

This FAQ is based on questions received during our *“Award Winning Strategies: How to Finish 2020 Strong on Social”*, webinar with Dana Berchman, chief digital officer of Gilbert, AZ; Daniel Vargas, San Antonio Water Systems communications specialist; Kristen Waggener, communications and marketing manager of Bryan, TX; and Jasper Stenstrom, Graham Fire & Rescue, WA firefighter.

[Click here to listen to the webinar recording.](#)

## 01 How much should you budget for boosting?

“A good starting point is \$10 per day. Don’t just boost your posts. Hop in the ads manager and write some ads to get the best bang for your buck,” said Jasper Stenstrom.

## 02 How much of your audience growth on Facebook & Instagram comes from page like ads vs organic page likes/follows?

“You can buy likes, but you can’t buy your community. Think about your friends on Facebook. When you create a new page, you naturally invite your friends which are likely not all citizens in your area. Post engaging content, and interact in your neighborhood groups. By posting engaging content you’ll gain “likes”. Last week we had our largest wildfire in our department history. By posting engaging content we gained 4,000 new “likes” in 7 days,” said Jasper Stenstrom.

## 03 How do you handle trolls, especially on viral posts?

“Trolls are going to troll and you are not going to change their opinion. By having trolls comment on your post, this tricks the facebook algorithm. If there are trolls that are in left field, I will text a group of other communication directors across the nation that will engage in a POSITIVE light,” said Jasper Stenstrom.

## 04 Is having too many Facebook Pages confusing?

“There’s an argument to be made for both one single page, and multiple different pages. But what you should be looking for in terms of making that decision (multiple pages or consolidated into one) is whether you have the content to be able to push out on multiple pages that’s different from each other, whether you have the time to dedicate to each one of those pages, and whether you have the audience to be able to split that between all of the pages,” said Kristen Waggener. Also, “People following a police page will be different following on your regular town channel. So it’s important to understand that each channel has to have it’s own voice and presence, and that the content makes sense specifically to whoever that audience is. It’s good to have a centralized communication center to understand what’s going on across all of the channels and respond accordingly,” added Dana Berchman.

## 05 Do certain colors or color combinations increase impact?

“During the 2016 election, we learned a ton about the impact of social media and what people like. The Trump campaign used software to generate an endless stream of ads with variations: a new typeface, a new color, a new aspect ratio, a photo of Trump taken from a slightly different angle. Certain people like a green button better than a blue button. The Trump campaign ran 5.9 million Facebook ads. 2016; The Clinton campaign ran 66,000. Personally from a government group standpoint, I keep all of our stuff looking the same for a branding standpoint,” said Jasper Stenstrom.

## 06 What equipment should you use to go live? And how long does Facebook Live last?

“Facebook Live lasts 90 minutes. I use my iPhone to create all content. From Live video to our higher production videos. MOVVO has a package with most of the stuff that I purchased individually to create my setup,” said Jasper Stenstrom.

## 07 How do you handle things like closed captioning on Live video?

“When we go live, we go live in the Facebook app, and there’s really no good way to get accurate closed captioning. So to prevent any mix-up, I will go back in after that Live video where you have the opportunity in Creator Studio in Facebook to add those closed captions,” said Jasper Stenstrom.

## 08 Can you repurpose content on your channels?

“We have an internal newsletter we send out monthly to our customers, another newsletter to our conservation customers, and I’ll reach into those areas and repurpose them for Facebook and Nextdoor. My motto is to work smarter not harder. And depending on the platform, I’ll just change up the language the way I introduce it and put a spin on it. But if I do a Live video, I’m certainly sharing it across other channels as well,” said Daniel Vargas.