



FACEBOOK GUIDELINES FOR PROBUS CLUBS

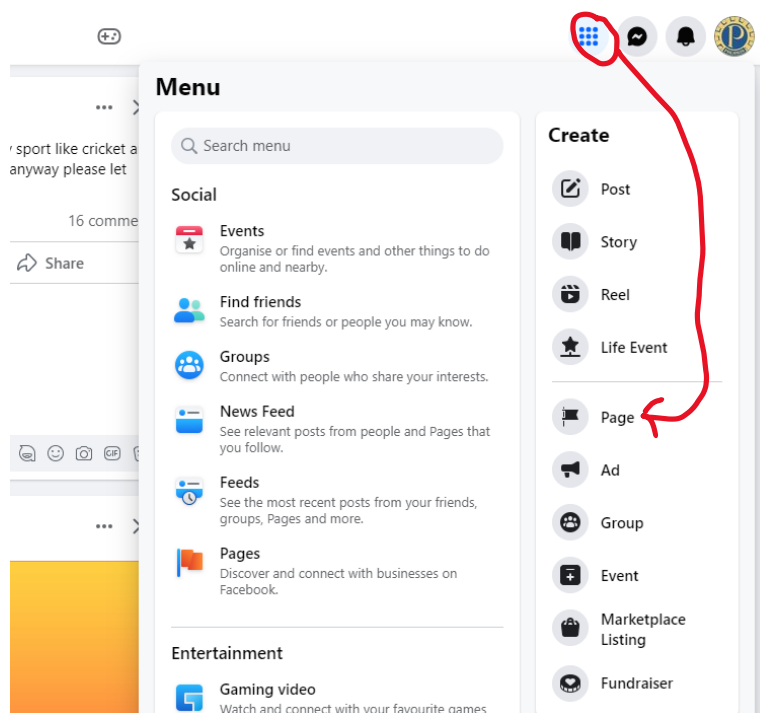
Issued February 2024

Facebook is a social networking website that allows users to connect with friends, share photos, news, and events. As over 55's are one of the most active groups on Facebook, Clubs should consider establishing a Facebook page to attract new members. A Facebook page can also promote engagement with existing members.

These guidelines have been developed to assist Clubs in establishing and maintaining a presence on Facebook and include ideas on what type of posts can be used to showcase your Club.

Step 1: Create a Facebook page for your Club or use an existing members Facebook account. Facebook **requires every business page to be linked to a personal Facebook profile**, but all the information—posts, comments, photos, updates, etc.—are separate. The information on the personal profile will not appear on your business page and vice versa unless you manually share them between pages.

Step 2: After logging in or signing up to Facebook, click on the option “Create Page” (icon with dots see below)



Pages • Create a Page

Create a Page

Your Page is where people go to learn more about you. Make sure that yours has all of the information they may need.

Page name (required)

Use the name of your business, brand or organisation, or a name that helps explain your Page. [Learn more](#)

Category (required)

Enter a category that best describes you.

Bio (optional)

Tell people a little about what you do.

- Name your page: You can use your Club name.
- Add a category: Select "Community".
- Upload a profile picture and cover photo: Choose high-quality images that represent your Club. The profile picture should be clear and easily recognisable, while the cover photo can showcase your activities or your club's meeting venue.
- Add contact information, Facebook has an inbuilt application called Messenger so you do not have to list a mobile phone number on the Club's Facebook page. However it is important that someone is continually monitoring the messages received through Messenger as these are likely to be potential members wanting to know more about your Club.

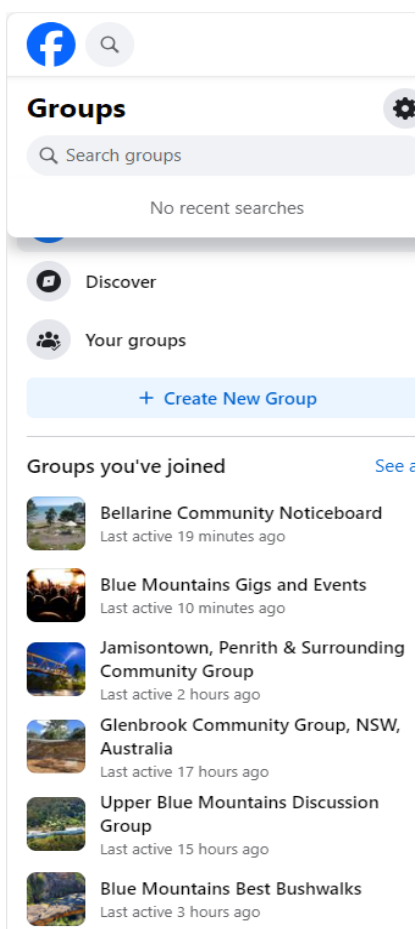
Step 3: Building Your Page:

Sample club Facebook page: Combined Probus Club of Knox Inc



- a. Complete the About section: Describe your club's purpose and activities including how potential members can contact your Club. Keep it concise and engaging. We have provided wording that can be used on your Club's page, this wording is provided in Annexure A.
- b. Promote your Facebook Page in your Club's website and Newsletter. If your Club has an email listing of potential members, include links to your Facebook page. These same links can also be included on any emails your Club sends to potential members.
- c. Provide PSPL with your Facebook URL so we can link this to the Club Locator on the PSPL website.

Step 4: Grow your Followers



Whether your Page attracts new followers depends on the content you post and the frequency of your posts. Users can react to your posts by selecting an emoji, commenting, or sharing them with others. Once someone follows your Club's page, they will see everything posted there. If the content is interesting and engaging, they may share it, which will increase awareness of your page.

a. Start by inviting existing Club members that are on Facebook to follow your page. Encourage them to share it with their friends and family.

b. Most areas have Community Facebook Groups – your Club's page can request to join those groups as well as any other local groups that retirees may find appealing. You can then share your Club's posts with these local community groups.

Search for local Community Groups to post Club events or news to increase membership.

Step 5: Creating content

The key to attracting new members through Facebook is to have regular engaging content. Below are some ideas on what a Club can post:

- a. Regularly share photos from recent activities or trips with a few words about how much fun was had. Maintain a positive and friendly tone and include a call to action i.e. want to be part of this friendly

Club, please message us for more information, or invite them to call you if a number has been listed in your Club's About Info section.

- b. Highlight the diverse range of events and activities your Club offers to attract people with different interests.
- c. Utilise video: You can post short videos of club activities or even member interviews, videos are highly engaging and increase reach.
- d. PSPL post regular content on its Facebook page ([Facebook](#)), which you can share on your Club's Facebook page.
- e. Maintain a consistent posting schedule: Aim for at least one post per week for members to share.



Above: Sample Facebook posts from Probud Club

Step 6: Boosting a Post

Boosting a post is where you can pay a certain amount of money to guarantee that the post will reach a certain number of people. It's a great way to get more eyes on your content and reach a wider audience. When you boost a post, you can target a certain demographic or area. A Club could consider boosting a post that could be promoting a membership stall at a local expo or an open day that your Club may be holding.

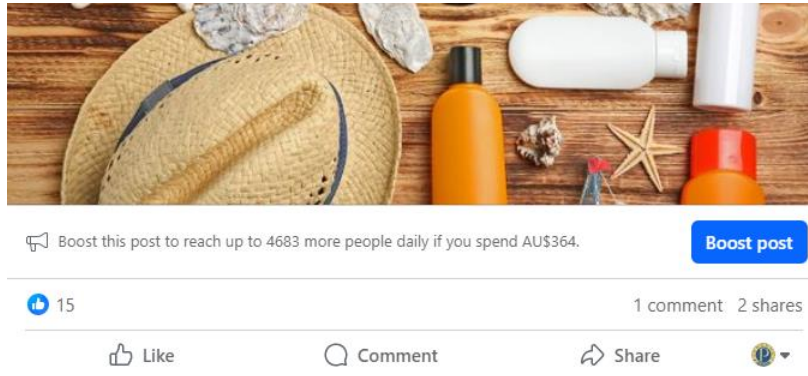
Here's a step-by-step guide on how to boost a post:

a. Choose the Right Post & Objective:

- Select an engaging post: Choose a post with high-quality visuals, a compelling caption, and relevant information about upcoming events or club activities.

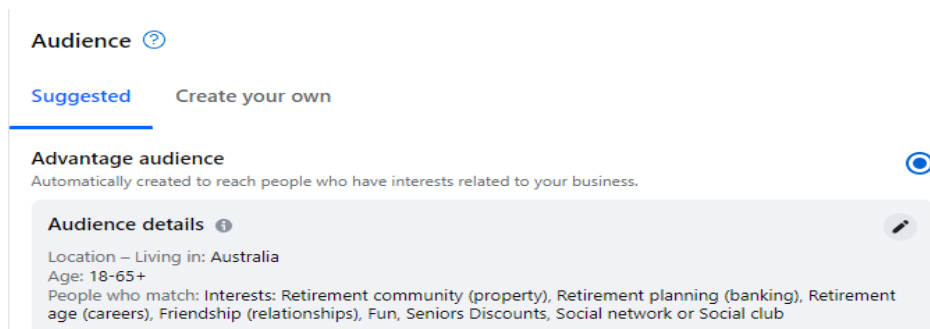
- **Align your objective:** Decide what you want to achieve with the boost. Do you want more website clicks to register for an event, increased page likes, or wider engagement with comments and shares?

b. Click the "Boost Post" button. This button is located below the post, on the right side.



c. Target your Audience:

- **Demographics:** Focus on age groups relevant to Probus members (typically retirees or semi-retired individuals). You can adjust the range depending on your specific club's demographics.
- **Interests:** Target people interested in activities your club offers, like gardening, book clubs, travel, or specific hobbies.
- **Location:** target people within your town or city, consider limiting to a 5km radius.



d. Craft a Compelling Boost Message:

- **Highlight the value:** Mention what makes the event, speaker, or activity special and why potential members should be interested.
- **Use a call to action:** Tell people what you want them to do, whether it's visiting your website, RSVPing for an event, or liking your page.
- **Keep it concise and visually appealing:** Use emojis and impactful words to grab attention.



Above: Example of boosted post

e. Set your Budget and Duration:

- Start small and adjust: Begin with a reasonable budget and track your results. You can always increase the budget if the boost performs well.
- Choose a relevant duration: Consider the length of your event or the timeliness of the information. For an ongoing activity, you can set a longer duration.

Schedule and duration ?

Start date 17 Jan 2024	Start time 12:37
Days 28 − +	End date 14 Feb 2024

Your ad will be published today and run for 28 days ending on 14 Feb 2024.

Total budget ?

Estimated 996-2.9K Accounts Centre accounts reached per day

\$ 100.00

\$2.00 \$364.00

Above: Budget set to \$100 (can be adjusted)

- f. Preview your boost.** Before you submit your boost, you can preview how it will look in people's newsfeeds. This is a good opportunity to make sure that your targeting is correct and that your ad is visually appealing.
- g. Submit your boost.** Once you're happy with your boost, click the "Boost Post" button. Your post will now be submitted for review by Facebook. Once it's approved, it will start appearing in people's newsfeeds.

Enhanced Communication and Information Sharing:

Announcements and updates: Share Club news, upcoming events, speaker details, meeting reminders, and important announcements quickly and easily.

Photo and video sharing: Post pictures and videos of club activities, trips, and outings to keep members engaged and excited.

Improved Community Building and Engagement:

Boost member attendance: Use Facebook events to promote upcoming activities and remind members to attend, potentially increasing participation.

ANNEXURE A – Sample wording that a Club can personalise to use on their page.

The [Your Club Name] is a social group for retirees who enjoy getting together for regular activities, outings, and guest speakers. We offer a variety of events throughout the month, including guest speakers on interesting topics, lunches, and social gatherings and (list other activities your club offers).

Join us and make new friends, rediscover your social side, learn new things, stay engaged, and enjoy a variety of activities and outings.

Contact us at [Email address] or visit our website at [Website address] for more information.

Sample Post:

The Bargo Probus Club invites all retirees in the local community to come along to find out more about Probus, meet Club members and enjoy some morning tea.

The Club meets on the 2nd Monday of each month at Bargo Sports Club at 11.15am.

The Club is a non-fundraising social Club open to anyone who is retired or semi-retired looking to make some new friends, enjoy listening to monthly guest speakers, and participate in coffee chat groups and monthly outings.

To attend the next Club meeting or to find out more click on the link below:

(provide link)



The graphic is a 3x3 grid. The top row shows three photos: two people in a kitchen, a group of four people outdoors, and a person with binoculars. The middle row features a photo of people playing guitars on the left, a central yellow text box, and a photo of two women sitting on the right. The bottom row shows a photo of people playing cards on the left, another central yellow text box, and a QR code on the right. Below the grid is a footer with a Google Docs link, a title, a description, and a 'Learn more' button.

		
	BARGO PROBUS CLUB This Probus club meets at Bargo Sports Club, 3580 Remembrance Driveway, Bargo NSW, 2574	 Scan to Enquire
	Activities Regular Coffee chat Groups and Monthly meetings with guest speaker and monthly outings.	

DOCS.GOOGLE.COM

Interest to join the Bargo Probus Club

The Bargo Probus Club are looking for new members and are inviting all int...

Learn more