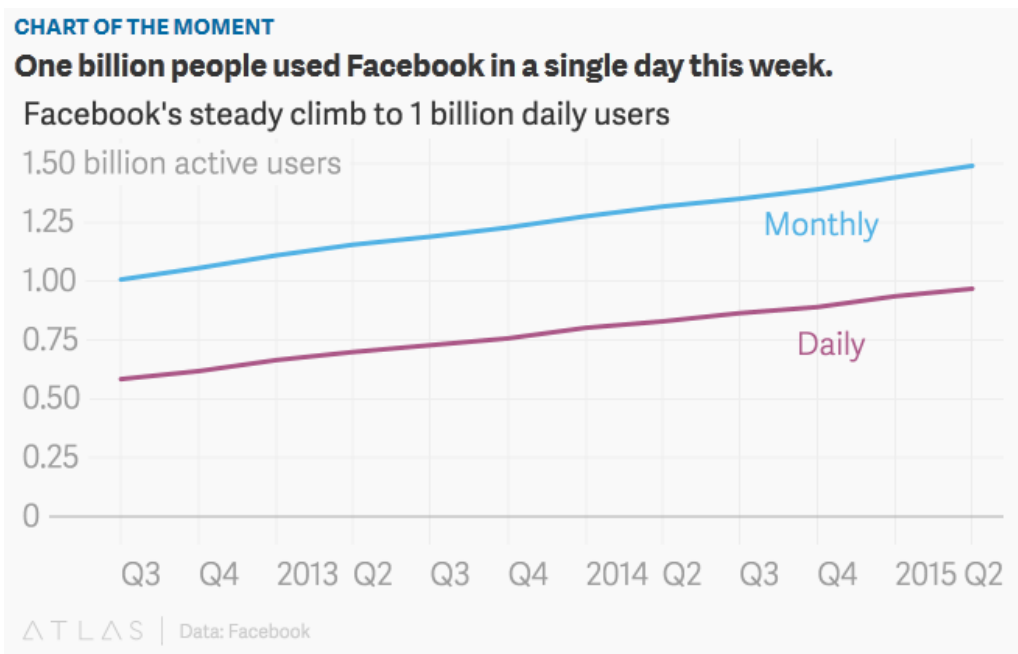




## Running Your SCCA Region's Facebook Page

Facebook is a churning sea of multimedia assaulting your followers' attention. Information sharing has splintered among numerous forums of communication, but Facebook remains most likely to reach your audience. Internet forums, mailed postcards, and even your regional website are frequently neglected and ignored in favor of the Internet's biggest clearinghouse. Like it or not, you need to be working the Facebook angle and doing it well.



In August 2015, Facebook reached a billion users per day. Source: QZ.com

Yeah, it's big. That's a lot of activity in one place, so your Facebook posts need to be compelling, graphical, well-timed, and to the point.

## Look Like You Know What You're Doing

Do not just plug in a URL to and simply post the default picture and description populated by Facebook. Edit the text, change the picture, and make it something readable and unique. Let's compare.



The dreaded Default E30 M3 autocross picture. If you post a MotorsportReg link to Facebook without editing, it looks like this every single time. Avoid.

Plug your MotorsportsReg link into Facebook, and you get the default image and an abstract body of text. Do more with it.









