

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>

Reach

What is organic reach?

Organic reach is the number of people who see your content on that specific social media channel without it being through a paid promotion. It includes people who are shown your posts in their own feed/timeline or because their friends/people they follow have interacted with you. On the other hand, paid reach is the number of people who have seen your content as a result of paid promotions.

Facebook Organic Reach Tips

- Post more video content
- Use Facebook Live regularly, if you can
- Favour image posts with a link (vs. link posts)
- Add hashtags to all posts
- Mix up the frequency, try posting less often
- Strive to have 1-3 active stories in any given 24 hours

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.**