

Facebook for branches

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Patron:

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- **Some background**
- **What can Facebook offer Fellowship branches?**
- **How the Fellowship centrally is managing Facebook**
- **Open or closed groups and pages**
- **Admin tools**
- **Fellowship branches on Facebook**
- **How the Fellowship would like to work with branch Facebook pages**
- **Any questions?**

But first.....some background

Facebook was founded in 2004 by Mark Zuckerberg and four college roommates at Harvard University

By September 2006, anyone who was over 13 and had an email address could set up a profile

There are now 32 million users in the UK alone with 1.65 billion users globally

Half a million over 55s expected to join annually

Second biggest demographic is 55 - 65 year olds

6.4 million users in this age range

What we know about our users

89% are female

68% are aged over 65

5% are aged 25 – 54 (all female)

All but 22 live in the UK

Approximately one third are page followers but not Fellowship members

There are 1,570 members of whom 1,355 are active

Good mix of organic vs placed content

What can Facebook offer Fellowship branches?

A route into growing awareness and attracting new members

An instantaneous method of communication with people

A way to share knowledge, information, experiences and memories

A link in with your local NHS Trust

How the Fellowship centrally is managing Facebook

Admins are Lucia, Sherry and Debbie who manage the page

Open page to encourage growth and awareness

Lighthearted

Rules of engagement

Fundamental part of our strategic communications

Questions to approve membership

Monthly reporting using analytics

Normal times vs pandemic times

Open or closed groups and pages

- Pages are for bigger organisations – groups are much more appropriate for Fellowship branches as they facilitate sharing on a smaller scale
- Open group = anyone can search for your group, see who is a member and view all content
- Closed group = visible on a Facebook search but only landing page can be seen (no details) – the group will only grow by recruiting anyone who is interested
- Main Fellowship page is an open, public group

Open or closed group for your branch

- Open page will raise awareness, aid with recruitment and could attract more members to your branch
- Closed group could be a very good internal communications and sharing mechanism for your existing members
- A decision for individual branches
- Support, advice and guidance available from the Fellowship

Admin tools – controls

- Admin tools give more control over the page in terms of content and membership
- Admin approvals: members must be “allowed in” to the page by admins – until then they can’t see content
- Admins can decline applicants – watch for fake profiles
- Can ask questions to verify legitimate interest in the page
- “Rules” of the page – guiding on contentious issues (remember you have to manage your/ our reputations!)
- Admins can warn and block members

Admin tools – analysis

- Analysis information available to admins of groups of more than 50 members
- Demonstrates real time reach of all posts
- Can track and monitor growth and engagement – what appeals to your members
- Basic information about members
- Who your key members are
- Fellowship produces a monthly report – guides some of our content decisions

Fellowship branches on Facebook

- 13 branches have a Facebook group
- 353 members belong to one of those groups
- The largest branch is Coventry with 84 members
- All are visible
- Six are private, seven are public

How the Fellowship would like to work with branch Facebook pages

In partnership!

Recruitment and awareness

Supporting, helping – in line with strategy

Lucia as a member of your page/ group

Sharing content

Driving traffic

Links in with local NHS and other pages eg memory pages

Any questions?

