

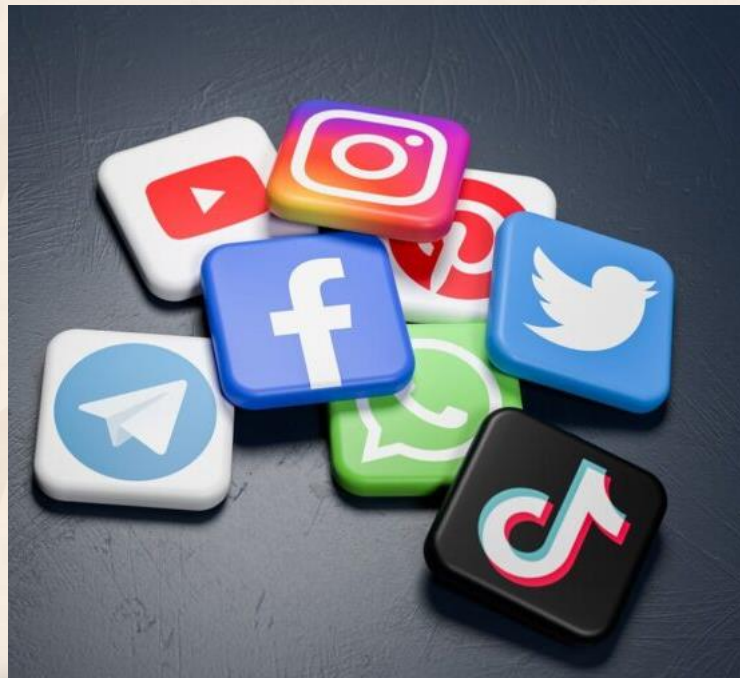
Social Media and your Agency

Michael Hetrick
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Manager
ETFB



Survey:

How many of you are using a social platform now for your agency?



Social Media Reach Rates (Organic)

Instagram 9.30%

LinkedIn 8.63%

Facebook 4.32%

Avg. Email Open

Rate 28.59%



How can we improve reach?

- Know Your Audience
- Content & Consistency
- Post Boosts & Ads Budget
 - Invite People to Like
 - “@followers”



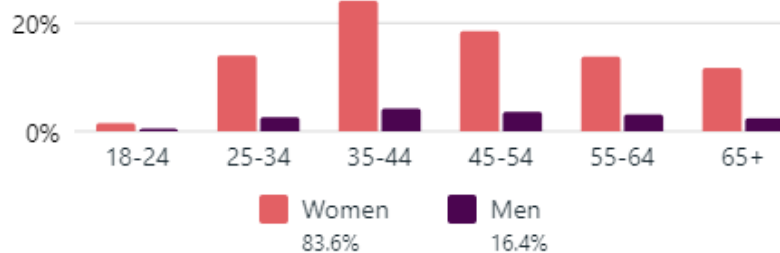
How can we improve reach?

Know Your Audience

Facebook followers ⓘ

15,747

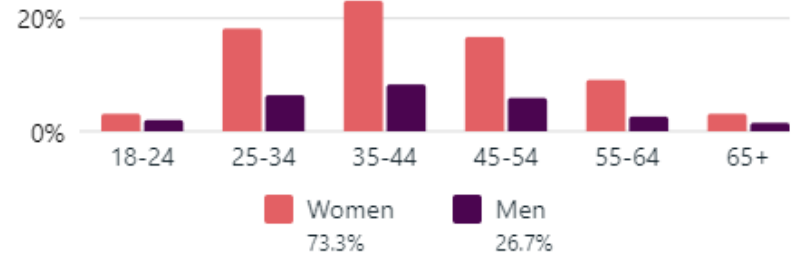
Age & gender ⓘ



Instagram followers ⓘ

2,135

Age & gender ⓘ



Meta Business Suite -> Insight -> Audience



How can we improve reach?

Content & Consistency

Post content that is relevant to what you are doing.

**Post 1 to 2 times a day.
Too much will overwhelm feeds
and be ignored by the algorithm.**

**Pay attention to what works
and respond to comments.**



How can we improve reach?


Post Boosts & Ads Budget

 **East Texas Food Bank**
Published by Social Champ · April 8 at 1:28 PM · 🌐

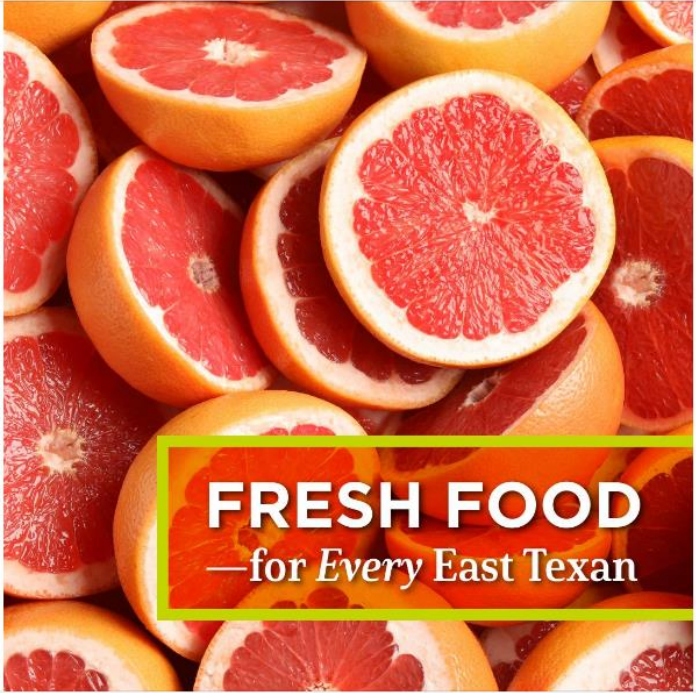
Total eclipse ready here at the ETFB in Tyler. Our staff is outside ready for totality, so hopefully the clouds will give us a break to see this exciting event!



[See insights and ads](#) [Boost post](#)

 **East Texas Food Bank**
Sponsored · 🌐

Help feed hope with a generous gift to the East Texas Food Bank. Every \$1 you give will help provide enough nutritious food for 5 meals for our neighbors facing hunger. Will you join us in Growing Healthy Communities?



FRESH FOOD
—for *Every East Texan*

EASTTEXASFOODBANK.ORG
Fresh Food — for Every East Texan
Registered nonprofit

[Donate now](#)

Our Mission: To Fight Hunger and Feed Hope in East Texas



How can we improve reach?

Invite People to Like Page







See insights and ads


Boost post


  Women's Fund of Smith County and 100 others


8 comments 7 shares


All  63  37  1 ✕


 Women's Fund of Smith County Following


 Edward Hernandez Invite

 Natalie Loomis Invite

 Esmey Emeralda Invite

 Jahaziel Lopez Invited

 Nancy BaydaHall Following

 Tracey Shelton-Ford Following



How can we improve reach? *@followers*

East Texas Food Bank
Published by Social Champ · 3d · 🌐

East Texas Giving Day is 18 days away on April 30th, but did you know you can already give? That's right, help us get a jump start on this incredible day of community giving and our \$50,000 match gift now at <https://www.easttexasgivingday.org/etfoodbank> **@followers**

Early Giving is Open Now!

**Tuesday
April 30th
EAST TEXAS
GIVING DAY**

See insights and ads Boost post

- Can be added in original post or comments. Shows a notification for users.
- Can only be used once per day.
- **DON'T OVERUSE!** Only for important announcements.



Social Media and your Agency

Questions?

