**Facebook Posts Worksheet**

It is important to keep your audience on social media engaged. Use this worksheet to create a variety of original and concise Facebook posts for your organization’s Facebook page to keep your audience interested in and excited about your work.

**Create original Facebook posts for each prompt limited to 140 characters.**

1. A good photo and catchy caption

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1. Your organization’s video and brief introductory message

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1. A compelling explanation of the impact your organization is having on your beneficiaries

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1. A brief and personal feedback report from your beneficiaries

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1. An engaging message announcing and explaining the Open Challenge

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1. A creative call to action for an Open Challenge Bonus Day

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1. A message creating a sense of urgency in the final week of the Open Challenge

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**Don’t forget to include your organization’s voice and personality   
in all of your posts and come up with more original Facebook   
posts regularly!**

**Related video: Watch the “Facebook Analytics and Insights” tutorial under the Social Media category here:** [**http://www.globalgiving.org/getting-started-challenge/**](http://www.globalgiving.org/getting-started-challenge/)