

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 or let me know what you thought over on social media.

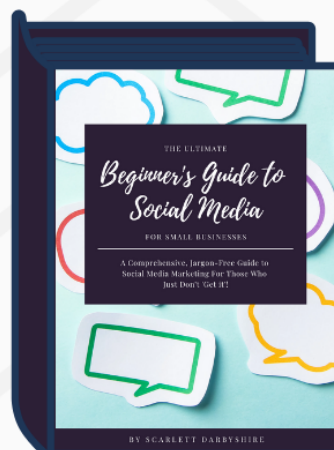
If You Get Stuck and Need Advice!

I'm only an email away, just give me a shout! I can always be reached on hello@scarlettdarbyshireuk.com or on Twitter. My handle is @ConsultScarlett. My passion lies in 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!

Out Now On
amazon



Available for
Kindle
and in
Paperback!

FACEBOOK

Facebook is the largest and most active social network, with over two 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 it's easy-to-use interface 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?

- You have limited ability to customise your Page
- It can be difficult to get your content seen by fans
- 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

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 1 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 and information, 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 so forth resulting in excellent exposure for your brand and goes a long way in 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, however, 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 allows you to foster 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 experience with your community in that they will share 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 who will be likely drawn to your page.

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 arrow button to find the Create a Page option or head straight to facebook.com/pages/create. Both options lead you to a page directing you to select what type of page you want to create. You will have the option between two-page categories—a “Business or Brand” or “Community or Public Figure.”

From there after you select the category that best fits your business, you will then be prompted to enter basic business information like your business name, address and your phone number. Once the required information has been filled out, click Get Started to continue to page creation. This will lead to a page where you will be prompted to follow four steps:

- **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 doesn't 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, representative of your business and at least 400 pixels wide by 150 pixels tall. 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.

- **Invite Friends to Like Your Page** Facebook will then 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** In the left-hand menu, find and select "About." 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's important to complete all information, as it may be a potential customer's first point of reference for your business.
- **Add a 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. You can choose from the following types of buttons: Book with You, Contact You, Learn More, Shop, or Download. Select the button type that best suits your business. For example, a nail 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**

You can also customize (turn on or off and rearrange) the tabs of your Page, too. 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 your page.

At the top of your page, you'll see a white navigation bar. On the left side of the bar, you'll see four options: Page, Messages, Notifications, and Publishing Tools. You'll also see an Insights option once Page Insights has been made available to you. On the right side, there are two options: Settings and Help.

- **Page** is the default destination; it shows you your business's page. This is where you can create posts, interact with fans, update your profile information and more. Messages will take you to your page's inbox, where you can see messages you've sent and received with fans.
- The **Notifications** option takes you to a page where you see your activity such as if people have liked, commented on or shared your posts, or tagged you in a post, for example. On the left-hand side, you'll also see options to check Activity where you can monitor reviews, check-ins, mentions and more and Requests, where other Facebook users can ask you for more information about your page.
- **Publishing Tools** is where you can see your previously published posts, scheduled posts and any post drafts you may have created. You can also see your expiring posts (posts that you have set to have specific expiration dates).

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.

On the left side, you'll see a menu with several options:

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'd 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'd 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 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 profile picture will display at 160 pixels wide by 160 pixels tall on a computer and 140 pixels by 140 pixels on a smartphone, but the image you upload needs to be at least 180 pixels by 180 pixels. If you upload an image that is not square, it will be cropped to fit.

Your cover photo must be at least 400 pixels wide by 150 pixels tall, but it will display as 640 pixels wide by 360 pixels tall on a smartphone and at 851 pixels wide by 315 pixels tall on a computer. Make sure your

cover image is high-quality and eye-catching and test it out on various devices to make sure it looks good on a variety of devices.

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. Instead, you'll see an Event, Milestone + option, which allows you to quickly create an event to invite your followers to, or to add a company milestone. Each option will open up a pop-up box that allows you to fill out the necessary settings in order to create your event or post your milestone. You'll also see a little icon with your profile picture in the top-right corner of the post box — clicking this allows you to change from posting as your page to posting from your personal account. Otherwise, posting works the same way — you can share links, photos and videos.

Using Facebook as your Page

If you click on the arrow on the right side of the blue navigation bar at the top of the page, you'll see an option that says, "Use Facebook as _____." This option allows you to switch back and forth from using Facebook as your personal account or as your page. If you are using Facebook from your personal account, there is no change to what you can do in managing your page. However, when you click on the Facebook home page, you'll see your personal news feed full of posts from your friends and the pages you have personally liked.

If you use Facebook as your page, you will instead see your page's name and profile image on the top navigation bar where your name and image usually are, and your news feed will be filled with posts from the other pages you've connected with from your business's page. You can also post to your Facebook page from the news feed in this mode.

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.

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, 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
- Generate 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 go in order 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 that is the overall presentation including the colour scheme and typography. By setting consistent guidelines over the presentation and integration of your branding into your page it ensures that all these factors support and are in line with your overall branding and help reinforce your message and brand 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 15 million Facebook business pages and with users sharing 2.5 billion pieces of content each day, 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. This however 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 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 and 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 an online repository of specialist knowledge 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's 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 Poll Post**

A poll offers fans the chance to vote for one of two options. Once voting is over, the results become public. They are a good way to keep followers engaged and can help build brand awareness.

- **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've 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.

- ✓ ***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 wouldn't 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 CTAs 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're 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're 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's 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.

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

Users are given five 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 5 Facebook Stories content options available:

- **Text:** Allows you to create a text story by combining text on a background colour of your choice.
- **Selfies:** The option to post a selfie along with a filter.
- **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.

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**
Its 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.

Advertising Basics on Facebook

While having and maintaining an engaging page is a great marketing tool in and of itself, Facebook has a wealth of options that you can utilise if you want to boost your presence and pay to advertise on Facebook. According to Facebook for Business, there are several different options with each option designed for a specific outcome:

- **Page Post Engagement Ads:** These ads are intended to get more people to see and interact with (like, comment, share, etc.) your content.
- **Page Like Ads:** These ads help more people find your page so you can get more page likes.
- **Clicks to Website Ads:** These ads send visitors to your website, and you can choose a specific page of your site to advertise.
- **Website Conversions:** This option helps you track what people do on your website once they've clicked through to it from your Facebook ad.
- **App Install and Engagement Ads:** If you have an app you want to show off, this ad will help you get more people installing and engaging with your app.
- **Event Response Ads:** These ads help you create an event and get more people in attendance.
- **Offer Claim Ads:** If you want to offer a special deal or discount, you can use these ads to spread the word to new customers.
- **Video Views:** This option allows you to create and track video ads on Facebook.
- **Local Awareness Ads:** These ads allow small businesses looking to reach new customers in their area to target people by location and boost business.
- **Carousel Ads:** Carousel Ads show multiple photos or products in one ad that users scroll through and interact with.
- **Dynamic Product Ads:** These ads help you promote specific products to people who have browsed your website or mobile app.
- **Slideshow Ads:** Slideshow Ads run similarly to Facebook's video ads, but instead they're slideshows made up of photos and are designed to be more lightweight (and load more easily) on mobile devices for slower Internet connections.

Creating a Facebook Ad Campaign

1. Choose a Campaign Objective Based on Your Goal

The structure of a Facebook advertising campaign consists of three levels: a campaign, an ad set, and an ad. The first level, the campaign, is the basis of your ad. At the campaign level, you choose your objective, which is the action you want people to take when they see your ads. To choose the right objective simply answer the question "what's the most important outcome I want from this ad?"

The objective you select depends on your strategy. For example, if you want to run a retargeting campaign to send people from Facebook to your website, choose either the Traffic or Conversions objective, depending on what specific action you want people to take.

2. Build Your Ideal Custom Audience

The second stage in the campaign structure is the ad set, which specifies how your ad will run. The middle level of the Facebook campaign structure is where you choose your targeting, placement, budget, and schedule. Targeting is one of the most important elements of your campaign and it can make or break performance, even before your campaign goes live. The easiest way to target your audience is to use the demographic and interest options. Here you'll choose demographic constraints such as location, age, gender, and language. You can set basic demographic- and interest-based targeting at the ad set level. In the Detailed Targeting section, you can narrow your audience by choosing from thousands of interests, behaviours, demographics, and more. There's no rule for how large your target audience should be. Typically, you'll get the best results with basic targeting by using a layered approach, choosing a mixture of interests and behaviours to zero in on your ideal customer.

- **Location:** This allows you to show your ads to people based on their city, country or community, and is an especially useful tool for local businesses.
- **Demographics:** Facebook gives you options to target users based on gender, age group, education level, relationship status and more.
- **Interests:** Target users with interests or hobbies that align with your brand. For example, if your business sells clothing, you can use this option to reach users who have liked similar brands' pages on Facebook.
- **Behaviours:** With this option, you can target users based on the devices they use, the things they purchase and other activities they do while connected to Facebook. This is a great tool for mobile app developers — if your app is designed for iOS devices, for example, you can narrow your audience so that only those who use iPhones see your ads.
- **Connections:** With this option, you can reach people who have connected to your business in some way on the social network, as well as their friends. For example, if these users have RSVP'd to one of your events or have friends who have liked your page. This is a great way to engage people who are already somewhat familiar with your business.

3. Build and Test Your Ad Creative

The last stage of the campaign structure is the ad level, otherwise known as your creative. Your ad is what your audience will see. This is where you choose your ad format and creative including images, videos, news feed text, URLs and a call-to-action button. What your Facebook ad will look like depends on your advertising strategy, campaign objective, and ad format. Some objectives constrain which ad formats you can use. For example, the Video Views objective allows you to choose only video ad formats.

Top Tip: Create multiple Facebook ads and split test their performance.

The number-one best practice of Facebook ad creative is to create multiple ads as you run your campaigns. Don't just stop after you've created a single ad, by creating multiple ads to test variations in copy, image used, and even overall ad format, you can improve performance over the life of your campaign and find out what formats resonate best with your audience.

How to Analyse Your Facebook Ad Results: The Key Metrics to Track

In order to know if your Facebook ads are working, there are several key metrics you should be tracking. The more you're able to successfully track how each ad campaign is doing, the more you can learn from its performance.

Cost Per Result

The Cost per result indicates how cost-efficiently you achieved the objectives you set in your ad campaign. Setting a metric that is tied directly to a business objective helps frame the success of your ad. For example, you could set a result that is tied to conversion and count a success each time someone makes a purchase through your website after receiving a specific ad.

Cost per Result = total amount spent / total # of results

You can adjust the specific settings for a result to learn more about each different campaign you are running. By comparing Cost per Result on a per campaign basis, you can easily find out which campaigns are performing best.

Ad Impressions

The impressions metric measures how often your ads were on screen for your target audience. If you are running a brand awareness campaign, you will need to closely monitor this metric as it tells you what your brand exposure level is. Impressions are most important depending on who you're targeting and the type of campaign you're running. For example, it's not really an important metric to track if you're running a lead generation or e-commerce-focused campaign. If you want to optimize this type of campaign, use A/B testing to create and share different versions of the ad. Whichever one has the most impressions is the one to use across your entire audience.

Ad Frequency

The frequency metric tells you the average number of times each person saw your ad. For example, a frequency of 5 means that, on average, each person who has seen your ad has seen it 5 times. If you're running a branding campaign, you'll want your frequency number to be high since that helps recall - the ability for a person who saw your ad to remember your company name and what your company does. When frequency gets to 3, stop running the ad and create a new one with a new message and visuals to avoid boring your audience and giving them 'banner blindness.'

Ad Clicks

The clicks metric is very important to track as it represents the number of times someone has clicked on your ad. Any action someone takes within your ad is considered a click. This can include clicking a link to your website or liking the ad or expanding the ad to read more. The more clicks, the better, as it means people are interested in our content and checking it out in more detail. It is worth noting that most clicks occur on mobile.

Click-Through Rates

The click-through rate (CTR) metric indicates how many link clicks you've received on your ad compared to how many impressions your ad received. It is a common metric used to understand how ads drive traffic to websites and other destinations.

The Facebook analytics for the ad includes two CTR columns. The first column — CTR (All) — represents all clicks within the ad. The second column — CTR (Links) — represents the links clicked within the ad. By looking at both, you have good insight into how well your ads are at getting people to click through. If your ad quality and targeting are well done, you should see a very high CTR.

Aim for a mid- to high-range CTR. Anything less suggests that your targeting is off or that your ad copy or creatives aren't enticing. To get some attention, try using positive images, bright colours or large, eye-catching keywords in your ads. To prevent a drop in CTR, you should look to change your target audience. Pay attention to the language you use also as the right headline choice can massively increase click-through rate. While "Learn More" has a higher CTR than "Sign Up," the latter has a higher conversion rate. Choose something like a cliff-hanger, or "How To" to get people to act.

Cost Per Click / Cost Per Impression

Cost per click, or CPC, shows how much you're paying when someone clicks your ad. The cost per impression, or CPM, shows how much you're paying per 1,000 views.

Here's how you calculate them:

$CPC = \text{advertising cost} / \text{total \# of clicks}$

$CPM = \text{advertising cost} \times 1,000 / \text{\# of impressions}$

Facebook rewards you with a lower CPC or CPM if it sees your audience engaging with your ads. It tells them that the ads are relevant and making their users happy. A high relevance score means a lower CPC.

It's important to test different options to find a version that resonates with your target audience as Facebook stops delivering ads with low relevance scores. A high Click Through Rate means a lower Cost Per Click.

Conversion Rates

This is one of the most important metrics as it tells you what percentage of people who click your ad goes on to make a purchase and become a customer.

To get people to complete a specific action and convert, your ad needs to be clear on the value and benefits you offer. The more you can get people to see this, the better the chances are of them taking the next step and buying. You can make it easy for people to move through the conversion process by sending out ads during peak times and being very specific about who you're targeting. Putting ads in front of the "right" people means your chances of boosting conversion rates increase.

Ads that make people feel like they're part of something exclusive are more likely to get people to take action. Research has shown to include giveaways where possible as this increases conversion rates.

Cost Per Conversion

The cost per conversion metric tells you how much you're paying for each lead or sale. For example, if you spent £100 on Facebook ads and had five people convert, your cost per conversion would be £20. It's up to you to know whether this cost per conversion is acceptable or not.

Explore your figures to see if your ad spend is in proportion to your conversion. If there's a discrepancy between the two, you should look to either adjust your spending or alter your ad copy or design to attract and convert more people. Ads with a high relevancy score help reduce the cost-of-conversion. Experiment with ad placements like the Newsfeed, the right-hand column or the Audience. It's worth noting that a low cost-per-click doesn't mean a low cost-per-conversion.

How to Build More Members of Your Facebook Group

Groups for Pages, enables the 60 million+ Pages on Facebook to create their own unique communities and feeds. More than 1 billion people around the world use Groups and more than 100 million people see Groups as the most important part of their experience on Facebook. Facebook Groups are the place to connect with other like-minded people and are becoming increasingly important for brands and businesses aiming to cultivate a community.

Whether you choose to have just a Facebook Page, Group or Both in your Facebook marketing mix, Here's a quick overview of the positive features for each:

Facebook Page

- ✓ Built-in analytics (Page Insights).
- ✓ Call-to-action button (e.g. Sign Up, Book Now, Learn More) on your Facebook Page.
- ✓ Boost your Facebook Page and Page posts with Facebook ads.
- ✓ Like and comment as your Facebook Page.
- ✓ Add apps and services to your Facebook Page, so that your fans can easily order a product, make a booking, get a quote and more.

Facebook Group

- ✓ Built-in analytics (Group Insights) now.
- ✓ Set your Facebook group as private (Closed or Secret).
- ✓ Post documents, create polls, and even buy and sell in your Facebook group.

- ✓ Group chat with your group members.
- ✓ Members receive notifications about new posts to the Group.

10 Things you Can Use Your Facebook Group For:

- Building Relationships
- Growing a Community
- Establishing Yourself as an Expert
- Share your Blog Posts
- Drive Traffic to your Website
- Grow Your Subscriber / Email List
- Launch New Products and Sell Existing Ones
- Host Trainings
- Find Partners

Tips For Growing Your Group

- **Engage With Your Members Regularly**
When your community is in its initial small stage, there might not be many posts from your community members. Help cultivate conversation by regularly (perhaps 2/3 times a week) adding relevant, helpful conversations to encourage engagement. For example, you could welcome your new members every Monday, initiate a discussion on every Wednesday, and invite members to share their weeks' achievements on Friday.
- **Use Analytics to Inform Your Strategy**
Group Insights can be accessed by clicking on "Group Insights" on the left sidebar. Here, you can find out insights such as how your Facebook Group is growing, when your members are most engaged, and who your most engaged members are. Use these metrics and insights to inform your community-building strategy.
- **Host Regular Events**
Hosting events is a great way to get community members involved and attract inactive members back to the community. In-personal meetups help to reinforce the connections made online, making the relationships more meaningful. Here are some online and offline events you could host:
 - AMAs (Ask-Me-Anything) with a community member or industry expert
 - Q&As with someone from your company
 - Talks and panel discussions
 - Mastermind sessions or community discussions
 - Casual get-to-know-each-other gatherings such as brunch, picnic, dinner, etc.

Once you have planned your event, create an event in your Facebook Group and invite members to attend.

- **Email Your List and Invite them to Join**

If people subscribe to your email list, send them a welcome email with a link to join your group!

- **Write a Blog Post Promoting Your Facebook Group**

This is a great way to get in front of a new audience and attract more people to your group. You can use this piece of content and promote it on Pinterest, Instagram, and Facebook to expand your reach.

- **Leverage Your Friends and Group Members**

Encourage your members to invite their friends in your post, group description and per private message directly when inviting them to your group. You may also encourage your group members to help you and reward those who put in the most effort.

- **Advertise Your Group**

Remember to promote the link to your group on other social media sites like Twitter or in YouTube videos etc, wherever you can. You should also look to post the link to your group in similar groups and invite members directly to join your group via private message. Don't be spammy with this technique though, simply 'like' other members posts and write them a private message, asking them to join your group so you can create new relationships at the same time and they will more likely have a look at your post in your own group.

***Top Tip: Get rid of Spammers.** Admonish or delete spammers to keep your group clean and on topic. Decide who you are going to accept in your group and check out their profiles if necessary.*

- **Make Sure you Respond to Every Post in Your Group**

You want to reward people for posting high quality content into your group, so reward them by commenting and letting them know how much you like what they're posting. Think positive reinforcement.

- **Give Your Group What They Want**

You'll be surprised at how being of service will build your client base, no matter what your business is. Ask people what their needs, wants and desires are, and structure your posts around that. The more you can fill a need, the better.

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.

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'll 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 can't 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 don't 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 haven't 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're 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 can't 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 can't 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 precious time if you have a standard message you frequently send. You are able to create generic replies for all of your frequently asked questions, then customise them before sending them out. To access your saved replies, first navigate to the Messages area of your page. To see Saved Replies, click on a particular message. The message will appear in a pop-up box and the Saved Replies will be on the left sidebar. From there, select Manage Replies to see all of the replies you've created or create a new 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.

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 aren't, 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.

31 Days of Facebook Content

- **Day 1: A Day in The Life of**
What does an average morning look like in your world? Share your routine and give your fans a glimpse into your day.
- **Day 2: Meet the Owner**
Share a selfie and tell your fans a little more about how built your brand.
- **Day 3: Fill in the blank**
Give your audience a relevant, simple, question related to your industry or use it to gauge thoughts on future products/services.
- **Day 4: Your mission**
Share with your fan what makes your brand tick.
- **Day 5: Around the office**
Share a snapshot of the space where you spend your working week.
- **Day 6: Share the love**
Tag a small business you admire or a client you love to work with and let everyone know about what makes them so great.
- **Day 7: Your bestseller**
Show off your most popular product or service package. Why do your clients love it so much?
- **Day 8: Monday motivation**
Share a quote that motivates you to show up to work every day. If you use Canva, turn it into a nice branded graphic.
- **Day 9: Office mascot**
Do you have an office dog? Snap a photo and share their story.
- **Day 10: Giving back**
Share a photo from a project, charity drive or community effort and show your fans your giving side.
- **Day 11: Throwback Thursday**
Reveal a photo from your past as silly or embarrassing this might be!
- **Day 12: Positive feedback**
Nothing beats a great word-of-mouth referral! Share a positive review you recently received from a customer.

- **Day 13: Goals**
What ambitions are you working toward? Show your human side to your audience by sharing your journey on the way to achieving your goals.
- **Day 14: Your process**
Explain your businesses "processes" and how they set you apart from the competition.
- **Day 15: Team snapshot**
Round up your team for a photo opportunity to showcase the faces behind the brand.
- **Day 16: Your hero**
Who do you admire? Share a picture and a few lines about how/why they inspire you.
- **Day 17: Fun Selfie Day**
Take a selfie and share with your audience. Let them see the "real" you!
- **Day 18: Today I learned...**
Maybe it's a little-known fact about your field or a secret hack for doing your job better. Share something new you learned today.
- **Day 19: What we believe in**
What do you as a brand hold near and dear? Share the values that make you tick.
- **Day 20: Share your latest blog post**
Give your latest article more traction by sharing it with your Facebook audience
- **Day 21: Ask the audience**
Invite your followers to answer a customer question or vote for their favourite option e.g. "We're picking a name for [your new service package]! Which do you like best: A or B?"
- **Day 22: Humour**
Share something that has you laughing, be it a funny article, photo or meme.
- **Day 23: Inspirational quote**
You can easily create a professional, branded motivational quotes via Canva.
- **Day 24: Fan photo**
Share a photo and short caption about one of your happy customers.
- **Day 25: How you got started**
Take your fans back to where it all began and tell them how and when your brand was launched.
- **Day 26: Insider tip**
What enticing tips/fact would people be shocked or intrigued to learn about your industry?
- **Day 27: Share a prediction**
Tell followers about a trend you're keeping an eye on or a shift you expect to see.
- **Day 28: Breaking news**
Find a relevant story about your field and share it.
- **Day 29: Freebie giveaway**
Pick a lucky winner to receive your product or service for free or a similar worthwhile prize.
- **Day 30: Behind the scenes**
Are you preparing for a conference or setting up for a sale? Show your fans the getting-ready process.
- **Day 31: Coming soon...**
End on a high note by giving your fans a sneak peek of what's on the horizon for the month ahead.

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'll 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 doesn't like, so you can plan your future content better. It'll 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 of 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.