

Christmas Eve

8:01 AM

1

6:00 PM

15 3 2

2:00 PM

34 3 2

7:41 PM

67 5 57

8:45 PM

140 18 80

8:00 AM

26 4 6

8:00 AM

12 5

9:09 AM

19 6

6:00 PM

4

2:00 PM

7

7:41 PM

7 1

8:45 PM

12 5

8:01 AM

3

8:00 AM

9:20 PM

116 9 107

4:40 PM

203 34 172

4:00 PM

200 21 36

9:20 PM

8 1

4:40 PM

8 1

Goals

More



Set a goal, track progress and learn helpful tips for your professional success.

Start new goal

Consider boosting a recent post so audiences that don't follow you may see it.

Boost post

- Home
- Notifications
- Messages
- Calendar
- Alerts
- Analytics
- Menu
- Search
- Settings
- Help



Create post



Post to

Animal Care Services and animalcaresrvcs

Media

Share photos or a video. Instagram posts can't exceed 10 photos.

Add photo

Add video

Use template

Post details

Customize post for Facebook and Instagram

Text

Text input area with icons for text formatting (Aa), hashtags (#), and emojis (😊).



Scheduling options

Set date and time

Privacy settings

Adjust your privacy settings to control who can see your post in News Feed, Watch, search results and on your profile.

Boost post

Cancel

Finish later

Publish

Facebook Feed preview



Animal Care Services

Just now



Like

Comment

Share



Scheduling options

Set date and time

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

 Jan 3, 2024	 10:20 AM
---	--

Instagram

 Jan 3, 2024	 10:20 AM
---	--

 Active times

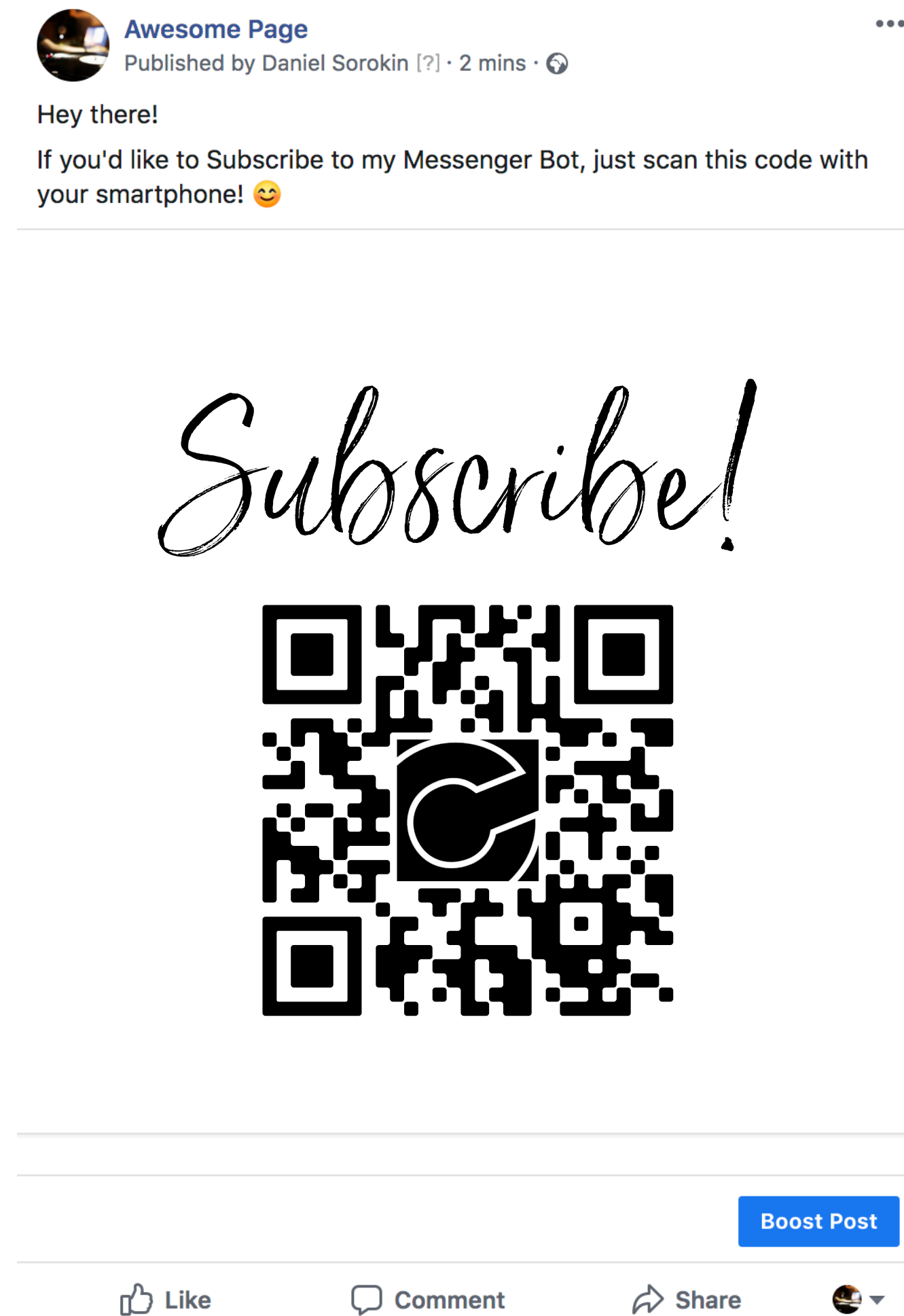
Good vs. Bad: Examples

The Basics of Bad

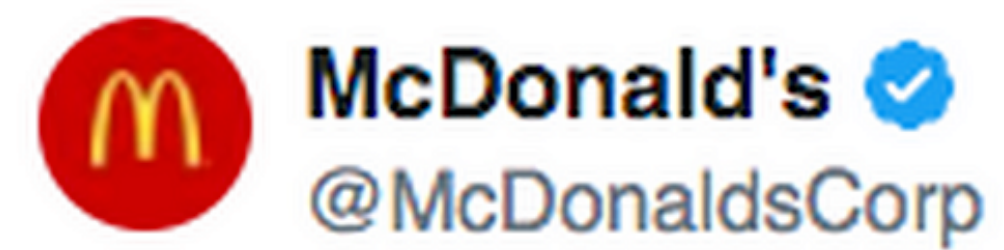
- **Blurry/pixelated images**
- **Too much text on an image**
- **No post content, only image**

- Don't post QR codes on Facebook
- Use a link that's clickable instead

The Bad



- **Using a calendar to write posts/add links prevents situations like this!**



Black Friday **** Need copy and link****

6:00 AM - Nov 24, 2017

217 3,416 6,013

The Basics of Good

- **Clear, easy-to-see images**
- **Engaging content**
- **Clickable links**

- **Uses an engaging photo with clear call-to-action**
- **Text is relevant and gives clear instruction**



The image shows a Facebook post from 'Animal Care Services' and a corresponding adoption flyer. The Facebook post, dated '1d', features a text-based description of a dog named Cupcake. The flyer below it has a purple background with yellow paw prints and a central photo of Cupcake, a brown and white dog with its tongue out. The flyer includes the City of Columbus logo, the name 'Cupcake' in a cursive font, and the bold text 'ADOPT ME!' followed by 'BECOME A PET PARENT!'.

Animal Care Services
1d · 🌐

Meet Cupcake!

Cupcake is a sweet treat! She is an adorable one year old looking for her family. Cupcake enjoys her supervised playtime out in the yard. You see, Cupcake is an impressive athlete! She can scale a fence with ease.

Cupcake enjoys going for walks and spending time with people. She is looking for someone who will dedicate time each day to take her for a stroll. If your New Year's resolution is to get outside daily, enjoy the fresh air and walk, Cupcake is the perfect friend for you.

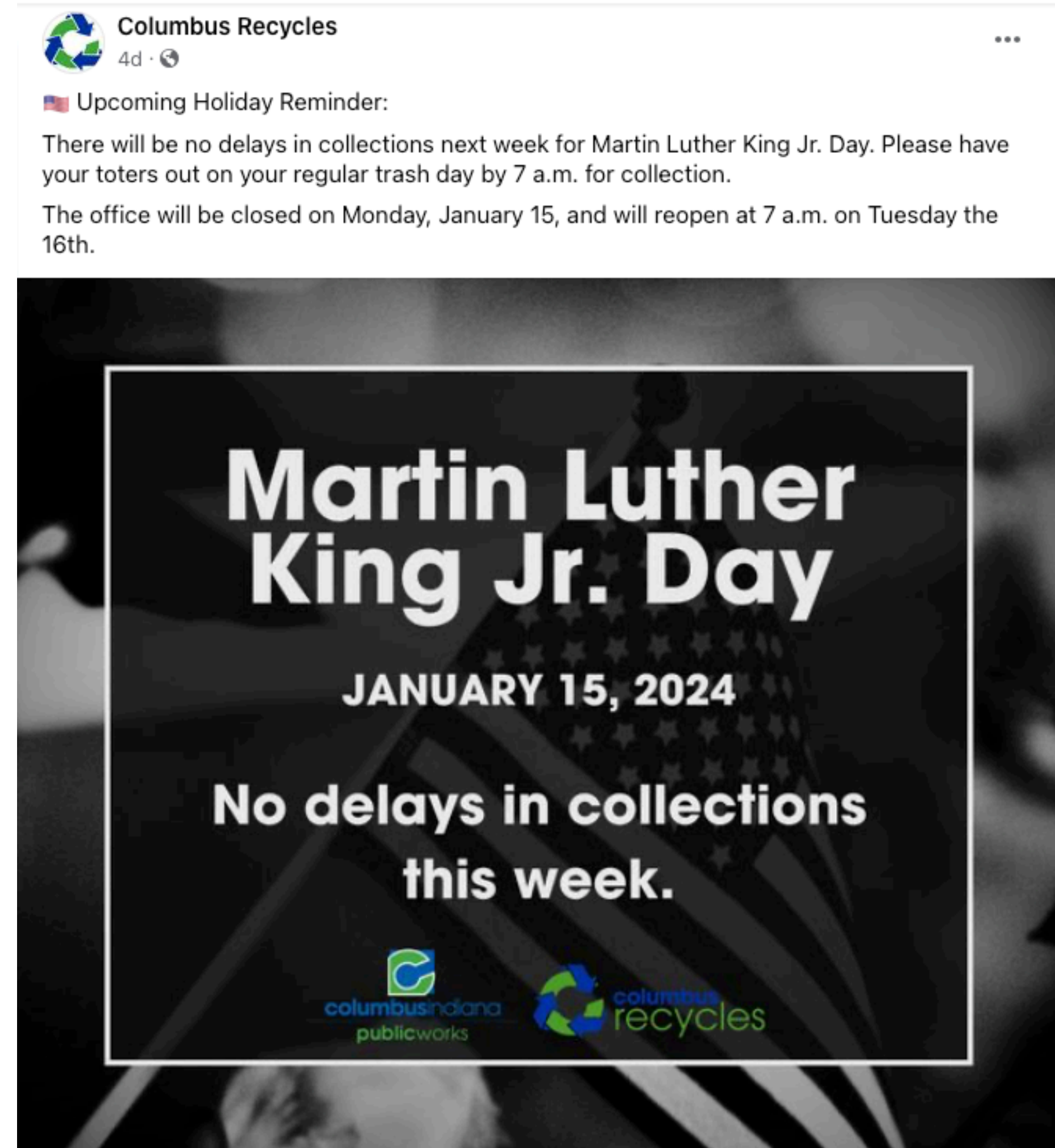
Cupcake is patiently waiting for a family and home of her own. She promises to forever love her family and bring them so much joy and companionship!

To meet Cupcake, please call to make an appointment 376-2505 or email the shelter at animalcareservices@columbus.in.gov.

City of Columbus
Animal Care Services

Cupcake
ADOPT ME!
BECOME A PET PARENT!

- **Uses post content in addition to an image to reiterate information**
- **Large, easy-to-read text on image (and not much of it!)**



The Importance of Backups



All tools



Create

- Post
- Story
- Go live
- Ad



Search all tools for keywords

Engage audience

- Business Feed**
Follow and interact with professionals like you to inspire ideas to engage your audience.
- Content**
Schedule, publish and manage posts and stories, create draft posts, and access Facebook photos.
- Inbox**
Respond to messages and comments, set up automated responses and assign conversations.
- Live Dashboard**
Manage your live and gaming video content, get insights, set up chat tools and more.
- Planner**
Plan your marketing calendar by creating, scheduling and managing your content.
- Sound Collection**
Enhance your videos or audio content with rights-cleared music or sound effects and use it on business, creator or personal accounts across Meta.

Advertise

- Ads**
Create, manage and track the performance of your ads for your Facebook Page and connected Instagram account.
- Ads Manager**
Create, manage and track the performance of your campaigns, ad sets and ads for your ad account.
- Apps**
Set up and manage advertising settings for mobile apps connected to your business.
- Audiences**
Create custom audiences, lookalike audiences or saved audiences for your ad campaigns.

Manage

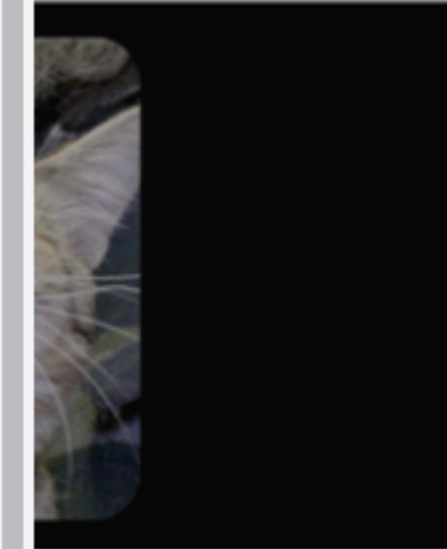
- Billing & payments**
Pay for ads, manage billing information and view your payment activity.
- Business Apps**
Connect your Facebook Page with apps that will help you manage and grow your business.
- Business Support Home**
Manage and resolve issues affecting your business on Business Support Home.
- File Manager**
Manage and organize image and video files for use in your posts and stories.
- Page settings**
Manage Page roles, Instagram and WhatsApp connections and more info associated with your Page.
- Payouts**
See earnings, balances and payment activity, and manage payment methods.
- Settings**
Manage your Meta Business Account, including the accounts, data sources and people who work on them.
- View Page**
See how your Page appears to your audience.

Analyze and report

- Ads Reporting**
Create flexible reports to analyze and optimize ad performance.
- Insights**
Learn about your audience trends, including age and location, quickly see your top performing content and more.

Sell products and services

WELFARE CITY!



cover photo

Instagram followers

460

re

See all


opted! Fred, Sissy, Ke...




Search Facebook




Settings

 Animal Care Services

 Privacy

 **New Pages Experience**

 Notifications

 Linked Accounts

 Videos

 Branded content

General Page settings

Name Animal Care Services [Edit](#)

Username <https://www.facebook.com/AnimalCareServices> [Edit](#)

[About](#) [Create ad](#) [Developers](#) [Careers](#) [Privacy Policy](#) [Cookies](#) [Ad choices](#) [Terms](#) [Help](#)

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Search Facebook



Settings > New Pages Experience

New Pages Experience

Page access

Page Management History

Page Status

Page Recommendation

Advanced Messaging

Data sharing

Issue, Electoral or Political Ads

Page Transparency

Facebook Badges

Branded content

Manage and view access

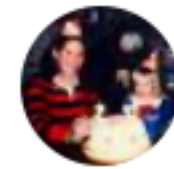
People with Facebook access ⓘ

[Add New](#)



Julie Daiker

Content, Messages and calls, Community Activity, Ads, Insights



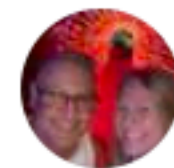
Jody Coffman

Page Deletion, Permissions, Content, Messages and calls, Community Activity, Ads, Insights



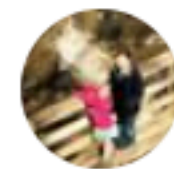
Ellie Goodin

Content, Messages and calls, Community Activity, Ads, Insights



RandyAimee Morris

Content, Messages and calls, Community Activity, Ads, Insights



Alyssia Burriss

Content, Messages and calls, Community Activity, Ads, Insights



People with task access ⓘ

[Add New](#)

Community Managers

Community managers can moderate chat comments, suspend or remove people who violate community standards and see all admins of this Page.

[Manage](#)

Business Account access ⓘ



TD Advertising

Meta Business Account (ID: 10153297957234901)





Todd Dickerson



Lindsey Christy

Using Facebook Events



Lindsey Christy



Animal Care Services



Menu

Search menu

Social



Events

Organize or find events and other things to do online and nearby.



Groups

Connect with people who share your interests.



News Feed

See relevant posts from people and Pages you follow.



Feeds

See the most recent posts from your friends, groups, Pages and more.



Pages

Discover and connect with businesses on Facebook.

Entertainment



Gaming Video

Watch and connect with your favorite games and streamers.



Play games

Play your favorite games.



Video

A video destination personalized to your interests and connections.

Personal

Create



Post



Story



Reel



Life event



Ad



Group



Event

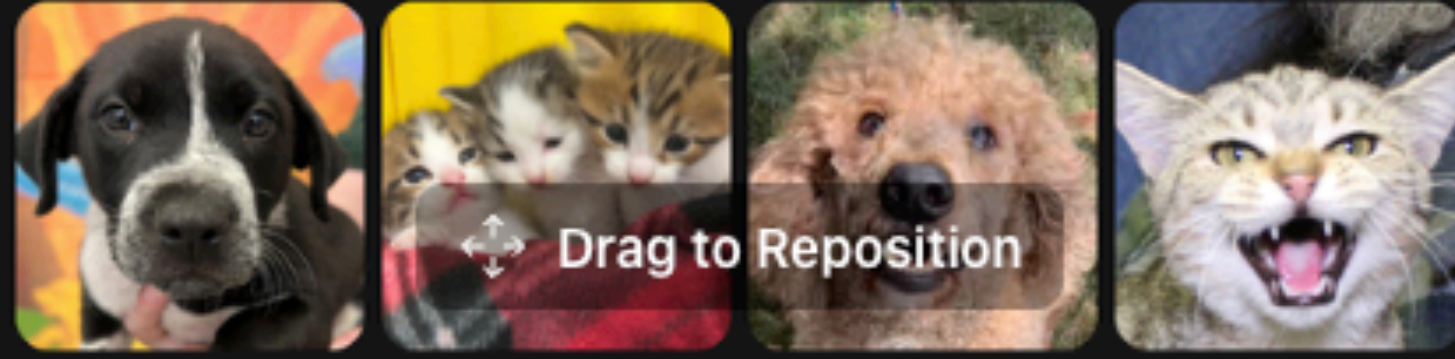


Fundraiser

Create event



PROTECTING AND ENHANCING THE SAFETY, HEALTH AND WELFARE OF THE ANIMALS AND RESIDENTS IN OUR COMMUNITY!



Edit



Animal Care Services

Host - Your Profile

Event name



Start date
Jan 15, 2024



Start time
10:00 AM

+ End date and time



Is it in person or virtual?
In person

Add location

2730 Arnold StColumbus, IN, United States, Indiana 47203



What are the details?

Create event

Replying to Messages

 Available ▼



Available



You'll be notified when people send you messages.



Away



Let people know when you're away. Messages received during this time do not affect your response rate.

You are scheduled to be away from 10:00 PM today to 6:00 AM tomorrow.

[Edit away message](#)



Automations

Set up automations that manage your conversations and streamline your workflows, giving you more time to focus on your business.

Suggested for you ^



Identify unanswered messages

Find messages that haven't received a reply.

Organize messages

Try it



Custom keywords

Reply to a message that contains specific keywords.

Share information

Try it



Contact information

Reply to a message asking for your contact information.

Share information

Try it



Hours

Reply to a message asking for your hours.

Share information

Try it



Location

Reply to a message asking for your location.

Share information

Try it

Your automations

Search by name or goal

Status	Name	Goal	Channel	
<input checked="" type="checkbox"/>	Instant reply	Greet people	WhatsApp Instagram	Edit
<input checked="" type="checkbox"/>	Frequently asked questions	Share information	WhatsApp Instagram	Edit
<input type="checkbox"/> Off	Away message	Greet people	WhatsApp Instagram	Edit



Instant reply On

Respond to the first message someone sends you in Messenger or on Instagram. You can customize your message to say hello, give them more information or let them know when to expect a response.

Channel

Where would you like to use this automation?

Messenger

Instagram

When this happens

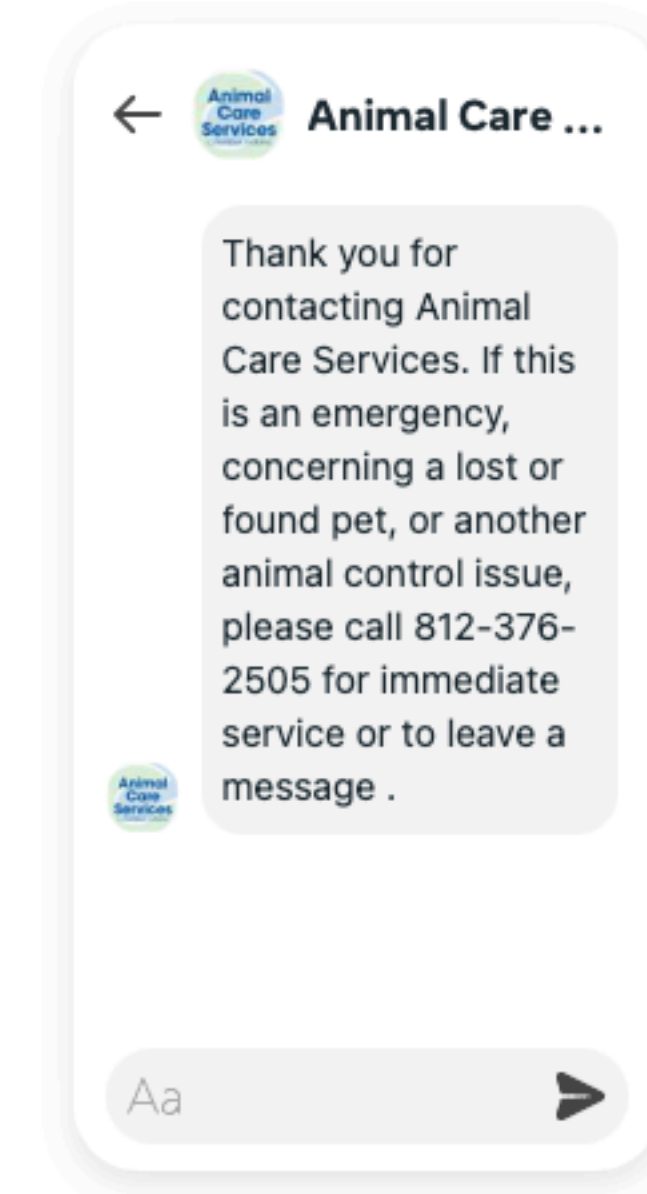
Animal Care Services receives a message on the selected platforms.

Take this action

Reply instantly to the customer.

Message

Thank you for contacting Animal Care Services. If this is an emergency, concerning a lost or found pet, or another animal control issue, please call 812-376-2505 for immediate service or to leave a message . 207/500



Preview in Messenger

[Learn more](#) about automation

Cancel

Save changes

Boosting Posts



Ads

Create, manage and track the performance of your ads across Facebook and Instagram in one place.

Boost content

Create ad



Ads summary

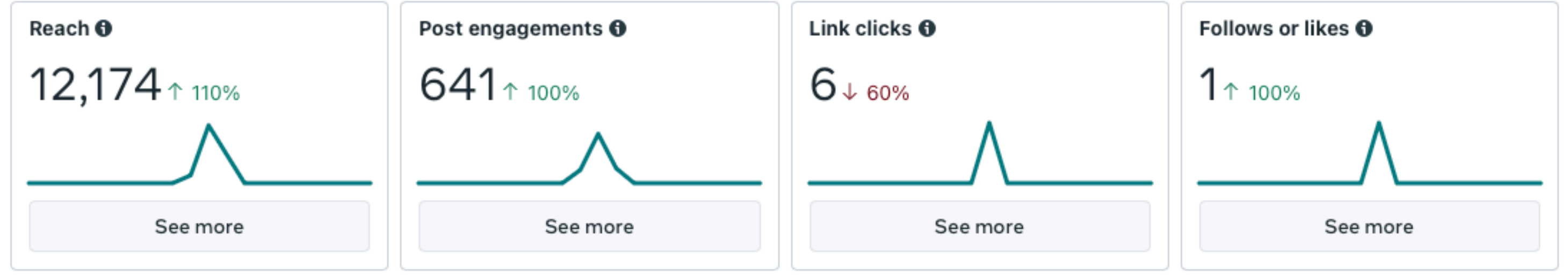
All ads

- Home
- Notifications
- Messages
- Pages
- Calendar
- Boost
- Analytics
- Menu

Advertising summary

Columbus Animal Care Services spent \$100.00 on 1 ad in the last 60 days.

Last 60 days: Nov 5, 2023 - Jan 3, 2024



Recent ads

Status	Date	Created by	View results	Boost again
Completed	Dec 4, 2023	Lindsey Christy	View results	Boost again
Boosted Facebook post Post engagements JOIN US SATURDAY, December 9...				
			12,174 Reach	641 Post engagements
				\$100.00 Spent of \$100.00
Completed	Oct 3, 2023	Lindsey Christy	View results	Boost again
Boosted Facebook post Post engagements Join us Saturday, October 7 for a...				
			4,175 Reach	324 Post engagements
				\$50.00 Spent of \$50.00

See all ads

Recommendations

Completed

Nice work! Check back soon for new personalized recommendations.

Audience

Lifetime



Promote



Automated Ads

Get personalized ads that adjust over time to help you get better results.



Choose a goal

Create a new ad from scratch



Boost content

Create an ad from your Page content



Select Facebook content

Content type: All ▾

Facebook

Instagram

Suggested post

Published on Jan 3

by RandyAimee Morris

Boost post

May I please have a Round of A-PAWS?

We are so excited to announce that Biscuit, now known as Benson, has found his FUREVER home!

Ben... See more



48

1 comment

Recent posts

Published on Jan 4

by RandyAimee Morris

Boost post

We have good MEWS - this takes the cake!

Moon, now Georgia, and Bobbin, now Vincent, are FELINE fine!

W... See more



21

1 comment

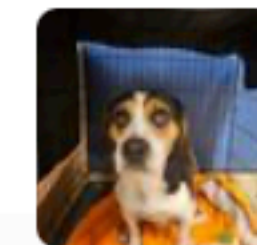
Published on Jan 3

by RandyAimee Morris

Boost post

Not all who wander are lost, but he is. This sad eyed little mister was found near State and McKinley Streets. If you have any information about him, please call Central Dispatch at 379-1689 and have the On-Call Animal Care Officer paged.

He is currently not up for adoption.



Creating Posts

CH **City Hall**
 Teams • 8 16 ▾

- ← Back to Home
- 📁 All templates
- Business
- ▾ Social Media
 - Instagram Posts
 - Instagram Stories
 - Instagram Reels
 - Facebook Posts**
 - Facebook Covers
 - Facebook Ads
 - Your Stories
 - TikTok Videos
 - Pinterest Pins
 - LinkedIn Video Ads
 - Animated Social Media
- + Invite members

🗑 Trash

Yellow Did you know i...
Facebook Post by yganko

Gold Stars Watercolor ...
Facebook Post by Live Call...

Green and Black Quot...
Facebook Post by Hadas A...

Blue and Purple Mode...
Facebook Post by yange kue

New Listing

HOUSE FOR SALE

Today is a struggle. Tomorrow is hope. The future belongs to us who keep trying.

Learn to appreciate the little things that make you happy.

Hey! Attention

Green Gray Cream Rea...
Facebook Post by Take Car...

White Professional Re...
Facebook Post by Stevcrea...

Gray Minimalist Busin...
Facebook Post by Ermedia ...

Ivory Simple Positive ...
Facebook Post by ariannat...

Brown Wood texture A...
Facebook Post by tonygon...

WE'RE CLOSED

JUST SOLD!

BEST OF THE BEST

Coming this fall!

GARDENING SERVICES

Modern We're Closed ...
Facebook Post by Social A...

Gold and Black Simple...
Facebook Post by Take Car...

Blue Gold Modern Aw...
Facebook Post by Vik_Y

Orange Photocentric ...
Facebook Post by minettes...

Green Modern Garden...
Facebook Post by Keepicon

Freelancer checklist

You have the power to protect your peace.

COMING SOON

WRITE AN ATTENTION GRABBING HEADLINE HERE

GRAND HOLIDAY PARTY

Blue 3D Modern Freel...
Facebook Post by Solasta

White Simple Creative...
Facebook Post by atvakola

black yellow coming s...
Facebook Post by Slab Des...

Maroon and White Ph...
Facebook Post by Canva C...

Cream and Red Pain...
Facebook Post by Canva

Design Use 5+ words to describe...

Templates Styles

New year Happy new year Christmas

Instagram post for a summer holiday promo

Win a free beach holiday Dream coastal holiday FREE SUMMER HOLIDAY

Try Magic Design **New**
Turn ideas into designs instantly. Try now.

Recently used

All results

DID YOU KNOW? DO NOT BE AFRAID, JUST believe

Position

Lock Copy Paste Refresh

Sorry
WE'RE CLOSED
SEE YOU TOMORROW

@reallygreatsite

+ Add page

Notes Page 1 / 1 76%

Share this design

People with access [Edit](#)

Add people, groups, or your team

LC +

Collaboration link

Only you can access

Copy link



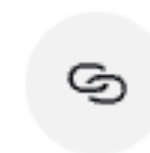
Brand
Template



Facebook Page



Schedule



Public view link

Download

Share on social

Print with Canva

More

Creating a Calendar

A	B	C	D	E
January				
	Post Topic	Post Content	Scheduled?	Email
1	New Year	Happy New Year from your friends at Allegius! Don't forget that our branches are closed today to allow our employees to celebrate the holiday.	<input checked="" type="checkbox"/>	
2		--		
3		--		
4	Home Loans	Does the new year have you ready to tackle your latest home improvement project? We make it easy to finance your home improvement project at Allegius! Learn more about our home equity loan options at https://www.allegius.org/borrow/personal-loans/home-equity-loans.html .	<input checked="" type="checkbox"/>	
5	Adopt	#adoptafriendfriday	<input checked="" type="checkbox"/>	
6		--		
7		--		
8	Blog	BLOG POST #1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
9		--		
10		--		
11	Home buying tips / Banzai	Is buying a home on your radar for 2024? Our friends a Banzai have some helpful tips to make the home-buying process a breeze! https://allegius.banzai.org/wellness/resources/buying-a-home#mortgage-affordability-anchor	<input checked="" type="checkbox"/>	
12	Adopt	#adoptafriendfriday	<input checked="" type="checkbox"/>	
13		--		
14		--		
15	MLK Day	Don't forget that Allegius branches will be open on January 15 for Martin Luther King Jr. Day. Did you know the fight for a holiday in Martin Luther King Jr.'s honor took 15 years? Learn more about the history of the holiday at https://nmaahc.si.edu/explore/stories/15-year-battle-martin-luther-king-jr-day	<input checked="" type="checkbox"/>	
16		--		
17		--		
18	National Winnie the	Today is National Winnie The Pooh Day! The holiday falls on A.A. Milne's birthday, the original creator of your honey-loving 100 Acre Wood resident!	<input checked="" type="checkbox"/>	
19	Adopt	#adoptafriendfriday	<input type="checkbox"/>	
20		--		

Any Questions So Far?