

## Part 1

Our latest series of blogs concentrate on each social platform and looks at which one might be right for you and your business. We have already covered Twitter and Instagram and now we are going to be looking at Facebook.

Facebook is the most well-known of all the social media channels with regards to keeping in touch with friends and family, but how can you use it to promote your business? We will be talking you through that here.



### What is Facebook?

Facebook is a social media channel which was launched in February 2004 by Mark Zuckerberg, with currently 1.4 billion users primarily sharing photos, videos and news stories to friends and followers.

Facebook is currently the largest social media site, with 20,000 people online every second. There are 3 million posts per minute, 500,000 'likes' every minute, 100,000 friend requests every 10 minutes and users spend 21 minutes on average every time they log on to the network.

There are currently 40 million small business Facebook pages, which means that they are utilising the millions of potential customers that are out there. If you aren't on there for your business, then maybe you need to start thinking about it!

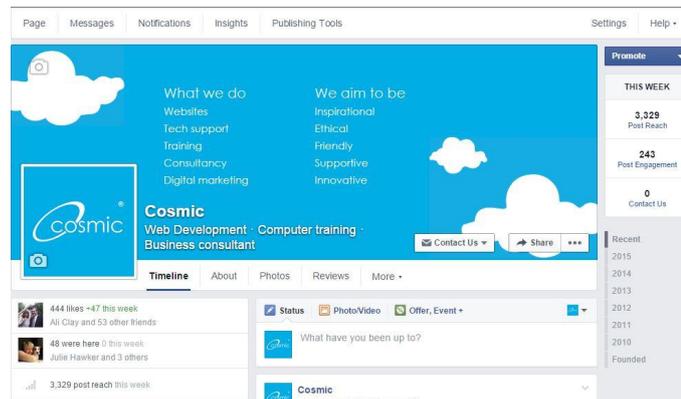
## What is a profile?

A personal profile is a standard account created for an individual to keep in touch with friends and family. You must not create a profile for somebody else.



## What is a page?

A Page is a public fan page for a business (or a celebrity, TV programme or organisation) where you can build up a following of people who are interested in your page and products.



## What is a group?

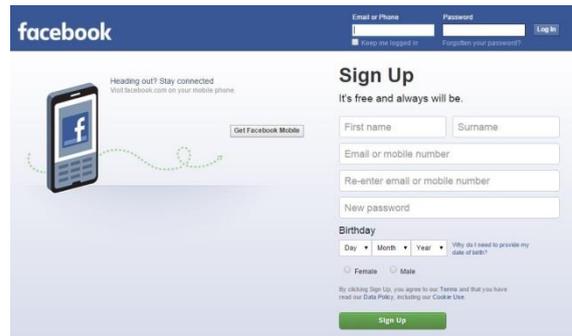
A Group is for a community or club that share a common interest. It can be private or public.

NB. You need a personal profile to set up a page or a group. You must not use a personal profile as a business page.



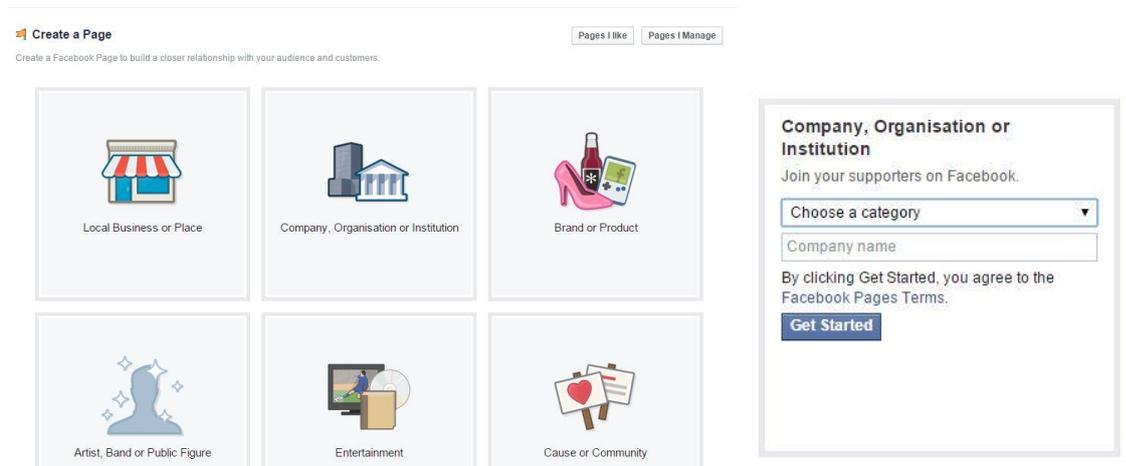
## How do I use Facebook?

Signing up to Facebook, like all the social networks we are covering, is free and easy - all you need to do is visit [www.facebook.com](http://www.facebook.com) and follow the instructions. As previously mentioned you will need a personal profile to set up a business page. If you don't have a profile then Facebook will guide you through setting up.



Please rest assured that your personal profile page will be completely separate from your business page – no information will be shared.

Once you have created a profile page you can then concentrate on your business page. Down the left hand side of your profile there is a section called pages where you can click on 'create page', otherwise visit [www.facebook.com/pages/create](http://www.facebook.com/pages/create) and follow the step by step instructions.



## Why do we love Facebook?

Facebook is currently the biggest and best way to keep in touch with friends and family all over the world. There are millions of like-minded business owners like you – therefore you have the ability to bring your business and work to a wider audience. You can follow interesting accounts and converse with them. You can make new friends and colleagues and engage with customers on a visual level. Plus there is an incredible amount of brilliant talent at your fingertips!

Next time – getting started with your business page!

## Part 2

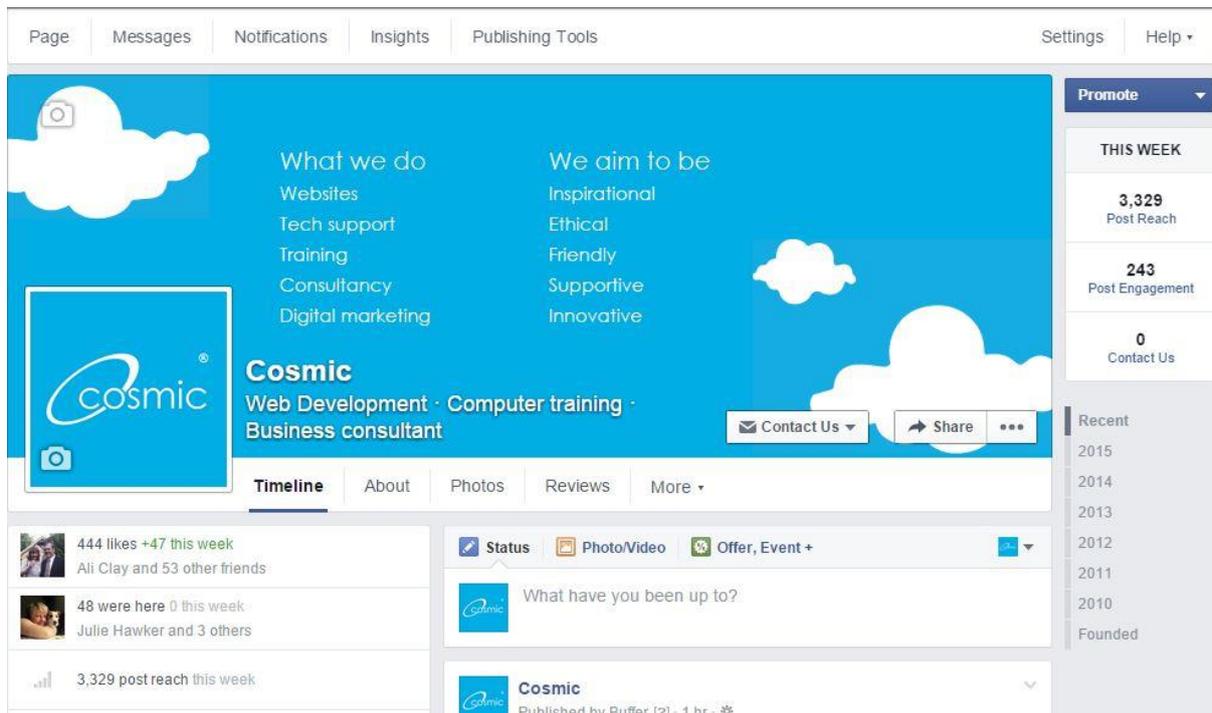
Last time we introduced you to Facebook and you are now hopefully logged on with a personal profile and keen to get going with your business page. Here are some things to think about when signing up.

### Your page name

This should be your business name so you do need to check that it is available.

### Profile & header images

These need to be consistent with your branding and other social media channels. Normally your profile picture is a logo and your header could tell your followers a little more about your business, for example Cosmic's header informs the viewer of everything that we do and what we aim to be.



The screenshot shows the Facebook business page for 'Cosmic'. The page header includes navigation tabs: Page, Messages, Notifications, Insights, Publishing Tools, Settings, and Help. The main header area features a blue background with white clouds and text describing the business: 'What we do' (Websites, Tech support, Training, Consultancy, Digital marketing) and 'We aim to be' (Inspirational, Ethical, Friendly, Supportive, Innovative). The profile picture is the Cosmic logo. The page name is 'Cosmic' with the description 'Web Development · Computer training · Business consultant'. Below the header are tabs for Timeline, About, Photos, Reviews, and More. The timeline shows 444 likes (+47 this week) from Ali Clay and 53 other friends, and 48 'were here' from Julie Hawker and 3 others. A post reach of 3,329 is also shown. The right sidebar displays 'Promote' options, 'THIS WEEK' statistics (3,329 Post Reach, 243 Post Engagement, 0 Contact Us), and a 'Recent' year list from 2015 to 2010, with 'Founded' listed below.

### Biography

This needs to be informative and descriptive of who you are and what you do. If you have a mission statement it can be put in here if you wish. Also links to your website and where people can purchase from you or contact you. You have an opportunity to write a short biography and a further, longer one.

Any details and photos can be amended at any time in your settings, you may want to alter your images to fit in with seasons, or update your information with any awards you may have achieved.

## What is a newsfeed?

As with Twitter and Instagram, your newsfeed is a summary of posts and stories that are made up from the pages that you follow. If you are only going to 'like' a few pages yourself then your newsfeed isn't going to change very regularly.

You are looking to engage with as many people as possible, to get your information in as many newsfeeds as you can. How can you do this? By following pages, telling your friends about your page, commenting on others pages, sharing other posts.

Converse, communicate and engage. This leads to trust from others.

A screenshot of a Facebook post from the page "Cosmic". The post is dated "1 July at 15:36" and is marked as "Published by Buffer [?]". The text of the post reads: "We'd like to say a huge thanks to all those who took part in our focus groups today, it's been great to hear your feedback #CosmicUK". Below the text, it shows "76 people reached" and a "Boost Post" button. Underneath, there are options for "Like · Comment · Share". A notification indicates that "Kim Sweetland, Kate Doodson, Vicky Moss-Crump and 5 others like this." At the bottom, there is a comment box with the placeholder text "Write a comment..." and icons for adding photos and emojis.

## What is a 'like'?

When someone 'likes' your page they will see your stories in their newsfeed. They can then 'like' a post that they see and this in turn gives you more reach as their friends will see that you have liked that post in \*their\* newsfeed. It is important that you also like pages and comments so that you are seen as interacting with more and more businesses.

## What is a comment?

Try to encourage comments on your posts which then brings the engagement you are after. Again, their comments show up in their friends newsfeeds. Try to get commenting yourself – if you see a post that interests you, tell them!

## What is a share?

This is what you really want! Once likers of your page start sharing your posts then the reach on that post becomes bigger and bigger. But also share content on your page that your followers will be interested in. The more you engage with other pages, the more other pages will engage with you. Social Media is not just a one way conversation, but the opportunity to have a two way discussion.

## Types of posts

You can share anything you want to on your business page, as long as it is relevant to you and your company. Images work very well on Facebook as do infographics and visual quotes. We like to create visuals using canva.com – it is free and easy to use and you can create great graphics to support your facts/testimonials/quotes.

## What to post about?

The following are just a few ideas, but like we have said in our previous Twitter how to – what you think is the everyday is interesting to your followers! Keep them informed of what you are doing. Facebook is a great platform for visual information and so letting your followers know what you are up to is easy.

- How to's / Tutorials
- Studio / workshop / Office
- Work in progress
- Competitions / Giveaways
- News
- Events / Exhibitions
- Seasonal
- Questions
- Tell a story about YOU, be relevant!

You can also link to yours, or others blog posts. If the content is good, and relevant you can share it throughout all of your social media channels. Just



remember to adjust the text depending on the channel you are using. More conversational for Facebook, or limited to 140 characters on Twitter.

Showing your staff to your followers works well as they then get to see the human side behind the brand, and Facebook is perfect for this. People buy from people and by telling them about you, you will build up their support and trust. It is not about 'selling' your product, but about telling your story.

Next time – what do do and what not to do! Plus how to get more followers and build your engagement.

A screenshot of a Facebook post from the page "Cosmic". The post is published by Helen Bottrill on 18 June at 11:15. The text of the post reads: "We were really proud sponsors of the Honiton Big Night Out Summer Ball for FORCE Cancer Charity at the weekend. The evening raised over £7,500 for the charity and we are thrilled to bits. Here's the team all glammed up - a great night was had by all!". Below the text is a photograph of a group of seven people (four men and three women) dressed in formal evening wear, posing for a group photo. The background of the photo shows a blue wall with the "Cosmic" logo. Below the photo, the post shows "737 people reached", a "Boost Post" button, and interaction options: "Unlike · Comment · Share". At the bottom, it says "Cosmic, Kate Doodson, Kim Sweetland, Naomi Cole and 7 others like this."

## Part 3

In our last two blog posts we introduced you to Facebook and helped you set up a business account, as well as going over the difference between pages, profiles and groups. This week we tell you what to do and what not to do and also how to improve your engagement.

Like we have already said on many occasions, social media is a two way conversation and should be approached as such. The key word here is 'social' and there are so many interesting people online who you can engage with.

### How do you get followers?

Like all social media channels, this isn't going to happen overnight. In our second how to guide, we told you how sharing and engaging in others posts leads to them doing the same for you.

Remember to:

- **Converse:** show interest in other's posts and comment on what they have written.
- **Listen:** what are others saying? Keep up to date with what is current in your field, or what is being said about you. Google alerts is a great tool to use for this.
- **Engage:** liking and commenting on others conversations. Include details that would be useful to your followers.
- **Share:** share posts from other social media channels, or blog posts that will be of interest to your followers. Share information that can be shared and shared by others.

But don't:

- **Spam:** don't leave fly-by comments on other pages or adverts for your products.
- **Use 'add likers' pages:** you may get the quantity of likes, but it's quality you are looking for. It is much better to have 50 likers that all buy from you than 5000 that don't.
- **Like everything and anything to gain followers:** if your newsfeed is full of information you aren't interested in you won't see any that you are interested in!
- **Sell, sell, sell:** Researchers at Rutgers University found that only 20% of us are informers on social media, while the other 80% are meformers



# Facebook Help guide for beginners

(talking about only yourself and your products.) However, informers had twice as many followers of meformers. Sharing information is better for your follower count than sharing about yourself.

The content you share is essential for gaining and keeping your followers. Be consistently relevant and current. We also suggest to our clients to plan ahead when it comes to your social media posts. Think about what events or activities you have coming up, whether that would be a new blog post, staff day out, competition, seasonal activities or new product. By making a weekly or monthly plan this then gives you the content to post on a regular basis. And post daily! Try to post at least once a day and make those posts relevant, interesting and current. If you struggle getting to a computer every day then think about scheduling your posts through Hootsuite or even directly through Facebook itself.

## But remember

Don't worry about how many followers you have, focus on those that are interested in what you have to say. Concentrate on the ones that you do have and before you know it more will come.

Good Luck! Let us know who you are online and we will come and follow you. If you have any further questions please do not hesitate to contact us.