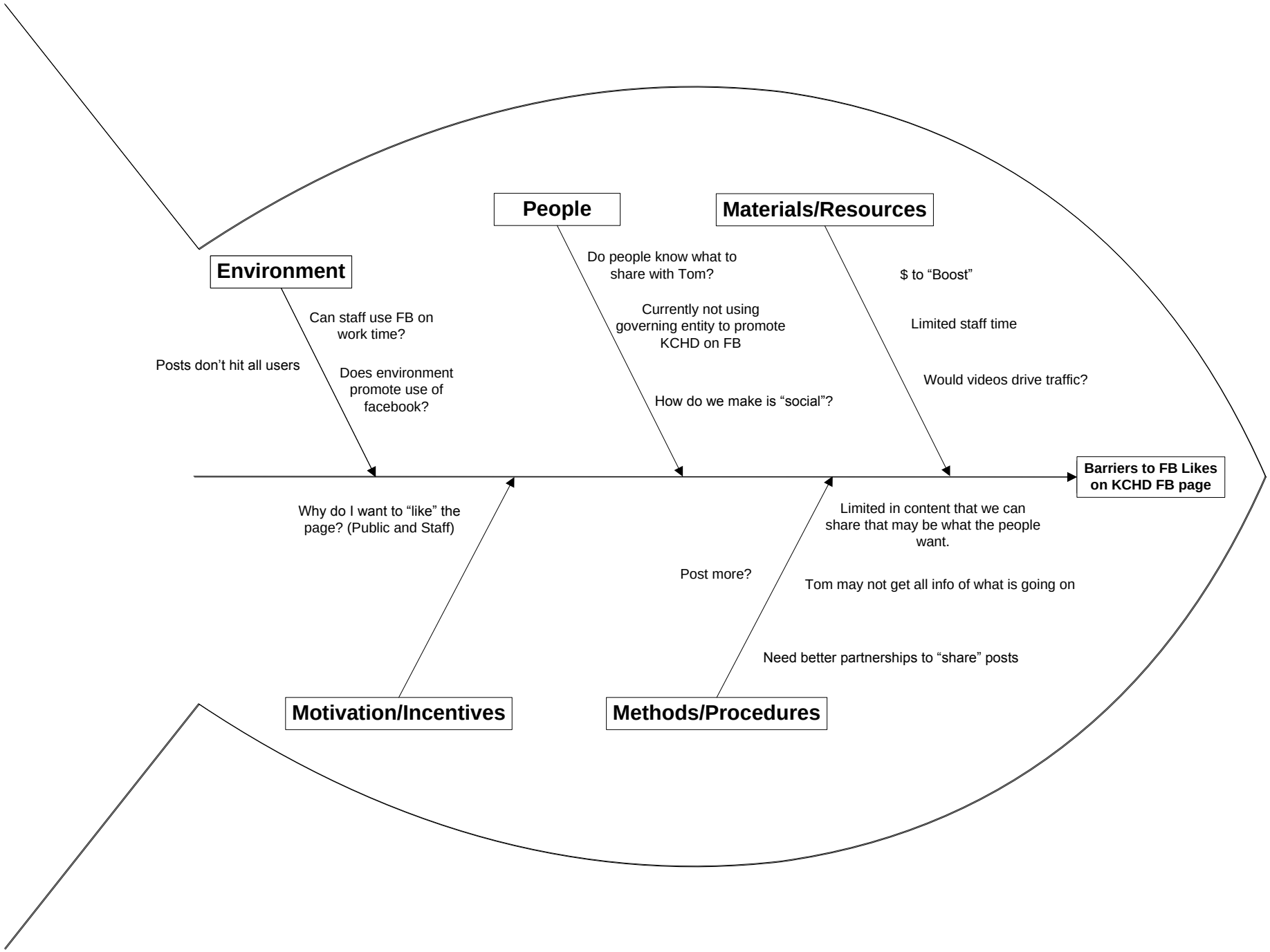
People
Materials/Resources
Environment
Do people know what to share with Tom?
$ to "Boost"
Currently not using governing entity to promote KCHD on FB
Can staff use FB on work time?
Limited staff time
Posts don't hit all users
Does environment promote use of facebook?
Would videos drive traffic?
How do we make is "social"?
Barriers to FB Likes on KCHD FB page
Why do I want to "like" the page? (Public and Staff)
Limited in content that we can share that may be what the people want.
Post more?
Tom may not get all info of what is going on
Need better partnerships to "share" posts
Motivation/Incentives
Methods/Procedures