

How to guide

Social media campaigns

Through our work with North Walsham we set up a Facebook group - Think North Walsham which has now taken on a life of its own. We still run and manage the account but businesses and residents are actively posting and advertising their services on it.

Why Facebook?

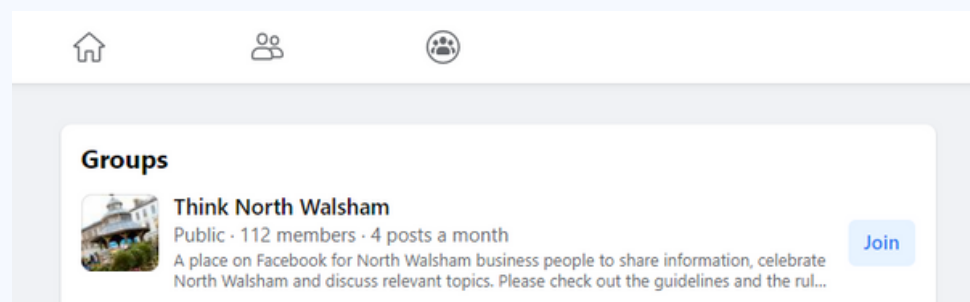
Facebook groups are a place to connect, learn and share with people who have similar interests. You can create or join a group for anything – stargazing, baking, parenting – with people around the globe or across the street.

With Facebook groups, businesses can have real conversations with their audience, gaining customer insight and market research possibilities.

Individual users can join as members to engage with others frequently. All group posts will show up in the group feed, and the biggest emphasis is on interaction. Groups can be public or private, and they foster a sense of community.

How to join a Facebook group

When logged into Facebook as your Page, click on the search bar and type in 'Think North Walsham'. When the group appears, click the blue 'Join' button - and that's it, you're a member!



About

A place on Facebook for North Walsham business people to share information, celebrate North Walsham and discuss relevant topics.

Please check out the guidelines and the rules before posting.

Should you only have visibility of this outline, the rules are centred around significant restrictions on location and advertising as follows:

LOCATION - Your business MUST be located in North Walsham
 ADVERTISING - You can place a single promotional post on joining the group - after which advertising is largely banned. [See less](#)

Public

Anyone can see who's in the group and what they post.

Visible

Anyone can find this group.

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Posting in the group

Click on the 'Groups' icon at the top of your screen (on desktop) or select 'Groups' from your Facebook menu (on mobile).

Select 'Think [North Walsham](#)' and click in the 'Write something' box. You can add photos/video here too!



Alternatively you can share an existing post from your Page into the group - just find the post, tap 'share' and select 'share to a group'.

Getting the most from the group

- Have a hook - write something punchy that grabs your reader's attention
- Add value - post useful content to build lasting connections with members and existing/potential customers
- Call to action - this can be a simple "like our page"
- Run competitions - this is a very simple campaign to give you maximum traction. Just ask participants to like and follow you with one being drawn at random to win a prize

Think local campaigns

Facebook is a great place to showcase your best products, share deals and promotions, encourage local shopping and team up with other businesses for mutual benefit.

It is also a useful platform for special events and to link up for joint initiatives to meet people's needs for special occasions.

So how do you do this?

We have put together some suggested promotions for businesses in the town to collaborate on - and you can use the Think [North Walsham](#) Facebook group to attract your local audience.

Get started

Save the date - consider which calendar events could provide a hook for your campaign

Collaborate - link to other businesses who also want to make the most of the opportunity that awareness day provides

Agree a hashtag - this is a great way to link participating businesses to one singular campaign

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Think Date Night

This could be run all year round and ramped up for special occasions such as Valentine's Day.

This would involve businesses working together to form one "package deal".

Date nights spent at home present opportunities for a range of local suppliers, who can work together to offer the whole package. Whether you are a butcher, baker, off licence, or even charity shop, post your offering and tag in fellow local businesses who can complement that. Communicate with each other to come up with a hashtag for your campaign, and use this in all your posts, #ThinkDateNightNW

Own a restaurant? Share a post in the Facebook group with a photo of one of your most popular dishes. In your post, share a deal that can be redeemed only when quoting a special phrase or code relating to the occasion or event - 'Think Date Night'. Post regularly leading up to special events, in order to reach as many group members as possible.

Think Easter

This could provide a lovely opportunity to join forces again - this time to plan a traditional roast dinner for Easter Sunday - all bought locally.

You can share posts in the weeks leading up to Easter to members know where they can buy what they need to make the day special.

Example post from local butcher: 'Easter is fast approaching and we have some fantastic legs of lamb on the counter - now all you need are the veggies from [tag in greengrocer].'

Example post from greengrocer: 'We love this time of year as it means British asparagus is coming into season! Serve it on Easter Sunday with roast lamb from [tag in butcher] and a bottle of red from [tag in off licence].'

Example post from local baker: 'I'll be selling some cute Easter-themed cakes at the market this Thursday. Pop them on the table next to your centrepiece from [tag in florist] and they'll look good enough to eat!'

Sharing is caring

Where possible, look to share the content from other accounts and businesses in the area - you will often find it is reciprocated.