

# Thank you for Downloading this Free Guide to Facebook!

This is a free section of my book, *The Ultimate Beginner's Guide to Social Media for Small Businesses*. I hope you enjoy reading this Facebook guide and start to see great improvements in your social media marketing by implementing the material that has been covered within it.

I appreciate you taking the time to read this guide, and if you've got a moment, I'd love to hear what you thought about it. Share your thoughts with me via email on [hello@scarlettdarbyshireuk.com](mailto:hello@scarlettdarbyshireuk.com) or let me know what you thought over on social media.

## If You Get Stuck and Need Advice!

I'm only an email away, just give me a shout! I can always be reached on [hello@scarlettdarbyshireuk.com](mailto:hello@scarlettdarbyshireuk.com) or on Twitter. My handle is @ConsultScarlett.

I love helping small businesses just like yours, so do not be afraid to reach out and ask.

## Keep Going!

Social media is more like a marathon than a sprint, but anything that's worth doing takes time. Just remember to keep at it and you will be glad you did a year from today!

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# FACEBOOK

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Facebook is the largest and most active social network, with over 2.7 billion active users sharing more than more than 2.5 billion pieces of content per day. Businesses have utilised the benefits of Facebook, recognising that its easy-to-use interface, impressive Ad targeting options and extensive potential for user engagement makes it a fundamental tool in their marketing efforts. Perhaps the greatest feature of Facebook is the ability for your followers to share your content with their friends at the click of a button and is what cements Facebook as a successful word-of-mouth platform that can help your message reach an entirely new audience of prospective customers.

## What's good about Facebook?

- The user base is extensive and that means many of your customers and competitors may already be there
- It is compatible with any type of multimedia content meaning you can post videos, photos, and links to external content
- You can separate your personal and professional use

## What's not so good about Facebook?

- It's a closed environment, although anyone can find your page, only Facebook users can 'Like' your business to receive your updates
- Facebook and its updates are moving closer to being a pay-only marketing platform to gain results therefore it can be extremely difficult to get your content seen by fans without paying

## Which Businesses Should be on Facebook?

The sheer scale of Facebook's audience and its position as one of the most powerful social networks make it a must consider for any business.

## Need to Know Facts, Stats and Tips about Facebook

- Users access Facebook an average of eight times per day.
- Each day, 35 million people update their statuses on Facebook.

- The average Facebook user is separated from another given user by just 3.57 degrees of separation.
- 42% of Facebook customer service responses happen during the first 60 minutes.
- More than 100 million Facebook users belong to meaningful communities—groups aimed at helping users such as new parents.
- Thursdays and Fridays between 1 p.m. and 3 p.m. are considered by many to be the best times to post on Facebook.
- The most effective length for an ad title on Facebook is four words—15 words for a link description.
- Images account for 75-90% of Facebook Ad performance.
- 26% of Facebook users who clicked on ads reported making a purchase.
- 83% of women and 75% of men use Facebook.
- 83% of Facebook users worldwide are under the age of 45.
- As of January 2017, men aged 18-24 make up the highest percentage of Facebook users by both age and gender, at 18%.
- Facebook is the preferred social platform of supermarket shoppers—89% use it.
- Facebook gets over 8 billion average daily video views.
- People are 1.5 times more likely to watch video daily on a smartphone than on desktop.
- One in five Facebook videos is now a live broadcast.
- Videos earn the highest engagement rate, despite making up only 3% of content.
- In Facebook News Feed, people consume a given piece of content faster on mobile than on desktop.
- 19% of time spent on mobile devices occurs on Facebook.
- Over 2.5 trillion posts have been created on Facebook.
- 42% of Facebook fans “like” a page with the aim of getting a coupon or discount.
- Facebook is the second favourite platform for consuming videos after YouTube. 40% of consumers said that they watch the most videos on Facebook.
- 83% pay for ads on Facebook.
- The number of local business pages on Facebook has reached 65 million.
- Total Number of Monthly Active Users: 2.072 billion
- Total Number of Mobile Monthly Active Users: 1.66 billion
- Total Number of Desktop Daily Active Users: 1.368 billion
- Total number of Mobile Daily Active Users: 1.57 billion
- Facebook users are 53% female and 47% male.
- Average Facebook user has 155 “friends”.
- 56% of online Seniors aged 65+ are on Facebook and 63% are between age 50-64.
- 87% of online users of age 18-29 are on Facebook.
- More than 40 million small businesses have active pages
- A post’s average organic reach is only around 6.4% of the Page’s total likes
- 47% of Facebook users only access the site through the mobile app
- Videos with auto-playing sound annoy 80% of users
- Your video ad has about three seconds to capture viewer attention
- Shorter posts get about 23% more interaction than longer Facebook posts
- Video posts get more shares than any other post type.

# Why You Need Facebook for Your Business

Facebook has an extensive global reach, making it an invaluable platform for businesses to grow brand awareness. Almost two thirds of Facebook users decide to follow a brand page after making a purchase, making Facebook a great tool in your marketing arsenal. It encourages users to recommend and invite their own friends to 'like' business pages that they themselves have had rewarding experiences with, opening your business up to a potential audience of active users that has now surpassed two billion.

## ***Connect With Customers and Strengthen Relationships***

You will be able to connect with your customers because it is likely that they themselves are using Facebook. When a user likes your page or comments on a post, they are showing that they want a relationship with your business. This gives you an invaluable opportunity to listen to and find out about your customers, demonstrate your customer service skills, share your valuable and informative news, offer incentives and exclusive rewards for loyal Facebook customers. You can also use it as a channel for gaining feedback from your customers on how you can improve your product, services, and your customer service, all of which can greatly help your business in the future.

## ***Raise Awareness Through "Likes"***

The Facebook 'Like' button can be seen everywhere from packaging to TV advertisements and has become a fundamental tool in the marketing efforts of businesses. Whenever a user interacts with your page by liking or sharing your content this action could get published to their friends and 'snowball' to more from there resulting in excellent exposure for your brand and goes a long way towards increasing your brand awareness. Through sharing and promoting great and valuable content that encourages interaction, you are deepening existing customer relationships at the same time as potentially creating and attracting new ones, therefore making every post an invaluable opportunity to generate awareness and attention for your business.

## ***It Shows Your Personality***

The internet can often be an impersonal place, but having a business Facebook page offers an informal and chatty platform for your opinions, stories, humour and advice that gives you an opportunity to attach a face, name and personality to your brand. Having a Facebook page also allows you to create genuine social connections with your audience and as you share your brand story with others and enjoy interaction and conversation it allows others to see the human side of your business helping you create richer, more human relationships.

### ***You Can Build a Community on Your Page***

Facebook pages can work as excellent hubs for creating a community of customers, prospects and other businesses. As you continually post consistent, valuable and informative content you will be rewarded with a rich (and very beneficial for you!) community that will share their reviews, opinions, raise queries and offer feedback all of which can greatly help your business in the future. By encouraging engagement in this way, you help your business build a reputation based on loyal followers making your page and brand more attractive to others.

### ***Still not convinced? Here are 8 more reasons why you need a Facebook Page***

- ✓ Provides increased exposure for both your website and your brand.
- ✓ Provides website traffic by way of content sharing.
- ✓ Facilitates lead generation.
- ✓ Improves your search engine rankings.
- ✓ Free to use, though paid advertising opportunities are also available.
- ✓ Offers valuable insights into your marketplace and your competitors.
- ✓ Allows you to communicate directly with your audience.
- ✓ Allows you to create and promote company events.

## **Creating Your Facebook Page and Getting to Grips with The Basic Lingo**

Creating a Facebook page is very straightforward. You can either go to the top navigation bar and click the flag button to find the Create a Page option or head straight to [facebook.com/pages/create](https://facebook.com/pages/create). Both options lead you to a page directing you to the first three fundamentals you need to create a page, Name, Category and Description.

From there after you fill in these initial details, you will then be prompted to enter basic business information like your business address and your phone number. Once the required information has been filled out, click Create Page to continue the process. This will lead to a page where you will be prompted to fill in the rest of your page information.

- **Upload Your Profile Picture & Cover Photo** Next, choose a photo to upload as your business page profile picture. Businesses commonly use their logo as a profile picture, but you may choose to use any photo that represents your business. Be sure that your image is clear, good quality and does not get cropped. A cover photo is the background image that appears on your Facebook Business Page, similar to your personal Facebook account. You want your cover photo to be visually appealing and representative of your business. If you are having trouble finding a

cover image, you can create one for free using a tool such as Canva. It includes many Facebook cover templates that you can easily customize without any graphic design skills.

**Your Page's profile picture:** Displays at 170x170 pixels on your Page on computers, 128x128 pixels on smartphones and 36x36 pixels on most feature phones.

**Your Page's cover photo:** Displays at 820 pixels wide by 312 pixels tall on your Page on computers and 640 pixels wide by 360 pixels tall on smartphones. Must be at least 400 pixels wide and 150 pixels tall.

For profile pictures and cover photos with your logo or text, you may get a better result by using a PNG file. Keep in mind that your Page's profile picture will be cropped to a circular shape in ads and posts, but will remain the same square shape when people visit your Page.

- **Invite Friends to Like Your Page** Facebook will prompt you to invite your current Facebook friends from your personal account to like your new business page. Existing Facebook friends can provide a good initial base of likes for a new Facebook Business Page, so it is advised to go ahead and do this.
- **Include Additional Business Details** This is where you will input information that tells readers all about your business, from how to contact you to your products or menu. Enter all relevant information, such as your website, hours, and contact information. Facebook pages show up high in search results so it is important to complete all information, as it may be a potential customer's first point of reference for your business.
- **Add a Call to Action Button to Your Page** After you have input all of your above important information, you will want to add a button to your page, which will appear in the top right-hand of your business page below your cover photo. This acts as your Facebook page's call-to-action (CTA) and is free to use. Including a relevant one to your business can help generate more leads, and in return, increase sales. Call-to-action buttons can direct your customers to contact you through Messenger or email or by phone or website, to your Facebook Shop, to Start food orders or to Book a service. Select the button type that best suits your business. For example, a Hair salon would likely want to use the Book with You option, whereas a brand selling products would find the Shop option a better fit.

*You can skip these steps at any time, if you'd prefer to fill them out later.*

## **Templates & Tabs: The Foundation of Your Facebook Business Page**

Facebook is very good at optimising the whole social media experience and helping business owners get the most out of their page. One feature, Templates, allows you to customize your Page even further by letting you configure what you want your Page to have and what you want it to look like. There are several templates available to Facebook Business Page owners, all of which affect the Page layout and call-to-action buttons. The goal of the templates is to make it easier for businesses to get the right information and content in front of their customers.

Tabs are essentially different sections of your Page, such as your posts, your photos, reviews of your business, etc. You can decide which tabs you want on your Page and their order on your Page.

Each template has a default CTA button and tabs, which you can preview by clicking "View Details". Here are the various templates:

- **Shopping**

- **Business**
- **Venues**
- **Movies**
- **Non-profit**
- **Politicians**
- **Services**
- **Restaurants & Cafes**
- **Video Page**
- **Standard**

If the templates don't fit your business perfectly you can turn off the default tabs and then rearrange and turn specific tabs off or on in the settings. Here are the possible tabs:

- Offers – Lists current offers for your business
- Services – Gives you a space to highlight the services you offer
- Shop – Shows the products you want to feature
- Reviews – Shows reviews on your Page and allows people to write reviews
- Photos – Shows photos posted on your Page
- Posts – Shows your Page posts
- Videos – Shows videos posted on your Page
- Live Videos – Shows live videos about your page
- Events – Lists your upcoming events
- About – Lists information about your Page
- Notes – Gives you a space to highlight notes on your Page
- Community – Lists your friends that have liked your Page
- Groups – Lists the groups that you've linked to this Page
- Info and Ads – Shows ads that you're running via the Page

***When you first create your page, Facebook will give you a pop-up tutorial of how to navigate it. It is worth reading each information box, so you can get a better idea of how to get around and utilize your page.***

**General:** This is where you can change many of the basic settings of your Facebook page.

- You can publish or unpublish your page with the Page Visibility setting
- Choose whether you'd like other Facebook users to be able to post to your page's wall with the Visitor Posts setting
- Turn on or off News Feed Audience and Visibility for Posts, which allows you to control which specific demographics see your posts and which don't.
- Turn on or off the ability for other Facebook users to message your page privately, and if you want other users to be able to tag your photos and videos.
- Other settings include the ability to restrict your page by country and age, block specific words from appearing on your page (like inappropriate remarks in the comments)

- Turn on a profanity filter and turn comment ranking on, making top liked comments show first, instead of new ones
- You can also turn on Similar Page Suggestions, which will recommend your page to users who view pages similar to yours.
- Facebook also gives you the option to download your page's information, merge duplicate pages and to delete your page if you choose to do so.

**Messaging:** This option allows you to turn on Instant Replies, which allows you to send an automatic response to anyone who messages you. Here you can also tell users who message your page what your typical response time is (which you select yourself), so they know how long to expect to wait before they hear back.

**Post Attribution:** This is where you can decide if you would like posts made to your page to be credited to your page or to yourself. This is just a default setting and can be changed on a post-by-post basis. If you choose to post as your page, those posts will show up as posts on the page's timeline for everyone to see. If you choose to post as yourself, these posts will show up in the Posts to Page section as if you were posting on someone else's timeline.

**Notifications:** This section allows you to set up what kinds of notifications you would like to receive about your page. By default, Facebook turns all notifications on, and sends you an email each time you get a notification. You can choose to turn off email notifications if you would rather view them on your page and not have your notifications fill up your inbox. Or you can turn off notifications for specific events — like user check-ins, likes and more — if you prefer not to get a notification for everything.

**Page Roles:** If you have multiple employees running your Facebook page, this section is where you can add them to your page and adjust how much control you want them to have over it. There are five different roles you can assign to each person: Admin, Editor, Moderator, Advertiser and Analyst.

- **Admin** allows that person to manage and change any and all aspects of the page.
- **Editor** role gives them the power to edit the page, send messages, make posts and view insights, but not assign other users page roles.
- **Moderators** can respond to and delete comments on your page, as well as send messages as your page, view insights and create ads, but they can't create posts.
- **Advertisers** can only create ads and view insights, and **Analysts** can view insights.

The roles you assign to employees depend on what their jobs entail and what level of access they need in order to achieve their goals.

**People and Other Pages:** Here, you can see the full list of every person who has liked your page, as well as other pages that have liked your page and users you have banned from your page.

**Preferred Page Audience:** This option allows you to edit and update the Preferred Page Audience information you filled out when you created your page.

**Apps:** There are many apps available from Facebook and other developers that can help you add an extra dimension to your page. In this section Facebook will suggest apps that may be useful for your page, such as Facebook Events. You can also manage individual settings for each app that you have added by clicking Edit Settings under the app you want to change. You can also click Go to App to view it on your page or click Link to this Tab to copy the link specifically to that section of your page for sharing purposes.

**Instagram Ads:** This is where you can connect your business's Instagram account if you have one so that you can run paid ads on Instagram and automatically cross post on the platforms if you choose to.

**Featured:** Here you can add other pages you've liked to your page's Featured Likes section. This is a great way to show off your business partners or suggest pages that are similar to yours. You can also add/display a featured page owner, which is useful if you want your followers to know that you (or one of your employees) is the person running your page.

**Page Support:** If you have reported technical issues to Facebook from your page, this is where you can check the status of those reports.

**Activity Log:** This is where you can view all your page activity such as the things you have posted, searched for and more.

The **Help** button also pulls up a drop-down menu where you can access the Facebook Help Centre, go to the Facebook Help Community to ask a question, and send feedback to Facebook.

## Personalising Your Page

Personalising your Facebook page is simple. Head to your page and click the About tab where you can fill out all of your basic business information, so customers and followers know what your business is and where to find you.

### *Example – Local Business*

If you created your page as a local business, you'll see two options under About: Overview and Page Info. In the Overview section, you'll see basic information about your business, like your hours, price range, address, phone number and website. The Overview section will also show your business's location on a map, as long as your address is filled out. To fill out or change any of this information, go to the Page Info tab.

Under the Page Info tab, you'll be able to fill out and/or edit the following information:

- **Category:** This is the category you chose when you created your page (in this case, "local business or place"), so this will already be filled out. However, you can edit it if you made a mistake or think another category better suits your business.
- **Name:** This is your business's name. You can edit it if you made a mistake.
- **Subcategories:** As with your business category, this is the subcategory or subcategories that you filled out when you created your page.
- **Facebook Web Address:** Here, you can create a username or vanity URL for your Facebook page. When you do this, the URL to your page will be in the `www.facebook.com/YourUsernameHere` format, rather than a long collection of words, letters and numbers. That makes your page a lot easier to share, and even something that can easily fit on a business card. This is an important step in setting up your Facebook page, but make sure you're careful — once you've set your username, you can only change it one more time before it becomes permanent.
- **Address:** Here, you can add or change your business's address.
- **Start Info:** This section allows you to highlight when you started your business. Choose Born, Founded, Started, Opened, Created or Launched from the drop-down menu, and then add the date by clicking Add Year.
- **Hours:** Here, you can set your company's hours by choosing from a list of four options: "No hours available," "Always open," "Permanently closed" and "Open for selected hours."
- **Short Description:** This is where you'll enter a short description of your business (fewer than 155 characters) that will appear below your profile picture on your page.
- **Impressum:** This is where you can enter a statement of ownership on your Web presence (up to 2,000 characters), which may be required of your business by law, depending on where your business is located.
- **Long Description:** Here, you can expand on your short description by adding more details about your business, how it started, what you do and any other details you'd like your audience to know.

- **General Information:** In this section, you can also enter any other basic details you think visitors to your page should know.
- **Price Range:** Enter the price range for your products or services here, by selecting either Unspecified or one of the following options from lowest to highest: £, ££, £££ or ££££.
- **Parking:** In this section, you can check off the types of parking available to your customers from any of these three options: Street, Parking Lot or Valet.
- **Public Transit:** If there are public transit options nearby, here is where you can let visitors know how to get to your business.
- **Phone:** Here, you can add or edit your phone number.
- **Email:** Here, you can add your email address where customers can reach you.
- **Website:** You can enter or edit your company's website in this section.
- **Official Page:** This option is only necessary to fill out if your page is not run as an official representation of your brand. This is more common when creating fan pages. In most cases, you can leave this blank.
- **Facebook Page ID:** Here, you'll see your Facebook Page ID number. This information can't be changed but may be necessary to fill in when you're using other apps on Facebook.

### ***Changing your Profile and Cover Photo***

Along with updating your business's information, you'll need to upload a profile picture and a cover photo. To upload a profile picture, simply click Add Photo in the profile picture box, and then click Upload Photo. To add a cover photo, click the small camera button right above the profile picture box. You can either upload an image or choose from a photo you've already uploaded to your page.

Your Page's profile picture displays at 170x170 pixels on your Page on computers, 128x128 pixels on smartphones and 36x36 pixels on most feature phones.

Your Page's cover photo displays at 820 pixels wide by 312 pixels tall on your Page on computers and 640 pixels wide by 360 pixels tall on smartphones. Must be at least 400 pixels wide and 150 pixels tall.

### ***Posting to Your Facebook Page***

Posting to your Facebook page is almost exactly the same as posting on your personal profile. But instead of seeing the Status option, you'll see Post, and the Create Album and Life Event options are not there. Once you've created your Page, make your first post to engage your audience. For a quick idea this can be a welcome post. You want to convince your audience to like and follow you. Create a welcome post that includes details about your business and why people should like your Page. Provide information about what you'll share, like special offers, updates about your business and more.

*After you create your welcome post, you can pin it to the top of your Page so that it's the first thing people see when they visit. The pinned post remains at the top of your Page until you change or remove it.*

## ***Using Facebook as your Page or Profile***

Facebook Pages allow admins to post content and respond to comments as the Page or as a profile. This gives the page admins the flexibility to express both the brand voice and their personal voice. This valuable feature when used strategically can expand your reach and engagement and develop a stronger brand voice.

### ✓ **Comment on a Facebook Page From Your Personal Profile**

You may want to post and comment as your Facebook Page on your own Page, that's fine. There is the option however if you want to, to reply to fans using your own profile. A response from a person—rather than a brand—can help a business seem real by putting a “face” behind a response. Each post on your Page has a small icon at the bottom right. Click on the icon and you can immediately see the account you're using to comment - and switch accounts in a second. That drop-down is post-specific, meaning you can choose to comment for a specific post as yourself without affecting any others.

### ✓ **Join a Facebook Group as Your Profile or Your Page**

Another way to comment on a Facebook Page as your Page is through Groups. When you request to join a Facebook Group, you can either join as your personal profile or as your Page. When you request “Join Group” you can select which account you want to join with. Note, you have to be the admin on a page to be able to join group as it.

### ✓ **Connect Your Group to Your Facebook Page**

If you have created a Facebook group, then connecting it to your Facebook Page can help you grow both. Within the settings of your group, you will see the option to link an existing Facebook page. You will have the option to keep your business group and business page separate from your personal life. If multiple group admins have Facebook Pages, they can each link their Pages and interact as those Pages within the group. In a group, it shows you at the top of the left sidebar how you are interacting in the group. This setting will stay the same unless you change it by clicking on it and selecting a new account to interact from. You can post new content as your Page and interact with posts. When people interact with your Page through your group, you can also invite them to like your Page, even if you are not personal friends. This is a great way to start building new likes on your Page!

### ✓ **Comment on Other Pages**

You can also comment on other pages as your page. You'll see your personal profile icon at the bottom right of each Page's post. Click on the drop-down arrow to the right of your profile pic, and choose the account you want to speak from for that particular post. You are not just limited to commenting on other pages as your page, you will be interested to know that your page has its own Facebook feed timeline! Scroll down until you see “See Pages Feed” on the right-hand side of your page to access this feature. Once you open up your feed, you will see where you can easily find other Pages to like as your page. This is a very useful feature as you can like other pages to build awareness among your network and to build relationships with brands or influencers you'd like to work with. You could start by liking other pages that; share a similar audience and a non-competing product or service, share content that you might want to share with your audience or Potential partners' or associates' Pages.

## ***Trending Topics on Facebook***

On your news feed, you'll be able to see the top trending topics on the right-hand side of your screen. This is very useful as you can take advantage of trending topics if they're relevant to your business. For instance, if you run a bookstore, and a certain book is suddenly trending on Facebook, mentioning it in a post will allow your page to show up when users click on that particular trending topic.

## ***What do you do once you've created a Page?***

### ✓ **Publish Content**

Your Page should be active and informative before you start promoting it, so start posting updates as soon as it is live. New photos and updates help to keep your Page fresh for visitors.

**Posts:** You can post pictures, videos, polls and milestones to engage with your customers.

**Stories:** Similar to Instagram Stories, Page Stories let you share pictures and short videos. Use Stories to bring your audience behind the scenes.

### ✓ **Start Messaging**

Let people send your business private messages to ask questions and get in touch. Facebook Messenger is integrated with your Page, so you can connect with customers one to one. Inbox puts all of your communication in one place so you won't miss connections with potential customers.

**Messenger:** Use Messenger to reach people at scale, then continue to interact with them individually.

**Instagram Direct:** Communicate directly with people interested in your business on Instagram.

**Comments:** Inbox includes comments from your Facebook Page and Instagram account (if connected). If you select a comment, you can see which post or picture it references.

### ✓ **Add Special Features**

To make your Page more useful for people, you can also add special content to your Facebook Page, such as displaying your menu, listing your services or showcasing your products with a shop section.

**Groups:** Groups provide a space to communicate with a select group of people who care about your products and services. Use groups to connect over shared interests and start discussions. You can join or create a group as a Page.

**Appointments:** If you are a local service provider, you can let customers book appointments directly on Facebook. You can also use this tool to see appointment records and manage your calendar.

**Events:** Events can help you get your promotion, like a sale or new product release, on someone's calendar. When one of your followers marks that they're interested in your upcoming event, Facebook will remind them the day of.

**Jobs:** This free tool helps you reach and hire the best candidates. You can manage all of your job postings from one place on your Page.

**Shops:** The Facebook shop tool helps you share your inventory or services with customers and simplify the buying process, all from one location. Your audience can buy directly from their desktop or mobile device.

#### ✓ **Promote your Page**

Once your Page has been set up and filled up with content and the above special features, invite your customers and contacts to connect with you there to get in touch and like your page. You can also run ads to find brand-new followers.

#### ✓ **Amend Your Settings**

Clicking the **Settings** option will take you to a page where you can fill out key information about your page and change your page's settings. Note that these settings are completely separate from your personal settings. When you arrive on the settings page, you'll see a menu with several options:

## **Checklist for Developing a Clear and Effective Facebook Strategy**

### ***Determine Your Facebook Business Objectives***

One of the first things you must do is determine what you want your Facebook Page to achieve for your business. Whether you want to use it to drive more traffic to your website, promote your events or use it as an outlet to build your brand by engaging your community, having clear objectives for your page helps optimise its reach and impact and is crucial as you later come to measure your success. So before anything else you must ensure you have clearly defined objectives that are realistic and achievable for your business.

#### ***Common Facebook Marketing Objectives;***

- Increase Brand Exposure and Awareness
- Create a Loyal and Engaged Community
- Generate Leads/ Sales

### ***Define Your Target Audience, Are They Using Facebook?***

In addition to determining your objectives, having a clear idea of your target readers and if they are themselves using Facebook is key. If you do find your target audience is active on Facebook, then you

can tailor your posts effectively around content that maximises interest and engagement from your readers. It is also important to consider how your demographic behaves on social media whether they are people who actively comment or can be described as lurkers, as posts can then be tailored accordingly in order to maximise your potential for impact and engagement.

### ***Do Your Research***

Conducting research before you start using Facebook for business is fundamental to a successful presence. Your Facebook research should include these several key areas;

- ***Identify your Target Audience*** - You will need to know important factors such as where they spend their time online, how they like to digest content and other general demographics.
- ***Research your Competition*** - Find out what is and isn't working for your competition on Facebook, find out what they do well and what they don't and then apply it to your own strategy.
- ***Understand the Latest Techniques*** - Make sure you are aware of the latest updates, trends and techniques on Facebook so that you can keep your page up to date, competitive and effective.
- ***Case Studies*** - Compile examples of businesses that are similar to you and have thriving Facebook pages, look at what they do well, what their audience responds well to and other important factors that you can apply to your own efforts.
- ***Facebook's Future News, Updates and Projections*** - Ensure you track Facebook's trends and updates as they regularly change so you need to keep your business up to date and effective.

### ***Who is Going to Manage Your Page?***

Whether you yourself are going to maintain your page or you are considering hiring an external consultant or agency, you need to clearly establish the person who will be running your page and ensure that they are equipped with the right knowledge and experience to know how to effectively maintain and run a page that is representative of your business and will become a valuable asset to your marketing efforts.

### ***How are you Going to Promote Your Page?***

You need to consider how you are going to promote your page and build awareness of it which involves you having to utilise all your relevant assets that you have available. Everything from your website, e-newsletter, corporate literature, blog, word of mouth to signage and business cards present an opportunity for you to advertise and promote your page. So be clear on what tools and assets you are going to use to help successfully drive traffic to your page.

### ***Have you Got a Clear Content Strategy? How Often Will You Post?***

Deciding on what major content categories you want to include regularly helps you to stay focused and maintains a clear direction for your posts to ensure your content is in line with your business goals and is targeting reader's needs. Part of this process is to also determine how often you will post on your page

as having a clear schedule of when you will be posting is paramount in order to ensure it is in line with your wider social media strategy. Creating content that people will interact with takes some thought and scheduling. Your first priority should always be to create content that your audience is interested in so look to experiment to find out the most effective content strategy and share a variety of different types of posts, at different times during the day and in different quantities. Through this initial experimentation you will find out valuable information that will guide your future strategy from what content resonates best with your audience, to the times they are most active on Facebook.

### ***What is the Corporate Character of Your Page?***

Defining the corporate character of your page has a crucial part to play in how successful your Facebook strategy will be as it is here that you will outline and determine how you are going to present yourself to your audience. This consideration involves establishing a clear vision of every aspect of your page from what your brand values are and how you will get them across, what tone of voice you will present, how you will apply your branding to the creative aspects of your page right through to the type of messages that you will be sharing.

- ***Develop Your Facebook Voice*** - it is important to have an idea of what voice you want for your page that can be consistently applied across all your posts, especially if your business page is going to be managed by several different contributors. Put simply, avoid generic corporate speak and replace it with your own unique voice and customers will be more drawn to and engage with your page.
- ***Outline Creative Elements*** - Consistency should also be applied to the creative aspects of your Facebook page and overall presentation including the colour scheme and typography of any graphics you create and share. By setting consistent guidelines over the presentation and integration of your branding into your page it ensures that your page stays in line with your overall branding and helps reinforce your message across all social media platforms.

## **Posting on Your Wall: What, and How Often?**

***Now it's time to start posting, there are several fundamental basics to follow to ensure you create a powerful and engaging post.*** With over 60 million Facebook business pages out there it can be hard to make your page and posts stand out from the crowd. For small businesses without an already established brand this is an even more difficult task to manage. There are however several guidelines available to aid you in what to post, but always remember these four key things;

### ***Never Go For the Direct Sell***

When you first start posting it may be tempting to go with the direct sale approach posting information about how wonderful your business is and all of the things you sell or offer. You must avoid doing this as it is not a successful approach and, in most cases, will see you viewed as a spammer and will quickly lead

to people avoiding your page and not becoming fans. To avoid making this mistake you must strike a balance between subtle business posts and ones centred on customer engagement, with a very favourable emphasis on the latter.

### ***Try to Include Some Form of Media Within Your Posts***

Not including some form of media content such as a relevant video or picture is a common Facebook mistake as it makes posts look uninviting and will not capture a reader's attention. To avoid making this mistake make sure to post insightful and valuable content that your readers will want to read and looks visually appealing also. Posts with some form of media such as a photo or link always get more clicks, so it is vital that you try to include some form of relevant media.

### ***Say Something Interesting and Useful***

Write your posts with your target audience in mind so rather than trying to appeal to a generic wider audience, provide content that contains specialised information and analysis that those interested in your services or in your sector would read. By openly giving out advice and information you will become a key figure in your industry and this will attract the attention of your target audience.

### ***Be Creative***

People always respond better to something that is new, fresh and clever so always brainstorm ideas in the mind-set of producing something that is creative and breaks the mould of other generic posts. You are competing in the fast-paced and growing industry of social media marketing, so you need to make yourself stand out and give potential customers a compelling reason to choose you over your competitors.

## **Types of Facebook Posts**

So, you've created your Facebook Page, now you need to think about what kind of content to post. Here is a breakdown of the different post types you can use to engage with your followers.

- **Facebook Text Status**  
This is the most basic type of Facebook post. It is literally nothing but text. A text-only post can be used to spark engagement on your Page by asking a question etc.
- **Facebook Photo Post**  
In general, photo posts see much higher engagement than text posts so you should look to include an image whenever possible. Photo posts are a great way to show off your products, alternately if you sell something less tangible, stock photos can also be useful. It's worth noting that the "photo" in your post doesn't have to be a photo at all, it could be any kind of image such as an infographic, illustration, or any other visual.
- **Facebook Video Post**

Videos on Facebook start to play automatically in the News Feed, so even a clip that's only a few seconds long can be a great way to catch someone's eye. Short videos can be great for announcements and polls and longer video posts are a better for an ongoing series or sharing memorable content.

- **Facebook Live Video Post**

Facebook Live video is a video broadcast live on Facebook. It can be a great way to give followers a behind-the-scenes look at your company or products or to share announcements in real time. Since the launch of live in 2016, more than two billion people have watched a Facebook Live video.

- **Link Posts**

A linked content post is a post that links to content outside of Facebook. These get more engagement than status posts, but less than photo or video posts. Link posts are easy to create, all you need to do is copy and paste a link into the status box. Facebook automatically populates the meta description and photo. Make sure to add some extra text to tell readers why they should click through. In addition to linking through to your own content, you could also share content from other thought leaders in your industry.

- **Facebook Stories**

Facebook Stories are photo or short video posts that appear in vertical format and disappear after 24 hours. They live at the top of the News Feed. Photos appear for five seconds, and videos can be up to 20 seconds long. Stories can offer a powerful way to connect with fans and more than half a billion people view Facebook Stories every day.

- **Pinned Post**

A pinned post is simply a regular post that you "pin" to the top of your Facebook Page. It's always the first thing people see at the top of your Page so make sure it's something that shows potential followers exactly why they should Like your Page. Some popular examples include sharing important news, showcasing an amazing video or raising awareness about a current campaign. You can tell a post is pinned if you see a little blue thumbtack icon on the top right of the post.

## How to Choose The Perfect Type of Post

So, with all the choices how do you know what types of post to use? One of the best ways to learn what might resonate with your audience is to engage in social listening. This can help you learn:

- What existing customers love about your company or your products?
- What challenges are people facing that you know your product could help them solve?
- How can you differentiate yourself from the competition?

Start by posting content that's performing well on other networks. Have you tweeted content that's getting a great response? Share it on Facebook, too. For the best results, be sure to share your content using cross-promotion best practices, rather than simply cross-posting.

*Engagement on Facebook is reflected in five forms: likes, shares, clicks, comments and reactions. Here are several ways to create the right type of customer engagement with your posts.*

### ***The Photo Post***

A picture is one of the simplest ways to catch someone's attention, as it is more visually appealing than the average post. For ideas you can provide links to photographs of your employees, offices, celebrations, etc. Similarly, posting a photo and asking fans to come up with a caption is a common and successful way of encouraging fan interaction and engagement. When it comes to brands, a familiar image is also key and can be as simple as including your business logo or a face that is tied to your brand on your images.

### ***The Fill in the Blank Post***

Fill-in-the-blank posts are great at encouraging engagement. The blanks are essentially platforms for people to share their creativity and often gather fun and short comments, which then encourage your audience to interact.

### ***The Question Post***

You will get a lot more out of Facebook if you enable and encourage your customers to respond to what you write. Beyond asking questions with your posts, you also need to remember the conversation is two-way, so respond to the comments readers leave and you are likely to develop a community on your page that can help turn your customers into fans who will promote your products and services and provide you with quality feedback.

### ***The Tips Post***

Successful posts often deliver something valuable to the reader, whether that is entertainment or information. A tip is engaging because it gives value to your audience and therefore makes them more likely to interact.

### ***The Promotion/Discount/Incentive Post***

By giving discounts or other benefits to your Facebook fans, you give them a reason to follow you and you get a captive audience for other business messaging. Common promotions offer a free gift or service upon receiving a certain number of likes. Facebook however has stringent rules when running a contest, so always consult these rules before you choose to run yours.

### ***The Fun Post***

Ensure you show your personality and inject a bit of humour into your page and posts and you will attract attention and show your brand has a personality. Strike a balance between business related posts and fun, humoured ones as you need to remember people come to businesses on Facebook to not only be informed and educated but also to be entertained.

### ***The On Trend Post***

Utilising relevant events/ observances and occurrences that are on trend is a great way to attract attention to your page. Seek out relevant trending topics and find a way for your business to join in with and share content relating to them.

### ***The Quote Post***

Quotes are one of the easiest and most popular ways to get likes and shares on Facebook. They tend to get more interaction compared to comments because quotes are often inspirational, making it personal in nature and thus showing a more human side to your brand that people are drawn to and appreciate.

### ***The "Behind the Scenes" Post***

Sharing behind-the-scenes content helps your audience to know more about you and also works towards humanising your brand.

### ***The "Personalised Encouragement" Post***

Your fans will be thrilled if you show respect and appreciation by devoting time to interact with them. Craft a short message and give your fans words of encouragement when they announce major milestones (such as a new baby, running a marathon, getting married or purchasing a first home). You can make the message more personal if you don't use any hashtags.

### ***The "Problem-Solving" Post***

Grab your audience's attention by providing valuable content that will help improve their lives. To identify what content might be valuable to your audience, read through their profiles to discover their likes, dislikes and current influences and select a common issue that they're dealing with then create content that presents a solution to their problem and promote it. Be careful to avoid creating content that is merely disguised selling tactics however as customers will quickly notice your deception. Rather than sell to them, aim to educate your followers by posting information that they'll find valuable. This is a great way to integrate your brand into their lifestyles and build more genuine customer relationships.

### ***The "Customer Service" Post***

If you offer customer service through your company's Facebook account, it's important to respond to customer concerns in a timely manner. Helping to quickly solve their queries/complaints is a great way to provide good customer service and at the same time strengthen customer relationships. Be sure to state your customer service hours of operation in your profile as if you don't people may assume a service representative is available 24/7.

### ***The 'Video' Post***

Embedded media helps keep visitors on pages longer. Videos are a great visual tool to show your personality so be creative. For example, you can post videos of employees working on a project, videos that relate to your services or products, a behind the scenes clip or something fun such as a video with you at work with your office dog.

### ***The 'Educational' Post***

Content that gets shared the most is content that has valuable information about solutions to problems. If you want to build a loyal following, provide solutions to their problems in a genuine and non-promotional way.

### ***The 'Asking Advice' Post***

Pose a problem and ask for advice. This type of Facebook post idea is great as people love to answer questions, provide their opinions and help solve problems. You can also approach it from a different angle and ask a question that may also help them with a problem, they will be grateful for the help. Some ideas include:

- What would you do if...?
- I need to make a decision and am looking for your feedback....
- What advice would you offer to a person who is struggling with...?
- One of our readers has a question. Can you help?

### ***The 'Follow Friday' Post***

On a Friday, share a Follow Friday post that allows your fans to add a link to their website/business page in the comments. This is a popular post as it gives your fans the chance to showcase their business or products, but they can meet new people and make new connections.

### ***The 'Seasonal' Post***

Help humanise your brand by taking advantage of upcoming seasonal trends. This can be as simple as sharing a holiday picture, quote or greeting, changing your cover photo, and providing seasonal tips relating to your product/service.

### ***The 'Blog Excerpts' Post***

Whether you have found an external blog article that your fans will find valuable or it is your own latest blog post, when you share it be sure to include a backstory or short excerpt from the post so your fans know what to expect when they click on the link.

### ***The 'Fan-Only' Discount Post***

Offer your Facebook fans an exclusive discount, just for being a fan. This goes a long way towards rewarding loyal customers and attracting new ones. Be sure to use an image to promote the discount as this will help grab the attention of your fans and help in getting more shares.

### ***The Cross-Promotion' Post***

Team up with a business that offers a complimentary product or service and help cross-promote each other. Tag each other in Facebook status posts, recommend that your fans 'like' each other's Pages, or simply share each other's content. The benefit is that you get your content opened up to a wider and potential new audience as well as creating valuable business relationships.

*Although it takes some experimentation to find the best publishing schedule for you, there are two things that should always be considered and will dictate your posting schedule; your business goals and what your audience wants.*

In general, posting 7+ times a week is optimal because it helps maintain good relationships with customers, attract natural search traffic, and avoids customer attrition from posting too often. This however may vary depending on what works best for your company, goals and readers so it is important to experiment to find a posting schedule that works for you. For example, if your goal is to become a cutting-edge information resource, you might want to post shorter articles more often or if your main audience is mostly interested in technical or behind-the-scenes details, you'll probably publish longer articles less often. So, the first step to determining your ideal posting frequency is to find the perfect balance of what you want and what your audience wants.

To maximise the benefits of having a Facebook business page you need to ultimately ask yourself, can you keep this schedule consistently? Can you always publish high-quality content at this rate? And will you have enough content for this schedule? Once you have discovered the best times to post, being consistent with your publishing schedule has the benefit of expanding your reach and encourages readers to come back regularly for more.

## How to Create an Effective Facebook Post - Checklist

Every post that you create must be done so with purpose and a clear goal in mind. How successful your post depends on two important factors before you even start writing.

- **Have I Built a Relevant Audience?**

One of the fundamental aspects of whether your Facebook posts and indeed presence is successful depends upon having built an audience that is already interested in what you have to say. A relevant and invested audience is key for your success as those fans are the ones you are trying to target with interesting and valuable content as in doing so you help turn those highly targeted users into brand advocates who genuinely care about you, will interact with you and share your content, helping you to grow your fan base. No matter what any person or article says, having 100 genuine and interested fans is far better than 5,000 fans who never interact with you, share your content or show interest in building a relationship.

- **Have I Utilised Facebook Insights So I Know What My Audience Wants and When the Best Time to Post is?**

Understanding your audience and important aspects about them from their demographics, which types of content they engage with most to the times and days they are mostly online is fundamental to an effective and well performing Facebook post. You can easily find out this information through regularly analysing your analytics, so ensure you are actively looking at this data and then apply it to the content you post. In doing so you ensure your posts are going to be as effective as possible as you have directly targeted and addressed the wants and needs of your audience and will know exactly when to post the content for maximum potential for viewers.

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- ✓ **Have I Included Visuals?**

Posts that contain visuals such as photos and videos get the highest amount of engagement on Facebook, so you need to actively and consistently incorporate visual elements into your posts. Photos and videos are more visible and take up more space on a user's newsfeed than a simple text-based post so look to include high-quality, eye-catching and relevant visuals and you will find you encourage your audience to become interactive with your page.

✓ ***Is the Post Shareable?***

Your main goal when posting something onto your Facebook page is to get your fans to act on it through engagement, sharing and participation. It is widely accepted that posts containing photos, videos and links get shared more often than simply texted based posts, but ultimately none of your posts will get shared by your audience unless they are interesting, valuable and engaging which is what makes them sharable. Before you publish your post ask yourself if you would be willing to share it yourself and if you would not then you need to change it. The key characteristics of sharable posts often have one or more of the following; They are informative, humorous, buck the latest trends/ events, provide a solution to a problem, have an effective and clear call to action or contain an inspirational quote or bit of advice that fans can't help but like and share.

✓ ***Is the Post The Right Length?***

Facebook offers you a larger area for content than other social media networks such as Twitter, but this does not mean you should post lengthy content. The key to getting attention with your posts is to keep the length concise and easily digestible for online readers. There is no perfect length size for a post but in general the idea is to make your posts stand out in a user's news feed, so you need to grab their attention with images, good links, solid CTA'S and short, snappy sentences.

✓ ***Have I Removed Links from Link Copy?***

This tip is more driven by personal annoyance than necessity, but I recommend removing URLs from a Link Update. If you're already sharing the URL through Facebook's Link Share option, including the URL again in the copy is not only redundant, but also occupying precious update space.

✓ ***Have I Kept my Link Titles <100 Characters?***

When you're uploading a link directly to your News Feed, if the original post has a lengthy title, be sure to click into the title to edit it. Any title above 100 characters gets cut off when posted on your Facebook Business Page, and you don't want the core message to disappear as a result.

✓ ***Have I Experimented with emoticons? :)***

According to AMEX Open Forum, emoticons can impact our posts positively in a few ways:

Posts with emoticons receive a 33% higher share rate.

Posts with emoticons receive a 33% higher comment rate.

Posts with emoticons receive a 57% higher like rate.

With stats like these, it is worth testing the use of emoticons within your posts. If it works then great, if it has no impact then there is no harm done and then at least you will know for future content creation.

✓ ***Does the Post have a Clear Call to Action?***

By including a clear CTA within your posts ensures that every post is working as hard as it for you to get something out of it. Importantly, a CTA doesn't have to be about getting people to buy from you, it can include a wide range of other actions from encouraging people to like or share your post, commenting on it, clicking a link to directing them to a landing page or to one of your other social media platforms. What you want your readers to do is up to you just make sure you tell what to do with a clear, simple and concise CTA.

✓ ***Is the Post Relevant to My Business and Audience?***

With Facebook's continuous updates making it even harder for pages to reach their audience organically, making sure that the content they do see is highly valuable, entertaining and relevant is more important than ever. When it comes to what you post on your page you need to ensure that you stay on topic and only post relevant, high quality and varied content that your audience is interested in.

✓ ***Am I Available to Quickly Respond to Posts?***

Actively watching your posts for audience comments and interaction is just as important as the post itself. You need to be regularly available to respond to the comments you receive and then consciously act on the feedback. By responding to what others write you not only provide good customer service you publicly show your audience that you are genuinely interested in interacting with them and listening to what they have to say about you and your business. There is so much you can learn from becoming sociable with your audience and listening to them and as you become familiar with them more you can then better understand their needs, wants and opinions which you can apply to future content creation and better target their needs and interests.

## **A Quick Guide to Facebook Live**

### ***What is Facebook Live?***

Facebook Live is a live video streaming feature on Facebook that allows you to broadcast real time video out to your audience through your company page or personal profile. Using the camera on a computer or mobile device, live broadcasters can decide who on Facebook can see their video and use this content to engage their audience during the moments that are important to them.

### ***How to Use Facebook Live***

If you are on a mobile device or going live from your Facebook profile rather than a Facebook company page, a small button will appear when drafting a post that says, "Live Video." Select it to get started! If you are going live from a Facebook page on your desktop, you'll see a box that says "Live Video" below the post box.

- Give Facebook access to your camera and microphone when prompted.
- Choose your privacy and posting settings.
- Write a compelling description that is direct, actionable and informative. Your description and video thumbnail are the most important pieces of your video. Without compelling copy to entice your viewers, your live video isn't going to get much attention.
- Tag friends choose your location or add an activity.
- Set your camera's orientation.
- Add lenses, filters, or writing and drawing to your video.

- Click the blue "Start Live Video" button to start broadcasting.
- Interact with viewers and commenters.
- Click "Finish" to end the broadcast.
- Post your reply and save the video to your camera roll.

### What Happens to The Live Video After The Broadcast Ends?

The video will be published to the Page or profile so that fans and friends who missed it can watch at a later time. The broadcaster can remove the video post at any time, just like any other post.

### Where do Live Videos Show up on Facebook?

Videos will appear in News Feed and on the broadcaster's Page or profile while they are live. Once a broadcast has ended, live videos show up everywhere that other videos appear.

### Facebook Live Best Practices

- **Tell fans when you're broadcasting ahead of time:** Build anticipation by letting your audience know when you'll be going live with a written post.
- **Make sure you have a strong connection:** Check the app to make sure that you have a strong signal before going live. If you have weak signal, the 'Go Live' button will be greyed out.
- **Write a catchy description before going live:** A great description will capture people's attention and let them know what your broadcast is about.
- **Ask viewers to subscribe to Live notifications:** Remind your audience that they can tap on the Follow button on live videos and videos that were live so that they can get notifications the next time you go live.
- **Say hello to commenters by name and respond to their comments live:** Your audience will appreciate you mentioning their name and answer their questions when you are live!
- **Broadcast for longer:** The longer you broadcast, the more likely people are to discover and share your video with their friends on Facebook. Aim for at least 10 minutes!
- **Use a closing line to end of the broadcast:** Finish with a closing line, such as "Thanks for watching!" or "I'll be going live again soon." After you've finished, wait a few seconds until you hear the "ping" that indicates your broadcast is complete.
- **Be creative:** Try different types of broadcasts - and go live frequently - to keep your audience engaged. Here are some examples of discussion points; Q&A's, Breaking News, 'Live With...', Performance (song, scene, sport, display your craft etc.), Behind the Scenes and sharing a Demo!

### A Quick Guide to Facebook Stories

Facebook Stories are a great opportunity for brands to get in front of their audiences with engaging content and offers. But to make stories work for you, as with everything in marketing you need to create a strategy. One that includes specific goals, what metrics to track and a realistic posting strategy to

ensure you can consistently produce creative and personalised content that helps keep your brand top-of-mind.

### ***What are Facebook Stories?***

Facebook Stories is a multipurpose content sharing feature allowing users to share photos, videos, animations, polls, text posts and music. Stories have a 24-hour expiration date and are similar to Instagram Stories. For example, like Instagram, comments don't show in a feed, instead, they are sent directly to Facebook Messenger for brands to respond.

### ***Why Your Business Should Be Using Facebook Stories***

One of the reasons why Facebook Stories get so much attention is due to how easy they are to find. Located at the top of a user's feed, they are on prime real estate. As the first thing your audience sees, you can position your brand directly in front of hungry fans and customers. As an added benefit, Unlike Instagram Stories which can only be shared from the mobile Instagram app, you can create and share Facebook Stories from your computer, the Facebook app, and even the Facebook Messenger app!

### ***Developing a Facebook Stories Strategy***

Your stories need to be a part of your social media marketing campaign, and like all campaigns, you need to have a strategy. Here are a few tips for developing your Facebook Stories strategy using the SMART method.

- ✓ **Set Clear and Specific Goals**  
Know what you want to accomplish and make sure your goals are directly related to the most important goal in your business e.g. revenue generation or brand awareness etc.
- ✓ **Use Relevant Measurables**  
Identify the metrics you'll track and make sure they are relevant and directly related to your bottom-line. For example, if you want to increase sales using video, focus on conversions and not how many comments a video receives.
- ✓ **Establish Attainable Deliverables**  
Ensure you have access to all the resources to help you accomplish your goals. For example, do you know who will be creating your posts? How often will you produce the content?
- ✓ **Set Realistic Growth Goals**  
Focus on smart goals that are based on data. For example, if you know that Boomerang videos stories with call to action buttons generate more clicks than text-based stories, establish exactly what your conversion rate is and experiment to increase it.
- ✓ **Develop Time-Specific Campaigns**  
Determine when you will end your campaign and gather all results to see how effective your efforts were. It's worth noting that it will take time to get the momentum going so you will need to create content regularly to generate results you can measure.

## ***Facebook Stories Content Options***

Whilst not as extensive as Instagram Stories, Users are still given a decent range of content options. You might not use them all and with time and experimentation you'll find out which types you prefer using that allow you to create a collection of engaging and useful content for your audience.

**Here are the Facebook Stories content options available:**

- **Text:** Allows you to create a text story by combining text on a background colour of your choice.
- **Front and Rear-Facing Camera:** You can switch from front-facing camera to rear-facing camera and vice-versa by tapping the flip-camera button. TIP! You can also change camera views while you're recording!
- **Uploading Pre-recorded Content:** You can upload a previously taken photo or video from your camera roll by either tapping the photo icon in the bottom-right corner or by swiping up on the screen.
- **Boomerang:** All you need do is point and shoot and it does the rest to turn your content into a GIF-like animation.
- **Polls:** Polls are a great way for brands to gather feedback related to your brand, products or services.
- **Music:** Allows you to search through an extensive list of songs. You'll be able to find music for anything from a party to something to play along with your story on pets.
- **Face Filters:** Facebook has invested a lot into AR (Augmented Reality) Filters over the years, and currently offers dozens of user-created filters for stories. All you have to do is tap the smiley face icon and you can scroll through all of the options.

After you've taken/uploaded a photo or video, you can use multiple creative tools to make your Facebook story even more interesting engaging — like stickers, text, user tags, links, drawing tools, and effects. For example, you can use name stickers to highlight other accounts or poll stickers to gather feedback from your audience. To access dozens of cool effects and animations, simply tap the magic wand icon. Once you're happy with your design, you can make your story work as hard as it can for you by adding a custom link or CTA button to it. When a custom link is added, viewers will be able to select "See more" to open the page within the Facebook browser — similar to how links work in Instagram Stories. Alternatively, you can add a CTA button to your stories, such as "Shop Now," "Get Directions" or "Learn More," to drive your viewers' to a specific page that is already linked on your Facebook account.

## **How to Create Your First Facebook Story**

Creating your Facebook Story may seem a little daunting, but once you've got to grips with the features and had a little practice, you will be a master in no time! Here's a breakdown of the features and functionality you should be aware of before you take to creating your first story:

- **Gallery Access:** Here, you're able to tap on the gallery icon and get access to all images saved on your phone.
- **Lighting Options:** Lighting, along with sound, are the two most important elements when producing great video. Facebook Stories uses a Lightning Bolt to help users pick the right lighting. This indicates whether your flash is on or off.

- **Image and Video Filters:** Facebook introduced filters to give users the ability to create an image or video with a certain kind of look and feel. Facebook's 4 filter options are: No filter, Warm, Glow and Cold.
- **Stickers:** A widely used feature, once you've taken a picture or recorded a video, you're able to add a sticker to it. Stickers are also available for use as calls to action.
- **Text:** Facebook Stories includes a text option along with the ability to pick a size, choose a colour, and select a font type. Perfect if you want to add a catchphrase, heading or annotate an image.
- **Freehand Drawing Tool:** With this tool you have the option of controlling the thickness of the paintbrush and access to a wide variety of colours.
- **Effects:** A collection of skins that you can apply to both images and video stories.
- **Face Filters:** Face filters are fun to play with and grab attention.
- **Use Front and/or Rear Camera:** A unique feature to Facebook Stories is the ability to switch between front and rear cameras while recording.

When you share a photo or video to your story, it will be available to your selected audience for 24 hours. You can revisit your stories in your story archive.

#### ***To share to your story:***

- Go to the Stories section at the top of your News Feed.
- Click + Add to Story.
- Type an update or click Photo/Video to add a photo or video from your computer.
- Next to Your Story, you can click the audience selector (example: Public or Friends) to choose who can see your story.
- Click Post.

## **Facebook Stories Analytics**

Facebook Stories success can be tracked in two ways:

- **Individual stories:** Locate an active story and tap the eye icon in the bottom left-hand corner to see a list of people who have viewed your story.
- **Facebook Stories Insights:** Available via desktop, locate your page and click on Insights at the top. In the left column, click Stories and then click "Turn On."

Access to your Insights will show you a wealth of information such as:

- **Story Items:** A thumbnail of what your Page's story looks like.
- **Unique Story Opens:** The number of people who opened your Page's story.
- **Forward Taps:** The number of times someone taps to skip to the next piece of your story.
- **Backward Taps:** The number of times someone taps to go back to a previous piece of your story.
- **Forward Swipes:** The number of times someone swipes to skip to the next account's story.
- **Exits:** The number of times someone leaves the stories viewer to return to their News Feed.

## Quick Content Ideas for Facebook Stories

Facebook Stories are generally easy to create and low budget, here are a selection of content ideas to get you started. As a top tip, to create interesting content, create a storyboard and plan your stories. This should include letting people in your team or company know that you want to record content. Also, consider doing a series of trial runs before posting content. The more you shoot, the easier it will become to generate more content.

- **New Product or Service Launch**  
New product or service launches are a great way to attract customers. When you create yours try to include an offer that customer can capitalize on.
- **Behind-the-Scenes Footage**  
It's humanising and endearing to show the people behind the scenes in your business, especially when it's interesting content.
- **Holiday Messages**  
Harness the great opportunity in capitalising on holidays. Don't just wish people well, take the opportunity to give them a seasonal offer they can't say no to.
- **Special Events**  
If your business is hosting a special event, make sure you produce content from the event the entire day.
- **Customer Praise**  
Generate social proof by pulling the strong and impactful statements out of your testimonials and customer praise. Try screenshotting the post from a customer then adding your own text and a sticker to personalise and share it with your audience.
- **Competitions**  
Competitions are always a crowd magnet. Make sure you plan ahead and spread the word about your competition before it goes live to keep people excited about it and focus their attention on your brand.
- **New (and Different) Ways to Use Your Product**  
Some of the most useful content comes in the form of how-to videos. Storyboard your ideas to ensure that you present cohesive ideas and address challenges and questions your customers may have. Importantly, ensure that you focus on providing simple and easy-to-understand instructions in a pleasant tone.

## How to Build a Following and Amplify Your Impact

### *Make Yourself Likeable*

If you want to be liked on Facebook, you need to make yourself likeable first. This means you need to incentivise and attract people to your page by having an active page full of quality and consistent posts with good, valuable information and consistent engagement and interaction between your page and others.

### ***Promote your Facebook Page on Other Social Media***

Anywhere your customers interact with your brand is an opportunity to encourage them to follow you on Facebook. Once you develop your presence, remember to promote it across all your other social media platforms sharing your URL in your profile descriptions as well as sharing your most recent posts as well as mentioning it on your e-newsletter, your email signature, business card, product packaging and anywhere else your customers will see it. This also applies if you're an active participant in a forum or membership site, placing a signature with your fan page link will direct more attention to your page.

### ***Use Tagging and Acknowledgments***

Tagging an author, influencer or a popular Facebook page in your post is a great networking tool that can drive new connections. You should however have a good reason to do this, for example if the page or author has posted something that will be useful and valuable to your fans. Be authentic and selfless in how you do it and you may be rewarded with increased attention to your page.

### ***Create a Facebook Messenger Bot***

Facebook users exchange 20 billion messages with businesses every month, and those users expect a business to respond almost immediately. Basically, a chatbot is a piece of automated messaging software that uses AI to converse with people. If you want to communicate with your customers, building a Facebook Messenger bot has a wealth of benefits. Namely, it allows you to reach your audience directly, save time and money on customer care, identify leads and handle e-commerce transactions. Importantly, each bot is as unique as the business it serves. They can help with common customer service questions, such as delivery tracking and appointment booking. But they can also drive discovery—suggesting the perfect pair of jeans or ordering dinner for example.

### ***Reward Your Loyal Supporters***

Encourage your loyal customers to join your Facebook page as supporters and reward them with special deals for consistent support. This equally applies to those already fans of your page that continually show their support. A recommendation or shout-out from a happy customer is a lot more attractive than a marketing slogan, so reward your fans and they will likely share with their friends how great you are.

### ***Host Contests***

Contests are a popular method of building an audience on Facebook and, if executed correctly, can drive huge fan growth over a short period of time which will have a big impact on your Facebook page. You should test a wide variety of different types of contests and see which resonates with your audience but always remember that you need your contest to captivate attention in a way that gets people thinking about your products or services, but make it simple enough that the majority on people can easily take part in.

### *Popular Contest Ideas*

- Tell Us How You Would Use [Product] to Win it!
- Help Name our New [Product]
- Caption This to Win [Prize]!
- Friday Giveaway! Simply post \_\_\_\_\_ in the comments to be in with a chance to win!

### *Connect With Other Page Managers*

Connecting and interacting with other page managers, especially local business to you can be a powerful tactic for making new connections and gathering attention. If there is a local business to you on Facebook, then look to connect and work with each other to cross-promote. Not only will you develop a meaningful connection with another business that can lead to future opportunities, you will become visible to their audience which can help drive new likes and connections.

### *Join Conversations and Comment on Other Pages*

One of the easiest ways to gain more exposure to your Facebook page is to utilise the social side of the network and interact with and join conversations of others to make yourself more visible. By actively searching for relevant businesses and conversations to interact with and join you can demonstrate your authority and authenticity by adding your relevant and valuable thoughts to conversations which will ultimately get yourself noticed by others who will likely be drawn to your page.

### *Utilise Print Media*

Every piece of print media you use in your business from brochures to signage, business cards, magazine ads and vehicle stickers presents an opportunity for you to clearly display that you are on Facebook. Make yourself visible and you make it easier for the people you have connected with in person and who have seen other forms of your corporate literature to know you have a presence and connect with your Page.

### *Use Facebook Advertising*

Facebook offers several paid options for you to advertise your business. From Facebook ads to sponsored stories and promoted posts, there are many customisable options for you to utilise allowing you to have the freedom to create an ad campaign that works for your business.

### ***Give Your Fans a Reason to Connect***

To make people want to connect with you, you have to give them a reason to do so. This means in addition to consistently providing quality content you need to utilise other means of incentivising people to connect with you from hosting regular competitions or giveaways to holding a fan of the week showcase, there are many options available for you to encourage people to like you. Simply learn what your target audience wants, why they like you and what content they respond well to and you will easily be able to use this information to attract more people to connect with you.

### ***Turn Your Facebook Page Into a Community***

Turning your page in to a community hub where fans are free to interact and share their opinions is a great way to learn more about your community and help build your brand. By actively getting your fans involved in your page by asking things about them and encouraging them to interact with each other, you utilise the fundamental aspect of why they are on social media, they just want to be heard. Therefore, build your strategy around encouraging others to use your Facebook presence as a platform for sharing, and you will reap rewards for your business.

### ***Be Social With Your Fans***

Make it a habit to check your page daily for any new interactions or conversations you can join in with and respond to. It is by taking the time to respond to those who are talking to you that you show that you are genuinely interested in what they are talking about online and you have real conversations that build relationships. From this follows the development of a community of loyal followers that are likely to recommend you to others and share and interact with your content, allowing it to be shared and seen across whole new audiences.

### ***Add a Facebook Like Button or Box to Your Website***

Adding a Like Box to your website and blog is a great tool to utilise and it can be a big generator for likes and traffic to your page. You can place the button wherever you like on your website—perhaps in the sidebar, header or footer. You can also add the Facebook Like button to thank-you pages that appear after someone signs up for your mailing list, submits a lead form or makes a purchase. Since those visitors have already connected with your business, they will likely connect with you on Facebook as well.

### ***Include Your Facebook Page in Guest Author Bios***

When filling out your author bio or profile on a website where you contribute content, look for a place to add your Facebook page link. If there's more than one field to enter a link to your Facebook page, enter it multiple times. Some sites use plugins that will only pull from one field or another.

### ***Connect Profiles With Pages***

One very simple and effective tactic you and every employee can do to promote your Facebook page is to add your business as your current employer in your personal profile's Work section. There are many benefits to this tactic, at a basic useful level it ensures that there's a link to your Facebook page everywhere your profile appears on Facebook. An additional benefit is that when you leave a comment on a website and/or participate in industry-related Facebook groups and comment on industry blogs that use the Facebook comment platform, your page is linked within that comment as well. When you connect your page and profile, you'll build a lot of exposure for your Facebook page that could lead to more fans.

Adding the link is simple. Go to your personal About page and edit your Work and Education information. Click Add a Workplace and select your Facebook page as the company. After you enter details about your position, check the "I currently work here" box and choose the dates as applicable. Make sure the visibility is set to Public and click Save Changes.

### ***Interact as Your Page***

Most users interact on Facebook as themselves (using their personal profile), but if you're looking to grow your page's audience, consider using Facebook as your page to garner more attention. Once you've chosen to use Facebook as your page, you can go to other related pages in your industry and comment on those pages' posts as your page. This way, you're bringing attention to your page, not your personal profile.

### ***Create Facebook Groups***

Facebook Groups make it easy to connect with specific sets of people, like family, teammates or co-workers. Groups are dedicated spaces where you can share updates, photos or documents and message other group members. With the idea behind Facebook groups being that even with a small group, you can start to build a community of like-minded people.

- ✓ **An easy way to get into people's inboxes:** By default, people get emails any time there is a new wall post. That means that when you have a new product or something that important to say everyone that's in the group will get it via email.
- ✓ **A free way to create a paid member-only group:** Now, you can't do all the payment through Facebook, but you can very easily make a PayPal buy button to take payment and then you manually give the person who bought access within 24 hours.
- ✓ **Sell Products:** A great alternative/addition to selling products or digital goods on your website, you're now able to sell in Facebook groups. Once you create a For Sale group, you'll see an option to "sell something" in your Facebook update.
- ✓ **Establish Expertise:** One of the easiest ways to use Facebook groups for business is to become a resource in your field. Create a group or contribute your knowledge to one that already exists.

***Pro Tip:*** *If you set up a group for your business, create guidelines for the group and put them in the description area and/or pin them to the top of the group feed. You'll need to moderate the group to ensure that members are adhering to the guidelines and not spamming everyone else with their own agenda.*

### ***Curate Content for Similar pages to Get Noticed by Their Fans***

Simply send each of your targeted Facebook pages a message offering to curate content for them once a week or even just once or twice a month. It is worth noting however that the more exposure, the quicker the results. The pages you approach should appreciate the opportunity to mix up their content not to mention that it takes some of the pressure off from posting. Be sure to remember that the pages you reach out to need to be complementary, not competition. Chances are anyway that any direct competitors likely won't allow you to use their Facebook page to promote yourself.

### ***Seek Out Promotional Swaps***

Search for and list Facebook pages for products, services or communities that are complementary to yours. Once you have a robust list, craft each page a message, explaining a bit about yourself and your Facebook status and stats such as page likes and engagement. Offer to mention their Facebook page to your fans on a Facebook update if they mention yours in return. Once you reach an agreement, share your cross-promotional posts. Remember to track your results so you know which partners are good to work with in the future.

**Note:** This tactic works best when you have a good start with 3,000 to 4,000 likes on your Facebook page. If your page is light on fans, you may want to reach out to your email list or consider doing an inexpensive Facebook advertising campaign to increase your fan base.

### ***Use Facebook Business Suite***

The Business Suite is a single dashboard for your linked Facebook and Instagram accounts that allows you to post, schedule, message, advertise, and view insights all in one place – designed by Facebook to improve the experience of managing a business across all their apps. These combined insights feature is very useful for looking at the big-picture on your performance as you can compare what works on each and what doesn't. To access Business Suite, on a desktop log into the Facebook account associated with your business. If you're eligible, you'll then automatically be redirected to Business Suite when you visit [business.facebook.com](https://business.facebook.com).

### ***Spy on Your Competition***

Is your competition's page growing or lacklustre? What types of posts are working for them? What isn't? You are busy trying to run your own business on Facebook so you probably don't have the time to

constantly keep checking on what your competitors are up too. Thankfully Facebook have introduced a very handy feature called "Pages to Watch." It allows you to watch what other pages are doing on Facebook in order to compare their results to yours. To access it, go to your Page and click "Insights" then scroll down to the area below your posts.

## **Tips for Success**

### ***Optimise Your Profile***

Facebook is continually working and updating its features for businesses to help them create the best experience for your audience when they are on your page. It is up to as the business page owner therefore to utilise the many features Facebook has to offer to make your page as competitive and effective as it can be.

### ***Featured Video***

The use and popularity of video has grown exponentially throughout the past few years and as such Facebook has revamped its video sharing tools to accommodate this growing trend. One of the great features you can now utilise is the ability to upload and select a featured video for your Facebook Page. The video will occupy a prominent position on your page, highlighted under the video section of your Page in addition to being visible on the left side of your Facebook Timeline. Videos are a popular and powerful way to share your story in an engaging way so ensure that the video you choose to represent your page is high quality, engaging and informative.

### ***Use Photos***

Using visual content such as photos within your posts is continually shown in studies to get the highest amount of engagement on Facebook. As such, they present a huge opportunity for brands to connect with fans and generate more likes, comments and shares. Photos and videos are more visible and take up more space on a user's newsfeed than a simple text-based post giving you the opportunity to showcase your business in a way that text alone cannot. It is vital you regularly and consistency include high-quality, eye catching and relevant visuals.

### ***Create a Unique Facebook Web Address***

Facebook offers you the invaluable opportunity to change your Facebook URL and personalise it for your business. The URL is what people will enter to find your Facebook page and it follows the format of

<http://facebook.com/username>. It is vital therefore that you choose a clear username that is reflective of your business as URLs are heavily weighted by search engines.

### ***Keyword-Rich "About" Section***

Ensure that when you fill in your About section on your page that you not only consider making it clear, fully filled, accurate and concise but also look to utilise the SEO benefits by filling it with keyword rich information. Your About section, Mission and Company Description are all searchable on Facebook and other search engines, so it is vital that they are as optimised as they can be.

### ***Build Out Your About***

- Make sure all of your important details are placed front and centre. You have a short amount of time to gain the attention of potential fans so put the most relevant details at the top of your "About."
- Make your about stand out with rich content. Include links to webinars, videos, upcoming events you're hosting, and in-depth information about you, your product and/or service.
- Add your mission, vision and values along with any founding details that would matter to potential clients.
- Add keywords and phrases that are relevant to your business and would be searched by any consumer looking for your small business.
- Provide success stories and examples of how you've helped others. Was there a difficult situation you were able to work through? Highlight that story.
- Remove jargon from your content and talk to fans in a conversational way.

### ***Relevant, Up-To-Date Contact Information***

When someone is looking on your page it is vital that you make yourself easily contactable. Ensure that all the contact information you have on your page, from your email address to your phone number and location is all up to date.

### ***Call-to-Action Button***

The Call-to-Action button is a great feature that you can add to further utilise your Facebook page. With this new feature, admins can choose from a selection of call-to-action buttons such as Book Now, Contact Us, Use App, Play Game, Shop Now, Sign Up and Watch Video that will be added next to the "Like" button at the top of your Facebook Page. An added benefit is that admins can edit the call-to-action button to link to a page on or external to Facebook.

### ***Never Stop Listening to Your Audience***

Listening to your customers is a fundamental aspect of having a successful social media presence. The essence of social media is based upon creating conversations, engaging your audience and listening to them showing you have a genuine interest in what they have to say about you and your business. You

can then take what you learn from listening and use that information to help better many aspects of your business in the future from your products and services, to your content and future marketing campaigns. Ultimately by listening to what others say about you are armed with the valuable knowledge to know what your customers really want and need which will help your business to successfully grow.

### ***Humanise Your Brand***

The most successful companies on Facebook are those that show the real people behind the brand. Facebook offers an informal and chatty platform for your opinions, stories, humour and advice that gives your business a human face and it is through this great ability to humanise your business through the content you post that ultimately makes your business appear more engaging, relatable and trustworthy to others. Ensure you utilise this opportunity for your customers to get to know the real you better, so whether you are sharing industry expertise, reviewing a product or sharing an aspect of your brand story, each post gives your customers helping them to better understand who you are, what you do, and ultimately tells them why they should care about you.

### ***Be Consistent With Calls to Action***

By ensuring you include a clear call to action in every post, you make each post purposeful for your business. Whether you direct the reader to an external blog post or ask them to leave a comment for example you need to consistently encourage the reader to continue the interaction with you either on Facebook or externally on one of your other sites.

### ***Be Prepared to Adjust if Things Aren't Working***

A key aspect of maintaining a successful social media marketing strategy is to continually look to see what is and isn't working and how you can improve your Facebook marketing. This involves initially setting realistic objectives for your presence in the beginning and continually analysing your analytics to ensure you are meeting them. If you find you are not getting what you want from your Facebook presence, then you know you need to adjust some aspects of your strategy. It is through this adjustment that you can learn and grow as a business online which will ensure you are presenting yourself as effectively as you can online and creating better experiences for your audience.

### ***Stay up to Date with Facebook's News and Developments***

As Facebook evolves it is likely to make important changes that you as a business need to be aware of. Remember to follow the official Facebook business page and subscribe to their blog to make sure you are aware and up to date with Facebook's business updates.

### ***Optimise the Cover Photo***

Your page's cover photo represents one of the most important parts of your page. When someone visits your page, the cover image is most likely going to be the first thing a visitor will see and as such presents an opportunity to showcase your products and services, show your personality, and attract attention with eye catching and relevant photos that utilise holidays, seasons and other special events etc. all of which help towards lead generation for your business. Ensure you utilise the cover photo by creating an eye catching, good quality image with a strong CTA. Ultimately, design your cover photo with a clear primary purpose of gathering attention and prospects.

### ***Utilise Major Events, Trends and Holidays***

Major events, trends and national holidays present great opportunities for you to utilise to generate more attention for your page. From running a special competition, updating your cover photo to reflect the holiday season, to running a special promotion to coincide with a big event, there are many ways in which you can utilise these major occurrences to encourage fan engagement. Ensure you are organised, and plan ahead so make a list of major events and holidays and start thinking of ways in which you be inspired to get your business involved.

### ***Always Make Giving Good Customer Service a Priority***

Giving good customer service is essential for any brand on Facebook. You need to accept the social aspect of social media and take the time to respond and interact with those who are talking to you. Answering questions and queries and responding to complaints and issues are a natural part of any business so you need to show your fans that you are listening and care about what they have to say by responding quickly and genuinely to them. In doing so you not only boost engagement, you show your audience that you are human and that you care about what they have to say.

### ***Let People Post Content on Your Facebook Page***

There is the option on Facebook pages to not allow others to comment on your page. However, whilst it is available, it doesn't mean you should use it. In fact, not allowing people to post content on your page is a mistake as you stop the ability for people to interact with you. Whilst it opens you up to the potential of public complaints and negativity, it also opens up genuinely interested audience who wants to interact with you, hear your story and share your content.

### ***Learn From your Audience Insights***

By regularly exploring your analytics, you have the ability to understand your audience from what they engage with best, what content they like most, when they are online and many other important factors that help you optimise your content strategy, target your advertising better and generate more return on investment.

### ***Enable the Follow Button***

The Follow button allows anyone to follow your public updates. If fans want to follow you, they just have to visit your profile and click the Follow button. When someone sends you a friend request, they'll automatically follow your public updates even if you haven't accepted their request. Facebook has a limit of 5,000 friends, but you can have unlimited followers,

Turn on the Follow button to allow more people to connect with you.

- Click the down arrow in the upper-right corner and select Settings.
- Click Followers on the left sidebar.
- Select Everybody from the Who Can Follow Me section (the default is Friends).

***Pro Tip:*** *Since anyone who follows you can see your public updates, be sure to change your audience settings as needed to control privacy. You can choose which updates are public and which ones are only for your friends or a custom list of friends.*

### ***Share Page Posts Via Your Profile***

Personal profiles are getting much more visibility in the news feed than pages. If you have some key page posts that you would like to garner more reach, share them via your personal profile. The benefit of this is that the page name travels with the post and gives your page a boost in reach, introducing your friends and followers to your page, resulting in more fans.

### ***Craft Multi-Product Ads***

Facebook now offers the ability to create multi-product (also known as carousel) ads, which allow you to rotate several products in one ad. Each product has its own title, image and landing page but all share the same text and social (like, comment and share) buttons. It's an excellent way to test which product gets the best response. While you're able to add two or more images to the multi-product ads, the best practice is to test to find out what number of displayed products maximizes your conversion rate.

There are a few things to bear in mind when creating a multi-product ad.

- ✓ Keep the headline and description text short so they will fit the screen. For best results, limit your headline to 25 characters and your link description to 30.
- ✓ As per other ads on Facebook, you cannot have more than 20% text in the image. You can measure the ratio using the Facebook Grid Tool.
- ✓ Remember, multi-product ads (both for desktop and mobile ads), work on a square dimension of 600 x 600 pixels so do not use large, wide images.
- ✓ Multi-product ads only run on the news feed and are not allowed in the right column of Facebook.

### ***Add Featured Videos***

Facebook is pushing for more video content and has hit 1 billion video views per day in September 2015. Whilst Facebook is already encouraging pages to post videos directly to the platform, one of Facebook's latest updates is encouraging pages to upload a featured video and show it prominently to people when they visit your Video tab. Setting up a featured video is easy, simply click Videos in the tab below your page's cover photo. Upload your chosen video if you have not already done so then click Add Featured Video. Featured videos effectively bring attention to your page.

### ***Create Video Playlists***

Relating to above, Facebook has also created video playlists, which should engage users to watch and share more content. To set up your video playlist simply click Videos in the tab below your page's cover photo (which you may find in the More section). Then select Create Playlist. Create a video playlist for your content then add a title and description and click Next. Select the videos you want to add to your playlist and click Next. Now, click and drag videos to order them and select Create Playlist. Your video tab will now display one section with your playlists and one section for all videos. This is an excellent way to group and share themed or topical video content.

### ***Explore Dynamic Product Ads***

Facebook dynamic product ads allow you to reach customers with relevant products and offers by automatically showing them ads for the products they are interested in. According to Facebook themselves this new feature is beneficial to businesses as it means you can;

- ✓ **Scale:** Promote all of your products with unique creative without having to configure each individual advert
- ✓ **Always on:** Set up your campaigns once and continually reach people with the right product at the right time
- ✓ **Cross-device:** Reach people with adverts on any device they use, regardless of their original touchpoint for your business
- ✓ **Highly relevant:** Show people adverts for products that they are interested in, in order to increase their likelihood to purchase

### ***Collect Testimonials and Reviews***

If you set up your Facebook page as a local business, you have the option to collect testimonials and reviews from your customers. Whilst you cannot encourage customers to review your business for incentives, you can help yourself by letting your customers know (by putting up signs at your shop or on your corporate literature for example) that they can review your business on your Facebook page. In addition to having a Facebook page full of reviews, you can then as an added bonus put the best reviews on your website. To add a review, click on the timestamp of the review, click the drop-down arrow at the top right and select the Embed Post option.

### ***Ask for Audience Feedback***

A survey not only encourages your audience to engage with your page, it also helps you discover important information about what your customers want from you and your page. You can, for free, poll your audience with a standard post to your page or use Facebook polling apps. Your choice depends on if you want to compile the answers yourself or have the app compile the answers for you, and if you want to collect additional information (such as email addresses) that you cannot collect publicly on your page.

### ***Encourage Your Fans to Use the See First Option***

Facebook now allows people to customise their news feed to prioritize updates from particular friends, groups and pages. This is great news for business pages with good content, as you can have your fans prioritise your posts. Educate your audience on how to select to see your posts first in their news feed. The easiest way is to go directly to your Facebook page, click the Liked button and then select the See First option.

### ***Create Saved Replies for Your Page***

Saved Replies can save you precious time if you have a standard message you frequently send as with this feature you are able to create generic replies for all of your frequently asked questions, then customise them before sending them out.

To create a saved reply:

- Click Messages at the top of your Page.
- Click any message.
- Click Manage Replies.
- Click Create Reply. Enter a reply title, then enter your message. You can also add personalization or an image to the reply. When you are finished, Click Save Reply.

### ***Use the Call to Action Button***

The call to action button is designed to bring a business's most important objective to the forefront of its Facebook presence. These buttons link to any destination on or off Facebook that aligns with a business's goals. You have multiple options with an unlimited amount of ways you can use them. The seven calls to action available are:

- Book Now
- Contact Us
- Use App
- Play Game
- Shop Now
- Sign Up
- Watch Video

### ***Use Testimonials***

Testimonials sharing real-life experience with your business go a long way in building credibility and can add a boost to your product sales. To encourage people to do this you need to get them excited about sharing their thoughts on your page.

### ***Create a Posting Road Map***

Many businesses start posting on Facebook without a content posting plan. As a result, their posts are often inconsistent and don't address the needs of their audience. A great tip is to create a road map for your posts covering various core topics. The more topics you add to your content bucket, the more variety you can offer to your audience. After you choose the topics you'll cover, go on to create a calendar that maps out what to post each day. If Start by creating a content calendar for one week in advance as a good rule of thumb.

### ***Write Your Text for Skim Readers***

A study by the National Centre for Biotechnology Information showed that people have an attention span of 8 seconds, which is 1 second less than that of a goldfish. If you apply that to Facebook, the first three to four words of your update are crucial to grabbing your audience's attention. Make it your priority to create compelling content in your Facebook updates.

### ***Consider Using Brand Hashtags***

Whilst the benefits of using Hashtags on Facebook are widely contested, I wouldn't dismiss the idea of hashtags altogether, before you have tested them for yourself. Using hashtags on Facebook can make sense if they are used correctly and contribute to your brand positioning. Is there a particular hashtag you use for your branding? Use hashtags when they make sense for your business. It is also effective and worthwhile to use Hashtags if you're posting about a trending topic.

### ***Customize Your Facebook Post Descriptions***

When you post a link on Facebook, it fetches the metadata automatically. Did you know, this can and should be edited to fit the post description and suit the current context? If you're republishing a post, tweak the metadata and add your own keywords. A great tip is to remember that Facebook posts are now searchable, so this is an excellent opportunity to add your keywords to the description too.

### ***Invite People who Have Engaged with your Post to Like your Page***

To get the most out of every single Facebook post, there's a hidden option to invite people who have engaged with your content on Facebook to Like your page. To access this feature, locate the wording

underneath your post that shows how many people have liked it and the number of comments. Click directly on that link and it will bring up the full list of people who have liked the post. On the right-hand side of the pop-up menu, it'll show which people currently like your page or not. If they do not, you can quickly invite them to Like your page directly.

## **Common Mistakes to Avoid**

### ***Posting Only About Yourself***

The essence of social media marketing is about creating social engagement. Therefore, you need to encourage interaction from your fans by sharing valuable and informative information and comments and listening to and joining in with conversations. It is vital that you do not simply use Facebook as an outlet to push your hard sales and promotional content. Whilst you have a presence as you will ultimately want to drive sales, your posts should not blatantly reflect this, rather you need to make people love your brand by sharing stories, responding to interactions and sharing information they are going to find useful and interesting.

### ***Posting Unrelated Content***

It is important that you do not treat your Facebook business page like your own personal page. Those that have chosen to like your page expect to get relevant, valuable and informative information regarding your business or industry therefore you need to create a content strategy that clearly shows the themes and topics you will be sharing and will ensure that every post has a relevant purpose and ensuring it is branded and directly written with your target audience in mind.

### ***Not Responding to Negativity***

Rather than simply deleting any negative comments you receive, as even the most universally loved businesses receive negative comments, view them as an opportunity to win over a customer offering help, guidance or even acknowledging where something went wrong. By dealing with negativity in an open and authentic way you can help build rapport and trust with your customers.

### ***Begging for or Buying Likes***

The more people that like you results in the more potential reach you have for your content as people interact with, like and share it. This leads many businesses to beg for likes or buy them from external sources rather than earning them through posting engaging content, interacting with others and giving incentives to encourage people to like you. Buying likes will bring no benefit to your business as whilst you may appear popular initially, those bought 'likes' are not going to be from real people that want to interact with you, so therefore you will lose out on important engagement and potential business

opportunities. Begging for likes also reflects badly on your businesses reputation online as it makes you appear untrustworthy and desperate.

### ***Connecting Your Facebook and Twitter Account***

Connecting your Facebook and Twitter feeds is not recommended as each platform requires a tailored use of content from the general layout of content to the best time to post, therefore you need to treat your Facebook and Twitter account as separate entities and share your content individually tailoring them to each as opposed to having Twitter automatically tweet the same message you posted on Facebook.

### ***Not Using Facebook Insights***

If you fail to analyse your Facebook analytics you are missing out on the opportunity to gain valuable insight as to whether your page is successful and is reaching your business objectives. It also helps you to determining which types of posts are most successful and which are not, which will help guide future content creation and ensure you make informed decisions that will ensure your pages future impact and effectiveness.

### ***Not Checking for Bad Links and Grammar & Spelling Errors***

You must remember that you represent your business with every post therefore it is vital that you review your content carefully before you share it. If you have included a link to an external site check that it is working and points to the correct page in addition to double checking your grammar, spelling and ensuring your post is clear and concise before you post it as a post that is grammatically incorrect, incoherent or riddled with spelling mistakes will affect your credibility and reputation negatively.

### ***Trying to Write Every Post for Everyone***

Remember when writing your posts, you need to do so with your target audience in mind as this will ensure that your content is focused, interesting and informative to those who are interested in you and your industry. Writing to please a generic mass of people will not help your cause to become a source of valued information and expertise in your industry, so always consciously aim to directly target and address the needs and wants of your audience within your posts.

## Measuring Success

Like any other marketing strategy, the success of your business Facebook page must be measured against your business objectives. Analysing your Facebook Insights will show you a wealth of information and help determine whether your page is having a measurable impact and whether the data is reflective of the overall goals of your business page.

### *Likes*

In the Likes section of your Insights, you'll find 3 core metrics:

- **Page Likes:** The total Page likes for each day, over a 28-day period
- **Net Likes:** The number of new likes minus the number of unlikes
- **Where Your Page Likes Happened:** The number of times your Page was liked, broken down by where it happened.

If you're looking to build brand awareness, monitor your Page likes and ensure that you're connecting with more of the people who matter to you by targeting your posts.

### **Top Tips:**

- You can select longer periods of time to see your metrics by using the chart at the top of the Page
- Click on a metric in the benchmark box on the right to compare data over time.

### *Reach*

In the Reach section of your Insights, you'll find 4 core metrics:

- **Post Reach:** The number of people your post was served to, broken down by paid and organic reach
- **Likes, comments and shares:** The positive engagement that helps you reach more people
- **Hide, Report as Spam and Unlikes:** Negative engagement will decrease the number of people you reach
- **Total Reach:** The number of people who were served any activity from your Page

**Top Tip:** Click or drag the Post Reach, Positive Engagement and Negative Engagement charts, and the pop-up will tell you which posts people were seeing during the selected time period. This helps you tie content to performance trends in your graph.

### *Visits*

In the Visits section of your Insights, you will find 2 core metrics:

- **Page and Tab Visits:** The number of times each of your Page tabs was viewed
- **External Referrers:** The number of times people came to your Page from a website outside of Facebook

**Top Tips:** Ensure that your Page is filled in with basic information so that you can be found by the people who matter most to you.

Update your Page with:

- **Category and description:** Add accurate details to help people find your Page when they search
- **Website and phone number:** Enter relevant business info so that people can find you online
- **Page web address:** You can request a web address like facebook.com/marketing, which makes it easy to find you. Update your Page web address here.

### ***Posts***

In the Posts tab section of your Insights, you'll find 3 core metrics:

- **When Your Fans Are Online:** Shows you when the people who like your Page are on Facebook content
- **Post Type:** Displays the success of different post types based on average reach and engagement
- **Top Posts From Pages You Watch:** Gives you the engagement of posts from the Pages you're watching

**Top Tip:** Review your analytics regularly and schedule your posts to appear when your audience is most often online. You can also review your post types to see what resonates most with your audience, such as link posts or photo posts.

### ***Video***

In the Visits section of your Insights, you'll find 3 core metrics:

- **Video Views:** Number of times your Page's videos were viewed for 3 seconds or more
- **30-second Views:** Number of times your Page's videos were viewed for 30 seconds or more. If a video is less than 30 seconds long, this counts when people view 97 per cent of it.
- **Top Videos:** Most-viewed videos on your Page watched for 3 seconds or more.

### ***People***

The People tab is divided into Your Fans, People Reached and People Engaged.

- **Your Fans:** View the gender, age, location and language of the people who like your Page
- **People Reached:** See the people your post was served to in the past 28 days
- **People Engaged:** Find out who has liked, commented on or shared your posts, or engaged with your Page, in the past 28 days. Once you know who your most engaged audience is, you can better tailor your Boosted Posts to them.

**Top Tip:** Target your Boosted Posts to your most engaged audience to keep them interested.

### ***Audience Engagement***

Is your audience interacting with your content? This could be by liking, commenting, reacting or sharing it. Engagement is about gauging how much people interact with you and the comments, shares and likes on your Page are a good way to measure engagement. Your aim should be to create conversation and if your readers are interacting with and responding to your posts then it is a good indication that you are engaging your readers making them more likely to respond and continue interacting with your page.

In terms of importance, you need to consider: A comment is more valuable than a like and a share is more valuable than a comment. When someone likes or comments on your content, it is not automatically shared with their followers. Facebook does take into account the popularity of your content, so it's more likely to be shared to other people if there are likes or comments. But shares are really what you want. With a share, it is a real endorsement of your content and your fan is specifically asking Facebook to share your content with their friends.

### ***Negative Feedback***

Tracking negative feedback is also an important part of the process as it can show you areas for concern. If fans are hiding your posts, un-liking your page or reporting your posts as spam, then you need to know. For the breakdown you have to download the excel report in your Facebook insights. If your average negative feedback number is too high, your posts will get less exposure over time so it is paramount that you look at what posts are getting you negative feedbacks and when, as you can then use this information to adjust your content or marketing efforts accordingly.

### ***Facebook Reactions***

Several years ago, Facebook introduced a new feature called "Reactions" allowing users to show their love, anger, laughter, and more to a piece of content on Facebook. Facebook Reactions are counted the same as likes, however, you can see the breakdown of reactions on an individual post by looking at the Post Details. Doing so will give you a greater insight into what your audience thinks of your content. Take note of people who "love" your content -- they are likely good brand evangelists. And remember that an "angry" may not mean they dislike the content, but instead the subject matter.

### ***Conversion***

Another piece of important information to track is how much traffic that your page brings to the rest of your website. In other words, how many fans are converted into potential customers? If a significant number of website visitors were referred from Facebook, you know that your posts are generating interest in your products or services and are possibly helping to drive sales. Tracking this number is the true measure of your Facebook marketing ROI as even if you're generating traffic and leads from Facebook, if they're ultimately not turning into customers you may have to re-evaluate how much time and effort you're putting into Facebook as a social media marketing channel.

### ***Likes and Unlikes***

How quickly are your fans growing? It's not all about the numbers but, if you're attracting the right audience and they are engaging with your content, then of course you want to see some fan growth. Tracking the rates at which you are liked and disliked by others is an important metric to regularly analyse as it will show you when you have performed well and the times when you haven't allowing you to establish what you did at those times that could have made others follow you or unfollow you. Learning from this information helps develop a more successful strategy as it will show you the areas in which your audience responds to better and which areas they didn't, allowing you to learn what your audience wants and then applying it to your future efforts.

### ***Engagement by Type of Content***

Different types of content perform differently on Facebook and it is vital that you ascertain which formats (status update, picture, video upload, a link to video etc.) perform better or worse with your audience. If there are certain types of content performing well, you'll want to share more of this type of content. Whilst it's always good to have a mix of content but you need to give more emphasis to the high-performing content.

### ***Audience Profile***

What type of audience are you building and attracting? You may have the most engaging content in the world, but you could be attracting the wrong audience. It is vital to keep track of your fans and ensure they are the ones you want to target.

### ***Audience Response Rate***

How quickly are you responding to comments? The more engaged you are with your audience, the more engaged they will be with your brand and your content. You need to regularly check how quickly you are responding to the comments on your Page, and make sure you aim to have a fast and high response rate.

# Facebook Maintenance Checklist

## DAILY

- ✓ Respond to any interaction - new messages, tags, likes and comments
- ✓ Engage with and contribute to Facebook groups
- ✓ Post at least one status update with original, relevant and interesting business content being aware of the best time to publish
- ✓ Check relevant hashtags that present opportunities to interact
- ✓ Go through news feed and get updated on news and insights and add your thoughts and comments to any relevant discussions and/or share relevant content
- ✓ Share at least 3 interesting status updates you find.
- ✓ Running Facebook Ads? Review stats twice daily.
- ✓ Locate 3 relevant pieces of content your audience would like and schedule it.
- ✓ Review Facebook Insights. Look for trends and emulate them.
- ✓ Listen for and respond to every lead immediately.
- ✓ Look to see if any new connections from other social media platforms have Facebook and like their Page
- ✓ During the week gather information and sources for the following weeks post(s)

## WEEKLY

- ✓ **Check Your Insights:** Your analytics will help you figure out what your audience likes and does not like, so you can plan your future content better. It will also help alert you to any red flags early on. Regularly go through your analytics and look at What kinds of topics resonate best with your audience? What posts grab attention? Fan Growth?
- ✓ Actively find and 'like' any relevant other businesses and industry influencers

## MONTHLY

- ✓ **Review Your About Page:** Is your About page up to date? If anything about you, your business, or any other content on your About page has changed since you published it, then you should update it.
- ✓ **Clean up Your Apps/Sidebar:** Regularly assess that all the elements in your page's sidebar are still timely, useful, and relevant. Keep it clean and useful by deleting extraneous elements and placing the best content in a prominent position.