

Facebook TIPS

WAA has 2 FACEBOOK accounts:

- **Facebook.com/WeatherfordArt** is our personal account, required by FB. Think of it as our home base. **Anyone can post on this page.** "Friend" this page to see posts in your own FB feed. The profile photo (little circle photo) is our WAA palette logo.
- **Facebook.com/WeatherfordArtAssociation** is our business page, our PUBLIC face. "Follow" this page to see its posts in your feed. The profile photo is our WAA palette logo. This is how we get announcements to the public to attend our shows, advertise our meetings, art camp or workshops.
- **COMMENT ON** and **SHARE** posts from either accounts. This causes the post to "pop to the top" of everyone's feed so people who might have missed it, have another chance to see it. It's the best way to spread our message. Likes are nice, but they aren't enough.
- **Please help us communicate without spending \$\$\$\$ for ads!**