

## The Anatomy of a Shared Post

If you've never shared a post to your organization's Facebook page before, you may be wondering what it's all about.

How do I give credit?

How do my supporters know this is a shared post?

Should I ask for permission first?

How will my shared post appear to my supporters?

The image below is an example of a shared post. Let's look at the different parts!



## The context:

The Save the Honey Facebook page has shared The Bee's Knee's bee video to their page.

## Box number one:

First the post will display which page has posted the piece of content. In this case, we can see it is the Save the Honey Bee page. Clicking on their name in the first box will take us to their page. We now know we see this post because we follow the Save the Honey Bee page.

## Box number two:

We see that the Save the Honey Bee page has shared this piece of content from The Bees Knees Facebook page. Clicking on the Bees Knees name in the second box will take us to their page.

## Box number three:

The type of content is stated. In this case, a video was shared. The post could also say photo, link, album..ect.

## Box number four:

Displayed below the shared video is the original post text that The Bees Knees posted with this video. We also see their page name listed again and a place to like the page.

Now we know what our supporters see when we share a piece of content on Facebook.

1. They know it's us making the post but can also see the post is not our original content.
2. They can clearly see what page the post was originally from and even have the option to visit this page if they are curious.
3. It's also clear that credit is given, so we don't have to worry about giving our supporters the wrong idea.

Sharing content on Facebook is normal and expected! To share a post you do *not* need to ask for permission from the page first. As we can see Facebook knows how to handle shared posts and our supporters are given information on where the content came from.