

Facebook for your business



Social Media Workshop

May 2015



Presented by Ryan Mobilia from www.hookmedia.com.au

The Social Media landscape in 2015:



Valuable content has the power to:

- Engage
- Educate
- Entertain
- Motivate
- Inspire



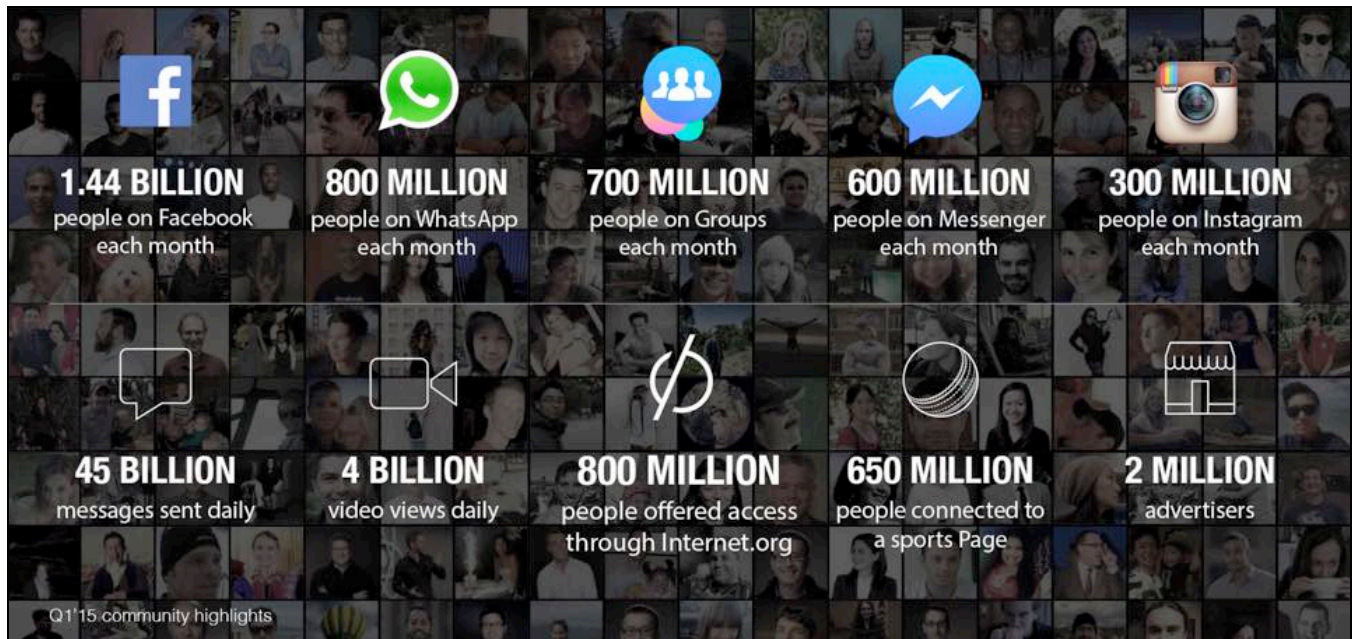
What are some characteristics?

- Imagery
- Keywords
- Asking a question
- Solving a problem
- Hashtags
- Mention/Tagging
- Links
- Industry news



Creating for and communicating on Facebook

The Facebook 'Community': Quarter 1, 2015 highlights.



The opportunities to communicate all that you have to offer with current and potential customers are immense.

What could you achieve?

- Brand awareness of your business/store
- Showcase expertise, build industry authority
- Community / Customer growth
- Engage in two-way conversations
- Build awareness of your industry / product
- Customer service / Public relations opportunity

Create a Facebook page

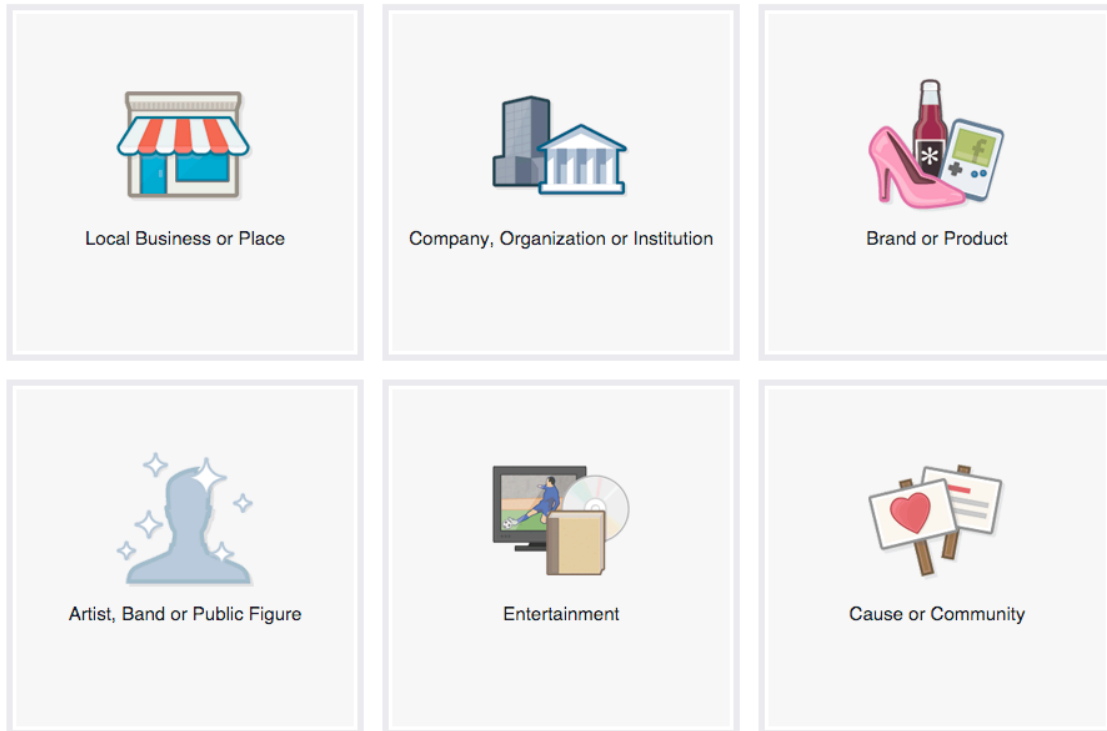
- Choose a type of page

 **Create a Page**

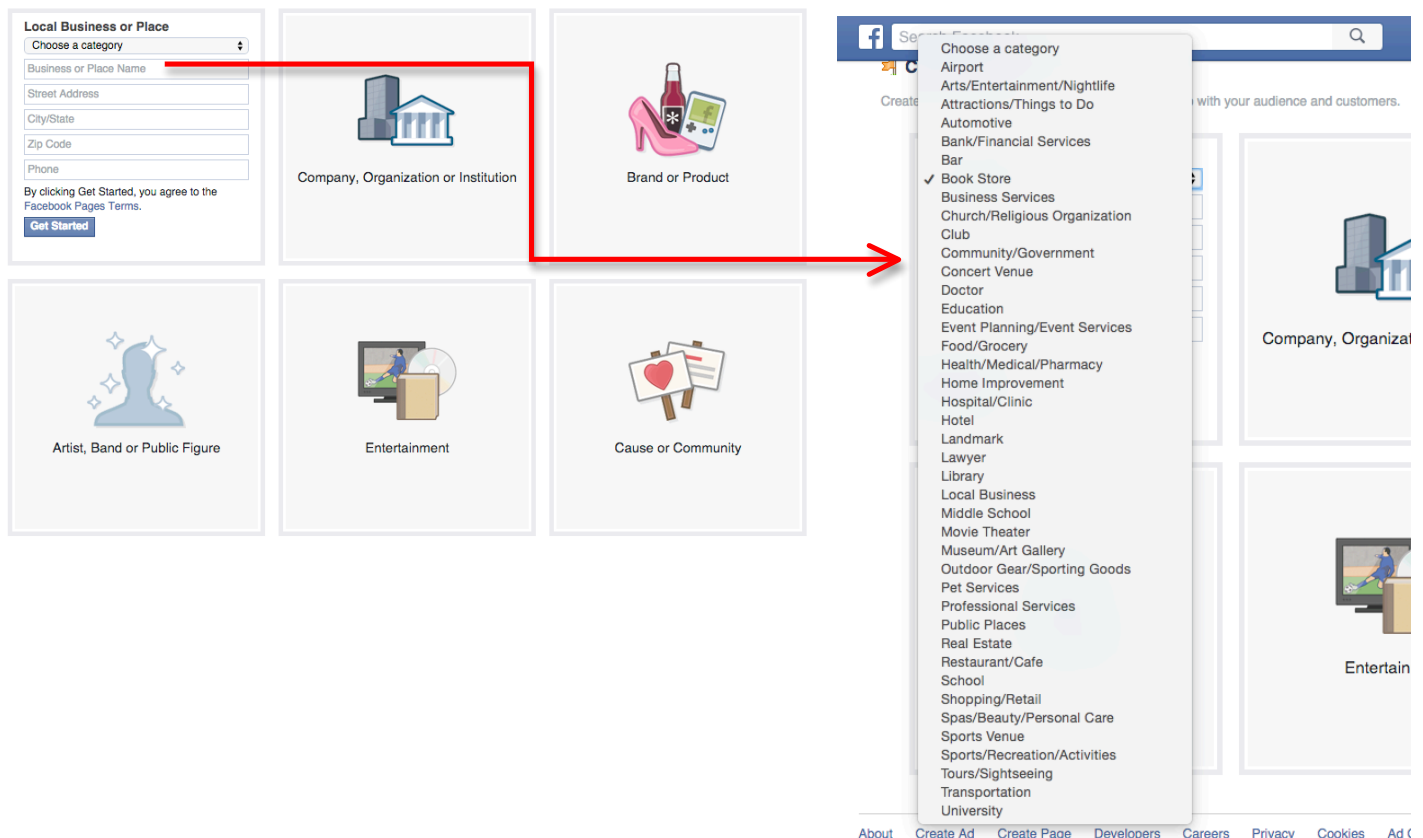
Create a Facebook Page to build a closer relationship with your audience and customers.

Pages I Like

Pages I Manage



- Choose a relevant category and fill in contact details



The image shows the 'Create a Page' form on Facebook. The 'Local Business or Place' section is highlighted with a red box. A red arrow points from the 'Choose a category' dropdown menu to the 'Brand or Product' option. The dropdown menu is open, showing a list of categories. The 'Book Store' category is selected with a checkmark.

Local Business or Place

Choose a category

Business or Place Name

Street Address

City/State

Zip Code

Phone

By clicking Get Started, you agree to the Facebook Pages Terms.

Get Started

Choose a category

- Airport
- Arts/Entertainment/Nightlife
- Attractions/Things to Do
- Automotive
- Bank/Financial Services
- Bar
- ✓ Book Store
- Business Services
- Church/Religious Organization
- Club
- Community/Government
- Concert Venue
- Doctor
- Education
- Event Planning/Event Services
- Food/Grocery
- Health/Medical/Pharmacy
- Home Improvement
- Hospital/Clinic
- Hotel
- Landmark
- Lawyer
- Library
- Local Business
- Middle School
- Movie Theater
- Museum/Art Gallery
- Outdoor Gear/Sporting Goods
- Pet Services
- Professional Services
- Public Places
- Real Estate
- Restaurant/Cafe
- School
- Shopping/Retail
- Spas/Beauty/Personal Care
- Sports Venue
- Sports/Recreation/Activities
- Tours/Sightseeing
- Transportation
- University

Company, Organization or Institution

Brand or Product

Artist, Band or Public Figure

Entertainment

Cause or Community

Company, Organization or Institution

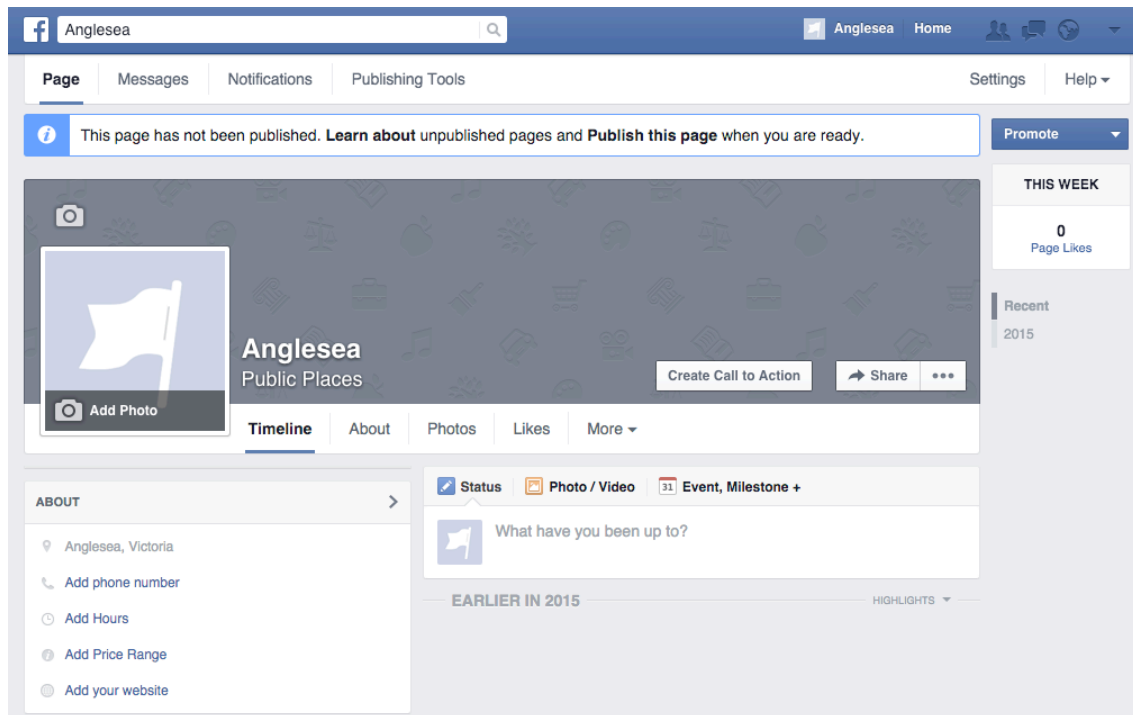
Entertainment

About Create Ad Create Page Developers Careers Privacy Cookies Ad C

Populate with relevant information

- Add contact details
- Add opening hours
- Add link to website (if there is one)
- Add clear, engaging profile and cover images

From this:



To this:

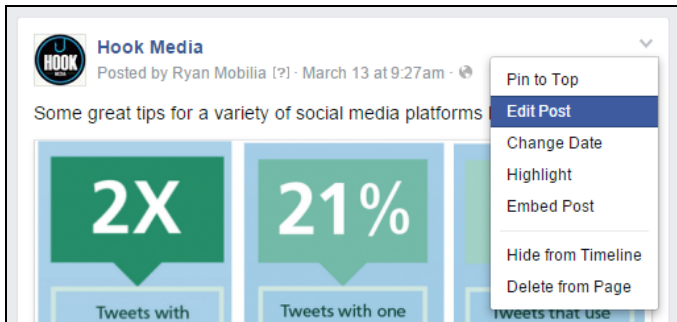


Once you're rolling, some posting 'smart tips' to remember:

- Update your cover image to reflect a theme or focus of the month
- Update administration, like contact information, opening hours, links to web pages and social accounts, whenever necessary.
- Don't post updates with only text. At the very least provide an image that relates to the update and/or a link to more information.
- Schedule posts for different times and different days, avoid overwhelming your audience, or going quiet for too long
- 'Like' other relevant Facebook pages, as well as the content they post that you find valuable. This introduces you to their community, and gives you the opportunity to share relevant content with your page
- Upload video directly to the Facebook page, but remember to include a simple description of what people will find if they click on it
- Capture video in 'landscape' orientation, *not* 'portrait' for the best user experience
- Tag/mention relevant people, places, events, brands and locations in your updates where possible
- Select targeting for posts aimed at specific demographics like location, gender, age and interests depending on who you want to reach most.
- Don't ignore Facebook insights. Learn what is resonating with your audience, and do more. Learn what is not resonating, and adapt.
- Don't ignore questions, messages, comments posted to the page (even if they are negative) – address them professionally and move on.
- Don't ignore posts to your page, or updates that people have tagged you in. They will often be great content you can add to your page to help build that sense of community.

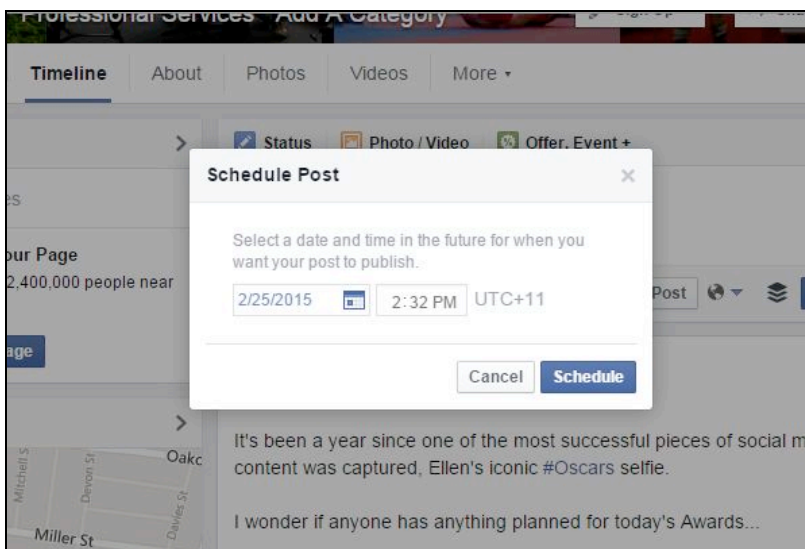
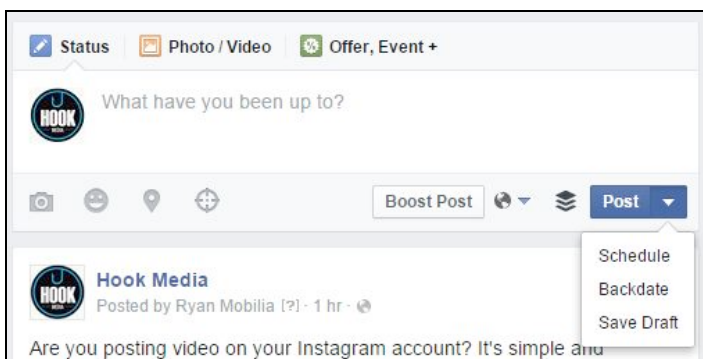
Editing

- Edit your posts when you notice a mistake, when you want to tag someone, or you've shared from Instagram and want to re-write.



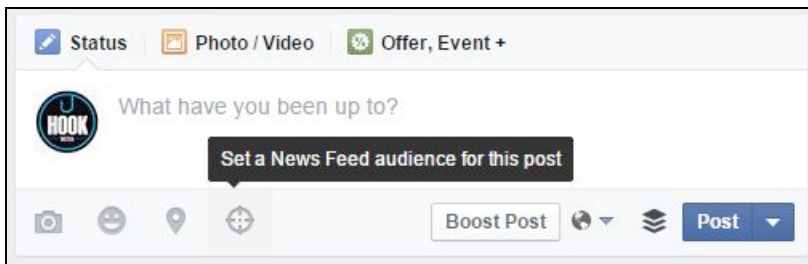
Scheduling

- Schedule posts for the optimal time of the day, week for your audience



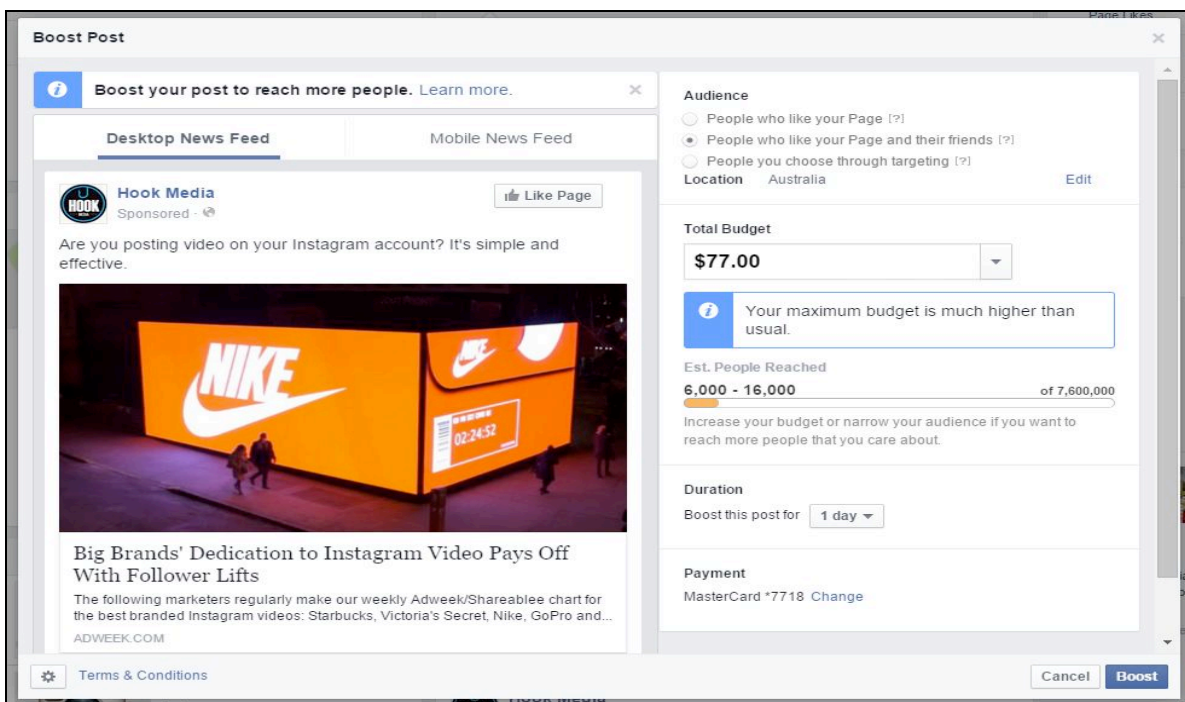
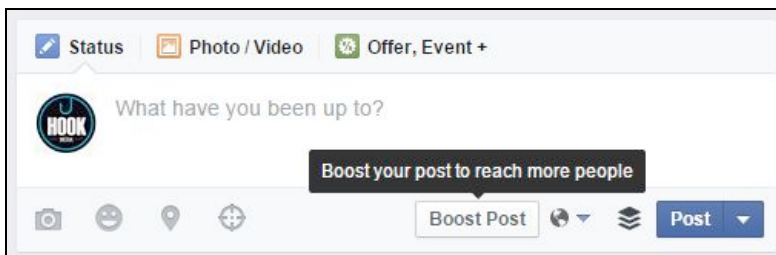
Targeting

- Tailor the audience that receives your updates, by location, gender, interest, age.



Boosting

- Pay to have important updates and posts reach more people, including targeting friends of people that like your page, and those with specific interests.



Advertising

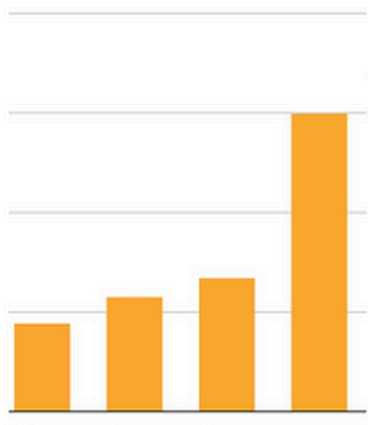
- Similar to boosting a post, Facebook advertising lets you target a wider audience with specific paid updates, however you can also build page 'likes' and have your ad seen in more places.

<div>Ads Manager</div> <div>Account</div> <div>Ryan Mobilia</div> <div>Campaigns</div> <div>Pages</div> <div>Reports</div> <div>Audience Insights</div> <div>Settings</div> <div>Billing</div> <div>Conversion Tracking</div> <div>Power Editor</div> <div>Account History</div> <div>Audiences</div> <div>Help Center</div> <div>Advertiser Support</div> <div>Search your ads</div>	Home									
	All Campaigns									
	Notifications									
	Daily Spend ?									
	January 26									
	• The ad Post /hookmediaaustralia/posts/412695665552590 to fans and their friends was disapproved.									
	You didn't have any spend during the last 5 days									
	February 11, 2010 - February 11, 2015									
	1-50 of 71 Results									
	All Except Deleted Edit Campaigns View Report View History									
	Status ?	Campaign Name ?	Delivery ?	Results ?	Cost ?	Reach ?	Spent Today ?	Total Spent ?	Start Date ?	
	Not Delivering	Post: "Justine Sacco speaks about her experience one..."	Ad Set Completed	228 Post Engagements	\$0.01 Per Post Engagement	3,147	\$0.00	\$2.00 of \$2.00	02/16/2015 1:05am	
	Not Delivering	Post: "Our Head of Social Communications Ryan Mobilia..."	Ad Set Completed	16 Post Engagements	\$0.13 Per Post Engagement	246	\$0.00	\$2.00 of \$2.00	02/08/2015 11:35pm	
	Not Delivering	Post: "We thought 2014 was big... but last year had..."	Ad Set Completed	133 Video Views	\$0.06 Per Video View	1,222	\$0.00	\$8.00 of \$8.00	02/04/2015 8:33pm	
	Not Delivering	Post: "A great morning talking social media with..."	Ad Set Completed	33 Post Engagements	\$0.12 Per Post Engagement	560	\$0.00	\$4.00 of \$4.00	02/02/2015 6:35pm	
	Not Delivering	Post: "A recent Hook Media tweet gathered 55 retweets..."	Ad Set Completed	15 Post Engagements	\$0.20 Per Post Engagement	495	\$0.00	\$3.00 of \$3.00	02/01/2015 10:05pm	

Measuring success

What is your goal on social media?

- When you know what you want to achieve you can accurately measure and evaluate success and failure.
- The greater interaction with your content on Facebook, the greater the reach.



The end goal
is action,
not eyeballs.

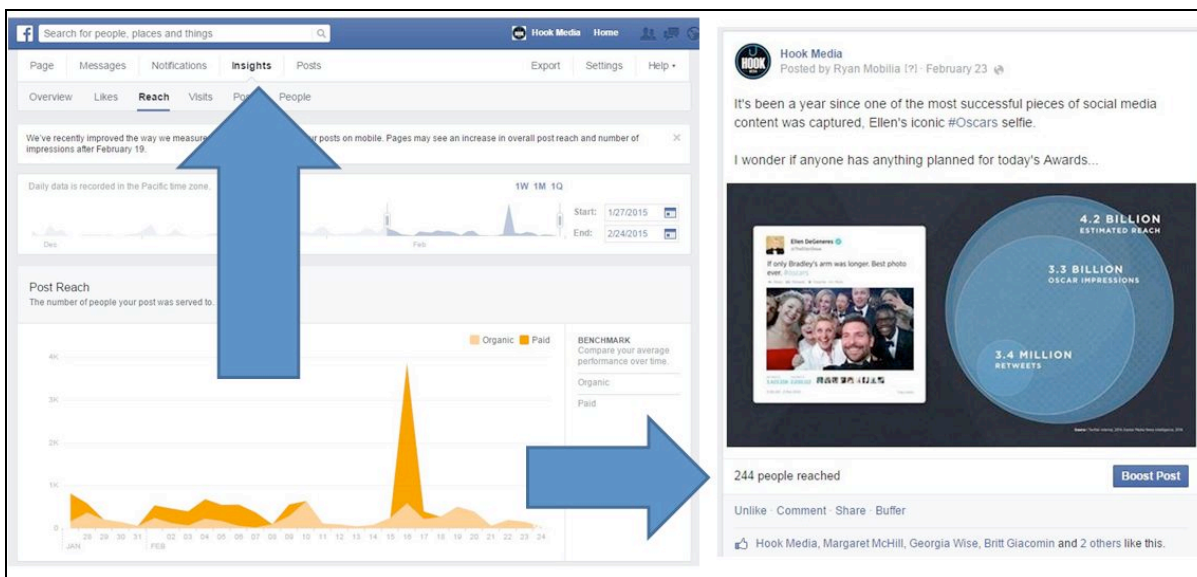
- Jay Baer

Facebook Insights

- Facebook's analytics offer a great insight into which updates are of most interest to your audience, who that audience is, and when and how they like to interact with your page.

They can tell you:

- Demographics (Age, Sex, Location)
- Reach (How many people saw the post)
- Engagement (Interactions with your post)
- Timing (What time of each day that your audience is on Facebook)



Contact Details:

Ryan Mobilia
Head of Social Communications
ryan@hookmedia.com.au
+61 412 058 927