

Facebook Audit - Wise Bear Marketing

Village of Spring Lake/ February 2022

General notes/first glance

- Posts are informative and specific, the tone of captions is personable which is great, but it might help engagement to add some more posts that are light and relatable in general
- Video outperforms photo posts in general on Facebook, consider utilizing video more frequently
- Great posting frequency, Facebook moves quickly and pages that most more than once per day are more likely to get good reach and engagement
- The About Page doesn't tell visitors much. Update to include a paragraph of info about the Village, area, and the mission statement of the local government, you can pull from the website

Audience Analytics

- Primary age demographic: 35-44 with 45-54 being your secondary audience
- Your audience is primarily women at 70%
- Your top locations are Spring Lake and Grand Haven

Content and Posting Structure

Use 2 hashtags on every post, but no more

- a. Less is more with hashtags on Facebook's algorithm
- b. Make them specific to the post and/or the location

le: #parksandrec #springlakemi

Post daily stories

- a. Share a daily local update

- b. Inform viewers when a new post is up on the page
- c. Celebrate a new local business event or opening
- d. Hype local activities, parks, etc

Keep posting frequently

This is something you're already doing well with. To regularly appear in your followers news feeds, it's important to post daily at a minimum, but 2-5 times per day is ideal

- a. On Facebook the more posts, the better
- b. Post a minimum of 1x per day and up to 5
- c. Pay attention to the Facebook-suggested optimal times to post (viewable in the "Schedule post" screen within the post planner tool on Facebook)
- d. The Facebook feed moves so fast that posting multiple times a day gives you better chances of being a presence on follower's feeds

Content Ideas:

- As a village government page, the informational content is great, and easy to find as it's all graphically branded, but can come across as dry and impersonal. If someone is looking for that info, it's great that they can easily find it, so those posts ARE important. However, if someone is coming to the page to check out what the Village of Spring Lake is all about in general, it doesn't give them a reason to stay and interact. Start adding some more light/general community-oriented content:
 - The "Our Favorite Michigan Things" post from Jan 26 was a high performer. Share more lighthearted posts like this that are graphically eye-catching and invite interaction.
 - Share more posts about what's happening in the local community such as upcoming family-friendly events, new business openings, etc. It doesn't have to all be original content, you can share links to local business posts and event links from other local pages, etc. This will add value to your current followers and pique the interest of people looking into a visit or a move to Spring Lake.

- Share more quality photos of the village, and surrounding natural beauty. Photo posts receive good engagement, go ahead and show off what the village has to offer so citizens and prospective visitors can get a feel for all that it has to offer.
- Pull from the website and share more content that informs about the village itself and what's going on, departments, resources, "about" factoids, etc.

For Engagement

1. Include more calls to action.

- a. A call to action is any statement or question that encourages viewers to take action. For example, instead of ending a post with an educational statement, make the last line a request for action.
- b. You always want to give viewers the "next step" to take. Don't let them off the hook because they WILL watch and then bounce to the next thing that catches their interest. Always ASK them to participate in a simple way that causes them to engage, because when viewers engage with a page, that page pops up with more priority in their feeds, and it also creates a connection and starts to build brand loyalty.
- c. Examples:
 - i. "Tag your favorite Spring Lake business in a comment!"
 - ii. "Did you know about this park feature?"
 - iii. "Be sure to click the follow button to stay up to date on village news!"

2. Be sure to respond to every comment and message as quickly as possible

Hashtag Strategy

Use two hashtags per post on Facebook for best results. I recommend choosing one that pertains to the post itself (ex: #springlakebusiness) and one that is more general/broad (ex: #westmichigan). Be sure to mix them up from post to post, try not to use the same hashtags on any consecutive posts.