



# 9 steps to create an engaging Facebook post





# 9 steps to create an engaging Facebook post



1

## Talk about **stories** and **results**



Advertise the impacts and results of your project instead of focusing on project activities. Human impact stories and numbers are a great way to showcase the results of your project.

*Not quite ready yet*



Post



# 9 steps to create an engaging Facebook post



1

## Talk about **stories and results**

...like [this post](#) from the EIF Facebook Page:

**Enhanced Integrated Framework**  
April 7 at 5:52 AM · 🌐

The need for businesses to play a hands-on role in tackling global issues is more important than ever as the world grapples with COVID-19.

How can we incentivise businesses to continue to get involved in international development?

Four key success factors outlined by Ailsa Nicol of the Global Alliance for Trade Facilitation (GATF):

- 1 finding where business and development goals align
- 2 communicating a purpose that matches with corporate values
- 3 showcasing existing business partnerships to build credibility and attract new companies through peer groups
- 4 acting as a neutral facilitator between government and the private sector

Learn more here →  
<https://trade4devnews.enhancedif.org/.../how-engage-businesse...>

Read more about the Global Trade Facilitation Alliance's work in its 2019 Annual Report → <https://www.tradefacilitation.org/global-alliance-publications/global-alliance-for-trade-facilitation-annual-report-2019/>

#EIF #EIF4LDCs #LDCs #trade #development #policies #COVID19 #coronavirus #economic #SDGs #globalgoals #resilience #sustainable #market #economy #global



# 9 steps to create an engaging Facebook post



2

## Use simple language



Avoid using technical language and project acronyms. Use words that are easily understandable to someone who is not familiar with your project or trade.

*Uh uh,  
hold on*

Post



# 9 steps to create an engaging Facebook post



2

## Use simple language

...like [this post](#) from the EIF Facebook Page:

The screenshot shows a Facebook post from the Enhanced Integrated Framework (EIF) page, dated April 3 at 6:02 AM. The post text reads: "EIF - we are still working hard with and for LDCs. At EIF, we are connected and committed as always. Still working hard with and for LDCs, just from home! Leave no one behind. Stay safe, Team EIF." Below the text are several hashtags: #WFH #workingfromhome #trade #Aid4Trade #AidforTrade #EIF #EIF4LDCs #LDCs. The post includes a link to "See Less". The image part of the post features a blue background with the text "Still Working hard with and for LDCs, just from home!" in white and orange. Below the image, it says "We are connected and committed as always. Leave no one behind. Stay safe, Team EIF." At the bottom, there are social media icons for Twitter, Facebook, and LinkedIn, along with the EIF logo and the text "@EIF4LDCs" and "@enhancedintegratedframework".

Enhanced Integrated Framework  
April 3 at 6:02 AM · 🌐

**EIF - we are still working hard with and for LDCs**  
At EIF, we are connected and committed as always.

Still working hard with and for LDCs, just from home!

Leave no one behind.

Stay safe,  
Team EIF

#WFH #workingfromhome  
#trade #Aid4Trade #AidforTrade #EIF #EIF4LDCs #LDCs See Less

Still Working hard with and for LDCs, just from home!

We are connected and committed as always.  
Leave no one behind. Stay safe, Team EIF.

EIF Enhanced Integrated Framework  
Twitter + Facebook @EIF4LDCs  
LinkedIn @enhancedintegratedframework



# 9 steps to create an engaging Facebook post



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## Keep it short



While Facebook allows 60,000 characters, short and concise messages earn more engagement. Try to keep your post at a maximum of 80 characters.

*Nope, not yet!*

Post



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3

## Keep it short

...like [this post](#) from the CIR Madagascar Facebook page:





# 9 steps to create an engaging Facebook post



4

## Use hashtags



Posts with hashtags perform better because they categorize the topic of your post and make it easier to find

*A few more steps to go*

Post





# 9 steps to create an engaging Facebook post



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## Use hashtags

...like [this post](#) from the EIF Facebook Page:



Enhanced Integrated Framework

March 17 at 7:11 AM · 🌐

1 out of every 10 people in the world is undernourished, according to the most recent estimates.

How can trade work together with achieving SDG 2 (end hunger)? Are there harmonies? Competing priorities?

'With trade recognized as a "means of implementation" under Agenda 2030, policymakers need to ensure that measures affecting trade and markets take into consideration efforts to achieve SDG 2.'

Read more on the analysis by Georgios Mermigkas and Ishrat Gadhok from FAO 📌

<https://trade4devnews.enhancedif.org/.../achieving-sdg-2-poli...>

#trade #market #economy #hunger #poverty #malnutrition #nutrition #globalgoals #SDGs #SDG2 #EIF #EIF4LDCs #LDCs #economic #growth #development #tradeoffs #policies #foodsecurity #sustainable #agriculture #ag #sustainability #multilateral #multilateralism

Food and Agriculture Organization of the United Nations (FAO) World Trade Organization - WTO United Nations Conference on Trade and Development International Trade Centre OECD Development Centre United Nations Development Programme - UNDP World Bank UN Environment Programme World Food Programme United Nations United Nations Office at Geneva



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## Use images



Posts with images receive twice the attention than posts without any.

*Whoa, we're  
half way there* → Post



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## Use images

...like [this post](#) from the CIR Djibouti Facebook Page:



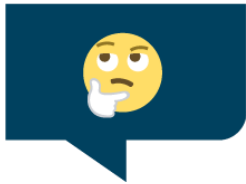


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## Use emojis



Include emojis to make your posts livelier and engaging.

*Just a little  
more to do*



Post



# 9 steps to create an engaging Facebook post



6

## Use emojis

...like [this post](#) from the EIF Facebook Page:



Enhanced Integrated Framework

March 10 · 🌐



👉 "Women can play a central role, and they must: not because it's just a good thing to do, but because it makes business sense."

- 💡 How to scale up the business so that women benefit?
- 💡 How to connect it to other sectors?
- 💡 How to make sure the environment and the economies benefit?

Wanjira Mathai, the current Chair of the Wangari Maathai Foundation and the former Chair of the Green Belt Movement in Kenya, discussed with us the challenges and advice on women entrepreneurship and how access to clean energy could help ➡  
<https://trade4devnews.enhancedif.org/.../wanjira-mathai-women...>

#partnership #women #entrepreneurship #entrepreneurs  
#womenentrepreneurs #SDGs #sustainability #EIF #EIF4LDCs #trade  
#sustainable #development #economic #growth #climatechange  
#LDCs #green #climate #environment #renewables #clean #energy  
#water #foodsupply #valuechain #poverty #IWD2020

World Trade Organization - WTO , International Trade Centre , United Nations Conference on Trade and Development , OECD Development Centre , United Nations Development Programme - UNDP , World Bank , UN Environment Programme , Food and Agriculture Organization of the United Nations (FAO)



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## Tag your partners



Tagging the organisations or people who are involved in your project allows them to share your posts and amplify its reach.

*Ooh, so close*



Post





# 9 steps to create an engaging Facebook post



7

## Tag your partners

...like [this post](#) from the EIF Facebook Page:

**Enhanced Integrated Framework**  
February 27 · 🌐

Join us to celebrate international women's day and pay tribute to women trade entrepreneurs in least developed countries from the Pacific to Africa.

#IWD2020 #EIF #EIF4LDCs #LDCs #Women #trade #entrepreneur #development

International Trade Centre | World Trade Organization - WTO | United Nations | United Nations Office at Geneva | United Nations Conference on Trade and Development

**women in business**  
**femmes entrepreneurs**

2 March 2020, 09:45-10:45 (welcome coffee)  
Palais des Nations, Room IV  
Registration: <https://indico.un.org/event/33994>

WITH OUR PARTNERS

EIF, European Union, GENDER CHAMPIONS, SheTrades, UKaid, UPS



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## Tag the EIF institutional page



If you tag us using @Enhanced Integrated Framework, you can get the chance to be featured on EIF's institutional page.

*One more  
step to go*



Post





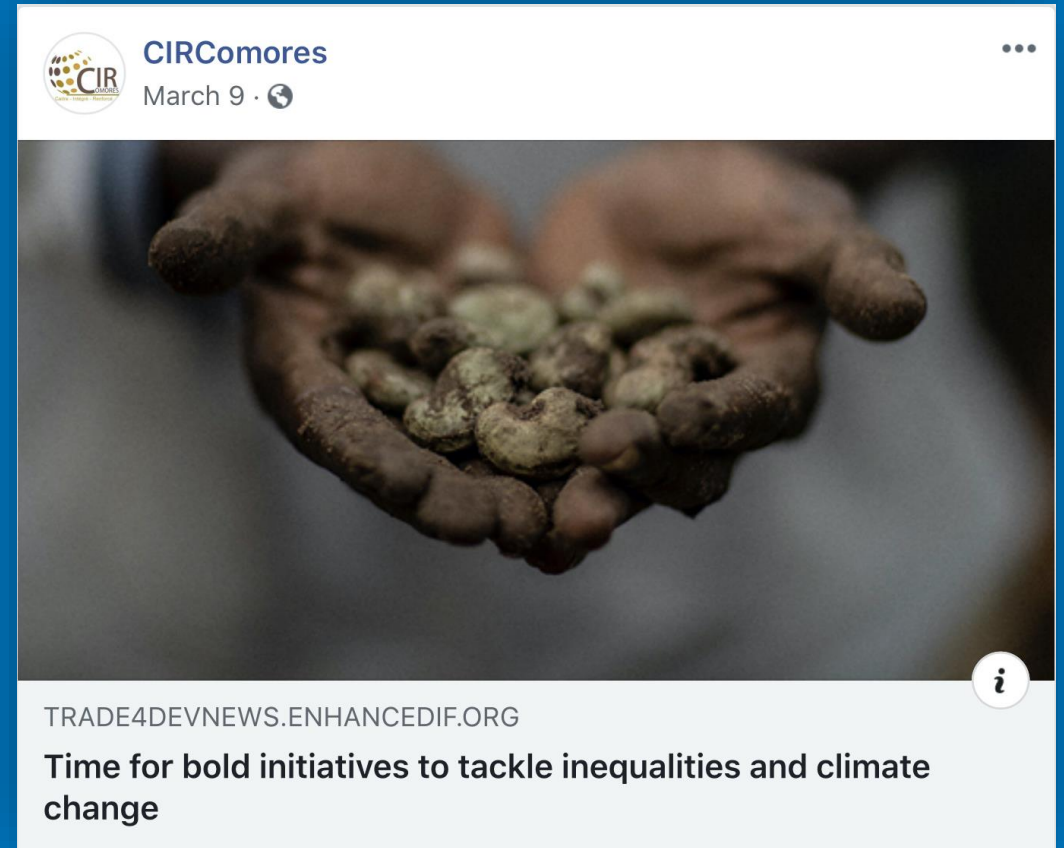
# 9 steps to create an engaging Facebook post



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## Tag the EIF institutional page

...like [this post](#) from the CIR Comores Facebook Page:





# 9 steps to create an engaging Facebook post



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## Use links



Ideally, your post should link back to more detailed content like a webpage or an article. Try to include links in your posts so your audience can learn more about your content.

*Now you're ready to post!*

Post



# 9 steps to create an engaging Facebook post



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## Use links

...like [this post](#) from the T4D Lao PDR Facebook Page:

**T4D-Trade for Development**  
December 3, 2019 · 🌐

<https://trade4devnews.enhancedif.org/.../better-business-maki...>

TRADE4DEVNEWS.ENHANCEDIF.ORG

**For better business, making standard measurements work in Lao PDR**



# Thank you!



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A space to learn, exchange and get inspired!