

Best Practices
on **Facebook**
for **CANSA**
Relay For Life
South Africa



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THE WHY

Facebook provides a powerful platform to fundraise, raise awareness and build stronger relationships with our CANSA Relay For Life participants and prospects.

It's important to remember that social media is NOT a replacement for important interaction conducted in-person, over the phone, or through email. Instead, think of it as a complement to existing strategies and communications plans, another way to foster loyalty and engagement with your participants.

Changing the Face(book) of CANSA and CANSA Relay For Life

- Any page/group that is doing fundraising for CANSA represents CANSA the organisation.
- This creates opportunities and a platform for the public to engage with CANSA and possibly request support for people affected by CANSA.
- We also share important Health information on the page to help raise awareness as we strive to lower people's cancer risk and emphasise the importance of regular screening and early detection.
- It also makes sense to market to a larger audience. Why would you market to a small group of people or go through the tedious exercise of gaining new followers on a new page if you can be part of a potential larger audience that grows? Won't marketing to the larger audience make our fundraising efforts even more successful?
- Pages are more suited and built for effective management - there we can see how many people has actually seen our posts, people can send us private emails, they can write on our wall, etc. If we collaborate on one page, CANSA staff will be monitoring it for enquiries and requests for support.
- CANSA makes provision for CANSA Relay For Life committee members to have Editor rights on the CANSA Care Clinic or Centre page so that they can post their RFL event information to the larger audience. This

must always take place in collaboration with the local Care Centre's staff partner and Facebook Administrator.

The Way Forward for Existing Relay For Life Pages (from June 2017):

From June 2017 all existing Relay For Life pages will be merged with the relevant CANSA Care Centre page. As mentioned before, CANSA makes provision for CANSA Relay For Life committee members to have Editor rights on the CANSA Care Centre page so that they can post their RFL event information to the larger audience. Existing Editor rights on RFL pages will be transferred to the CANSA page and posting can continue as usual.

We encourage RFL Editors to create Events on the Facebook page for the RFL event itself, planning meetings, Thank You events and Feedback events, etc. RFL Editors can then post and update these Facebook Events on a regular basis. These Facebook events can also be shared with personal social networks and on other pages/local media.

Risks:

- Unfortunately what happened in the past on most pages, the RFL page/group is only maintained during the season of the fundraiser and then abandoned.
- This creates the strong and unnecessary impression with the public that 'you just ask for my money and then I never hear from you again and see how you use my money'. We have experienced this numerous times in the past where we suddenly get questions asked on 'what does CANSA do with the money.' Most of the times, the public are not even thanked after the Relay took place.
- If a page is only maintained during fundraising season, people do not see what services CANSA has to offer and what they do during the year. That is why we will have one central CANSA Care Clinic / Centre page, where everyone connects, we build up a bigger audience and we can showcase CANSA's service and what funds raised by CANSA Relay For Life are actually used for.

- If these groups/pages are not maintained and monitored CANSA runs the risk that people might ask for assistance and support for cancer survivors which are then not attended to. We have recently experienced a case where a concerned mother asked for support for her sick daughter and by the time we actually 'rescued' the abandoned profile and responded, the mother was highly upset and reported that her daughter had died since! We just cannot run that risk as CANSA's image will be tarnished in such cases.
- Having numerous pages/groups/profiles representing CANSA creates unnecessary confusion with the public - they only know CANSA and want to connect with their local 'CANSA Care Clinic / Centre' and all the services it offers. It might also create the impression that we are not organised/effective as we don't delete 'old/previous years' profiles and just let them float in cyberspace.
- **No new RFL pages/groups/profiles will be allowed.** We will be working towards merging existing RFL pages/groups/profiles with the local CANSA Care Clinic / Centre Page. The actual merging will take place after the RFL event currently in process, has taken place and wrapped up. Marica Basson (mbasson@cansa.org.za), CANSA Social Media Coordinator, will assist in this regard in collaboration with the local CANSA staff partner and Facebook Administrator.
- No official local RFL Twitter, Pinterest, Youtube, Instagram or LinkedIn accounts/channels, blogs or websites will be allowed. Existing ones must be deleted as soon as possible. Committee members are welcome to tag @CANSA when posting from their personal accounts. This will then be retweeted by the national CANSA social media coordinator who will spread the word to the larger CANSA audience.
- CANSA has a fully-fledged CANSA Relay For Life website available: www.relayforlife.org.za. Committees are

more than welcome to submit information to be posted here. It can be sent to cstumke@cansa.org.za. (Pictures must please be attached to emails as separate jpg files and not included in Word documents.)

- Please be wary of sharing any general Relay information from another website that is not CANSA's – if there is info from another website that you really wish to share or use - please ensure that you obtain approval or check the content first with your Staff Partner or Sustainability Coordinator. It's important we share relevant South African info and news and that we are appealing and relevant to your South African communities.

CANSA always strives to be more effective in communicating about the whole spectrum of CANSA's service. The local CANSA Care Clinic / Centre will provide guidelines and support to assist event managers in maintaining the CANSA Relay For Life event's social media plan as well as quality and balance.

Your Local Social Media Team

- Although the focus of your event posts will be to recruit and engage specifically for CANSA Relay For Life, it is important to balance it out with content about CANSA's services as a whole.
- It is recommended that you collaborate with your local CANSA staff partner and Facebook Administrator in order to cross promote with other local events, education and advocacy events and updates as well as general cancer and health information. Identify the best resources that you have available to provide information on these topics and host monthly meetings to ensure that all information is being shared.

Four Considerations for Great Facebook Posting

1. Customer Service:

Social media is becoming a widely accepted platform for communicating customer service related questions, concerns, problems, and appreciation. And as a fundamental principal of customer service, a timely response is necessary. Be prepared to answer questions regarding CANSA's mission, policies, events, and services. You are representing the organisation with 'official' answers, so respond to questions with accurate, sincere and helpful information. Always collaborate with your local CANSA staff partner in this regard.

2. Constituent Engagement & Relationship Building:

Central to your Facebook success is the level of engagement that takes place on the Page. Engagement involves not only posting interesting, pleasing content for your visitors to read/look at - it's more about encouraging visitors to 'add their two cents' to the content you've shared. Ultimately, you want to increase the likelihood that visitors will comment, share or Like your comments and photos - allowing the content to then be shared among their personal Facebook friends.

Take it one step further by using Facebook as a platform on which to cultivate relationships with fans, participants, patients and donors. By providing an authentic, knowledgeable voice within your new virtual community you have an opportunity to interact and strengthen those ties. Key to this tactic - consider your audience and:

- Be sincere – in your message, in your tone, in your humour, in your empathy
- Be relatable – use a conversational tone - not overly authoritative, not overly silly, not overly focused on one specific agenda
- Be honest – if you make an error, own up.

If you reference a stat, check it twice to make sure it's accurate

3. Community Building

As part of building relationships between CANSA and your audience, you'll find that your audience will quickly build relationships with one another as well. This sense of online community is a big incentive for visitors to return to your page again and again. Foster the opportunity for visitors to interact with one another. Posting open ended questions allows people to not only answer your original question - but also provides a chance for people to weigh in on others' responses.

Building a strong virtual community that respects your voice and mission can go a long way. Empower your supporters. Make them feel as though they are a part of something bigger. Often, you'll find that your strongest allies will help you 'manage' the community and provide peer-to-peer replies if spam or negative commentary is posted to your Page.

4. Negative Commentary

If a visitor posts a negative comment, it is advised that you do not hide or delete the post. Transparency is an important asset in the social media world. By being open and transparent you're building trust among your community members. Always work in collaboration with your local CANSA staff partner in this regard prior to posting a response.

Do not be overly defensive and do not disengage from the conversation abruptly. If a situation needs to be escalated please contact the CANSA National Social Media Coordinator - Marica Basson or CANSA Head: Communication and Marketing - Lucy Balona.

If a post involves inappropriate language or a disrespectful or derogatory message you may hide it from being viewed by other visitors. (Consult with your CANSA

Facebook Administrator)

THE HOW

Facebook Administrators and Editors

Each CANSA Care Clinic / Centre Facebook page has multiple page administrators and editors with specific responsibilities.

Responsibilities of CANSA Care Clinic / Centre Facebook Administrator (in collaboration with CANSA National Social Media Coordinator)

- Managing and monitoring the platform for CANSA related enquiries and requests for support, and providing direction and resources to help the RFL Event Manager.
- Regularly changing cover photos to reflect CANSA campaigns and RFL during season. (RFL Facebook editors are welcome to assist with sourcing appropriate RFL photos for use.)
- Providing and changing Profile pictures

Responsibilities of RFL Event Manager/Facebook Editor in collaboration with CANSA Care Clinic / Centre Facebook Administrator

- Posting CANSA Relay For Life event specific information on the page.
- Monitoring and Responding
- Measurement and Analytics

General Page Management

- Timeline is the new virtual space in which all the content of Facebook Fan Pages is shown. On Timeline, the photos, videos, and posts will be categorised by when they were uploaded or created. Posts and events are displayed along a timeline that runs through the center of the profile,
- The page format includes a cover photo at the top of the Page. Be creative as this is the first visual impression many of your visitors have of CANSA Relay For Life. You should change the cover photos occasionally during RFL season to keep it interesting.
- The profile picture will appear as a thumbnail on your fans' newsfeeds when you post a status update. The CANSA Relay

For Life logo will be used as the profile picture during RFL season. It will be updated by the CANSA Care Clinic / Centre Facebook Administrator.

- **Monitoring:** Your schedule may not allow you to login to Facebook quite as frequently, but there are ways to engage other resources as a part of a 'monitoring team'. Collaborate with your local staff partner and Facebook administrator to alert you to any red-flags, such as spam-posts, negative commentary and questions related to CANSA Relay For Life in need of immediate response.

Measurement & Analytics

Facebook provides administrators with a dashboard of built-in tools that can help you gauge the impact of your Facebook communication. This panel of tools will display when you login as an Admin and scroll up to the Admin Panel which is located above your cover photo.

Facebook Timeline Admin Panel

Notifications

Provides administrators with real-time updates each time your page is referenced on Facebook with a tag, a like, a post, a comment or a share.

Messages

Think of this as an email inbox. If direct messages functionality has been turned on for your fan page (and we recommend that you do this), messages sent to you from Facebook users will appear here.

THE WHAT

Facebook Content Development

The Facebook Timeline platform is organised around telling stories. Timeline will help you better tell the 'CANSA Relay For Life story' and extend the reach of those stories to more participants and prospects. You have stories to tell and developing a robust content plan will help you tell them!

Highlight important calls to action

Examples:

- Why are you a Relayer? Check out our video for your CANSA Relay For Life walk today and do your part to create a world with less cancer.
- Help us build our fan base...invite 10 friends to like our CANSA Care Clinic / Centre page today!

Star Posts

Starring posts makes them appear wider on the page but does not change their location. Simply click the star button to highlight a piece of content at any place in your timeline. You can revert a featured post to the original size anytime you like by clicking the star icon again.

Examples:

- Check out why {local top fundraiser story} is raising the bar at CANSA Relay For Life this year. {Include photo and link to personal page}. Who are you walking for?
- This week's contest rocks! The walker who raises the most online funds by XX will win XX! It's a sprint to the finish line!

Status Update Suggestions

Organisation/Mission Factoids:

CANSA has a well-developed list of facts, figures and stats related to the cause, organisational achievements, mission impact, and milestones. Factoids are brief 'snippets' of information that convey what your organisation is all about. Your local CANSA staff partner and Facebook administrator will manage and plan CANSA related posts and campaigns, always collaborate with them before posting CANSA related posts.

Photos/Videos:

Always include image or video. While a diverse set of post types is important, posts including a photo album or picture can generate 2X more engagement than other post types. They say a photo is worth a thousand words... some would argue a video is worth even more! When developing your Facebook

content plans, you should abide by CANSA Relay For Life and CANSA's privacy terms when sharing photos or videos.

- Events: There are TONS of opportunities for snapping photos and shooting quick videos at all CANSA Relay For Life events. When you post them on Facebook, make sure to describe the photo or video to your audience.
- Pre-event – information meetings, season launches, team captain meetings, participants' fundraising events
- Event weekend - volunteers setting up event, registration check-in, banners, decorations, team camp sites, cheer line
- Day of event – starting line, speakers' introductions, teams' tents, participants, costumes/team shirts, family events, snacks/drinks, finish line, luminarias, photo booth shots, candid shots, video testimonials, marker board descriptions of "why I participated"
- Onsite mission delivery: -there are usually plenty of photo-opportunities that can help convey the work that's being done to help all those affected by cancer. Use your imagination and best judgment of where to find those opportunities.
- Ask your event participants to share their photos
- Fans can 'tag' your page in the photos they have shared on their personal Facebook profile.
- Fans can add a photo to a comment they share on your Facebook page.
- Fans can use Cover Photos provided in your Photos App.
- Each post offers an opportunity to engage with your participants—thank them for sharing, 'like' the photos they share or leave a comment on their photo posts.
- Use your Organisation's Photos & Videos Strategically!
 - Use Photos in Milestones for Facebook Timeline or Use them in Status Updates
 - Expand photos to take up the entire width of the Facebook page when they visually make sense to do so. (Use the star function

to expand the size of the photo.)

- Create photo albums to share with your fans.

Open-Ended Questions to Increase Engagement:

- Lead and encourage engagement opportunities where Fans are asked to respond to a question with a personal reply, an independent recommendation or suggestion, or a story from their own CANSA Relay For Life experience.
- Provide opportunities where fans can interact with one another in their replies.
- Avoid using yes/no questions in order to increase the likelihood of receiving detailed and personalised responses that can contribute to on-going communication amongst the online community.
- Examples:
 - Is this your first CANSA Relay For Life? Tell us what inspired you to sign up!
 - Where is your favourite team theme?

'Ask a Question:' Take a Poll of the Audience:

- A simple polling feature for status updates allows you to pose a question to your fans using multiple pre-identified answer options. Responses are dynamically tallied by Facebook and display accordingly. You have the option to allow fans to add their own answers to the poll.
- Examples:
 - What are you most looking forward to on event weekend?
 - What was your most successful fundraising method?

Relevant Quotes:

- Indicate that a status update is a quote by using quotation marks and indicating from whom the quote was taken.
- Consider quoting appropriate sources according to your organisation's mission, timing, ongoing events, etc.
- CANSA Relay For Life participants
 - Top Fundraisers
 - 1st Timer Relayers
 - Team Captains

- Survivor or Caregiver Stories
- Committee Members: Consider having 'guest posts' or quotes from CANSA leadership (President, founder, local leader, etc).
 - Save-the-date appeals
 - Kick Off or launch Events
 - Health Awareness month/week
 - 'Good luck' message prior to CANSA Relay For Life
 - 'Thank you' message after CANSA Relay For Life
- Celebrity Spokespersons - 'guest' status updates

Holiday/Event-Related Content

Keep an eye on the annual calendar as you're crafting your social media schedule. Be sure to incorporate references to holidays and special events - and when you can make the holiday relate to your cause, even better! For example: Mothers' Day, Fathers' Day, Youth Day, Women's Day, etc.

Walker/Team of the week

Create a status update that gives a shout out to a Relay team or participant. And automatically keep their shout out in the 'featured' section of your Timeline for up to 7 days when you Pin it.

Determine what qualifies someone for recognition - is it a fundraising milestone, a mission story or is there another creative way that they've helped support CANSA Relay For Life?

Patient/Survivor Stories

These are the people that are at the heart of CANSA Relay For Life's mission. It's their personal stories that inspire your walkers to fundraise and your donors to give. Give their story even more exposure by crafting status updates around their message. Use their quotes. Share the story of their experience – as a patient, as a fundraiser, as a person served by the organisation. Let these posts be emotional expressions of why CANSA does the work that it does.

Top Fundraisers/VIP fundraisers

This is an elite group of fundraisers who participate in CANSA Relay For Life who are committed to achieving extraordinary fundraising results above and beyond the fundraising minimums. They are truly the backbone of our fundraising efforts. Highlight their personal stories to inspire higher fundraising by other participants. Use their quotes. Share the story of their top fundraising tips and why they were motivated to raise the fundraising bar. Include photos, links to their personal pages or even video!

Fundraising milestones:

When your local CANSA Relay For Life team achieves a big fundraising milestone – Share it! Your supporters will appreciate being ‘kept in the loop’ and will be happy to celebrate the achievement with you.

Other opportunities to share fundraising milestones:

- Put a spotlight on participants who raise large amounts.
- Give a shout-out when a team has a successful fundraising season.
- Encourage fans to ‘share’ the accomplishment with their social networks.

CANSA Relay For Life Social Media Suggested Messaging



FACEBOOK

Invite CANSA Facebook page Fans who haven't joined Relay yet to get involved

Announce launch / kick-off: The CANSA Relay Train is coming – hop on board. Join CANSA Relay today!

Invite Facebook page Fans who are Relay participants to invite two friends to join their team.

Encourage Facebook Fans to invite 10 friends to become fans of the page, and to sign up for Relay.

Feature a top Relay participant or team captain on your Facebook page (with permission from the participant).

Encourage Facebook fans to make a self-pledge - and ask their friends to match it.

Feature another top Relay participant on your Facebook page (with permission from the participant).



TWITTER

Tweet: "Your CANSA Relay For Life website is here! Find out where your nearest Relay is and how you can get involved!"

Tweet: "The CANSA Relay Train is coming – hop on board. Join CANSA Relay today!"

Tweet: "Have you signed up for CANSA Relay For Life this year? If so, invite two friends to join your team today!"

Encourage 10 friends to start following CANSA on Twitter for all the latest info

Congratulate a top participant and include a link to his/her page (with permission from the participant).

Tweet: "The easiest way to kick-start your Relay fundraising is by making a self-pledge and asking your friends to match it. Get started today!"

Encourage followers to tweet a cancer fact, and then tweet their personal page URL.

FACEBOOK	TWITTER
Encourage your Facebook fans to post their reason for joining Relay For Life and ask for a donation.	Tweet: "Tweet your reason for joining CANSA Relay For Life today."
Encourage all participants who haven't already, to make a self-pledge and lead by example with their fundraising.	Tweet: "Relay participants: Lead by example and make a donation to yourself today. Then ask your friends to match it!"
Encourage all Facebook Fans to update their Profile photo to the CANSA Relay For Life logo for at least one week.	Encourage participants to tweet "I have raised [amount raised] to fight cancer" and their personal fundraising URL.
Encourage Facebook Fans to send at least one email a day for a week.	Tweet: "Relay participants - Can you send one email a day for at least a week to ask for support? Help us shatter this year's fundraising goal!"
Invite Facebook page Fans who are Relay participants to invite a survivor to join their team.	Tweet: "Are you participating in CANSA Relay For Life this year? If so, invite a survivor to join your team today!"
Encourage all Facebook Fans to update their status to indicate that they are walking in a few weeks.	Encourage followers to tweet, "I am walking in CANSA Relay For Life in x days."
Encourage all Relay participants to have all their donors check with their employers about matching a gift to CANSA Relay For Life.	Tweet, "Relay participants - Matching gifts can double your Relay donations. Check with ALL of your donors today!"
Encourage all Facebook Fans to send at least 3 emails a day between now and the Relay	Tweet: "Relay participants - Will you send at least 3 emails a day between now and the CANSA Relay For Life?"
Encourage all Facebook Fans to update their status to indicate that they are walking THIS WEEKEND.	Encourage all followers to tweet that they are walking THIS WEEKEND

EVALUATE

How to use Facebook Insights to Evaluate Page Performance

Your Facebook page is more than a gathering place for fans and messages, it's also a gateway to understanding how your community behaves online and how your posts are performing. The entry point for finding this information is located on your admin panel, where you can click on **Check out Page Insights**.

From this page you can find a wealth of information about your page, posts, and audience that may help you improve your page

performance over time. Here is a snapshot of the available data on this page:

Page likes - Provides administrators with real-time updates each time your page is referenced on Facebook with a tag, a like, a post, a comment, or a share.

Post reach - Illustrates how many people see each Facebook post. This will vary for all posts by time of day of the post, day of the week, and the post's ability to solicit engagement from viewers.

Engagement- Displays the number of engagements on the posts for the selected time period. In the example above, the posts from

the past week received 10 likes. You can also see the change in week to week growth.

Most recent posts - At the bottom of the page, you'll find your 'Page Posts Summary'. This list can be segmented according to what type of post you made. The list provides the date of when your post was made, an extract from your post (which can be clicked to view the entire post), your post's 'Reach', the number of engaged users (people who have clicked on your post), 'People Talking About This', and the post's 'engagement rate.'

Engagement rate is the percentage of people who have referenced your page post - out of the total number of unique people who have seen it. [Engagement Rate = People Talking About This/Reach]

GLOSSARY OF KEY TERMS

Fan: A Facebook member who has opted to 'like' your page.

Friend: A Facebook member who has opted to be linked to another person's profile, adding them to that person's social circle and giving them more in-depth access to that person's information. A 'friend' invitation must be extended and accepted before information is shared. Can also be used as a verb, i.e., "If you 'friend' me on Facebook, I can share photos of my family with you."

Group: A Facebook page that serves as a central online gathering place for Facebook members who opt to join because they share similar interests or causes. These are different than Pages and Profiles.

Inbox: Like other online email systems, this is the location within Facebook where members can read and respond to email sent to them from other members.

Insights: Facebook Insights is the company's primary product for monitoring Page and Application activities. It's essentially Facebook's analytics platform. It tracks user activity within Pages and Applications.

Like: A feature that allows a Facebook member to publicly appreciate a comment, post, video, picture, or other multimedia item shared by other members.

News Feed: A customisable, personalised list of activities occurring within a Facebook member's social circle. This information is sequenced chronologically and updated in real-time, giving individual Facebook members an up-to-date summary of what their friends and Groups opt to share. Not all posted content makes it into a person's news feed; Facebook uses an algorithm to determine what it seen, and highly-engaged content rises to the top.

Page: A Facebook site created by a representative or collective group (rather than an individual) to share information and communicate directly with fans. These are typically used by artists, musical groups, celebrities, businesses, organisations and brands. Although Facebook members can post messages on the page, only the official administrator can create or edit the information. A Page is not the same as a Profile.

Profile: A Facebook account created by an individual, linked to a unique email address.

Post: To share information or a multimedia element on your page Timeline. All of your page 'fans' have the potential to see your posts on their News Feeds.

Share: This function allows a Facebook member to host something they have found online (i.e., news article, photograph, YouTube video or even another Facebook member's post) on their personal Wall.

Status: Brief, text-based updates that Facebook members can create and share. These typically are used to inform friends of current whereabouts, activities, or thoughts. Once posted, they will appear in the News Feed of the people within a member's social circle. However, customisable privacy settings can control who can view these updates.

Tabs: Links to different sections of a Page or Profile that are accessible on the main page. These are located directly beneath the main Profile picture and includes Posts to Page, Photos, About, etc.

Tag: A Facebook feature that allows members to publicly identify the names of other members included in or related to a multimedia element (such as a photo or video). These can also be used as links to an individual person's Profile.



Timeline: Timeline is the view of a Profile or Page at facebook.com/YOURURL. Individuals can post to others' Timelines but these can be hidden by page managers. Keep in mind that most people see your content through their news feed and not on your Timeline.

Unlike: A Facebook member can remove his or her 'Like' indicator from a comment or post; this action is referred to as 'unliking' something.

Wall: see Timeline - The location where members post information or messages directly to an individual's Page or Profile. This information is public and viewable by all members of Facebook.



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