How to post on Facebook

You can access the Facebook account in two ways, through Facebook itself, or through Hootsuite. For the passwords and access to Hootsuite, or to be added as admin on the Facebook page, please ask Gina Maffey.

Facebook is a broadcast medium for sharing updates. The JIVE Facebook audience is predominantly comprised of current employees, alumni and colleagues. Facebook posts should always be polite and clear, however they can also be more conversational and light hearted than on other social media platforms.

***Facebook***

To post on Facebook:

* Go to the JIVE Facebook page: <https://www.facebook.com/JIVEVLBI/> (make sure you are logged in to Facebook)
* In the top bar, click on ‘Publishing tools’.
* In the left hand column, click on ‘scheduled posts’ and then ‘create’.
* Write your update, and attach any media, click on ‘schedule’.
* Choose a date and a time to publish your post – this could be dependent on an embargo, or you might want the post to appear when more of the JIVE audience is online, e.g. in the evening.

***Hootsuite***

Hootsuite also offers scheduling for Facebook posts – it is possible though that Facebook discriminates content from third party applications, so it is always best to schedule posts directly in Facebook. However, if you are unable to do so, you can post via Hootsuite.

To schedule Facebook posts:

* Log in to Hootsuite.
* Click on ‘publisher’ - the paper aeroplane icon on the left hand side.
* In the top left hand box, titled ‘send to’, click on the Joint Institute for VLBI ERIC account (the other account is the JIVE Twitter account).
* In the box next to this, titled ‘Compose message’, write your post and add on any other media as you would in Facebook.
* Schedule your post, either by pressing ‘autoschedule’ or by selecting a particular time that you want the post to appear (you will need to deselect autoschedule to do this).