

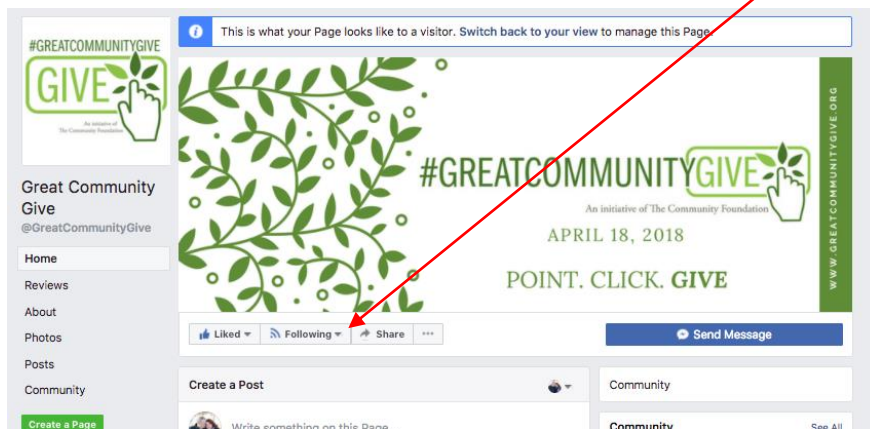
## HELP PROMOTE THE GREAT COMMUNITY GIVE BY COMMENTING, SHARING AND LIKING OUR POSTS

### Background:

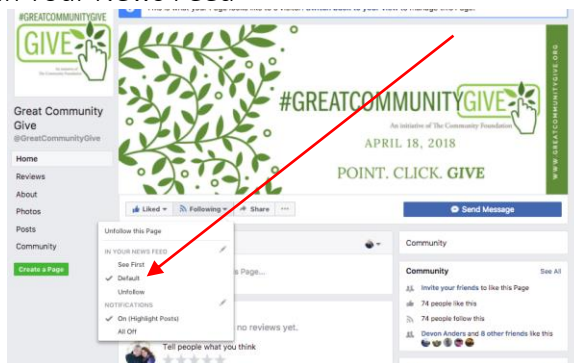
- Facebook algorithms are set to share about 5% of “Page” posts.
- Facebook prioritizes posts from family and friends over content from Pages because they believe a person-to-person connection is more valuable than a person-to-page connection. We agree, until it comes to promoting the Great Community Give.
- We can organically increase the number of times Facebook shares a post by engaging with the post. Engagement happens when you comment on a post (most powerful), share, or like (least powerful.)
- To note: there is a fine line between being passionate about a cause and annoying your friends and family to the point they unfollow you.
  - Like and comment as often as possible; this will get the post shared more by Facebook without exasperating your followers.
  - Share posts once or twice a week. If we all do this, the saturation rate will be worth a lot of paid posts.
  - To share - select the “Share” button. To share only within our community, select “share” again from the dropdown menu (rather than “share with friends”); click on the down arrow on the “friends tab”; select “more” and scroll down to “see all” and select Harrisonburg, Virginia area. It is easier than it sounds.
- When we begin ramping up the promotion for the Great Community Give (after JMU’s Giving Day on March 13) – sharing our sponsorship thank you posts would be great!

### To Assure You Are Seeing Great Community Give Facebook Posts

1. Go to the Facebook Great Community Give Page
2. In the header bar on the Cover Image (top image) select the down arrow on the “Following” button



3. Select “See First” under “In Your News Feed”



4. The comment, like and share so we can get others to Point, Click and Give on April 18