

How to Setup Facebook



u3as have been sharing ideas with each other and coming up with resources to help the movement retain and recruit members during this time and beyond. This series hosts these resources in a toolkit for u3a members to use when needed. Credit: Jean Jackson

Introduction

The purpose of this guide is to explain why and how people might set up a personal Facebook account, a u3a Group or u3a Page.

Your experiences of using this guide are of vital importance. Please send your suggestions for improvement to feedback@u3a.org.uk

Why might we consider using Facebook?

- Of all internet users in the UK, 78% use Facebook.
- 40 million UK users A MONTH use Facebook. 52% female, 48% male.
- Every day, the average UK user spends 1 hour 50 minutes on social media

And with lockdown, this has increased. A Facebook group can enable people to exchange ideas in “real time.” It’s more interactive and less static than a website and can make information-sharing faster and easier. You can quickly let people know what’s going on and gather ideas and opinions fast. It might make your u3a more democratic!

There is a growing number of Facebook features which could save your u3a time and money – notably Facebook Rooms, a free, unlimited-time videoconference service open to all, even those who don’t use Facebook as well as 360degree photos and Advertising.

Many people use a Facebook page (which is free) rather than set up a website: ideally, they should be complementary, the web for fixed information and Facebook for discussion and for highlighting ideas and opportunities.

Many people are prejudiced against Facebook. Some perceive it as risky – they fear that their data may be stolen – and some feel that it becomes clogged with trivia, such as people posting pictures of their meals or their dogs. This guide shows how data breaches may be avoided, and how you can “set the tone” of your Group to avoid its content becoming inappropriate.

Facebook has its own controls and offers controls to your Group (or Page) administrators – these are the people who moderate posts and ultimately control your Group or Page. For example, administrators can prevent people from posting in your Facebook group if their contributions are inappropriate.

Facebook itself polices content so that people are prevented from posting potentially offensive images or language. A colleague of mine on a Life Drawing group forgot this and was startled to have her Facebook account suspended for a week when she posted a frontal drawing of a nude figure, deemed “inappropriate.” We have to be careful!

Setting up a personal Facebook account: why?

Facebook –

- lets me to share my news and opinions with others (Facebook Friends), easily
- can connect me with others who share my interests – search for relevant groups
- offers FREE (and easy) audio calls to others on Facebook
- offers FREE, easy and unlimited-time videoconference calls with other people – who don’t have to have Facebook accounts
- offers a growing portfolio of “extras” that are free of charge and linked together
- can protect my private information and restrict who sees it.

Setting up a personal Facebook account: how?

1. Open Facebook and tap Create New Account. Tap Get Started.
2. Follow the on-screen instructions.
3. Enter your first and last name, date of birth and gender.
Note that if you are concerned about giving this info, you do not have to be truthful, but you will need to remember what you said if you need to reset your account for any reason.
4. Either enter your mobile phone number, OR tap Use your email address.
5. Create a password that you'll remember.
This is the main way of keeping your account safe, so ideally don't use the same password as you do on another site. Keep it safe and confidential.
6. Tap Sign Up.
7. Go to your Facebook site, click Create Post at the top of the page, write something
8. Click Post and it's uploaded.
Start looking for people you know on Facebook, invite them to connect with you.
9. Search for groups that you might want to join e.g. photography, science etc. N.B. If you "follow" a group, updates will appear in your homepage. To do that, go to the group's Facebook page, look below the main picture, and click "follow." You can always turn it off!

Note that there is a size limit on photos and videos (usually 12MB) so if they won't upload, make them smaller and try again. Google "how to reduce size of images".

N.B. The size is the space that they take up, not their actual size on the screen.

How to make your Facebook account even more secure

You can enable "two-factor security", i.e. sign in with something you know (your password), and something you have— usually your mobile phone. Facebook calls this "login approvals." Once it's activated, after you enter your password, Facebook sends a code to your phone that you type into the site, to confirm that it's you. That way, if someone found out your password, they still couldn't log in as you without also having your phone.

To enable Login Approvals, go to Settings > Security > Login Approvals. Tick the box next to "Require a login code to access my account from unknown browsers"

Should we set up a Page or a Group? What type?

For your u3a, you may choose to set up a Facebook Group or a Facebook Page.

A **Page** is open to anyone; it's a bit like an advertising poster. You may want to set up a Page for an event that you wish non-members to attend, such as u3a Day. It can be linked to a Group. You can close the Page after the event's taken place.

If you choose to start a **group**, there are 3 types: open, closed or secret. **Closed** means you have to ask to join it, and actually become a member of it. **Open**, as its name suggests, means that anyone can see what's posted in the groups, and can contribute to it. Both have advantages; anyone can contribute to an open group, while only members can contribute to and see a closed one.

Nothing confidential or inappropriate should be discussed in a public Facebook group. An open Facebook group could attract non-members and you can make it a closed group later.

You can also set up **Secret or Hidden** groups, that can't even be found by search – people have to be invited to join, and the only way you can find them is to have the link. If you want to discuss secret stuff on Facebook (?) then that's the way to do it.

How to set up a Facebook Page

Log in to your Facebook account, click the dropdown arrow in the top right corner and select the "Create Page" option. You can create as many Pages as you like.

How to set up a Facebook Group

- Decide on the group's name and its privacy setting
- Have your web logo ready. It will appear small, so just load a plain u3a logo, no text.
- You need an excellent rectangular header-image that represents your group. It should be about 1,640pixels wide and 856pixels high. Resize it in Publisher or Paint.
- Have at least 2 people who are prepared to be administrators. Ideally at least one needs to be a PC user rather than a mobile phone or iPad user – then they can more easily resize images for example.

Your Admins will have to moderate posts. If it's closed, then they will have to allow people to join. If you try an open group and it proves to be a problem, you can change your group to a closed one. Even in an open group, your Admins can stop people from posting on the group if their posts are inappropriate: they can take away their permission and can remove posts.

Your Admins need very little training; Facebook is designed to be easy to use and there is a lot of help. BUT if you have an admin who's good with images, that's ideal.

Changing the header image immediately makes the page look up to date. Just click on the image, and load another in its place. Use the header to advertise events – so if an Admin knows how to create posters and then save them as a rectangular jpeg, that's very useful. Easy when you know how!

So, once you've decided what you want to create, go to Facebook and –

- Click on “Group” under the “CREATE” section at the bottom of the left sidebar
- Fill out your Facebook Group's info. ...name etc
- Add or invite friends and promote your Facebook Group. ...
- Link it to your Facebook Page if you have one.

N.B. It's possible with permission to import email addresses and instantly populate your Facebook group but people generally prefer to “opt in.”

Getting your Facebook group going

You need a reason for people to visit and contribute to the group. Once the group is established, and especially if it's large (over 1000 users), it can “run itself” but most groups need a plan to make them successful. Only about 10% of your group members may contribute – many people prefer to read what others say rather than give their views.

Some ideas for getting a new Facebook group going:

- Have some content ready, so that there's something for people to engage with or react to right away. This will set the tone of the group. What kind of things will you discuss/include?
- Ask committee members and as many other members as possible to join asap. Ask your Admins to invite as many people as possible.
- Set up regular events or updates, at the same time, at least weekly to start with – these could be interviews, conversation-starters, advertisements for events etc.
- People prefer live events, although you can offer a replay: your monthly meeting might be run via Facebook or a replay of it could be posted there.



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Introduction

This guide recommends best practice for using digital media. It suggests that the main challenges arise before you begin to implement – you need to be clear about your aim and your choice of technology. Using technology is not as difficult as deciding what to do with it. This is a summary of what you can do: there's much more to discover.

The summary of advice is:

- Be clear about what you want to achieve – and how you'll know you've done it
- Know what you are offering to whom (your target audience)
- Choose the right social platforms for your purpose
- Post content that works: highly visual, ideally interactive, and publicised
- Review your progress regularly, post content regularly but selectively: learn what works

- Learn from others – be a customer as well as a seller/promoter
- Set up a system for promotion of what you offer so that you can focus on content

Your experiences of using this guide are of vital importance. Please send your suggestions for improvement to feedback@u3a.org.uk. If you need help with some of the techniques discussed here, please email the same address.

Before you start, consider:

- Why do you want people to visit your site?
- What people do you want – a group, a type, a particular set of people?
- Where, on social media, might they be?
- What might interest them, and what is your unique offer? Can they get it elsewhere?
- What do we want them to do once they're there? Give them plenty of options, not just one. Why should they return to your site? e.g. if they don't book on an event this time, if you can show that you offer something in future, they may come back. So, archive your events or post a list of them way into the future. Downloads of information are popular.
- What content do you have, to promote? You need plenty of visuals and items that you can share for free. Don't limit offers to members, unless member traffic is all you want.
- Budget: online, most things can be free, and there are many ways of doing the same thing. Most paid-for sites offer a free option, although it may be restricted. But can you live with the restrictions? For example, if you use SurveyMonkey, you have to pay to add a logo. How much do you value that? How often do you conduct surveys?

Which social media should I choose?

Match the demographic you want to target. Figures below are 2020.

- Facebook – popular with over-50s, especially women.
- Twitter – 38% users are 18-29, 26% aged 30-49 = 64%. 85% access via mobile; only 12% of over-50s are users. It can be handy for engaging with media and for protest.
- Instagram – 3% of people aged over 60 use it; they tend to be the rich & famous.
- YouTube – 55+ age group is one of the fastest-growing audiences.
- Pinterest – gathers (pins) similar items – visuals, documents, videos – into “interest groups,” which could be a handy reference for u3a groups.
- TikTok – aimed mainly at teenagers. This is changing.

Consider which demographic you both want to influence and learn from. Social media is about promoting social interaction with people you might want to have as real friends.

Your sites shouldn't be isolated, but collaborative. A social media site needs to be truly social and ideally should reach out beyond the site, bringing in and sharing ideas.

Setting up your social media accounts

The goal on social media is to connect with your audience and build a community.

NOTE: If you deliver your newsletter via Mailchimp, you can automatically link to your social media and if you like automatically publish your newsletter on social media sites at the same time as it's emailed to members. This is an option when you send it.

Consider

- How many social media accounts can you manage?
- How public do you want them to be? To attract and recruit non-members, your site needs to be public and easy to find, so that you gain more followers.
- Who do I know? Initially you need to reach an audience that you know is there – then there's the snowball effect as others become interested. Consider influencer marketing and collaborations; if you can get others to retweet or repost, then you amplify your post – it might “go viral.”
- Who will you follow? You need to have a plan for who you want to follow. What online communities are you a part of – and why? You can learn a lot, copy all the good ideas.
- What kind of content should I post?
 - Useful, with relevant hashtags. Read about hashtags – they are often mis-used, but the principle is use them to identify and so collate content on a topic.
 - Relevant, immediate, so it's part of a bigger conversation that's news now.
 - Images and video – using images boosts any post; moving images even more so. Use animated GIFs and make video short – ideally up to 3 minutes long; anything over that is not ideal.
 - Professional video is becoming a thing of the past. Things that go viral are usually images not just text, usually video, often dances or songs. Humour is popular but can be difficult! Pictures of cats are popular.
 - Varied: Blog posts, videos, podcasts, guides, e-zines, surveys, infographics, all downloadable/sharable/searchable. All brief, all with images.
 - Survey? can be a useful way of engaging an audience and creating content – offer to send them the results, and then invite them to a webinar to review the results.

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Many people are prejudiced against Facebook. Some perceive it as risky – they fear that their data may be stolen – and some feel that it becomes clogged with trivia, such as people posting pictures of their meals or their dogs. All that can be avoided!

A Facebook group can enable people to exchange ideas in “real time.” It’s more interactive and less static than a website and can make information-sharing faster and easier. You can quickly let people know what’s going on and gather ideas and opinions fast. It might make your u3a more democratic, as you enable people to give their opinions.

There is a growing number of Facebook features which could save your u3a time and money – notably Facebook Rooms, a free, unlimited-time videoconference service open to all, even those who don’t use Facebook.

Many people use a Facebook site (which is free) rather than set up a website: ideally they should be complementary, the web for fixed information and Facebook for discussion and for highlighting ideas and opportunities.

Facebook has its own controls and offers controls to your Group (or Page) administrators – for example, choosing who is part of the group (if a closed group), and the ability to take posts or comments down.

Facebook itself polices content so that people are prevented from posting potentially offensive images or language.

Helping people to find your web content: SEO

Search Engine Optimisation (SEO) refers to everything you can do to make your website more visible on search engines like Google. The majority of web traffic comes from people clicking on the first few unpaid search results that come up in a search, so taking the time to improve your SEO is definitely worthwhile. We may produce a separate guide about SEO as it’s an important topic yet easy to overlook.

Unless you make a positive effort to improve SEO, great content may not be seen. As the poet Gray said, “Full many a flower is born to blush unseen and waste its sweetness on the desert air.” Don’t be one of them: ensure people can find your content.

Simple ways of improving SEO?

- Ask everyone you know to click on your site and so make it seem popular
- Set up reciprocal links with partner organisations
- Use appropriate tags, so that your content can be found easily.
- Write for the web – short sentences, bullet points, white space
- If you have a budget, use Google Ad-words. Look it up! It takes time.
- Tags are words that can be added to a website section after you’ve written it but aren’t seen by readers. They help information to be found by search engines.

Getting your Facebook group going

If you decide to set up a Facebook group or Page, then you have the task of keeping it going. Many sites are set up with the idea “if you build it, they will come.” That doesn’t work. Set yours up for success: before planting flowers you’d decide where to plant them, and you’d feed and water them. If you didn’t, they might fail to thrive. Same principle applies to social media – it needs to be set up properly and nurtured until it can fend for itself. Even then, some watering always helps.

You need a reason for people to visit and contribute to the group. Once the group is established, and especially if it’s large (over 1000 users), it can “run itself” but most groups need a plan to make them successful. Only about 10% of your group members may contribute – many people prefer to read what others say rather than give their views.

Some ideas for getting a new Facebook group going:

- Have some content ready, so that there’s something for people to engage with or react to right away. This will set the tone of the group. What kind of things will you discuss and include?
- All the committee members and as many other members as possible join asap. Ask your Admins to invite as many people as possible. Consider an upload*. The more people you can actively involve, the more chance there is that your group will establish itself, be used and be regarded as useful, entertaining and informative. It needs to be all 3!
- Set up regular events or updates, at least weekly to start with – these could be interviews with guests, conversation-starters, advertisements for events etc.
- Invite people’s opinions: your Chair could ask for people’s ideas or opinions; each week a member of the committee could start a debate or ask for ideas. That’ll get you going...
- An easy way to set up a regular event is to feature a different u3a interest group each week. You might even ask them to run a, say, hour-long session online, to show others what their group does. That wouldn’t work for every group, so perhaps someone could interview a group leader – say, ask the Walking Group leader about themselves, why they lead the group, where they go, what people like, etc.
- If you have 20 groups, and only half join in, you have 10 weeks’ events. The “event” doesn’t have to last long; its purpose is to “train” people to go to your page/group, encourage them to follow it, and join in.
- People prefer live events, although you can offer a replay: your monthly meeting might be run via Facebook or a replay of it could be posted there. Run a Facebook Live event, or just use Zoom. Neither requires special equipment, just a PC with a basic webcam.
- For Facebook Live, go to your group page, select Create Live at the top above where you post updates. Or go to Facebook’s Live Producer at facebook.com/live/producer. Technical considerations? Think about Zoom calls you

may have attended. You know people look better if they face the light, if their Wifi is stable, if their microphone is at the right level, if they have a calm background and they have set their PC up at the right height so that you see their face, not the top of their head. The same applies to video.

- You can broadcast from Zoom: Zoom can stream your online meeting live on Facebook to your personal timeline, a group, or a page that you are an admin for. This allows your community to join via Zoom or watch and comment on Facebook Live. The downside of this is that it excludes people who aren't on Facebook – but it could encourage them to join, and you could post a replay on your website – with a link to Facebook.

Facebook features

Facebook has many features, mostly free. Look at Facebook Adverts because they'll tell you (free) how many prospective u3a members there may be in your area. It's interesting – and you could contact them via Facebook adverts.

2 recent free features are 360-degree photos (google it!) and Facebook Rooms. Rooms gives unlimited-time video call access to up to 50 people, and only the organiser needs a Facebook account. In 2021, the number of people who can be online concurrently via Rooms will increase. Just like Zoom (only easier and allegedly more secure) Rooms generates a link which can be sent to anyone. The organiser opens the door to their Room and can close it at any time. Meetings can be scheduled.

The free Rooms video meetings and Facebook audio calls might be a way of interesting people in going online, perhaps to see and speak to their relatives at this time? These work on PC, iPad and mobile – and might be a way of saving them money.

I hope this has roused your interest in Facebook as offering a useful set of free tools to help you engage with u3a members and prospective members online. It's not all about showing people where you've been or what you had for breakfast – and when you set up a profile, you can give minimal information so that you don't worry about hackers.

YouTube

You can use YouTube to host videos that you have made or that you think may be of interest to your group. You can collate videos from other sources and put them in your own u3a channel. Hosting video recordings on YouTube saves space on your website, because you can link to YouTube rather than hosting video on your website. Video can take up a lot of space and eventually may slow down the loading speed of your website. Setting up a YouTube channel is free – and easy – and keeps all your video together. Do it IF you have plenty of good video. Creating bad video is easy: good needs some thought.

How to set up a YouTube channel

Login to YouTube with a gmail (googlemail) account, go to the Channels page and sign up.

How to promote your channel

Your audience drives your content. Think about their interests and what will attract them to your videos. They'll want both information and entertainment. Make your videos short and make sure they're captioned – it will make them both much more attractive and accessible.

It is very bad practice not to caption a video: 70% of viewers don't turn sound on when they watch, and captioning is free, so why wouldn't you? Use the auto-captions feature and then modify manually:

YouTube uses speech recognition software to generate captions from the videos you upload, but you need to check captions afterwards.

To create and edit auto-captions:

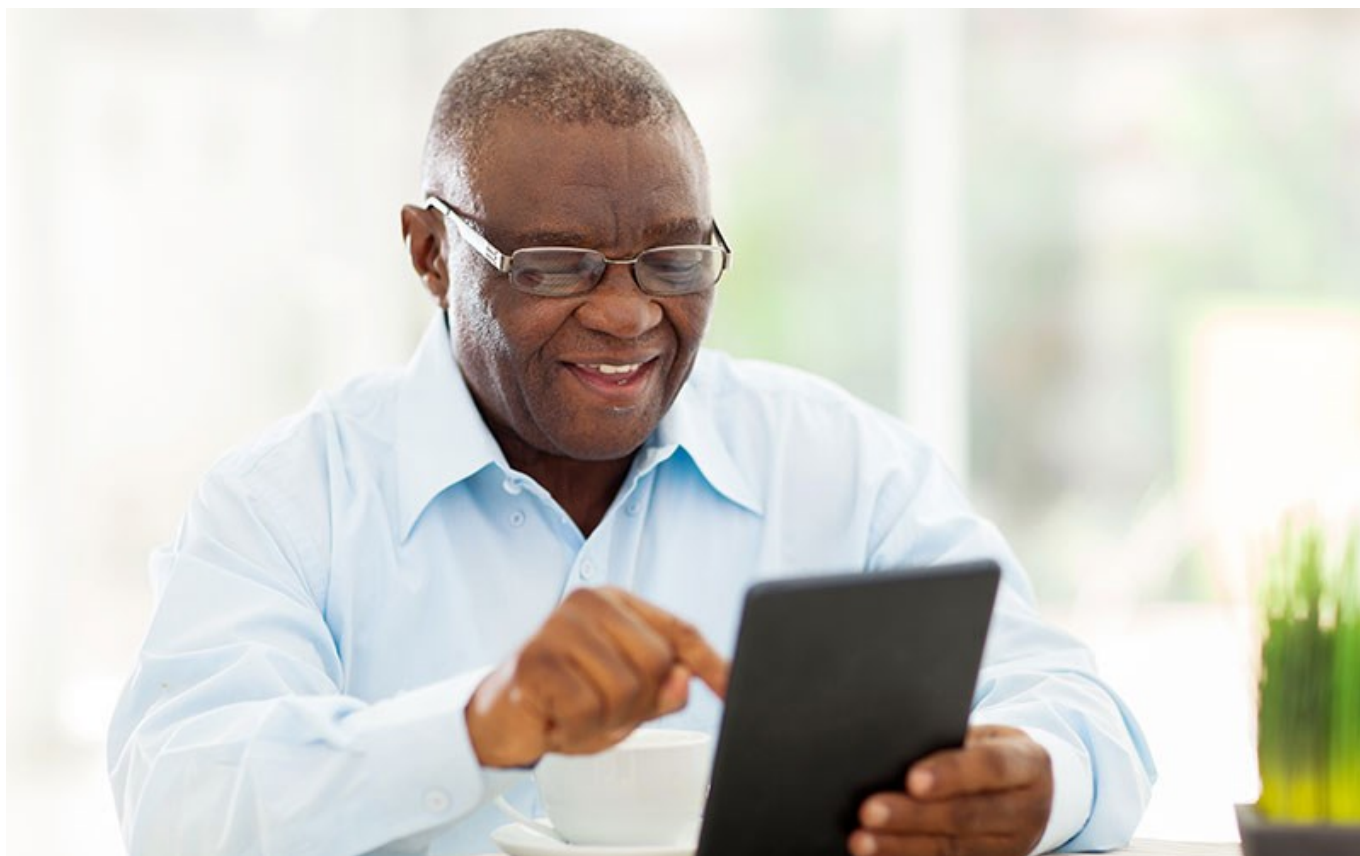
Click on the down arrow next to the 'Upload' button at the top of the screen, select 'Video Manager', then select the down arrow next to the 'Edit' button of the video you want to caption. Select 'Subtitles and CC' from the menu.

On the right-hand side of your video, select 'Active tracks'.

To the right of the video under 'Caption text', the captions are listed with their timecodes. Select a line by clicking it, then correct/edit it. Click "Done" to save when you've finished.

To find out how to assess the success of your channel, see the "How to Guide, measuring the effectiveness of your website and social media."

Measuring the Effectiveness of Digital Media



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Introduction

This guide outlines a variety of easy ways that you can measure the effectiveness of your website, your social media and other digital activity – all free of charge. One of the benefits of being online is that you can easily and quickly find metrics that show you what works and what doesn't, so that you can improve what you do. You need not pay to get useful metrics, and you don't need a computer expert to gather or interpret them.

Bear in mind that the best measurements are qualitative (people's opinions) as well as quantitative (data-based). What people think is just as important as data. If they believe that you don't update your website regularly, then they may not visit it to find out. The issue may not be the frequency of updates but how you get people to know about and value those updates. Keep all measurements simple, and make sure they give you the information that you need to take action.

Typically, groups aim to use measurements to check that –

- our website is being visited often
- our website is providing a good experience e.g. people find what they're seeking
- at least 30% of members who are online are members of our Facebook site
- our Facebook site has a large (?) and growing (?) number of visitors
- our Facebook site is updated at least weekly

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Qualitative measurements

These are important and don't have to be opinion surveys.

It's good practice to offer people the opportunity to give their opinions all the time, about everything and anything: those who have strong opinions will make them known.

Opinions may “skew” towards the negative, as people are much more likely to complain than compliment, but the benefit of complaints is that they are usually more specific and useful than simple compliments. You can take action as result of them. If you reply to them, always thank the complainer.

The easiest, fastest way to gain specific feedback is to run a “Talkback” session on social media. Advertise a date and time and say you'll host a (time-limited, say 45 minute – never an hour, it sounds too long) Facebook session where people are invited to comment on and give their ideas about improving your website.

This can be run in various ways. You could just run a Zoom event. Or you could post on Facebook and wait for responses. Or you could run a “Facebook Live” interactive real-time video session, or broadcast a Zoom session via Facebook, so involving more people than just the ones who have the Zoom link.

Whatever method you use, have a clear named “Host”, some questions that you need answers to, and make sure you have some Friends planted, ready to kick off the conversation. Getting started is the most difficult thing.

That's a bit like an online Focus Group. A Focus Group focuses on an issue, opinions about it and ideas for solving it, and to be a true FG should be run in a formal manner. If you want to run one, you gather a representative sample of about 8-10 people in a room (actual or virtual), set clear boundaries for the discussion of a topic, time-limit it, and have both a Chair/Moderator who runs the group and 2 observers who record what happens. The session is recorded (video ideally) and afterwards the moderator and observers review it along with the recorded replies to the questions and the ideas suggested

It can be more difficult to run a “proper” Focus Group than most people think, but an informal one can still give useful information. People usually like giving their opinions.

Perhaps a u3a committee could set a question from time to time, committee members could approach groups of people after a monthly meeting and ask their opinions about it. Then the committee could share the answers.

A benefit of linking your social media to your website, and vice versa, is that it makes it easy for people to give their opinions and comments.

Your website: Google Analytics

Google Analytics is the best-known way of evaluating your website’s performance. We’ll need to check whether the required code (which you copy from the analytics website and simply add to your site) can be added to a u3a Sitebuilder or Beacon site.

To activate GA, go to the Google Analytics website. You don’t need to invest in paid-for analytics – you can do a lot with the basic package. The site lets you automatically generate and then embed some code into your website to gather statistics. You’ll get an email from GA reminding you to activate the code.

What might you want to know?

There are many things that you could measure. You could begin by looking at:

- **Number of times a page has been visited** – indicates its level of popularity
- **Length of stay on page** – longer may indicate either interest or confusion: they may stay longer if they can’t find what they’re looking for.
- **Length of stay on site – and “bounce rate”**: if you have a high “bounce rate” – i.e. people land on the page then leave immediately, it suggests that there’s something wrong with that page, people aren’t seeing what they expect to see there. Is it labelled correctly?
- Time of visit can be an interesting statistic to look at, as it tells you the time of day (or night) that people visit your site. You might decide to run events at that time to capture the attention of people who you know are online at that time.
- It’s well-documented that Facebook posts published on Thursday and Friday receive the highest engagement, and the highest traffic occurs mid-week between 1 to 3 pm. And a publication at 7pm will result in more clicks on average than posting at 8pm. Instagram users are most active on Mondays.
- There are many more measurements, but you just need to use what you actually need in order to take action.
- Bear in mind that Analytics need interpretation: e.g. you can’t assume a page is unpopular because no-one visits it. It might be too well hidden, not easily

searchable, but actually have great content. All metrics are indicators, not clear signposts, which is why you need a range of them, and need qualitative opinion, not just data.

Measurements for social media

Social media sites tend to have built-in statistics, a lot of them free. Social media covers many platforms. The “top 3” for the u3a demographic are Facebook, YouTube, and WhatsApp. Some u3as use Twitter. Pinterest is increasingly popular.

If you use a lot of types of social media, or want to review a number of different accounts, then you can consolidate and automate reporting from many sites via an online platform like Hootsuite, which, like most online tools, has a free version. Hootsuite is the market leader. Most u3a groups won't need or want to manage that level of complexity.

What should you track? – generally, for all platforms:

1. **Track your number of followers**, assess how much that figure is growing (or not).
2. Assess how **engaged** your followers and/or friends are with your posts: 1% is good, 5% is excellent; video and pictures gain the most attention.
3. You want to **analyse your followers by type or by where they are coming from**; while that can be done automatically (usually paid-for), you can do a lot manually.

Specifically Facebook

Facebook shows Admins what's going on without them having to do anything: take a close look at what an Admin sees and follow the links.

On the left hand of the banner that admins see on a page or group they manage are 'Group Insights' and 'Page Quality' which are both useful to look at.

Page or Group Admins are also automatically informed about how many people engaged with the page that week, and whether the trend is up or down. That should be enough for you to know how well your group or page is performing.

Facebook Insights doesn't allow you to compare your site with ones belonging to other groups but of course you can always ask other groups for information, via social media!

I'm told that the app called Popsters, enables you to compare your Facebook site with others, so if you feel that is a pressing need you could investigate it.

There is a mass of information about social media and Facebook best practice and analysis: the problem is limiting it! Keep measurement simple – and make opinion part of it.

Online surveys

The world's most popular service for online surveys is SurveyMonkey. It is free: there is no need to set up a paid-for account. There are some limitations on the free account, e.g. you can't include your brand logo.

Its benefit is its versatility. You can use or adapt their pre-written questions and embed a survey link anywhere – the link is clickable on a PC, mobile phone, iPad – and you can display results in graphs.

The free account doesn't allow you to share graphs automatically, so you need to screenshot what you need and email it. To do that, press CTRL (bottom L on PC keyboard) and PRT SC (top right), at the same time. Open an application like Word or PowerPoint or Outlook and drop the screenshot in there: press CTRL-V to do that.

People can get “survey fatigue” and stop answering – but if you ask only what you need to know and give clear options for response, a survey can be very useful.

Try to limit yourself to 5 short, clear questions.

SurveyMonkey gives free advice on good survey practice and even gives example questions for you to use, whose effectiveness has been proven.

In summary:

- Choose the right social sites for your purpose
- Content that works best is highly visual, ideally interactive, and well-publicised
- Measurements show you what works – you need to decide what to do as a result
- Measurements divide into routine and ad hoc (for a specific purpose).

Routine: ideally, report these monthly

1. Website and social media:
How many visits this month? Is engagement going up or down?
2. How often is the website or social media updated/contributed to?
Is there a correlation?
3. What do members think about our website or social media?
Are there any interesting comments?

AD HOC

If a specific event is taking place, how can we measure engagement with it or what people think/thought about it?

Usually, you'd measure how many people turned up (as % of those expected) and then ask them a few questions. A follow-up survey is standard and easy to create, but it may not be as useful (or quick) as simply asking for people's opinions.

Ideally, ask what they liked, and what could have been improved. Don't take it personally: complaints tend to be specific and so are useful, while compliments are often vague ("It was great!") so you can't learn anything from them.