**LHPCP Facebook Brief for GVPHU**

**Purpose of LHPCP Facebook page:** Lower Hume Primary Care Partnership (LHPCP) recognised that social media provides opportunities for dynamic and interactive two-way communications which has the potential to complement existing communication methods. The purpose of utilising social media is to increase engagement with stakeholders (including organisations and community members) with the aim to improve population health and wellbeing outcomes.

**Background:** LHPCP launched our Facebook page in June 2019 to enhance our ability to communicate with and listen to our members, partners and communities. The team attended Hancock Creative social media conferences and training to inform our social media strategy development, content planning and management of post content. We conducted an annual review, which provided us insight into what was working, what we wanted to achieve and ways we could improve. This included embedding a monthly social media meeting to plan content and evaluate previously posted content using Facebook insights.

**Resources:**

LHPCP developed the following resources to support and guide their staff to use social media as a platform to communicate with partner organisations and community:

* Lower Hume Primary Care Partnership Social Media Strategy.
* LHPCP Social Media Content Planner 2022.01 - 2022.03.

**Social Media Content Pillars:**

Planning and publishing content needs to include content pillars which should be used when doing content planning and development. Content mix that is valuable, informative and relevant are most important pillars for content planning and generation. However, content mix can include: conversation hero’s; inspiration, fun, feelings; conversation tip; sector spotlight; internal resources; and facts, news.

**Outcomes:**

**Followers:** In 2019 we had 101 followers and by 2022 we increased to 251 followers.

**Posts:** In 2019 we developed 49 posts and by 2022 we increased our post development to 196 posts.

**Post engagements:** In 2019 we had 1,167 post engagements and by 2022 we increased to 3,672 post engagements.

**Post reached:** In 2019 our reach was 14,848 people and by 2022 we increased our reach to 64,157 people.

**Successful posts included:** personalised content, tagging partner organisations and peak bodies, sharing on our partner organisation and community pages and sharing or linking posts to local events or projects.

**Learnings from LHPCP journey and recommendations to consider for GVPHU Facebook page:**

* If transitioning a business, ensure that your messaging and purpose for having a Facebook page aligns with the page you are taking over to ensure you continue to engage your followers. If it isn’t then it might be better to delete that Facebook page and start a new one to build up a more relevant following.
* Posts with personal content seemed to receive greater reach, likes and reactions than other posts.
* Clear team roles and responsibilities for your Facebook page, including someone to coordinate the Facebook page with allocated time and resources.
* Having monthly team Facebook content planning and evaluation meetings assists with more effective content.
* Sharing posts, liking and commenting on partner organisations and community posts is important to build relationships and a following.
* Your Facebook page’s purpose and pillars are important to ensure your Facebook is relevant and will meet your desired outcomes, as well as continue to engage your followers.
* Ensure your content aligns with your work’s messaging and is not in contradiction to it, so as not to confuse followers and/or impact your work negatively e.g., if your work involves healthy eating messaging and initiatives you would accommodate this in all your posts including ones like Easter holiday ‘healthy’ celebration ideas.
* Have protocols and guidelines around developing content, as well as responding to and/or removing post comments to ensure consistency of content and support for staff developing content.
* Provide social media training to your team and allocate time for them to complete it. Making it part of induction training is always a great place to start.
* Monthly and annual evaluation of Facebook insights including likes & follows, post reach, engagement, page visits, people reached/ engaged – gender, age, location can inform what is and isn’t working in your posts for future post development.