

Facebook Guide

How to tag Council on Facebook



Guide: How to tag Council on Facebook

Tagging Council on Facebook may be part of the requirements due to your sponsorship with Council but tagging our Facebook page has many benefits.

Why is it important to tag us?

Here are some of the benefits to tagging other pages on Facebook:

- It allows the post to gain engagement from the tagged Facebook page. It also helps to increase brand awareness as the content will also be visible to followers of the tagged Facebook page.
- Tagging can help you reach new customers. By including tags, you can also reach an audience who are not familiar with your brand.
- When you tag a Facebook page they get notified, this makes it easier for them to possibly share your content over to their own page.

How to tag a business page on Facebook?

Below are the steps to tag a page on Facebook:

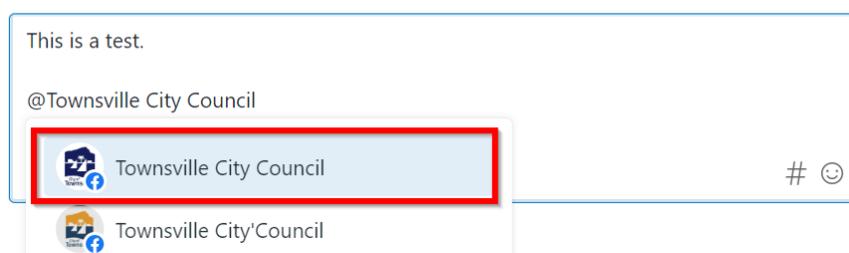
Step 1: When creating a Facebook post on your page you can tag another page by typing the character '@' and start writing the name of the page eg. @Townsville City Council

Step 2: Once you begin typing the name of the page after the '@' character, a drop box will appear from which you have to select the page that you are looking to tag.

Please note that Council often has trolls create fake pages, so please ensure it has the correct logo and no weird punctuation marks in the name.

Post details

Text



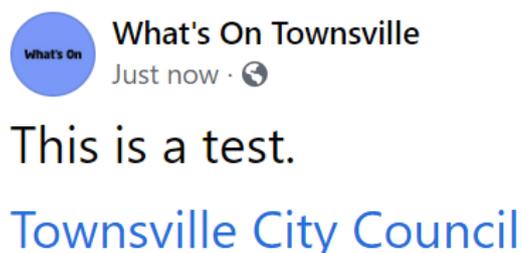
This is a test.

@Townsville City Council

Townsville City Council

Townsville City Council

Step 3: The tagged page will be highlighted in a light blue colour on the preview, this is an indication that you have successfully tagged the page.



Step 4: The last step is to publish the post. And done, you've now completed the process of tagging.

You can always double check you've tagged the correct page once the post has been published as the tag will act as a link that will take you directly to the page you have tagged.

Council Accounts

You can apply this same method on other Social Media platforms such as Instagram or LinkedIn, see below all of Council's accounts.

Social Media Platform	Tag
Facebook	@TownsvilleCityCouncil
Instagram	@townsvillecouncil
X (Twitter)	@TSVCouncil
LinkedIn	@Townsville City Council
Threads	@townsvillecouncil
TikTok	@townvillecc

Questions

If you have any questions please reach out to our Grants and Partnerships team by emailing them at communitygrants@townsville.qld.gov.au.

