

Our last webinar was a great success covering Social Media tips and advice and we had many Run Leaders attending. If you didn't attend the webinar or you did and just need reminding, we have summarized the webinar with some FAQs below:

**If you have a Facebook page set up already for your group can you change it to a business page?**

Yes you can. When you've converted your profile to a business page, you'll end up with both a profile and a page (for your business). When you change your profile to a business profile, your profile picture, cover photo and name of your personal profile will be transferred to your business page but can be changed at a later date.

**What is the main difference between an Instagram story and a post?**

Posts stay in your feed forever and tend to reach further. Whereas stories disappear after 24 hours and most stories are shared in the moment and tend to be less planned than posts.

**Should I link my Instagram to Facebook?**

We suggest so as there's no harm and it's very easy – however don't feel like you need to. By linking the two you can reach multiple people with just one click and users will be exposed to your post twice (if they're following you on both Instagram and Facebook). It's recommended to link from Instagram to Facebook as content that works on Instagram will work fine on Facebook but it's not always the case the other way round.

**Is it better to post different/more tailored content to Instagram as opposed to Facebook?**

It's recommended that if you have time to every post for each platform then do so, however we appreciate many of you have jobs on top of being a Run Leader and therefore may not have time. Instagram often requires less text as it relies on good quality photos doing the work. Hashtags also tend to be more effective on Twitter and Instagram than Facebook.

**If you aren't familiar with Twitter is it worth learning or better to stick with what you know?**

We suggest if you have time to explore Twitter then give it a go. You don't have to follow anyone at first and can just get to know the platform (it's fairly easy to understand). If after this you think it's something that could work and your runners will react well to it then start following people and ask others to follow you. If not, then don't worry as long as you have Instagram and Facebook to engage with existing and new runners.

**Is Hootsuite (scheduling platform) free?**

If you have three accounts or less, it is free. It's 29\$ (£20) a month for more than 3 accounts. We use Hootsuite and highly recommend it for those who like to plan ahead and schedule posts in advance.

**Where can I find noteworthy dates from to plan our social media calendar?**

If you type into your browser 'noteworthy dates for social media 2021' then you will see plenty of options. [Here](#) is just one example which highlights dates which you could use as topics for your social media content plan.