



The Arts Unit
Leaders in Arts Education

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Maximising engagement with your programs via social media

Tips for promoting your initiatives on The Arts Unit's Facebook page (www.facebook.com/TheArtsUnit)

Facebook is a wonderful place to promote your programs quickly, simply and effectively. It's becoming increasingly powerful as a tool with which to reach teachers, parents and students. It can also help provide a 'human voice' for TAU, its multitude of stakeholders, and the general public.

What to post

Choral, instrumental music, public speaking, dance or drama festivals, performing arts ensembles, excursions, tours, VET work placements, or any of the many camps and workshops conducted regularly, are all interesting items for those who follow TAU's FB page.

Post promptly

Timing is everything. You should endeavour to post something, even if just a (good) photograph and caption, within 24 hours of your activity or event.

Keep it simple

Keep your posts brief and to the point. More frequent, shorter posts are more effective than the occasional 'essay'. In other words, consider posting a regular series of updates, rather than a single lengthy post.

Get it right

Check your facts (especially names) and ask a 'second pair of eyes' to read over your post before it goes live.

Engage

Ideally, your posts should begin a conversation. Encourage comments and shares. To maximise post views, consider emailing the schools or staff who are directly involved with the program, pointing them to the page (<https://www.facebook.com/TheArtsUnit>) and encouraging them to visit/share TAU's posts.

Ensure also that any comments are responded to in a timely manner – if a question is asked, it needs to be answered, and a simple 'thank you' response to a positive comment can also go a long way.

Provide links

Wherever appropriate, include links to TAU's website and to any relevant sub-pages, or to other websites which can provide more information about a particular program. Facebook is also a cheap and effective place to boost ticket sales, so make sure you include links to ticketing information and websites. There's a good reason why millions of organisations are abandoning traditional advertising and turning to Facebook to build their business and boost their image.

Include images and/or videos

Try to always include a great picture (or gallery). In many instances, the photographs posted will be every bit as important as the words used. Most schools have at least one good quality camera available and most Smart Phones will take good pictures as well. Ensure you get your settings right. Photographs should be in focus, well-lit, cropped where necessary and – of course – relevant to the post topic. **Hint:** could one of the student participants take the picture(s) for you? And it's much easier to edit your photographs **before** posting rather than editing 'live' on FB. Some helpful hints are [available](#) here.

Check permissions

Ensure you have the appropriate permissions in place before putting any students' details on Facebook.

A cautionary note:

Don't use TAU's FB as a forum for negative comments. It's not an appropriate place for critical commentary – instead, it's an opportunity to spread the word about the great work you are doing within your specific areas. Conversely, if your post receives negative comments, follow the Department's [guidelines](#) and have a talk to Anna Yerbury about a way forward.

For support, contact Maruschka Loupis on 8512 1184 or 9244 5096 (email: Maruschka.Loupis@det.nsw.edu.au); or Anna Yerbury on 8512 1166 (email: Anna.Yerbury@det.nsw.edu.au).