

Getting Started on



PAGES

Facebook Pages Hints & Tips

Setting up a Facebook page

Facebook pages are free to set up. You will need the following:

- Your business name and description
- A profile photo and cover photo
- Contact details for the business

Full information can be found here:

<https://www.facebook.com/business/pages/set-up>

The Facebook Algorithm

In a nutshell – the algorithm is basically how Facebook decides which posts users see and in what order every time they check their newsfeeds.

This algorithm changes A LOT. However, essentially a Facebook page will do well if it shares content that its audience is interested in. The more people interact the more likely they are to see your next post and so on.

Tips for a successful page

- Keep it regular. There is little point having a F/B Page if you aren't going to engage regularly with your fans. Pages with little or no interaction will not be seen by people who are scrolling through the newsfeed. Fans will get bored and you won't encourage new ones. Try to update your F/B Page at least 3 times a week.
- Keep it relevant. It might be stating the obvious but if most of your Facebook

fans are mums with young children, there is little point posting updates about stocks and shares!

- Keep your posts relevant to show you understand who your audience is and what they are interested in.
- Keep on giving. Give something back to people via your posts. A bit of free advice, information, support or a new idea. All of these types of posts will help to keep you in the mind of your customer.
- Keep your fans engaged. You want fans to keep coming back and you want to get them talking about you and your business. So where possible, always make sure your posts are thought-provoking, interesting, entertaining, funny, important or educational. Add in your sales posts so that you get a good balance of content.
- Include some video in your strategy. It will show who you are, what you do AND the Facebook algorithm loves it.
- If you are a local business can you leverage local Facebook community groups to share your message further?
- Think about what budget you have for paid advertising. When used effectively it can be extremely beneficial.

Running promotions & competitions on Facebook

Running promotions on Facebook is often an integral part of a social media campaign. They can be a great way to obtain new fans and increase engagement levels but it is also very easy to break either Facebook's own rules regarding promotions or those in the territory

in which you are running it. Facebook is also frequently changing rules for promotions so it is always worth keeping an eye on the terms to look for any updates.

You can access these via this link:

<https://www.facebook.com/business/news/page-promotions-terms>

Promotions on Pages, groups and events

Communicating a promotion

If you use Facebook to communicate or administer a promotion (e.g. a contest or sweepstakes), you are responsible for the lawful operation of that promotion, including:

the official rules;

offer terms and eligibility requirements (e.g. age and residency restrictions); and

Compliance with applicable rules and regulations governing the promotion and all prizes offered (e.g. registration and obtaining necessary regulatory approvals).

Required content

Promotions on Facebook must include the following:

A complete release of Facebook by each entrant or participant; and

Acknowledgement that the promotion is in no way sponsored, endorsed, administered by or associated with Facebook.

Administration of a promotion

Promotions may be administered on Pages, groups, events or within apps on Facebook. Personal timelines and friend connections must not be used to administer promotions (e.g. “share on your timeline to enter” or “share on your friend’s timeline to get additional entries” and “tag your friends in this post to enter” are not permitted).

Assisting promotions

Facebook will not assist you in the administration of your promotion, and if you use our service, you agree to administer your promotion at your own risk.

Check Your Results

You can spend a lot of time crafting content for Facebook, so it is important to check what is working on your page. This will give you the insight needed to find more of that engaging content.

Head to your Facebook Page and choose **Insights > Posts**

Scroll through your published posts and take note of those that were popular with your audience.

Why do you think it was popular? What time of day did you post it? Can you find similar posts that your audience will love?

Try to do this exercise on a monthly basis, this will help you to truly understand what your audience wants to see.

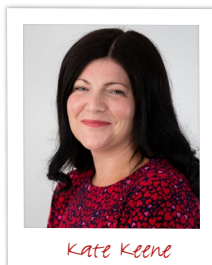
Hi, we're Emma & Kate,

We set up **Piece of Cake Marketing** in January 2016. We're a fun, friendly and creative marketing agency.

We can help your business to reach your customers' through imaginative branding and marketing, engaging content and the latest social media strategies.

We can help with...

- 🍷 Marketing Strategy
- 🍷 Email Marketing
- 🍷 Social Media Content
- 🍷 Social Media Training
- 🍷 Social Media Advertising



Here's what our clients think...

"I have been working with Piece of Cake for over a year now and intend to for a very long time. The team work tirelessly to ensure that all of our marketing requirements are met on time, within budget and go over and above on a regular basis. I am delighted to have them as my "go to". They have injected new energy into Coventry BID's Marketing Strategy for which I will be eternally grateful. Here's to many more years of working together."

Trish Willetts – Director, **Coventry Business Improvement District.**

"Piece of Cake's ongoing support with our Social Media activity is proving to be invaluable. They keep advice and recommendations simple and straightforward and totally understands the needs of our organisation and franchisees. They have helped many of our 'franchisees' find a way through the fog of Social Media. We strongly recommend their services!"

Caroline Crabbe – UK General Manager, **Jo Jingles Limited.**