how to be a good facebook page manager

Design & Promote

Presented By Amy Brownfield | Project Manager
Design & Promote | 630.995.7109 | www.designandpromote.com

Facebook Statistics

- Facebook is the most popular Social Networking website in the World
- As of September 2012 Facebook has over **1 billion** monthly active users
- Facebook accounts for 1 out of every 5 page views on the internet worldwide.
- Over **50%** of the United States population is on Facebook
- In 2012 more than **80%** of businesses are on Facebook
- Facebook is the leading source of referred social media traffic to websites, at 26%. Twitter is second at 3.6%.

More Statistics

- 65% of Facebook users are over the age of 35
- The fastest growing age group on Facebook is between the ages of 45 and 54
- Since Facebook switched over to the new Timeline layout,(earlier this year) businesses have show a 46% increase in brand user participation
- Social media customer engagement is expected to rise 57% within the next five years
- 78% off all Facebook users have shown their support for a business, organization or group.
- Facebook racks up 2.7 billion likes a day

Why is it important to have a Company Facebook Page?

- Increase your company's exposure
- Connect and engage with current and potential customers
- Get found by people who are searching for your products or services
- Promote your company's seminars, events, blogs, articles or other resources
- Generate leads for your business

Common Questions

- How do I make a Company Facebook Page?
- What is a Facebook Application?
- What do I post?
- How often am I supposed to post?
- How do I increase my fan interaction?
- How do I get more likes?
- How do I analyze my efforts?

Facebook Basics

- People have Profiles, company's have Page's
- People gain friends, company's gain "Like's"
- Business Pages can interact on other Business Pages but not on Personal Profiles

Determine Your Target Audience

- In Facebook, like in any other marketing channel you need to promote content based on your target market

- Research your target audience
  - What do they find interesting?
  - What do they find informative?

Develop a Marketing Strategy

- What is your primary purpose of your Facebook page?
  - Raising Brand awareness?
  - Building Brand loyalty?
  - Enhancing customer service?
  - Building your email list?
  - Driving traffic back to your blog or website?

How to Create a Company Page

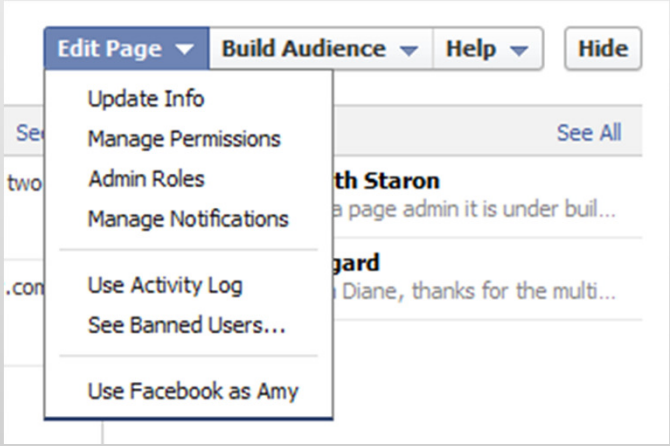
- You must have a personal Facebook Profile in order to create a Company Page
- Remember: You will not have a separate login for your Company Page

https://www.facebook.com/pages/create.php

The Admin Panel

Edit Page

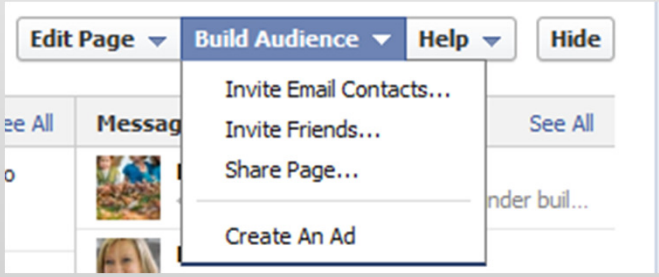
- Update Info: edit basic company information
- Manage Permissions: manage your page's privacy settings
- Admin Roles: Add and designate admins on your page
- Manage Notifications: Manage email notifications
- Use Activity Log: View your pages activity



The Admin Panel

Build Audience (logged in as yourself not the page)

- Invite Email Contacts
- Invite Friends
- Share Page
- Create an Ad



Thumbnail Photo

- Dimensions: 180 x 180
- Best practice to use your Company Logo
- This is what users see when you post/comment

Good Thumbnail Examples

Bad Thumbnail Examples

Cover Photo

- Dimensions: 851 x 315
- General: Describe your company
- Promotional: Promote a special or a new product
- Image: Use an image that represents your company

Cover Photo (General)

Cover Photo (General)

Cover Photo (Promotional)

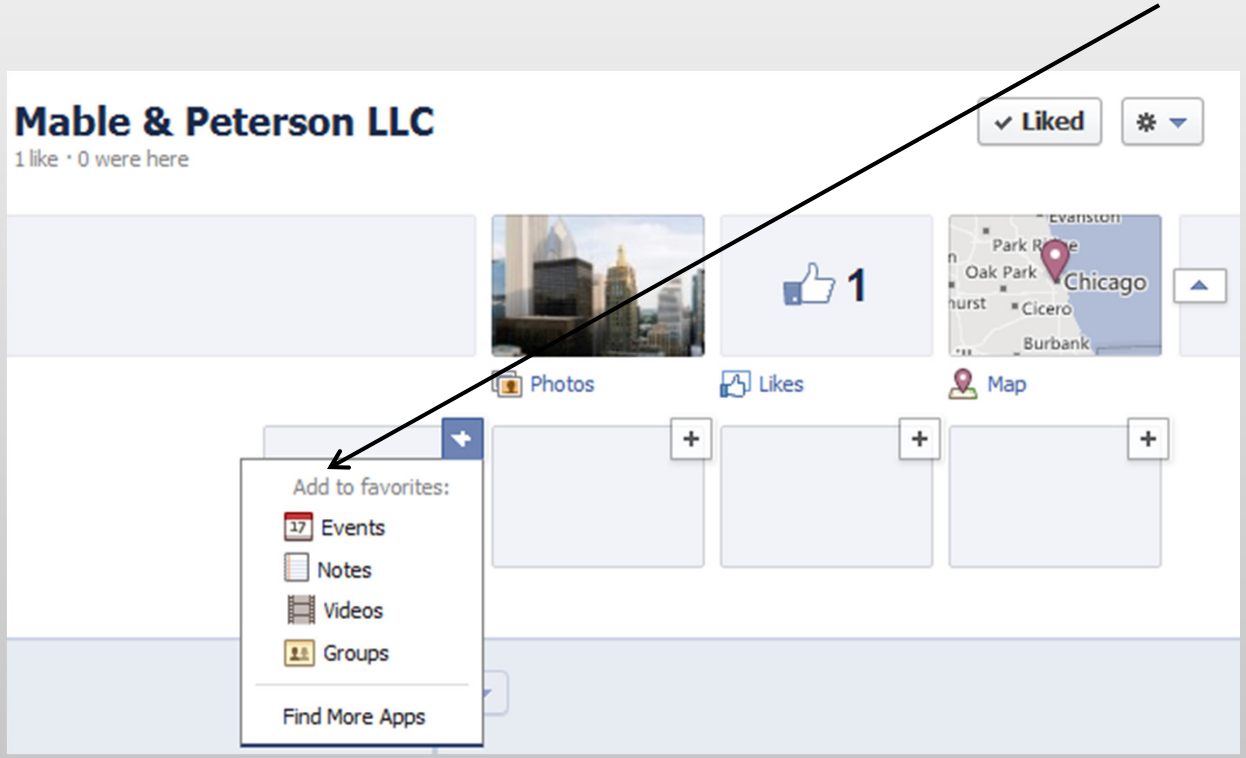
Cover Photo (Promotional)

Cover Photo (Image)

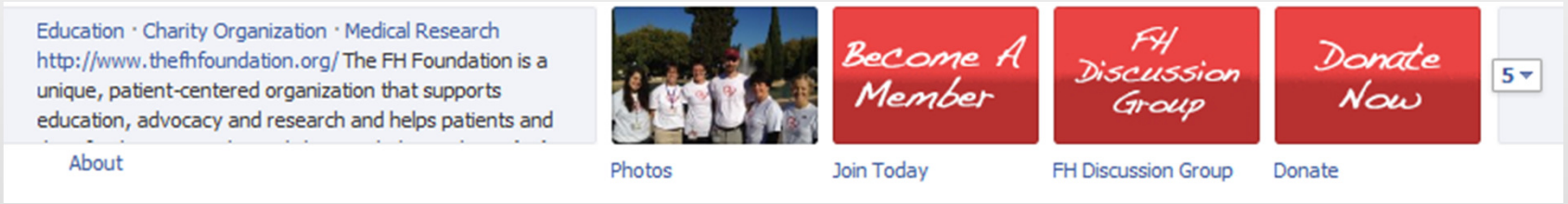
Cover Photo (Image)

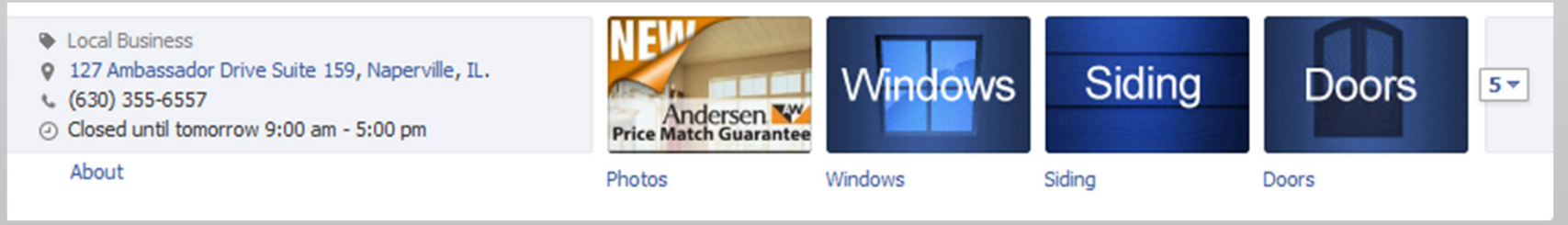
Applications

How to Add Applications

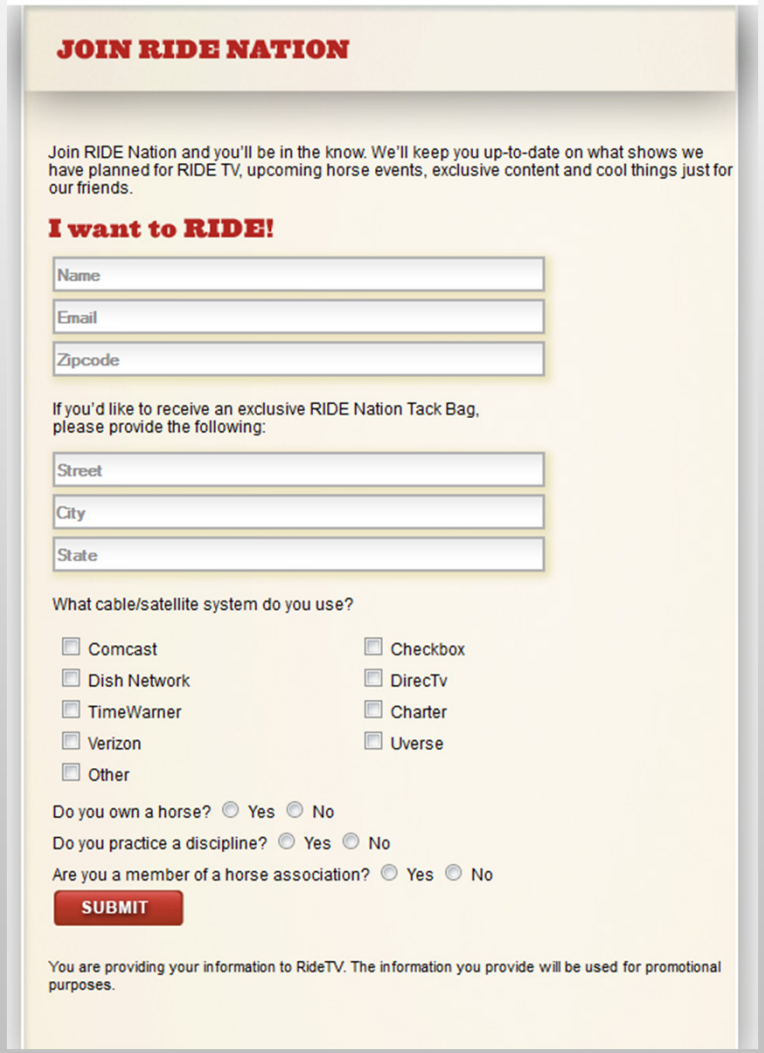


Custom Application Menus





Custom Applications



Posting Content to Your Page

- Post interesting and informative content
  - From your company
  - From your industry

- Be friendly and show your companies personality
  - Make your brand seem relatable
  - Appropriate yet funny and visually appealing posts to keep a healthy balance on your Facebook page and keep engagement high

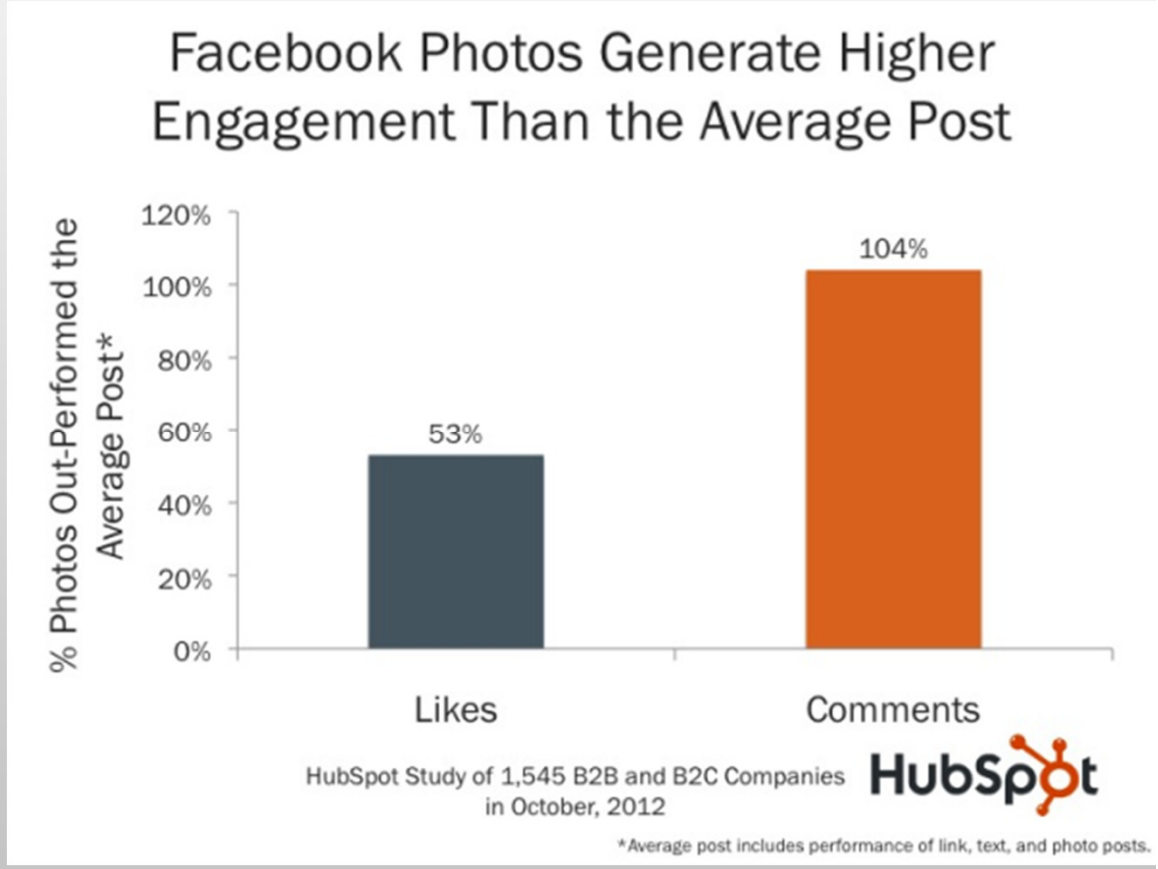
Key Statistics

- Posts that are 80 characters or less in length have 27% higher engagement rates
- Posts which end with a simple question receive 15% higher engagement
- “Soft sell” words are more effective than hard sell words
- 52% of consumers say they have stopped following a brand on Facebook because the information it posted had become “too repetitive and boring.”

Facebook Photos

Compared to an average post:

- Photos received **53% more Likes**
- Photos attract **104% more comments**

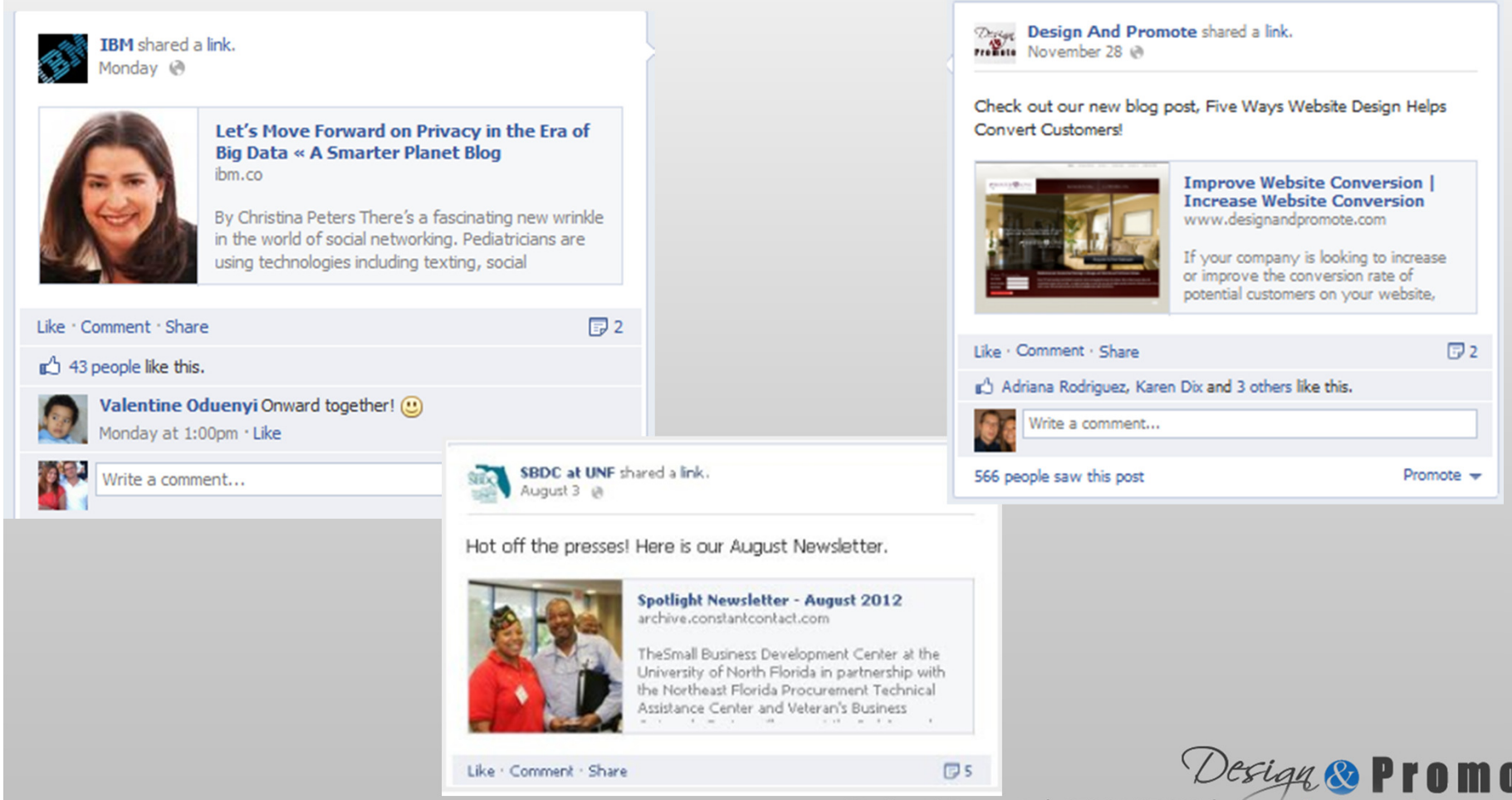


Status Updates

- Share company blog posts and events
- Industry news
- Helpful tips or tricks for the consumer

Share Company Content

(Blogs, Newsletters, etc.)



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Local/Industry News

The FH Foundation shared a link.
Yesterday

Good news! Advances are happening in the world of health. New strategies are being formed to help identify and diagnose diseases like FH.

http://blogs.cdc.gov/genomics/2012/10/03/new-strategies/

CDC - Blogs - Genomics and Health Impact Blog – New Strategies For Public Health Genomics Beyond New
blogs.cdc.gov

CDC - Blogs - Genomics and Health

Like · Comment · Share

Karen Greendale and Kimberley Frankie Eldridge like this.

Design And Promote shared a link.
19 hours ago

Here is a great collection of inbound marketing and social media presentations on Slideshare, thanks HubSpot
http://www.slideshare.net/HubSpot/

Inbound Marketing Slideshare Presentations
www.slideshare.net

A collection of presentations on Slideshare from Hubspot

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Julie Johnson likes this.

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19 hours ago · Like

Write a comment...

ople saw this post

RICCA CHEMICAL COMPANY
April 26 via HootSuite

Happy National Medical Laboratory Professionals Week! Ricca honors the more than 300,000 medical laboratory professionals around the country who perform and interpret more than 10 billion laboratory tests every year. http://ow.ly/avDx4

National Medical Laboratory Professionals Week is April 22-28
ow.ly

Caton Commercial Real Estate Group shared a link.
August 21

#naperville voted #53 in the US for best places to live by Money magazine http://money.cnn.com/magazines/moneymag/best-places/2012/snapshots/PL1751622.html

Naperville, IL - Best Places to Live - Money Magazine
money.cnn.com

Annual ranking of the best places to live in the U.S. by MONEY Magazine. See the top 100 best places to live, plus an online-only

Like · Comment · Share 1

Industry News

Auditory Sciences shared a link.
August 9

Another Olympic athlete that is hard of hearing -- in this case Tamika Catchings.

Tamika Catchings' hearing loss not an impairment
espn.go.com

The WNBA star was born with a hearing impairment in both ears -- and it's helped her become the player she is

Like · Comment · Share

4 people like this.

Katoby Distribution shared a link.
February 24

Private bill passed to end Ontario's pit bull ban | CTV Toronto
toronto.ctv.ca

CTV Toronto - Ontario's prohibition on pit bulls is unreasonable, unworkable and unfair, members of all parties in the

Like · Comment · Share

2

Design And Promote shared a link.
November 23

Did you know you can check into Facebook places without using your phone? Bookmark this link for easy access.
http://touch.facebook.com/

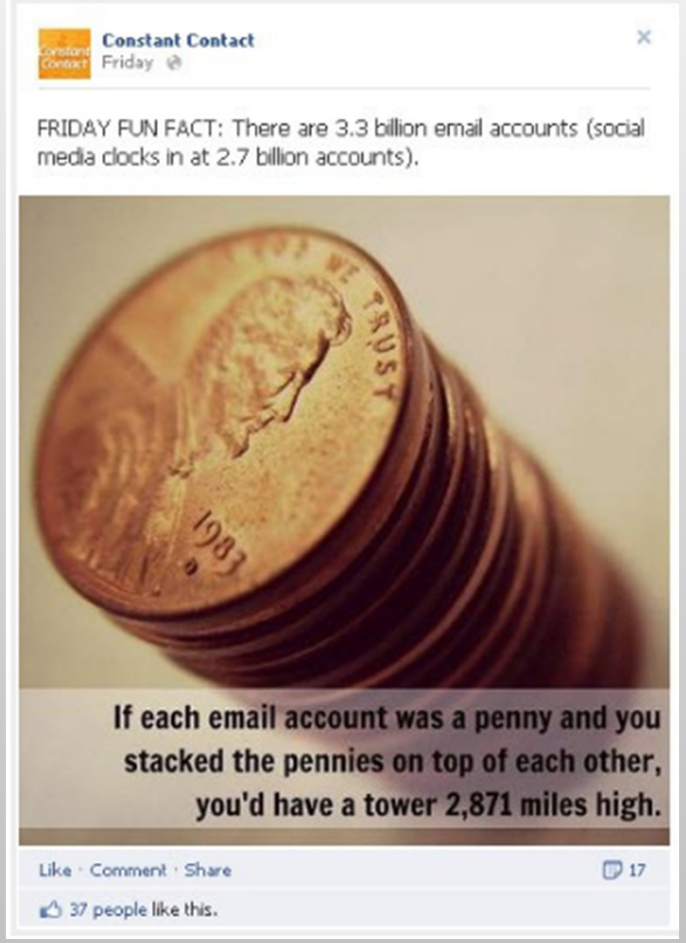
https://touch.facebook.com/
touch.facebook.com

Like · Comment · Share

583 people saw this post

Promote

Share Industry Statistics



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Tips and Tricks

American Heart Association shared a link.
5 hours ago

Dinner in a flash! Try our Smoky Herb Chicken recipe for a tasty, heart-healthy meal in about 20 minutes. What are your go-to heart-healthy recipes?

Smoky Herb Chicken
bit.ly

To Make Ahead:Store the rub in an airtight container for up to 3 months; coat the chicken with the rub up to 30 minutes before grilling or broiling.

Like · Comment · Share 17

Bobby Sena, Tanya Sevier, Whitney Dreier and 56 others like this.

Write a comment...

Mable & Peterson LLC shared a link.
2 seconds ago

Best Practices to Make Divorce Easier On The Children
www.divorcemag.com

When parent's divorce, it can be very hard hitting on the children. However, there are steps that parents can take to lessen the emotional impact on their

Like · Comment · Share

Pink Bubbles Spa shared a link.
2 seconds ago

Trouble with Dry Skin in the Winter? Not anymore! Read these great 10 tips on how to keep your skin healthy this season

10 Winter Skin Care Tips: Banish Dry Skin
www.webmd.com

Experts offer 10 tips for banishing dry skin and giving your winter skin care regimen a boost.

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November 23

Did you know you can check into Facebook places without using your phone? Bookmark this link for easy access.
http://touch.facebook.com/

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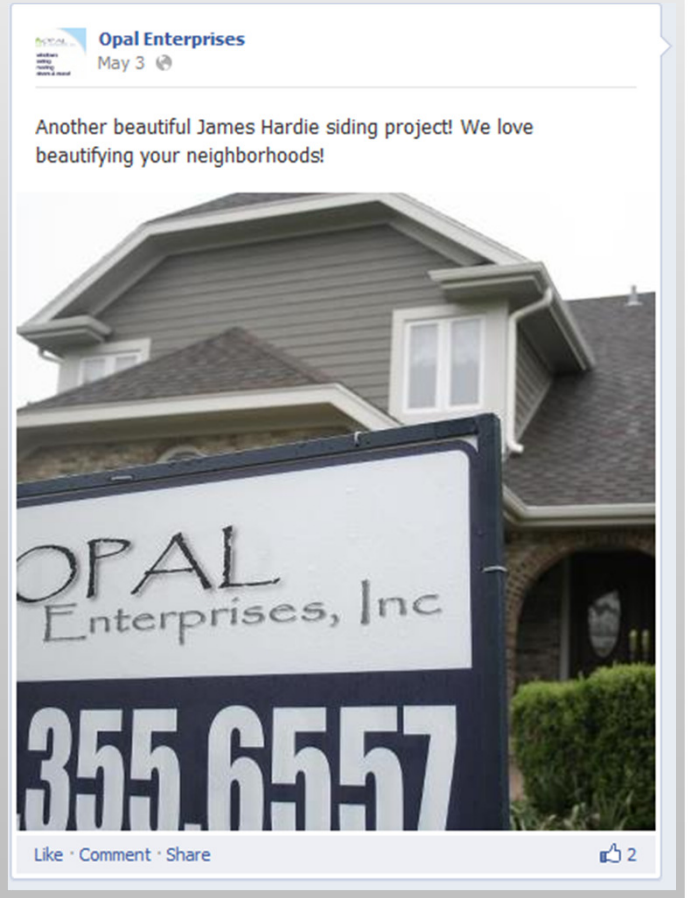
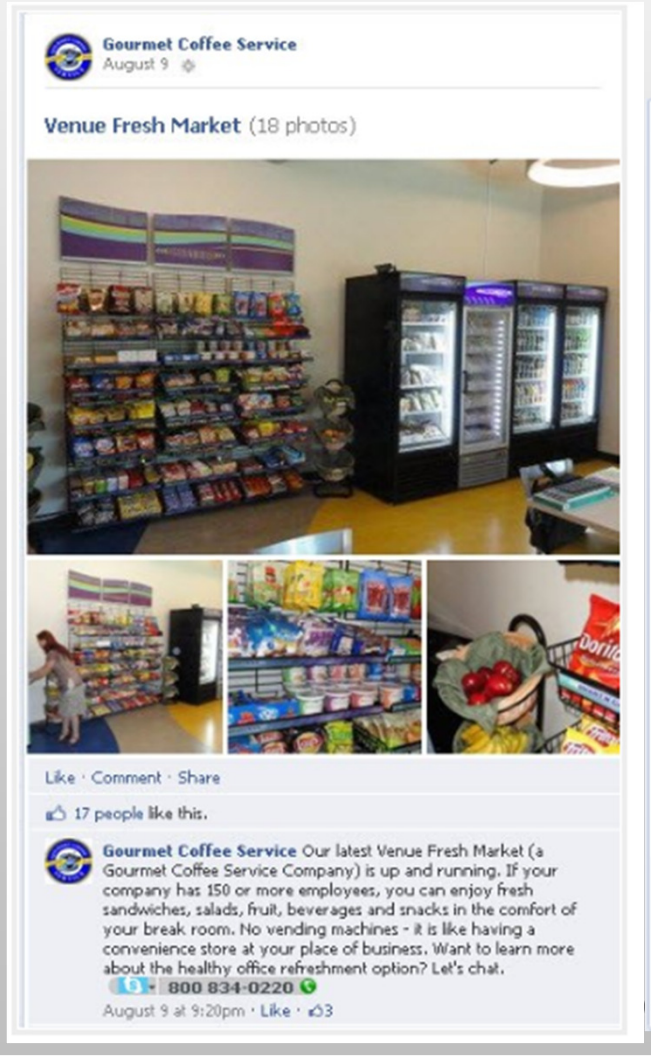
Photo Updates

Highlight Your Latest Projects/Products





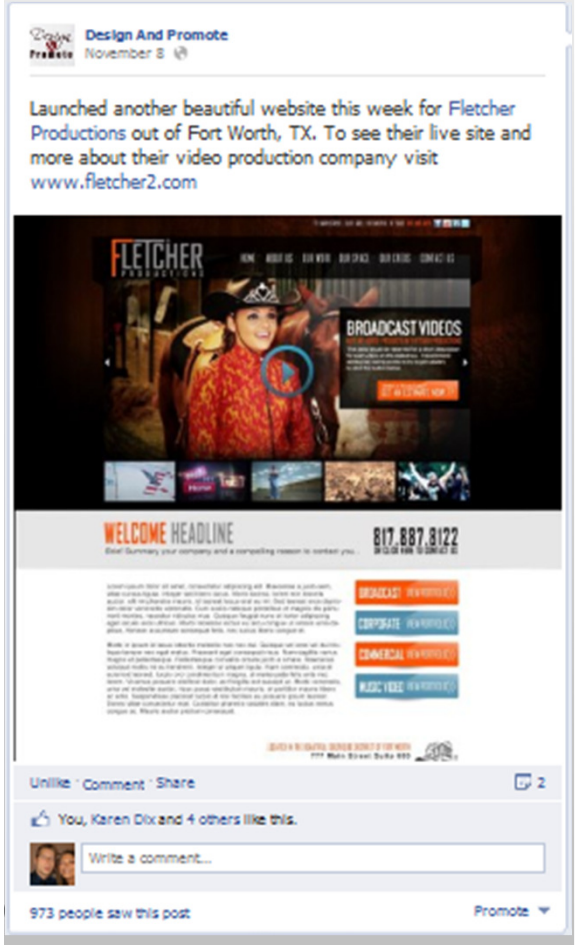


Photo Updates

Lets fans get to know your Company

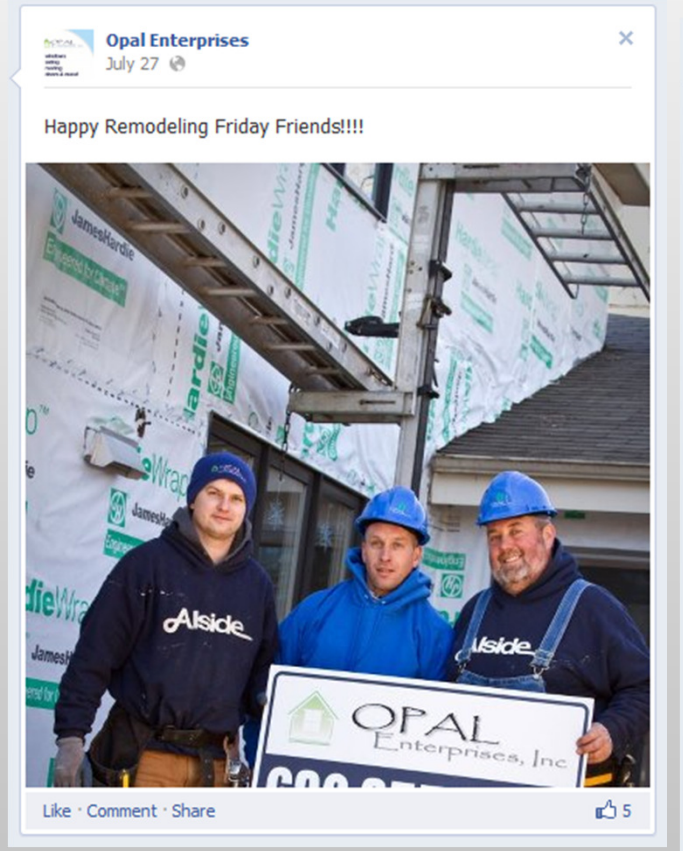
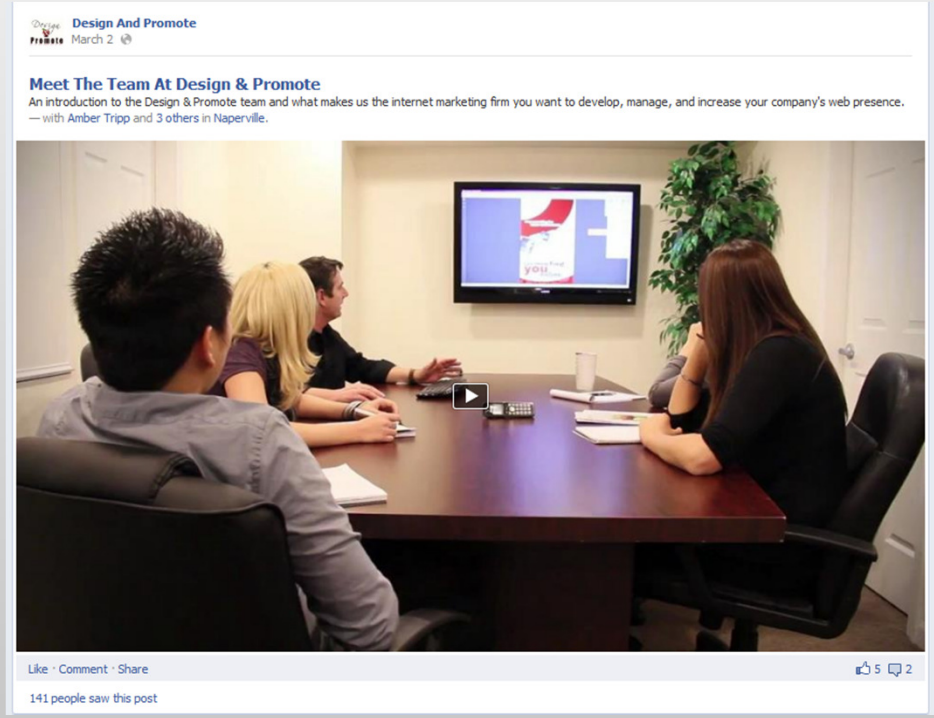


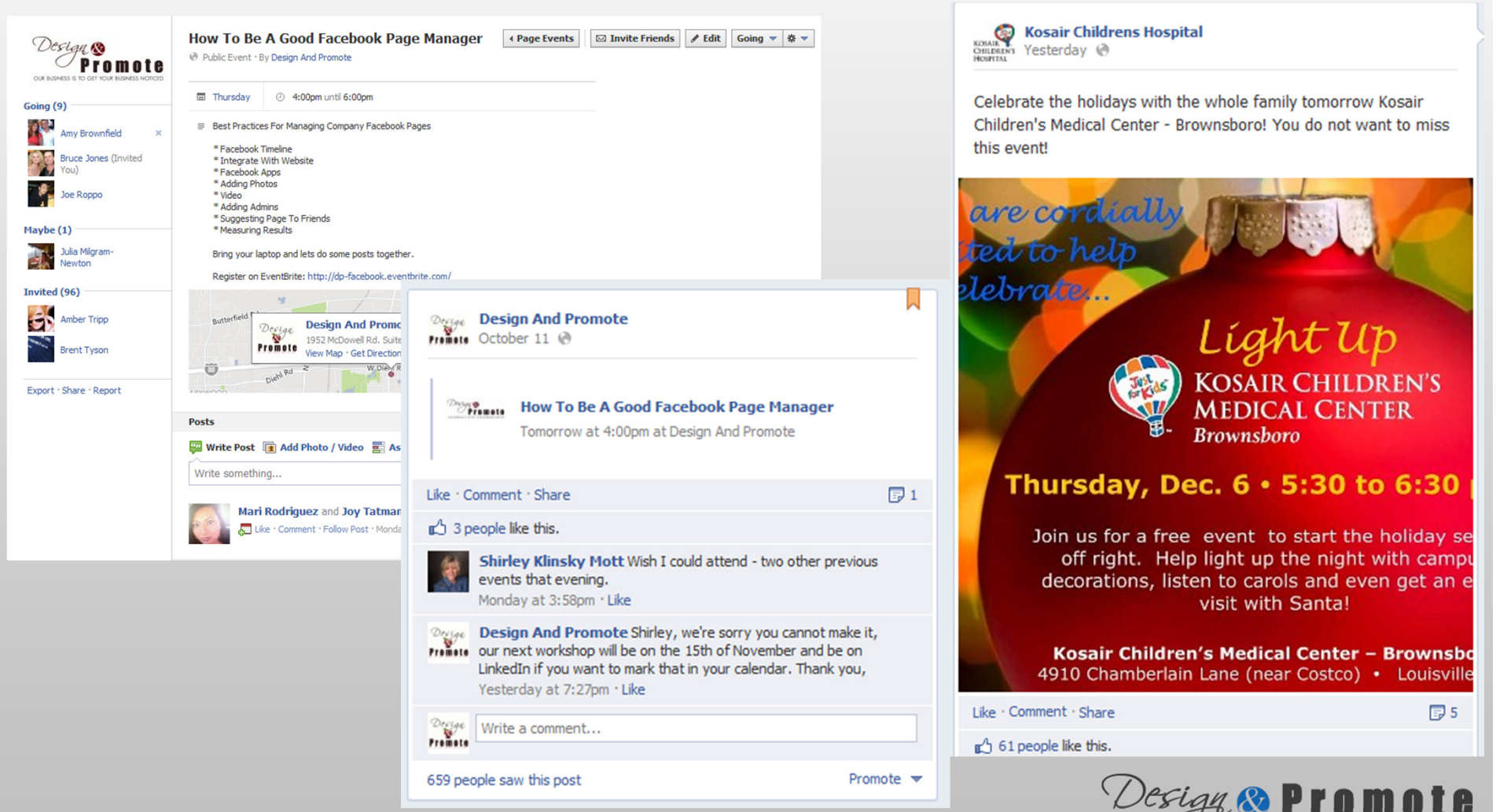
Photo Updates:

Behind the Scenes

Video Updates



Event Updates



Photos and Posts from Events

Janor Sports
November 19

The Lisle Chamber Turkey Trot Tune-Up 5K in Lisle, Illinois. It was a great event hosted by Lisle Area Chamber of Commerce! Participant sweatshirts and volunteer t-shirts provided by Janor Sports!

Like · Comment · Share

6 people like this.

Patricia Nelson I see you in the white top & shades- left side of pic. Looks like a great day to run.
November 20 at 10:50am · Like · 2

The FH Foundation
November 7

The FH Foundation has been working for you at the American Heart Association National Conference in Los Angeles to raise awareness and save lives!

Like · Comment · Share

4 people like this.

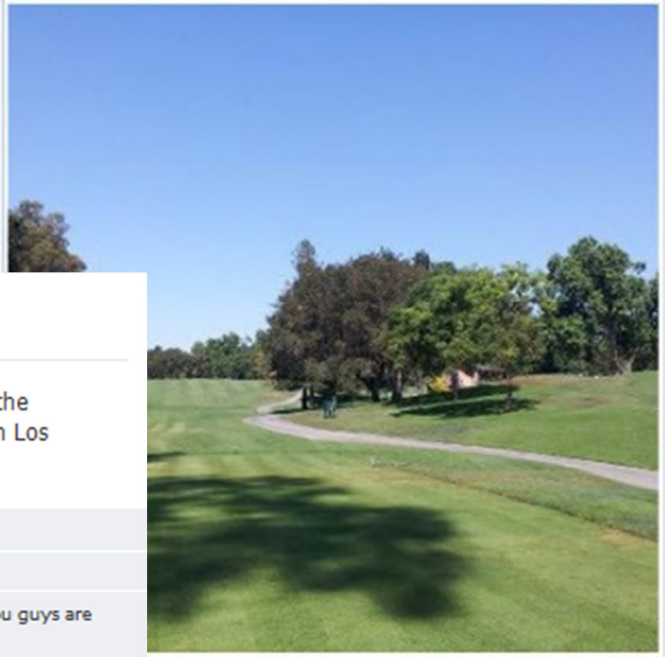
Wenter Blair Way to keep us informed on what you guys are doing!
November 8 at 7:26am · Like

Write a comment...

288 people saw this post Promote

PropertyMinder
about an hour ago

Sponsoring a golf hole at today's CCAR golf tournament. Shock Top and Kona Longboard on tap all day!

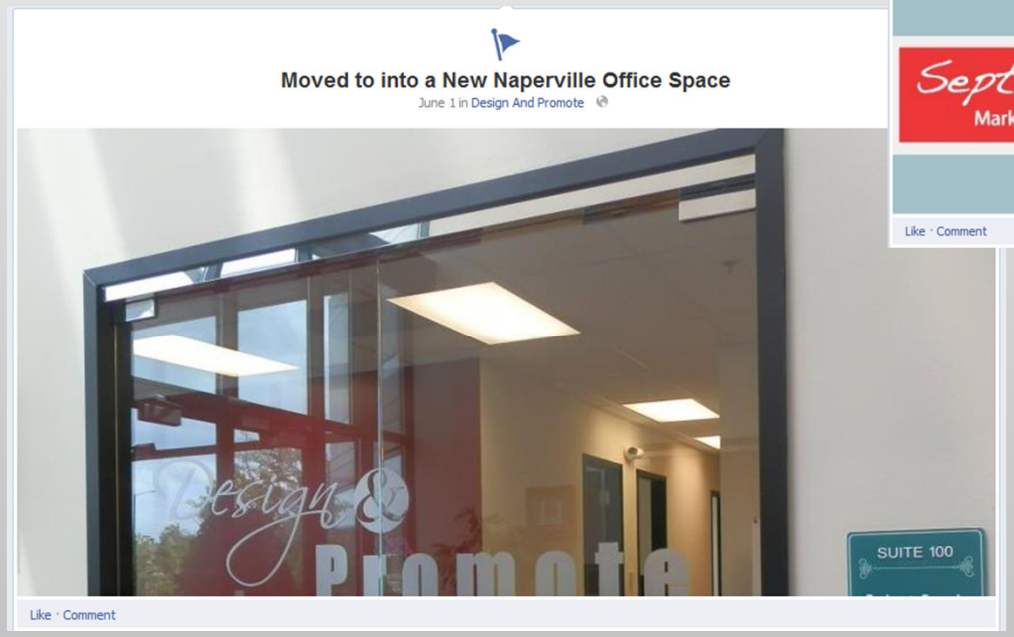


· Share

this.

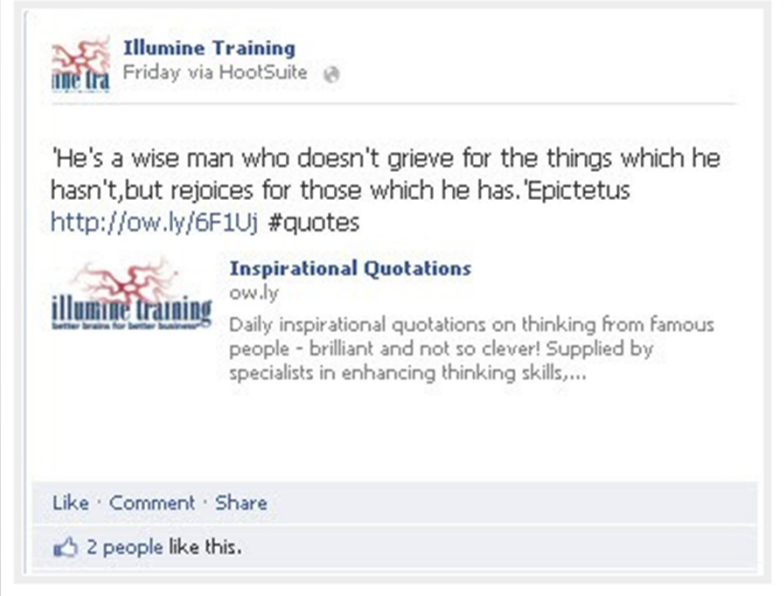
Share an Experience

Mark Your Milestones

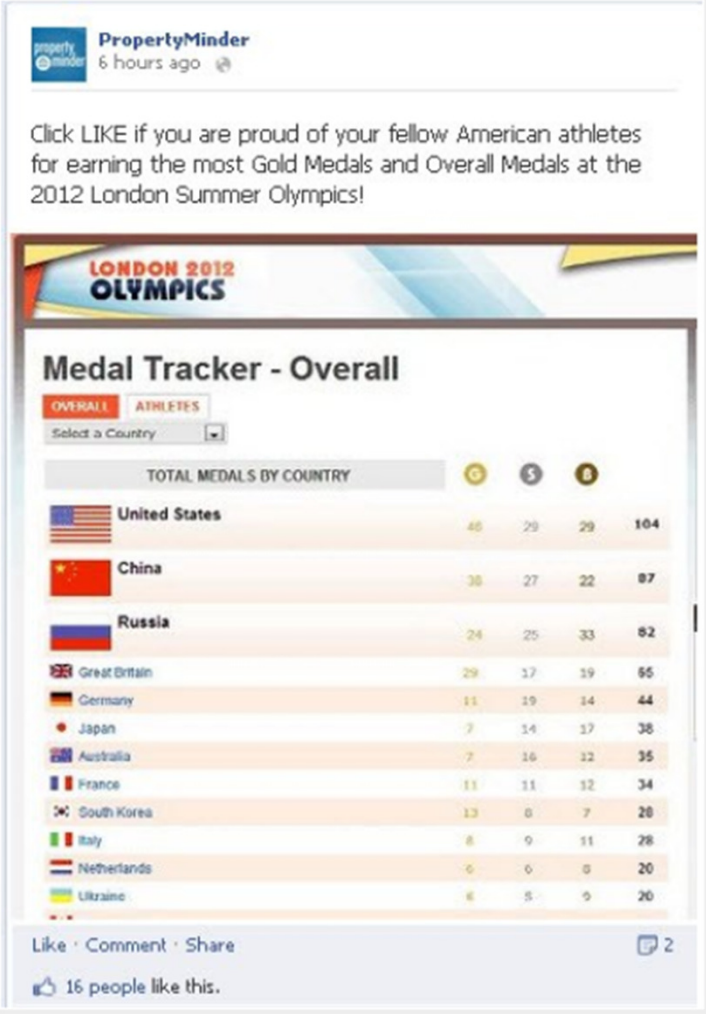


Share News About Business Partners & Clients

Share Quotes



Post about Universal or National Events



Announce Partnerships

Humorous Photos

Engage with Users

- Run contests, polls and engage your fans in the conversation. They feel connected to your brand, the more likely they are to further research your product/service and make a purchase. More engagement turns into lead generation.

- When someone posts on your page with a question or comment engage with them

- Tip: Within a comment stream type “@” and a commenter’s name. It will allow you to tag specific fans in your response. It also notifies the commenter that you have tagged them in a response

Engage with Users and other Pages

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Facebook Surveys

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Post Questions

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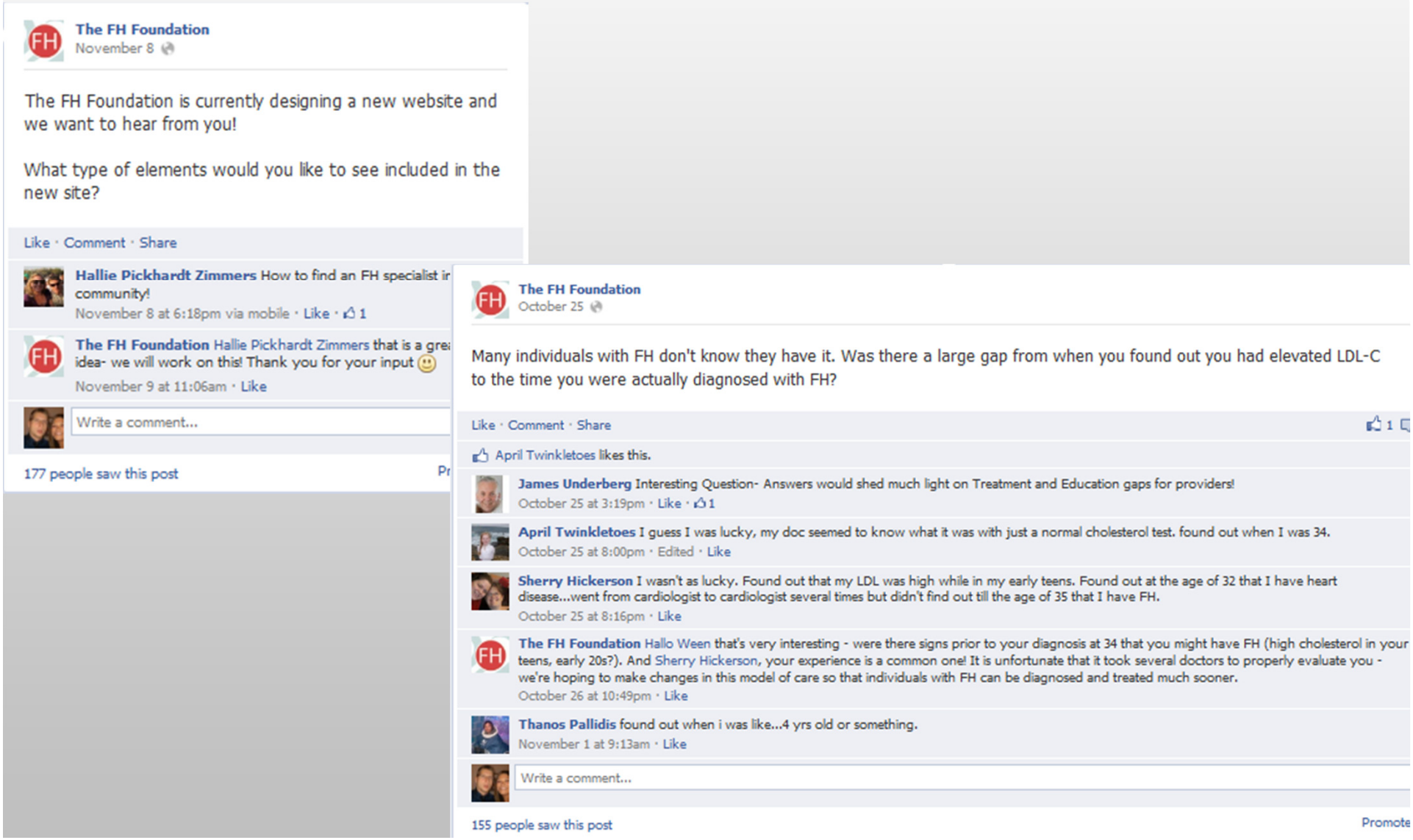
Post Questions



How Often & When To Post

- Post Often: Pages that post 2-3 times daily have more fans and interactions than pages that post weekly (keeps the content fresh!)
- Don't Over-Post: time you updates to be at least 3 hours apart so you don't overwhelm your fans
- Pages that post outside of business hours have 20% higher engagement (Sundays have the most engagement!)
- Be Timely: Updates that refer to holidays and current events are more likely to gain interactions

How to Organize Your Posts

Help people identify the most important content on your page

- Pin: Make your most important post stay at the top of your page for 7 days
- Star: Highlight important stories by making them larger and more visible
- Hide: Hide posts that may no longer be relevant or just aren't as engaging

How to Schedule a Post

Manage your time by preparing posts in advance and scheduling when they'll show on your page

From you page's sharing tool:

- Click the clock icon in the lower-left of the sharing tool
- Choose the future year, month, day, hour and minute when you want your post to appear.
- Click Schedule

How to Build Your Audience (Fanbase)

- Promote Online
- Promote Offline
- Promote within Facebook

Promote Online

- Website (Home, Contact)
- Blog
- Newsletters
- Email Signature Files
- Event Invitations

Promote Offline

- Integrate social media into all of your marketing efforts
  - On-Location Promotions ("Like us and receive 10% off!")
  - Signage at Events and Locations
  - Social links on Business Cards
  - Social links on Marketing Collateral

Promote Within Facebook

- Like similar pages
- Comment on other pages
- Tag other pages in status updates
- Join groups related to your industry

How to Measure Your Results

- Facebook Insights
  - Once 30 people like your page you can view this
  - Use these results to your advantage

- Web Tracking Software (i.e. Google Analytics)
  - Install on your website
  - You can see who is coming to your site directly from social media outlets

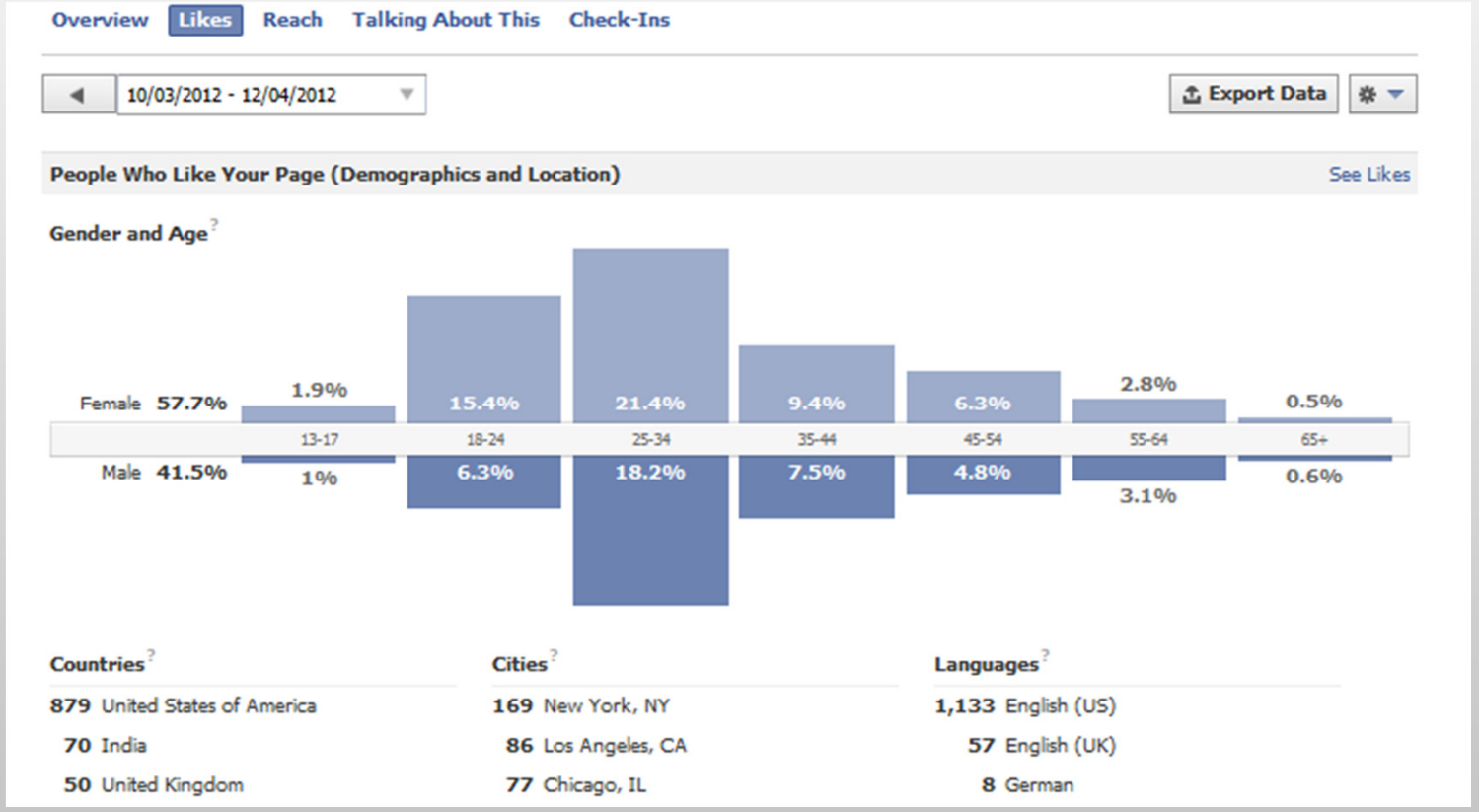
Facebook Insights

Facebook Insights

All Post Types

Date	Post	Reach	Engaged Users	Talking About This	Virality
11/13/12	We'll see everyone from the Naperville ...	822	7	1	0.12%
11/13/12	What Your Brand Colors Say About Yo...	819	5	1	0.12%
11/17/12	Here is a download link to the presentati...	724	5	--	--
11/15/12	On-Page SEO for Ecommerce Websites	702	3	--	--
11/17/12	"Did they open? Did they click?"	701	3	--	--
11/26/12	One of our favorite clients, Opal Enterp...	694	15	4	0.58%
11/19/12	Ride.TV - http://www.ridetv.com/	674	7	--	--
11/22/12	Wishing everyone a very happy Thank...	626	7	1	0.16%
11/23/12	http://adriennesmith.net/11-free-really-...	588	4	--	--
11/23/12	Did you know you can check into Face...	583	3	--	--
11/28/12	Check out our new blog post, Five Wa...	566	15	7	1.24%

Facebook Insights



Results:

After 3 Months

September 2012

December 2012

Overview

- Develop your Social Media Marketing Strategy
- Create Company Page & Photos
- Create fresh content that speaks to your target market
- Update as frequently as possible
- Promote Facebook Online, Offline and through Facebook
- Research Facebook Ad's to see if it's right for your company

How Design & Promote can Help!

- Create your Company's Facebook cover photo
- Create Custom Facebook Applications
- Add Icons to your Email Sig Files, Website etc.
- Add a Blog to your current website
- Social Media Training
- Social Media Consultation- Developing a plan
- Social Media Maintenance- Creating content (with the help of client)