

## FACEBOOK

**Facebook is one channel for spreading the Landsbyggare concept**, especially locally and regionally. Here the Landsbyggare and other parties in the area can tip their friends, share and take part. Make sure that you start with a Business account; enabling you to post adverts and measure the impact in an efficient way.

### FACEBOOK PAGE

**Choose the Facebook page** you want to use. (We chose Leader Höga Kusten). It could be your own organisation's Facebook page provided that you feel it has enough room for what Landsbyggare need, or you can start a designate Facebook page just for Landsbyggare. The advantage of using your own existing page is that you will be linking the Landsbyggare with your own organisation, and in that, also strengthening your own brand. Besides, your existing page has probably a range of followers who are interested in rural development.

**The advantage of starting a new Facebook page** aimed at Landsbyggare is that the page becomes explicit, concrete and uniform. The content will not be mixed with anything else. On Facebook you will share films, images and texts in adequate quantity. You can also share links to longer articles/blog posts that you may be publishing on your home page for example. You encourage people to share posts and use it to advertise.

**SEE EXAMPLE:** [facebook.com/leaderhogakusten.se](https://facebook.com/leaderhogakusten.se)

### FACEBOOK GROUP

**You can start a Facebook group for Landsbyggare.** It will function like a meeting place for the Landsbyggare in your vicinity. Here the group members can post encouraging comments, ask questions, hold conversations and together boost the feeling of being Landsbyggare and strong ambassadors.

**You can also share positive news** and issues connected with the campaign such as Landsbyggaredag, etc. We suggest you call it Landsbyggare Halland, Landsbyggare Höga Kusten, Landsbyggare Norrbotten, etc.

**SEE EXAMPLE:** [facebook.com/groups/1240011136197752](https://facebook.com/groups/1240011136197752)