Barriers to FB Likes on KCHD FB page

**Environment**
- Can staff use FB on work time?
- Does environment promote use of Facebook?
- Posts don’t hit all users

**People**
- Do people know what to share with Tom?
- Currently not using governing entity to promote KCHD on FB
- How do we make is “social”?
- $ to “Boost”
- Limited staff time
- Would videos drive traffic?

**Materials/Resources**
- Limited in content that we can share that may be what the people want.
- Tom may not get all info of what is going on
- Need better partnerships to “share” posts

**Motivation/Incentives**
- Why do I want to “like” the page? (Public and Staff)

**Methods/Procedures**
- Post more?

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