

Facebook Report

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The Garden Club of Stuart uses Facebook to communicate with both members and the public. We currently have over 1,000 Facebook Followers.

Unfortunately, there are at least 2 IMPOSTURE GCS FB Pages. I have created a PowerPoint to share at Monday's General Meeting to help our members identify those imposture Facebook pages & to encourage members to **LIKE & FOLLOW** our page & to interact with it regularly.

I believe our Facebook page is an under-utilized publicity & new member recruiting tool, but I believe together we can grow our following.

Our most popular FB posts include photos of our members & our activities. Those posts ALWAYS get the most LIKES, COMMENTS, & SHARES. And that makes sense because people like to see people they know. They like to see photos of family members, friends & neighbors.

In some ways FB is like a popularity contest. The posts that get the most Likes, & comments & shares, stay on FB longer and are seen by more people.

Sometimes members tell me, "I **NEVER** see anything on my Facebook feed about the GCS". Well, that happens because they haven't liked our posts enough to convince FB they WANT to see more posts. That can be easily fixed by regularly interacting with our page. And, at next Monday's meeting the PowerPoint will show members just how to do that.

In closing, I would like to give a **SPECIAL THANK YOU** to Leslie Perna, our current Member of the Year, who consistently tries to like and comment on almost EVERY post & EVERY picture! Thank you, Leslie!