

Local Facebook Tips for the \$29 Spring Assessment

We've compiled a few tips to help you get the most out of your social media during the spring assessment campaign.

As a friendly reminder, corporate created [Facebook location pages](#) for each of our centers. If you'd like more information on gaining access to your local Facebook page, or are interested in migrating a preexisting local page into Sylvan's national Facebook structure, please see the [Facebook FAQ Guide](#).

Content

Social posts about your assessment sale should be concise, upbeat and tout the charity donation component.

Visuals

Social posts with images generate higher engagement in the form of likes, comments and shares. We recommend sharing photos and/or videos with posts. Check out the [Facebook Assets in MARC](#)! (Remember to log in to MARC before clicking the link.)

Frequency

Depending on the length of your sale, we recommend **3-4 posts** throughout your sale:

1. A sneak peek/teaser post
2. A post when the sale begins
3. A reminder to take advantage of the sale a few days before it ends
4. Final reminder to take advantage of the sale

You'll want to mix up the copy and visuals in each post, as Facebook doesn't like when pages post the same photo and copy multiple times.

Tips for Each Post

- Include the date(s) of the sale (during the month of April/this week/etc)
- Include the sale price and the savings (only \$29! That's a \$50 savings.)
- Link to the *Custom Offer Page* on your local website.
- Copy edit! Be sure to read over what you have written before posting it to catch spelling and grammatical errors.
- Use ALL CAPS sparingly for standout words. Spam filters on Facebook's algorithm flag excessive use of exclamation points (!!!), periods (.....), asterisks (**), dollar signs (\$\$\$), percent symbols (%%), pound signs (##), emojis (😊😞) etc. Be intentional with the use of these symbols—**less is more**.
- Tag the charity's/organization's Facebook Page that your center is donating a portion of the assessment profits to in *each* post. Remember to mention that your center is supporting the charity. Briefly explain **why** you've chosen that cause to support (is there a personal reason, why is it important in your community, who does it help?)
 - [Here's how to tag another Facebook page in your post](#)
- If the charity/organization tags your page in a post about your sale, share that post on your page!
 - Your page will get a notification that the page was tagged in another page's post.
 - Go to the post, click "Share" (to the right of *Comment* and *Like*).
 - Click "Share to Page" and select your page.

