



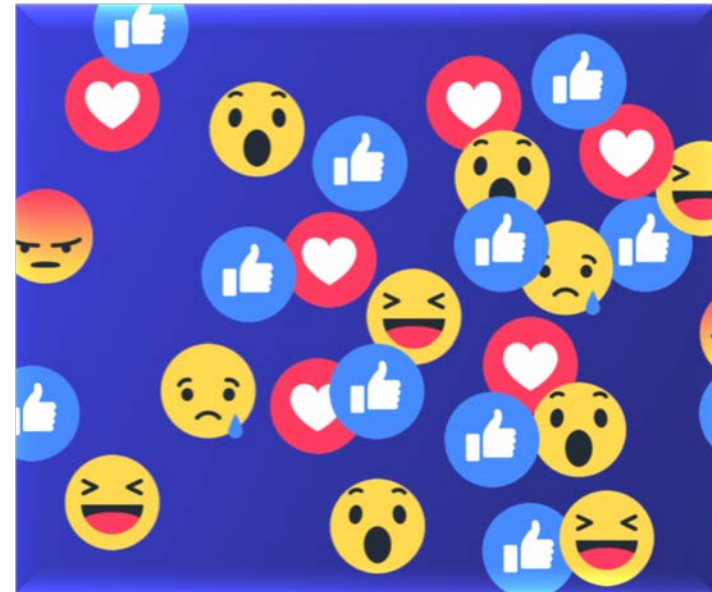
# Facebook

## Many ask if Facebook is still relevant?

- Fastest growing age group on FB is over 50.
- Gen Z does not use Facebook

## YES!

- The over 50 crowd had the most room for growth
- What age are Gen Z's parents/grandparents?
- Other age groups are still using Facebook
- FB is a method for our potential members to assure themselves that we are a real, trustworthy entity

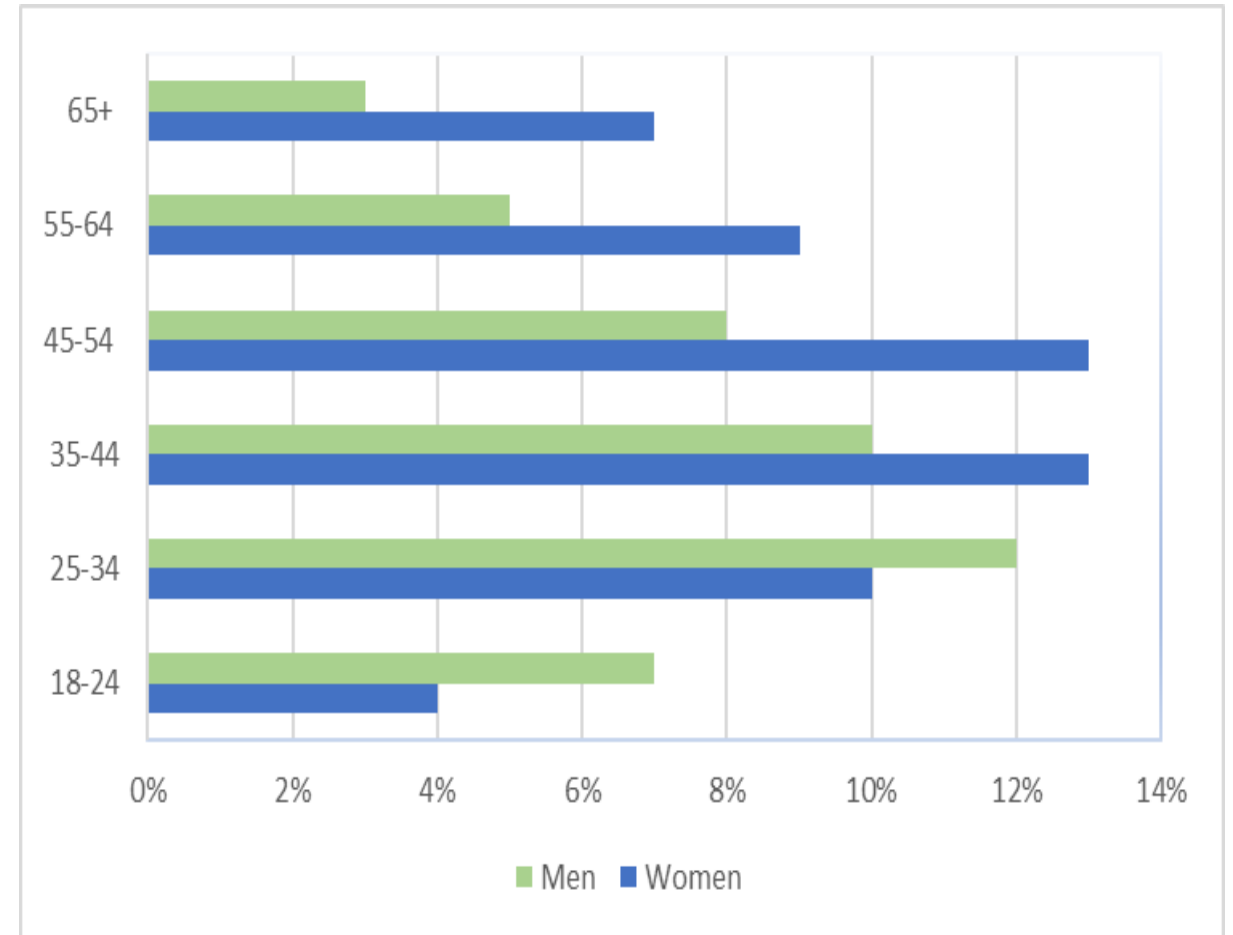


# GW RideConnect

## GW RideConnect Page

14,576 followers

- Women have the majority at 56%
- Only 1 in 10 follow us from within our district (Home)
- Most follow us from their work location (DC, Richmond, Woodbridge, Arlington, Manassas, etc.)
- 4% following from New York City (We do Geofence)



# How We Do It

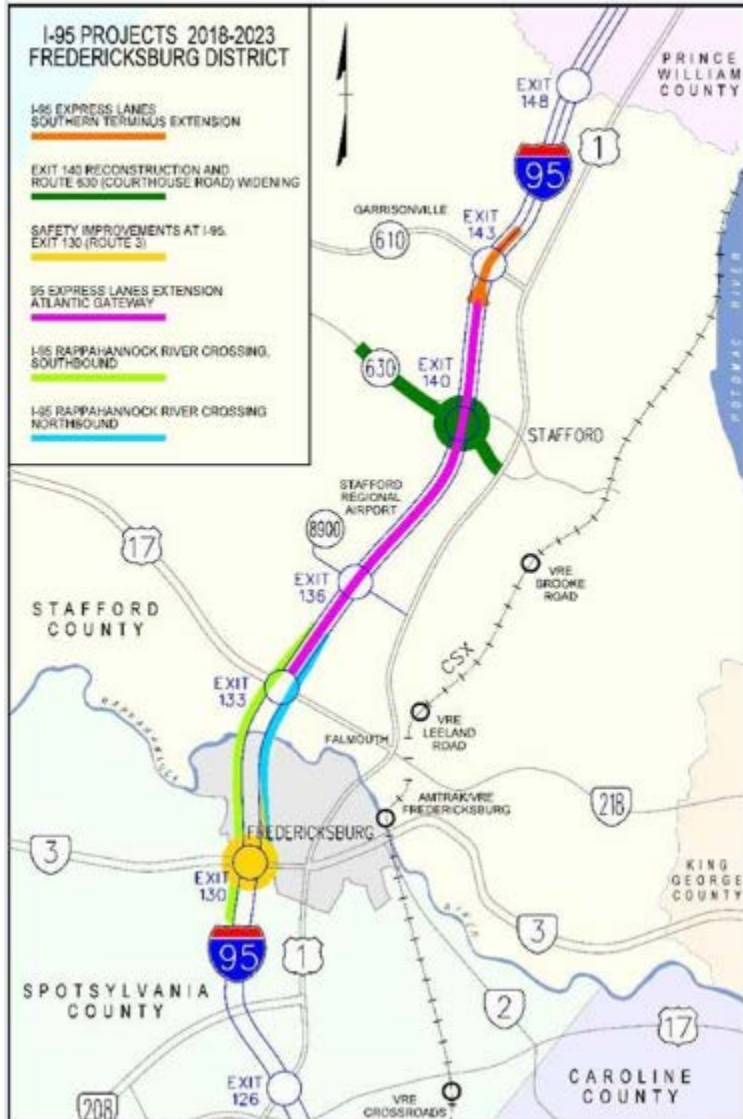
## Posting Rules

- **Never post just a sales pitch**
  - Leave that to the advertising on Facebook
  - Post items that evoke the perception that you want for your organization.
  - We do allow vans to place “looking for riders” post but limit to three times a month.
- **Post at least twice a week**
  - three post if over 10,000 followers
  - Once you exceed one post per day, each post gets 60% fewer clicks per post





This 22-mile stretch of I-95 will be under construction in various stages through 2024. Ease your commute stress and join a vanpool today. <http://bit.ly/2E5ini9>



# Posts



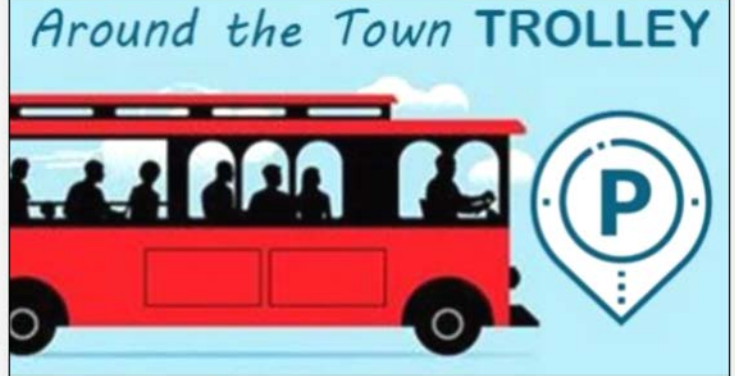
**GWRideConnect**  
March 21

**STAFFORD TO ROSSLYN/GEORGETOWN COMMUTERS** – Want a guaranteed ride to and from work? Want to stop the wear and tear on your vehicle? Tired of slugging? Vanpooling is the way to go. Van will depart from Stafford 610 or Stafford Mine Rd to Rosslyn and the last stop Georgetown. Work hours 7:00 (as late as 7:30 am) to 4:00 pm M-F. Stipends are accepted and the cost is affordable if you don't have a stipend. Alternate work schedules are also accepted. Please call or text 240-506-7264. If you text please include "VANPOOL" in the text.



**GWRideConnect**  
May 31 at 11:30 AM

New this weekend - the trolley is FREE on Friday and Saturday evenings! From 5:00 - 9:00 p.m. all summer (May 31 - August 31), be on the lookout for the "Around the Town" trolley-stop signs. For parking information and trolley details, visit Fredericksburg Government's page: #aroundtowntrolley #visitfred #fxbggov



FREDERICKSBURGVA.GOV  
**Fredericksburg, VA**  
City of Fredericksburg to offer free "Around the Town" Trolley this...



# Outsourced Help

## Why do we hire help?

- We wear many hats and can get bogged down by our day-to-day operations
- We get distracted by big projects
- #1 reason: We are not Facebook professionals.
  - Boosting ads and posts
  - Target marketing
  - Retargeting

**Chris Muldrow**

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spangler erkert  
MARKETING + ASSOCIATES  
PUBLIC RELATIONS  
ADVERTISING  
GRAPHIC DESIGN



# Thank you

## Leigh Anderson

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AdVANTage: [www.advantagepool.org](http://www.advantagepool.org)

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