

# FACEBOOK TIPS AND TRICKS

facebook

**AREA 15**

REGIONAL PLANNING COMMISSION

Holly Berg

Area 15 Regional Planning Commission

# **WHY IS SOCIAL MEDIA ESSENTIAL FOR BUSINESSES?**

- It introduces your brand
- It helps customers find you, builds clientele
- It provides a test audience that gives you feedback about your brand, industry
- It can solidify your reputation as a valuable, knowledgeable resource

**...BUT  
THERE'S  
ONLY SO  
MUCH  
TIME IN  
THE DAY!**

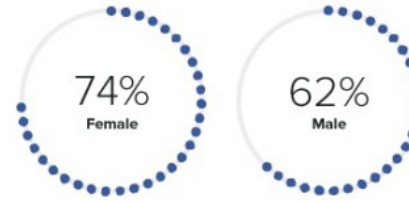
With limited time, it is better to be great and invested in one social media platform than spread too thin over several.

Think about your desired audience and where you can best find them.

# FACEBOOK DEMOGRAPHICS

Smartphone users  
check their accounts  
**15 times per day!**

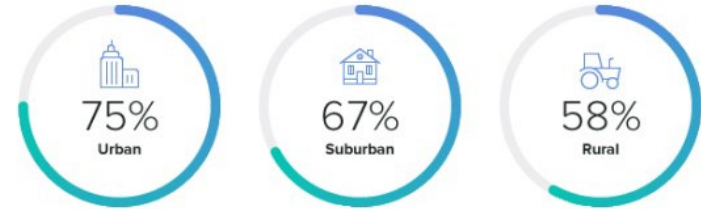
Gender



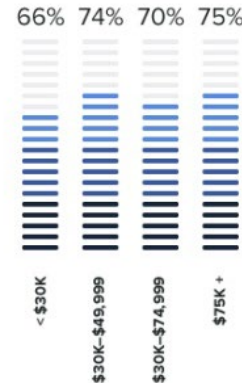
Age



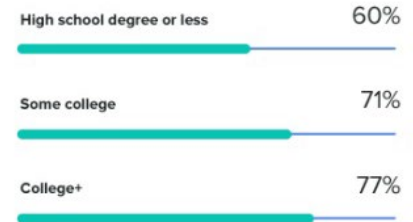
Location



Income



Education



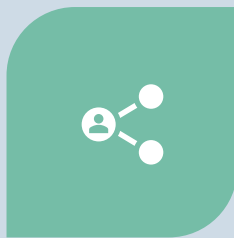
# **ENSURE YOUR SOCIAL MEDIA PRESENCE IS ON POINT**

**BEGIN WITH THE BASICS**

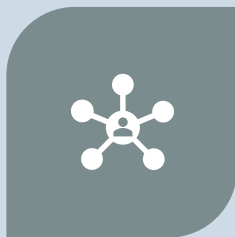




CREATE THE PAGE USING  
**NAME, LOGO, AND  
BRANDING**



USE AS AN OUTLET TO  
DISPLAY AND **SHARE  
INFORMATION** IN A  
FUN, INFORMAL WAY



**FORM RELATIONSHIPS**  
WITH YOUR CUSTOMERS  
AND COMMUNITY



SHOWCASE THE **“REAL”**  
SIDE OF YOUR BUSINESS

# YOUR SOCIAL MEDIA PAGES

# MAKE SURE YOU'RE "FINDABLE"

**Change your Page to use a vanity URL:**

- [www.facebook.com/businessname](http://www.facebook.com/businessname)

Increases your **SEO** (search engine optimization) when people enter your business and/or name on Google, Yahoo, or similar search engine sites

**Share** your business page on Facebook with friends, family, co-workers, and other Facebook users



# What to Share?



# CONTENT



**News** – Is there anything going on worth sharing? Upcoming events? New hires? Announcements?



**Industry trends/news** –What are the current trends? News posts can be funny, surprising, serious, entertaining. It makes you look like an expert.



**Client/Customer news** – Great way to promote upcoming client events and campaigns. It lets people know who you're working with and for whom.



**Past achievements** – what were some of your greatest accomplishments? Brag about yourself.

# CONTENT



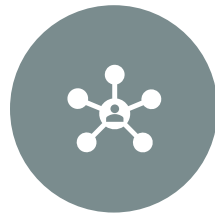
Add **photos** and **videos** of your staff at work and around the community.



“**Tag**” customers you work with, organizations you’re a part of, and businesses you’re interested in.



Provide **links** to your website and other social media.



Establishing yourself as an **expert** in the field is crucial, especially when promoting your business via social media.

# CONTENT

Build	Build trust and credibility among followers and online users - in the future they will come to rely on you when issues arise or they need help with a project.
Provide	Provide valuable content to online audiences - and often.
Be	Be enthusiastic and conversational - Promote your culture!
Update	Update daily!

# BRAND

How should your content look/sound?

It depends on your type of business...

...but be consistent.



Iowa Economic Development Authority

December 23, 2019 at 9:15 AM · 🌐

For the Krogmeiers, owners of [Hinterland Dairy](#), dairying is not just an occupation, it's a way of life. Since 1978, the family have milked cows on 400 acres of pastures in the beautiful rolling hills of southeast Iowa. Today, they take great pride in using that milk to produce the highest-quality cheese curds, blocks and wheels of aged cheese that are as fresh as it gets. [#ThisIsla](#)



Travel Iowa

December 16, 2019 at 12:15 PM · 🌐

It doesn't get any more farm fresh than [Hinterland Dairy](#)! This Donnellsen dairy loves sharing how it provides local, fresh cheeses to southeast Iowa. Get an up-close look into real-life on this family-owned dairy farm here. [#ThisIsla](#)



# 10

## TIPS TO WRITE ENGAGING FACEBOOK POSTS

1.

### Be natural.

Facebook is a fun and relaxed environment. Your writing should be natural, nice and drop out the too formal approach.

Nobody wants to read boring posts.



2.

### Be relevant.

Your posts should be written for immediate action – write your posts so they can be read and engaged with right now.

Remember Facebook aims to be the #1 Digital newspaper.



3.

### Be visual.

Images are the most engaging on Facebook, more than videos, links or text updates. But do not forget to choose good images that fit well in the newsfeed.

Adding a good image will attract readers.



4.

### Be succinct.

The shorter, the better. Write succinct post or updates. Posts of 80 characters or less are the most engaging.

Learn to edit your posts so that they make sense in less words.



5.

### Be emotional.

Emotions sell and encourage readers to share. The most shared posts sway and persuade. They are invitations to discussion and interchange.

Try to write posts that scream for reaction. Create posts for commentary.



6.

### Ask fans.

Questions are a great way to get comments. Your audience loves to express opinions, give them the chance to do so. But only ask questions that are easy to answer.

If you can, place questions at the end of your post.



7.

### Post quotes.

Inspirational quotes work very well across social media. People love to relate to great things that were said by great people.

Try also to post quotes within images.



8.

### Play right.

Don't game the distribution – Many are tempted to ask people to like their posts.

Facebook is not a fan of call-to-actions to like or share and the algorithm may penalize these types of posts.



9.

### Use full links.

Use only full URLs when posting a link to an external website.

Shortened URLs get as much as 3 times less engagement than full-length URL instead.



10.

### Be yourself.

The most important is to be and speak as yourself. Your fans love you or your brand. They expect you to write in your usual tone of voice.

Make them feel like you talk to them directly, not as a corporation.



## 10 Tips to Write Engaging Facebook Posts

Design: WeRSM | Source: wearesocialmedia.gr - Facebook.com

We are Social Media offers all the latest news, tips, opinions, reviews and resources to help you take advantage of social media - [www.wearesocialmedia.gr](http://www.wearesocialmedia.gr)





# BE VISUAL

Your posts will get more engagement with photos and videos — especially when those photos look good!



## Peace Tree - Des Moines Branch

January 1 at 7:01 PM · 🌐

These were delicious! Thank you [One Sweet Kitchen!](#)



## Smokey Row Coffee - Oskaloosa

November 8, 2019 · 🌐

Now serving all of your favorite holiday drinks: EGG NOG LATTE, SNOWFLAKE MOCHA, PEPPERMINT MOCHA 🌲☕

#smokeyrow #christmascoffee #dsmlocal #localcoffee





# PHOTOS

- COMPOSITION: Check lighting, consider angles, and simplify backgrounds.
- EDITING: Adjust brightness, contrast, and vibrance.





# FACEBOOK PHOTO DIMENSIONS

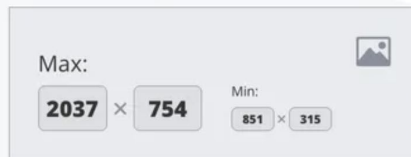
## Profile Photo



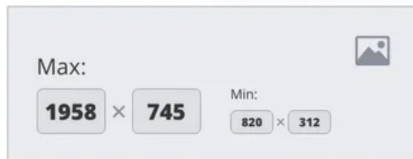
Your most prominent visual asset. be sure to remember and accomodate for the rounded corners throughout Facebook's interface.

## Cover Photo (Profile)

A great way to showcase your personality and passions. Just make sure to be aware of the interface overlap.



## Cover Photo (Page)



Page cover photos don't have to worry about interface overlap. Just make sure to not treat this as a billboard, but as a branding opportunity.

## Event Header Images



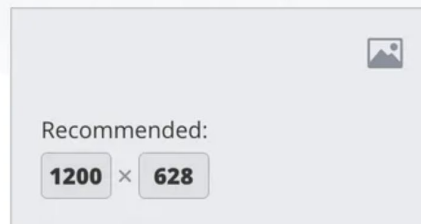
Give your even some personality by adding an appropriate cover photo. Just like Group cover photos, there are interface overlap to worry about.

## Uploaded Photo Dimensions



While you can upload a photo in any shape or size, just be aware that Facebook will always resize it with a maximum height or width of 2048px.

## Link Posts (and Ad Images)



If you want to create an ad, or a webpage that has a Facebook-friendly link image, this is the exact dimension you want to create it in.

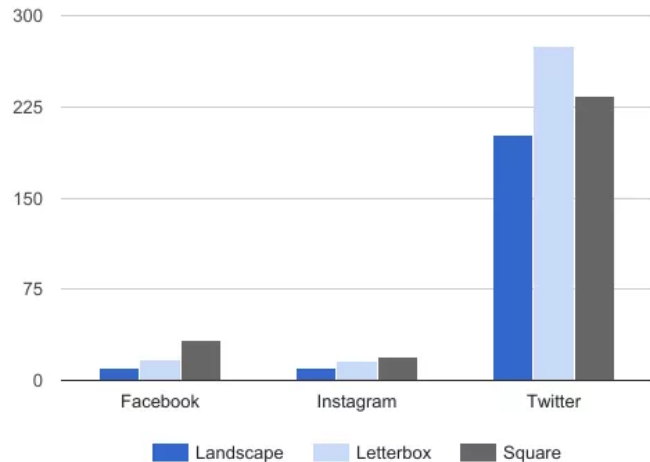
# VIDEOS

You'll draw more engagement with content that **educates, inspires,** and **entertains** over content that is just about your product or service.

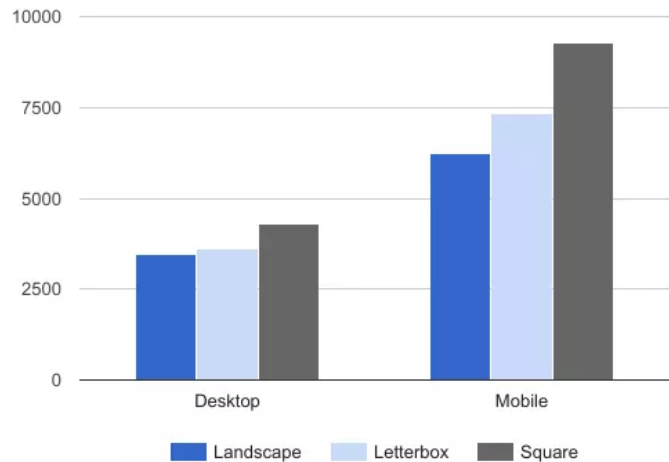
Square videos take up 78% more space in the News Feed. Creating square videos can help you stand out and stop more thumbs as viewers scroll on mobile.

Shorter videos (under 15 seconds) have more views. Think of using material in videos that doesn't require sound.

Average Engagement Per Video Post



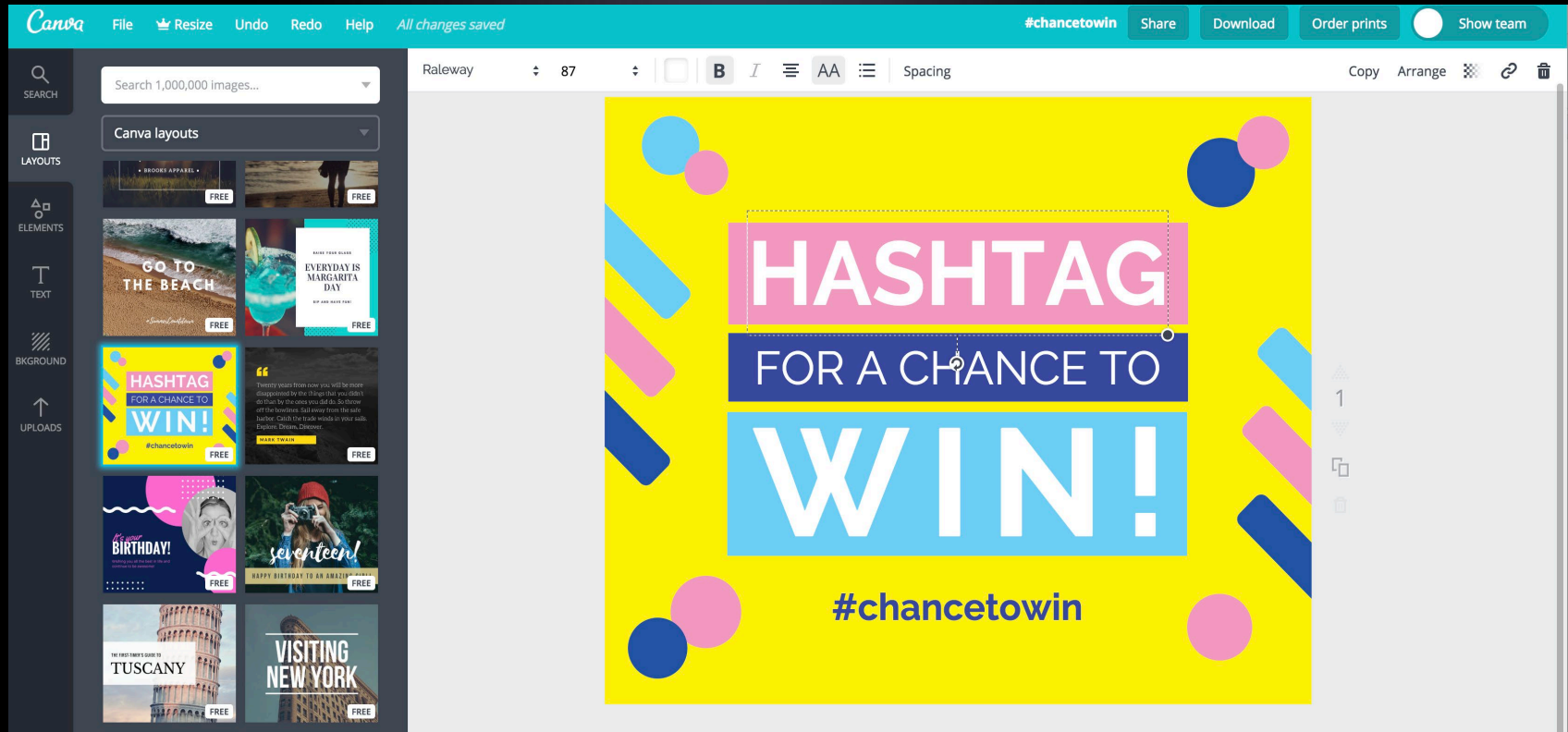
Average Reach per Video - Mobile vs. Desktop



# Easy Ways to Create Digital Content



[www.canva.com](https://www.canva.com)



Free tool designed to create social media content.



**WHEN  
TO  
POST?**

# THE BEST TIMES TO Post on Facebook

## B2C Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

## B2B Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

## Software Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

## Healthcare Businesses

6AM 7AM 8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM

## Media Companies

6AM 7AM 8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM

## Higher Education

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

## Facebook

### BEST DAYS

S

M

T

W

T

F

S

32%  
HIGHER  
ENGAGEMENT

18%  
HIGHER  
ENGAGEMENT

18%  
HIGHER  
ENGAGEMENT

32%  
HIGHER  
ENGAGEMENT

### BEST TIMES

9AM

10AM

11AM

12PM

1PM

2PM

3PM



And people seem to be happier on Friday (small wonder), so funny or upbeat content will fit right in to that "happiness index."



Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.

Quick  
Tip:

Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.

# LOOK AT WHEN YOUR FANS ARE ON FACEBOOK TO FIND BEST TIMES TO POST

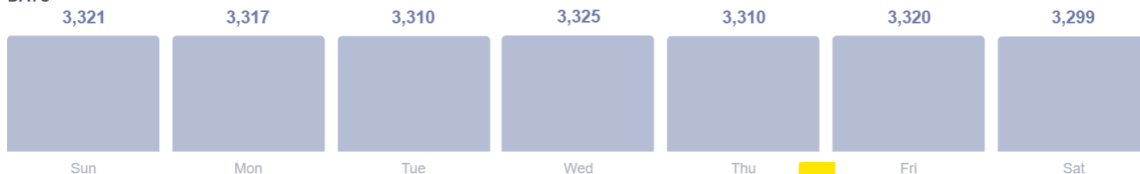
## Page Insights

- Overview
- Followers
- Ads
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts**

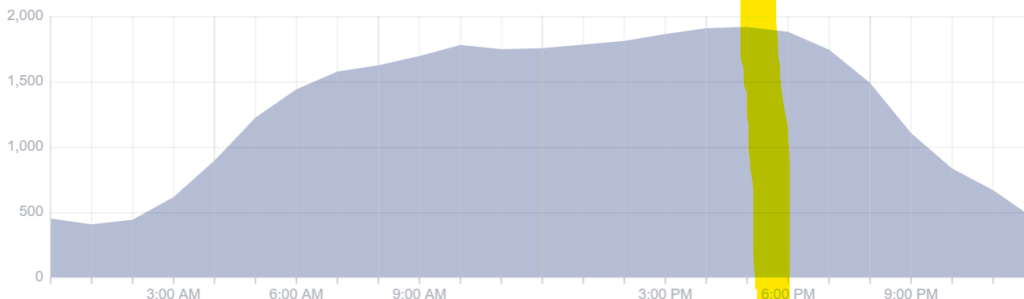
When Your Fans Are Online | Post types | Top Posts from Pages You Watch

Data shown for a recent 1-week period. Insights for the time of day are shown in the Pacific time zone.

DAYS



TIMES



All Posts Published

Create Post

## SCHEDULE POSTS

Publishing Tools

Stories

Story Archive

Posts

Published Posts

Scheduled Posts

Drafts

Expiring Posts

Videos

Video Library

Videos You Can Crosspost

Tools

Creator Studio

Sound Collection

Branded Content

Posts to Review

Your Posts

Lead Ads Forms

Forms Library

Draft Forms Library

Leads Setup

Shop

Pending Orders

Orders

Create Post

Posts

Area 15 Regional Planning Commission

Instagram Feed

We are

We are

The C

Our fa

Congr

REQU

New Post

Desktop News Feed

1 of 2

Area 15 Regional Planning Commission

Just now

This is a test post

Like

Comment

Share

Boost

Publish

Schedule Post

Placements

Area 15 Regional Planning Commission

Instagram Feed

Text

This is a test post

Media

Share photos or a video. Instagram posts can't exceed 10 photos.

Add Photo

Add Video

Location - Optional

Enter a location

Customize

Customize Facebook Post

Customize Instagram Post

Settings



# Make a calendar to plan out your posts

Take an hour and schedule out all your week's posts.

This helps from forgetting to post during busy times!

## Freshly Brewed Copy Weekly Social Schedule

Monday	Tuesday	Wednesday
<p>FACEBOOK: 2 original link posts // 1 Instagram repost // 1 relevant article // 1 photo post</p> <p>INSTAGRAM: 1 community photo // 1 brand photo</p> <p>TWITTER: 2 original link posts // 1 RT // 1 response</p> <p>PINTEREST: 1 original pin // 4 repins // 1 group board pin</p>	<p>FACEBOOK: 3 original link posts // 2 relevant articles // 1 photo post</p> <p>INSTAGRAM: 1 behind-the-scenes // 1 quote</p> <p>TWITTER: 3 original link posts // 2 RTs // 1 original text post</p> <p>PINTEREST: 1 original pin // 5 repins</p>	<p>FACEBOOK: 3 original article or link posts // 3 relevant articles</p> <p>INSTAGRAM: 1 brand photo + question // 1 community photo</p> <p>TWITTER: 3 original link posts // 2 RTs // 1 photo</p> <p>PINTEREST: 1 original pin // 5 repins</p>
Thursday	Friday	Saturday
<p>FACEBOOK: 2 original link posts // 1 Instagram repost // 1 relevant article // 1 quote post</p> <p>INSTAGRAM: 1 community photo // 1 brand photo</p> <p>TWITTER: 2 original link posts // 1 original text post</p> <p>PINTEREST: 1 original pin // 4 repins // 1 group board pin</p>	<p>FACEBOOK: 3 original link posts // 2 relevant articles // 1 photo post</p> <p>INSTAGRAM: 1 photo of you (or behind scenes) // 1 funny quote or meme</p> <p>TWITTER: 3 original link posts // 1 RT // 1 quote</p> <p>PINTEREST: 1 original pin // 5 repins</p>	<p>FACEBOOK: 2 original link posts // 1 Pinterest repost // 1 relevant article</p> <p>INSTAGRAM: 1 community photo</p> <p>TWITTER: 2 original link posts // 1 RT // 1 quote</p> <p>PINTEREST: 3 repins</p>
Sunday	Notes:	
<p>FACEBOOK: 1 original link post // 2 relevant articles</p>	<p>+ Facebook and Twitter original link posts may be the same link!</p> <p>+ Cross promoting social channels leads to more follows!</p>	

## 30+ Unique Content Ideas

### A MONTH OF SOCIAL MEDIA POSTS

S	M	T	W	R	F	S
Sneak Peek	Behind-the-Scenes	Workspace Pic	Quick Tip of the Day	#tbt Throwback Thursday	Friday Introductions	Share Story Behind Business
Contest Announcement	#Motivation Monday	Recent Work	Highlight a Testimonial	Share Something That Brings You Joy	Blog Post	Contest Conclusion
Post a Challenge	Inspirational Quote	Tutorial	Product Promotion	Pose a Fill-in-the-Blank	#TGIF Post	Weekend Plans
Thank Audience	Freebie	Real Life/Personal Pic	Answer a FAQ	Social-Only Promo	#fbf Repurpose Old Content	Saturday Social
Business Promotion	Pose a Question	Recommend a Product	Poll	Short Video	Seasonal Post	Product Discount or Special

hello pixels  
creative

# FACEBOOK ADVERTISING

The Facebook algorithm is changing more frequently than ever. Simply posting on your page every day without paid advertising won't reach your current or new customers well.

# FACEBOOK ADVERTISING

The screenshot displays the Facebook Ads Manager interface. At the top, the navigation bar includes the Facebook logo, a menu icon, the text 'Ads Manager', a search bar, and user profile information for 'Holly'. The left sidebar contains a dropdown menu for 'Holly Berg (50081902)' and a list of campaign components: Campaign (selected), Objective, Ad Set (with sub-items: Traffic, Offer, Audience, Placements, Budget & Schedule), and Ad (with sub-items: Identity, Format, Links). The main content area is titled 'Create New Campaign' and includes a 'Use Existing Campaign' link. Below this, a 'Campaign' section prompts the user to 'Choose your objective' with a 'Switch to Quick Creation' button. A section titled 'What's your marketing objective?' provides a link to 'Help: Choosing an Objective'. The core of the interface is a table of marketing objectives, organized into three columns: Awareness, Consideration, and Conversion. The 'Traffic' objective under the Consideration column is highlighted with a blue border and a checkmark icon. A tooltip is visible over the 'Reach' objective, stating: 'Show your ad to the maximum number of people. Learn more.'

**Create New Campaign** ⓘ    Use Existing Campaign ⓘ

**Campaign:** Choose your objective. [Switch to Quick Creation](#)

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
Brand awareness	<b>Traffic</b>	Conversions
Reach ⓘ <div>Show your ad to the maximum number of people. <a href="#">Learn more.</a></div>	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

# FACEBOOK ADVERTISING


## Text in Images

“Our policies previously prohibited ads with text that covered more than 20% of an ad's image. We've recently implemented a new solution that allows ads with greater than 20% text to run, but with less or no delivery. To find out more about this change and how it impacts your ads, visit the [Advertiser Help Center](#).”



# FACEBOOK ADVERTISING

Manage Page

 Main Street Ottumwa

Home

News Feed  
8 new

Ad Center

Inbox  
1 new message

Events

Resources & Tools

Manage Jobs

Notifications  
101 new

Ad Center

Summary

Last 60 days

Holly Berg spent \$28.00 on 2 ads in the last 60 days.

Reach

2,764

Post Engagement

177

Link Clicks

99

Ads

Ads activity is reported in the timezone of your account.


Completed

View Results

...

Event Responses

Start your holiday shopping by visiting locally-owned and o



Create Ad

Tools

Audiences

Manage your saved audiences.

Payment settings

Manage your payment method and view receipts.

Grow Your Business

Engage With Potential Customers

You could get more people to message your Page when you create an ad for Send Message button.

Create Ad

# FACEBOOK ADVERTISING

The image displays the Facebook Ads Manager interface, illustrating the steps to plan out a goal, audience, and budget.

**Choose A Goal:** The central panel shows eight goal options:

- Get More Website Visitors (Recommended)
- Boost a Post
- Boost an Instagram Post
- Get More Messages
- Promote Your Page
- Get More Calls
- Promote Your Business Locally
- Get More Leads

**Edit Audience:** The right panel shows the audience selection process:

- Gender:** All (selected), Men, Women
- Age:** 18 to 65+ (slider)
- Locations:** United States, Ottumwa + 25 mi
- Detailed Targeting:** Antiques +, Shopping +, Crafts +, Sewing +, Brunch +
- Potential Reach:** 20,000 people
- Your audience is defined.**

**Plan out your goal, audience, and budget**

# TRACK YOUR RESULTS!

Main Street Ottumwa > Page Insights

## Page Insights



Overview



Followers



Ads



Likes



Reach



Page Views



Page Previews



Actions on Page



Posts



Branded Content

All Posts Published

Create Post

Reach: Organic / Paid

Post Clicks

Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/07/2020 10:09 PM	 Take in the holiday spirit downtown!			11.6K	580 1.3K	<a href="#">Boost Post</a>
12/07/2020 7:59 AM	 <b>HAPPY BIRTHDAY</b>			508	3 9	<a href="#">Boost Post</a>
12/06/2020 1:32 PM	 Give someone a great gift of relaxation--and their skin will glow,			795	8 17	<a href="#">Boost Post</a>
12/04/2020 7:26 AM	 This year especially, giving the gift of relaxation is a great choice! Massage			413	8 12	<a href="#">Boost Post</a>
12/01/2020 7:00 AM	 Main Street Ottumwa continues to make a positive, lasting impact on our			3.2K	31 49	<a href="#">Boost Post</a>
11/29/2020 9:24 PM	 #GivingTuesday is right around the corner! This year, Facebook will be			703	2 0	<a href="#">Boost Post</a>
11/29/2020 2:17 PM	 Looking for a quality timepiece as a gift? Corner Collectibles has several			744	4 11	<a href="#">Boost Post</a>
11/29/2020 9:42 AM	 Main Street Ottumwa updated their status.			595	10 1	<a href="#">Boost Post</a>
11/28/2020 5:19 PM				415	0 4	<a href="#">Boost Post</a>

# TRACK YOUR RESULTS!

**Boost Post**

You are targeting **men and women, ages 18 - 65+** who live in **1 location**.

Show full summary

This promotion will run for **6 days**.

Your total budget for this promotion is **\$10.00**.

Only the person who boosted this post can edit it.

1,063 People Reached (?)   48 Engagements   \$10.00 Total Spend (?)

Actions | People | Countries

Photo Clicks **37**

Link Click **1**

Page Likes **5**

Share **1**

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

Boost Another Post   Close

**DESKTOP NEWS FEED**   **MOBILE NEWS FEED**


**Opportunity Squared Regional Economic Development** shared Fairfield Economic Development Association's post.

Sponsored · 🌐

Fairfield, IA is one of the only small towns in Iowa showing an increase in population with the most recent census data released. A 4.2% increase in population is being reported.

As Fairfield's population continues to grow across all age demographics, the demand for additional housing continues to increase. A recent senior housing survey has just been completed for Jefferson County, showing an immediate and continued future need for new and simplified housing options.

Conta... See More



**Invite to Like Opportunity Squared Regional Economic Development**

All 20   👍 17   ❤️ 2   😮 1

Holly Berg   Liked

Kris   Invite   ⚙️

Michael   Invite   ⚙️

Robert   Invite   ⚙️

Robyn   Invite   ⚙️

Jan   5 mutual friends   Invited   ⚙️

Grace   Invite   ⚙️

Who is liking your posts?  
Invite people to like your page!





Like it or not, social media is a customer service avenue for your business.

**Don't leave questions and comments unanswered!**



**Always be positive:** Don't use your business pages as places to complain or be your personal soapbox.



Remember to make connections, be conversational and engage and excite your audience.



Social media is not a quick fix, but a long-term strategy.



If this all seems too overwhelming, there are paid professionals to assist on a variety of levels from auditing your pages and giving you a social media plan, to running your social pages for you.

# FINAL THOUGHTS

# AREA 15

REGIONAL PLANNING COMMISSION

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**Any Questions? Would you like to receive additional assistance for your business?**

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**Email [holly.berg@area15rpc.com](mailto:holly.berg@area15rpc.com)**

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**Phone (641) 684-6551**



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CARES Act Recovery Assistance*