

GUIDE TO SOCIAL MEDIA

facebook

WHAT INDUSTRY IS IT RECOMMENDED FOR?



BEST GENERAL PRACTICE

HOW TO USE AND WHAT TO SHARE

GETTING STARTED: EASY TIPS FOR SETTING UP YOUR PROFILE



- Make your business page visually appealing by using a branded profile picture (180px by 180px) and an engaging cover photo (851px by 315px).
- Complete your "About" section by adding an engaging description that describes your business and includes your current contact details. Include 2 - 3 keywords in your description to help make sure people can find you.
- Consider adding a Call to Action button (located at the bottom right hand side of your cover photo).
- Customise your page with Facebook Apps, (consider linking your other social media accounts like Twitter to your Business page through Apps). Add an app to your page by visiting the Facebook App Centre.

TIPS FOR PROMOTING YOUR CONTENT ON FACEBOOK



- Posts that include pictures and images receive more engagement (likes, shares etc.) So make sure that your post stands out by trying to add a picture every time you share a blog post.
- Consider customising the title and description of your post (write it yourself - don't just copy the headline of the article). We recommend keeping the title easy to digest and the description short and simple, (Facebook states that five line posts receive about 60% more engagement).
- For any posts with links, we recommend that you place the link before the end of the fifth line of text (this is where Facebook will cut it off with a "see more" tag).
- If appropriate, add a call to action in your posts like, "visit the website for more info today". This can really help to drive people to your Facebook page to your website (where they are more likely to convert into customers).
- Social media is social! So start a conversation with your audience by asking a question, inviting feedback, or by asking people to share their own stories. For example if you share a blog post you wrote on "Top 10 tools that help you be more productive", ask people to share some of the tools that they use in the comments.
- Make your post more authoritative by adding stats, facts and figures (be sure to always link back to your sources).
- Reply to comments, feedback or questions as soon as you can. We recommend within 24 hours of them being posted.
- Share content that is topical and trending. Current industry news generally gets more engagement, so if you wrote a blog post last month that is related to a topic that is trending now then re-share it over Facebook.
- Facebook isn't just about self promotion! While it's really important that you share all the content from your blog on Facebook, make sure you still share content from other people / publishers that your audience may find useful.

WHAT TYPE OF CONTENT WORKS WELL ON FACEBOOK?



- Use appealing photos or banners when possible. We recommend using images that don't use a lot of blue. You should be posting images that help people to see what the content your sharing about, at a glance.
- You can also post relevant videos (preferably from your YouTube or Vimeo account. Unfortunately, you can't edit the title or description for those).
- Consider posting a relevant SlideShare (preferably one you've made). You can edit the title, description and image. Try to include your keywords whenever possible.

WHEN SHOULD YOU POST ON FACEBOOK?



- Plan and schedule out your posts on a Social Media Content Calendar. This includes the date and time of when you'll be posting pieces of content and what channels you will be using to promote and amplify it.
- There is no rule as to how often you should be posting on Facebook. The best thing to do is to test how your audience engagement differs depending on how frequently you post.
- You can target specific audiences using Facebook's Enhanced Page Post Targeting.

ENGAGE WITH YOUR AUDIENCE



- Share exclusive information (like discounts).
- Be conversational – conclude your post by adding a question to prompt your audience to engage with you.
- If possible, include some analysis and details to your post-like facts, figures and unique data.
- Reply to comments or questions in a timely manner.
- Be topical with your posts – current industry news generally gets more engagement. You can also share helpful content from influencer's that your audience may be interested in.
- Be sure to share both branded and non-branded content to increase you chances of generating engagement.

TRACKING THE RESULTS OF YOUR CONTENT PROMOTION

USE FACEBOOK INSIGHTS FOR ANALYTICS & TRACKING

Analyse your Insights Dashboard:

Your Facebook Insights should be at the top of your Business page. The dashboard shows a graph with number of likes over time, weekly reach and engagement.

Click on the "Likes" tab to get to know your audience:

You can find out information like where your audience live, what device they are using to visit Facebook, how many people unliked your page and when, and more. You can use this information to see what type of content you audience likes (and doesn't like).

Find out how your content is reaching your audience on the "Reach" tab:

You can find out how your channels are performing (organic, paid or viral) who is commenting, liking and sharing your page. This data can be used to see how much of your content is actually reaching your fans.

The "Visits" tab will let you know how many times your page was viewed:

This will also provide information from external referral websites. Find out the number of times people came to your page from a website other than Facebook. Is there a website that's sending you a lot of traffic? If so find out why, and do more of it.

The "Posts" tab provides details on how each of the posts performed:

Use this section to find out when your fans are online and how well each type of post performed. Is there a particular type of post that gets a more of engagement than the rest? Use these insights to plan future posts.

The "Videos" section provides details on how your video posts have performed:

You can see how many people stopped watching a video you posted at 3 and 30 seconds, and find out what your top performing videos were. Knowing what your audience likes to watch can help you tailor the videos you post.

IMPORTANT THINGS TO CONSIDER

- Your post will end up in someone's mobile news feed, so keep the image simple and any text on the image large enough to read.
- Facebook states that posts that are five lines long receive about 60% more engagement.
- Track your posts, reach and engagement by using Facebook Insights. You'll be able to obtain a lot of useful information such as what type content gets liked or shared the most.
- Experiment. Every industry and business has a different audience – so find what works for you. Do some testing – post various types of content (some news, some branded, some videos...) and see which gets the most engagement by logging into your Facebook Analytics Dashboard to see which posts receive the most likes and shares.
- Consider running Facebook ads to promote your page and posts to grow your audience. By analysing the results of your ads, you'll be able to see what works and what doesn't, as ads expose your content to a much bigger group of potential customers. Of course, you'll need to run several different ads to get a real understanding of what works best for engaging your audience.