

Facebook use by lake associations: Social media trends and tips

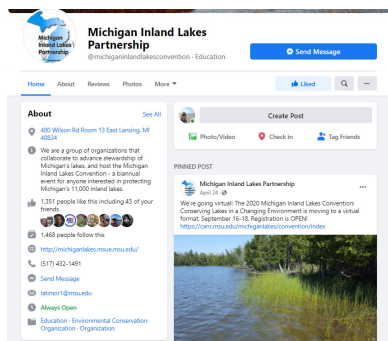
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MICHIGAN STATE
UNIVERSITY

Michigan Inland Lakes Convention, September 2020



Why are you on Facebook?



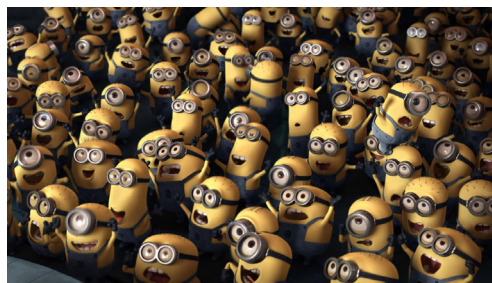
Example Goals

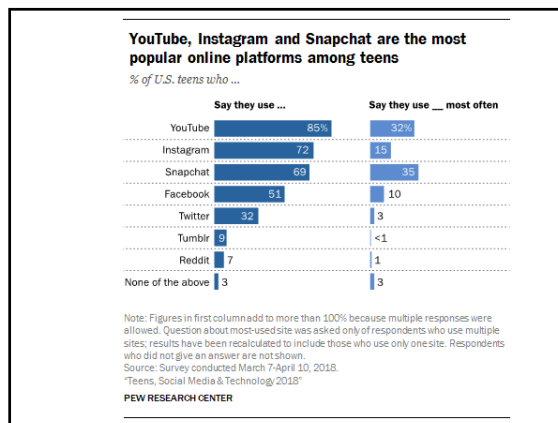
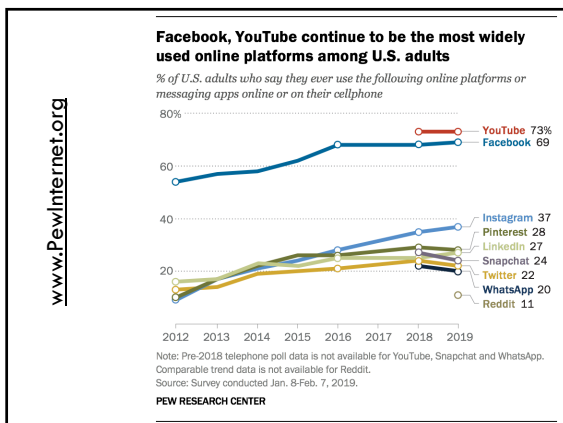
1. Engage our members
2. Attract new members
3. Share news and opportunities with members
4. Discuss lake issues

Example Objectives

1. Posts average 20 engagements (reactions, comments, shares...)
2. 10 new members/month
3. At least 50% of posts provide news and opportunities
4. At least one engaging discussion of a lake issue/month

Who is your audience?



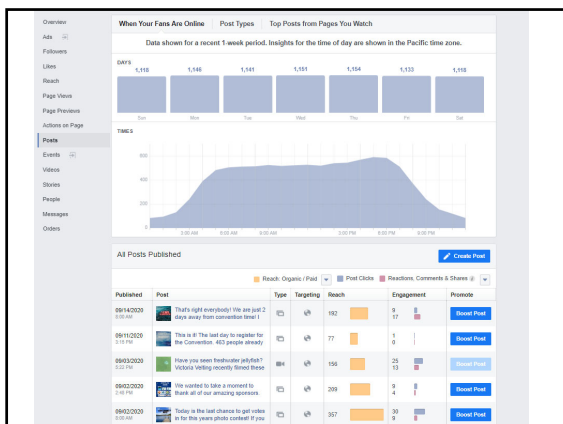
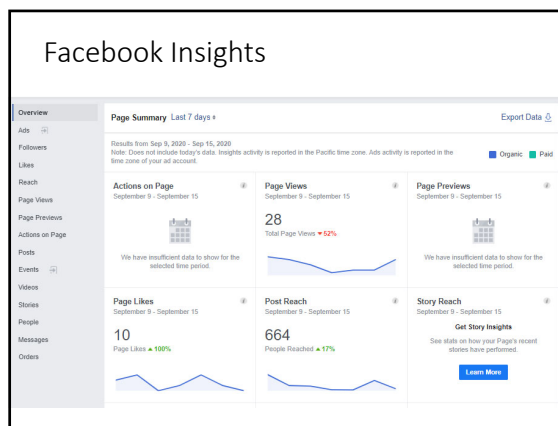


Evaluation

Are you meeting your goals and objectives?

Yes! – Keep it up

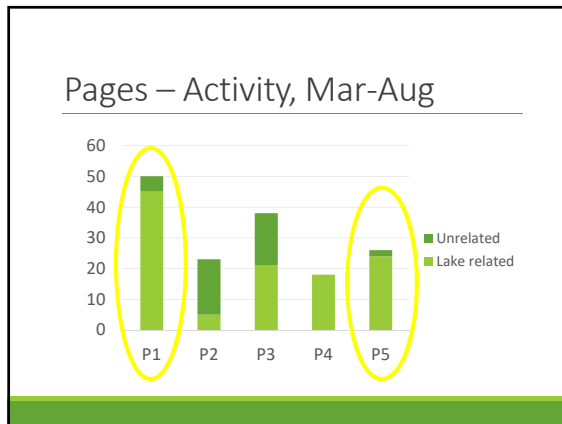
No. – Adjust!



Review of Facebook accounts

5 PAGES	2 PRIVATE GROUPS
3 run by association	Both run by association
Main page shows page's posts only	Once admitted, all members can post
4 allow Community posts, which appear on a separate sub-page	Posts cannot be shared outside of the group
Created 2010-2018	Both created 2015
Followers 153-941	Members 414-582

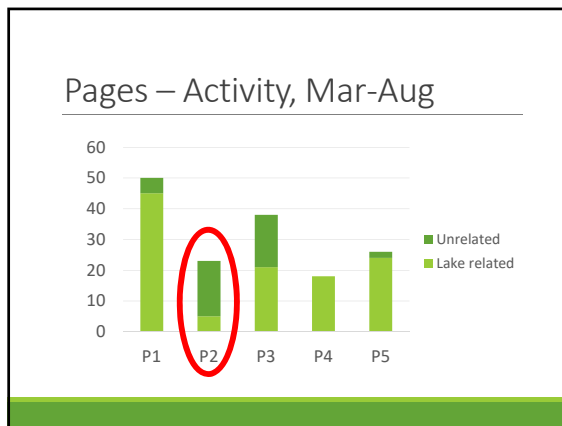
Pages



PAGE 1					PAGE 5				
Content	#	Reactions	Comments	Shares	Content	#	Reactions	Comments	Shares
Photo: Lake	21	48.6	0.9	6.0	Info: (many)	18	3	0.3	0.2
Update: Lake	9	13.2	0.8	2.9	Photo: Lake	4	5.5	1	0.25
Info: Lake, AIS	6	10.5	1.5	2.2	Learning opp.	2	0	0	0
OVERALL	45	28.4	0.8	3.9	OVERALL	24	3.2	0.4	0.2

- Large, popular lake
- 950 followers
- Scenic photos highly engaged; may lead to more engagement with more “meaty” content
- Frequent, mostly lake-related posts
- Community posts not allowed

- Smaller residential lake
- 300 followers
- Info posts most frequent, quite popular (typically include engaging photos)
- 8 community posts; none lake-related. Responses minimal.



P2

Content	No.	Reactions	Comments	Shares
Photos: Lake, Fish	4	62.2	6.0	2.8
Question: Bylaws	1	0	2	0
OVERALL	5	49.8	5.2	2.2

- 950 followers
- Photos are highly liked and shared, infrequent non-photo, lake-related posts garner minimal engagement
 - The fish photo was of fish caught in another lake
- No response to lake-related community posts
- Not affiliated with a lake association but may give that impression

Private Groups

GROUP 1				GROUP 2			
Content	#	Reactions	Comments	Content	No.	Reactions	Comments
Photo: Lake	25	41.6	6.0	Assn. business	14	9.3	0.9
Info (many)	11	14.7	4.1	Update: Lake/mgt	11	9.6	7.5
Learning opp.	9	5.1	0.9	Info (many)	9	9.0	4.0
OVERALL	67	22.1	6.1	OVERALL	44	10.2	3.7

<ul style="list-style-type: none"> • Jun-Aug • 400 members • Photos most popular; overall activity and engagement high • Complaints about lake users • 49 lake-unrelated posts 	<ul style="list-style-type: none"> • Aug only • 600 members • Highly active; many posts by a few admins/members • Calls to action also frequent • Few lake-unrelated posts
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Admin best practices

Remember admins/major users will set the tone for the page.

- Be clear and concise
- Communicate with integrity, respect, transparency, and honesty
- Focus on quality content rather than “clickbait” or trends
 - Include imagery
 - Share others’ content if it aligns with your mission and goals
- Consider your audience
- Be open to respectful engagement

Admin challenges

Choosing the right platform(s) and account type

Who gets to join?

- Do they have to answer questions?

What are the rules?

- Are political posts allowed?
- Is debate allowed?

What happens when rules are broken, or the tone goes south?

Learn More!
 Friday, 9 AM – Noon
 “Social Skills of Social Media”
 workshop with Eric Eckl

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