



Posting

You can post directly from within Facebook. To do so, simply click 'create post' and compose your post. You also have the option to add images or videos. **Make sure privacy is set to 'public'** so your audience can see (and share!) your posts and then click 'publish'.



Although you *can* post directly in Facebook, it's recommended that you use a social media management tool. These allow you to schedule content ahead of time, to be shared at particular days and times of the week. See the section '[Managing multiple social media accounts](#)' on the training website for more helpful information – there is even an easy to follow how-to video!

Content

It's important that content from an 'official' Cochrane social media account should further Cochrane's mission and be consistent with the [Cochrane spokesperson policy](#), which you can read on the Cochrane Community website. If you would like assistance on drafting written or spoken communication to clarify your position when speaking publicly, please contact [Jo Anthony](#), Head of the Knowledge Translation Department.

It is the nature of social media to be more informal, so as long as there is at least a tangential link to our mission and evidence-based discussion, this is acceptable. Similarly, personal touches and a relaxed style are good practice in social media communication, but please refrain from posting personal information (e.g., what you cooked for dinner).

The content you share to your Facebook following will depend on the audience you are targeting. Be selective about what you post and always ask yourself ‘will this be of interest to our audience?’ Try to post a variety of content too. **Ideas for posting include:**

- Notification of recent noteworthy publications
- Interesting articles related to your group’s speciality or area of interest
- Pictures and news from a recent meetings
- Pictures and updates from around the ‘office’
- Promotion of events you will attending
- Promotion of Cochrane Symposiums, Colloquiums, and Training
- Items from the [Cochrane Comms Digest](#) (central and community news items)



It’s recommended that the people running the Facebook page sign up for the weekly [Comms Digest](#), which contains suggestions for content you can share. If you are on the Cochrane Slack workspace, we also have a channel at [#all-comms-help](#)

Pin the important stuff! You can view posts and you can ‘pin’ particularly noteworthy posts so that they appear at the top of your page until you ‘unpin’ them or ‘pin’ another post.

It’s recommended that you don’t post on Facebook too frequently. If you post too frequently – or repeat content too often - Facebook automatically begins to restrict the number of views your posts receive. This is to prevent spam. For this reason, it’s recommended to post maximum of once per day.

Using images

Increase the engagement of your Facebook posts by including an image. Cochrane has free photos that you can use that adhere to Cochrane Brand Guidelines. [Watch a video](#) with about using images in Cochrane communication, [read some guidance](#), and request access to our picture Dropbox folder by emailing mumoquit@cochrane.org.

Comments and discussion on Facebook

On the ‘inbox’ tab, you may receive private messages from your followers and it’s good to monitor and be responsive to these.

Facebook tends to be better for sharing information with your followers than engaging in conversations with followers, which may be better on another platform like Twitter.

Having said that, do monitor and – where appropriate – respond to comments you receive on your posts.

Gaining a following

One way to increase your following on Facebook is that, when people like your posts, you can click on the list of likes and invite that individual to like your Facebook page itself. You can also search for and ‘like’ other Facebook pages relevant to your group e.g. The World Health Organization, who may then like you back.

Once your page is set up, if appropriate, you can invite your own friends and contacts to like the page, with this option on the right hand side.



**Let your followers on other platforms know you are Facebook!
Share it in your newsletter and tweet about it! Also add a link on
your group’s website to your Facebook account – you can email
support@cochrane.org if you need help doing this.**