



Social Media is Simple
TRAINING. COACHING. PLANNING. EXECUTING

Facebook notes for the 2014 Timeline for Business Pages.

Overall Philosophy: Social Media, via various internet platforms like Facebook and Twitter simply represents a different way of communicating that has revolutionized the way businesses communicate with their customers, vendors, and the community. The overall premise of social media is that communicating in a more open fashion builds relationships. Businesses or people are much more willing to buy from, donate to, volunteer with, or support businesses and other individuals that they feel they have a relationship with – albeit many of those relationships are only online. There is a strong element of caring, sharing, cooperating, and communicating within all social media avenues.

Logging In:

Please log into your personal account first. On the left hand side of your personal profile or the profile created to manage your Business Page, you will see the name of your Facebook Business Page – Click on the name and it will take you to the Business Page. In the very top right hand corner is a downward facing arrow. Click on that and it will show you all the Pages of which you are an Administrator. If you click on the Page you want to work with, instead of your name at the top of the Page, the name of the Page will appear. When you see the name of the Page at the top right of your Page with HOME next to it, you are logged in correctly.

The Page:

Your Facebook Page is on the new 2014 Timeline format. Here are the key elements to the Page:

On the new Timeline format for 2014, the old Administration Panel disappears. You can access the Insights, Likes, Page Info, and others as follows:

On the Top Left of the page (the Administration Panel is entirely deleted), you will see

PAGE (this is a handy way to return to the main Timeline page wherever you have negotiated within the Page, timeline and newsfeed.

ACTIVITY includes Messages and Notifications – Messages are direct messages sent to the Page from a person who has a question, comment, concern, etc. but doesn't want to post it on the Timeline. Please note that a Page can respond to a message back and forth, but can NOT initiate a message. The message must first come from a person and then the Page can respond.

You will want to be checking the Notifications regularly. This will show you who has liked a post you've posted, commented, or shared. Common policy now has Facebook Page Administrators thanking those who 'share' posts. This is ranked as the highest form of engagement.

INSIGHTS includes the statistics that were previously available on Insights but accessible through the Admin Panel. Insights includes valuable information on which posts perform best at what times, what the demographics are for the **people** who like your page, and much more. As it becomes more and more important for 'engagement' on Facebook (fans liking, commenting, or sharing your posts), learning to periodically view the Insights section for what type of posts received the most engagement, what are the demographics of your followers, and other important metrics are valuable. The most valuable information in Insights will be found when viewing the first page that appears when you click INSIGHTS. Scroll down to the bottom half of the page and you will find a listing of your most recent posts. By mousing over the date of the most successful posts you can see when the post was posted. Determining the best time to schedule posts for maximum viewing exposure is a very valuable aspect of managing a successful Facebook Business Page.

SETTINGS is the place to click to set permissions, replaces the old Page Info where you complete the About section, load applications (apps) etc.

SOME of these features are duplicated on the very handy THIS WEEK that appears on the far, far left of your Business Page Timeline.

THIS WEEK is a handy, quick reference on Page Likes, Post Reach, UnRead Notifications and Messages. By clicking on anyone of the 4 categories, you can immediately which people like your Page, which companies like your page, any unread Notifications or Unread Messages. This replaces the previous location for these functions which was either post by post in the case of REACH, or within the Admin Panel for the messages, Likes, and Notifications. The POST REACH is particularly valuable as it shows you the most recent posts you've done, what their reach is, *WHERE THE ENGAGEMENT CAME FROM*, and the ability to see other aspects of all posts. Reach on Facebook has sparked many difficult conversations and have disillusioned many folks. Most social media experts will say too much attention is paid to reach. Let's look at the numbers from time to time, know they aren't virtually accurate, and move on with the best practises we know on Facebook which helps our businesses grow.

Checking who has liked your page, and thanking them for following when time permits, is a solid Facebook technique. It's not essential, but it helps to start building a connection with your newest fans.

Many say that the biggest reason for this Timeline re-format is to make it easier for Administrators of Pages to publicize a post or a Page or advertise a Page, event, etc. All of these options have merit and should be explored, but they do cost money.

Cover Photo – the Cover Photo is the large image at the top of the Page that could simply be an appropriate picture or can be a photoshopped image that includes text and individual images. Calls to Action (CTA) can now be photoshopped on top of an image or a promotion – the opportunities to create compelling Cover Photos is endless. By googling 'Facebook Cover Photos' there are hundreds of blogs or Facebook posts illustrating thousands of effective Cover Photos. It is meant to depict who or what the page is all about and should be changed periodically to reflect changing seasons, focus, new products. The smaller picture within the Cover Photo is the **Profile Picture** and this should be compatible with the larger Photo. Many businesses use the Profile Picture for their logo. Owner/operator businesses often put a picture of themselves in the Profile Picture. The Cover Photo and Profile Picture are uploaded separately using a very straightforward upload drop down menu.

The Left Hand Column on the New 2014 Facebook Page Timeline

You can manage the left hand column and decide which order you want the following to appear: (NOTE: The People Section – which includes an invite

feature so you can invite your friends in your email software or other lists, and it includes a list of your Facebook friends who also follow the Page, can't be moved. Nor can the ABOUT section.) But, you can choose the order in which Apps, Post to Pages, Photos, and Liked By This Page are arranged. An app is an application that allows businesses to do more than is basically programmed into a Facebook Business Page.

The About Section – This section shows a compelling sentence or two on what the businesses does and what it does best. It can/should be changed periodically to reflect changing seasons, new accomplishments, milestones, etc. Below the sentence(s) is the About button. Once clicked, it will take a visitor to a page filled with straightforward information on where the business is located, telephone number, Google Map, History, Background, Mission, founding date, etc. This is a valuable piece of digital real estate. It used to appear just below the Profile Picture but is now second section down the left hand side column. **Always** very carefully write this part of the About section. It is searchable, so keyword selection is important, and it is often the first place new visitors to your Page go to assure themselves they have landed on the right page with verification on exactly what your business does, where and how. To access, change, edit, add, whatever to your About Section, you will find it under Settings> Page Info> Short Description. The entire About Section can be edited, added to , deleted from, etc, by going to Settings> Page Info.

Photos: Any photo uploaded to the page will also appear here in chronological order. A visitor can click on Photos and see all the photos, albums, cover photos, and profiles pictures that have ever been uploaded to the Page. At the top of every section that appears on the Left Hand Column is the usual Facebook sideways arrow > which usually indicates 'More Info" when you click on that on the top of the Photos section, it will take you to a page where you can choose to see individual photos, or all the past Cover Photos, or the past Profile photos, or Albums, etc. etc.

The Apps Line – This change in location for the Apps Line (Applications line) is considered the biggest change for the 2014 Timeline changes. The apps line which includes the Photo App, and any other applications you have for your page – both standard and third party – has moved from below the Cover Photo to the left hand column. Apps can invite visitors to sign up for the company newsletter, run a contest, view a more descriptive Welcome Page, and much, much more. Only three apps can now be seen on the left hand side column.

The Timeline: The timeline includes all posts done by the Page Administrator(s) and all the posts directly posted onto the Facebook Page by others. The Posts posted by Page owners appear chronologically on the right hand side post. You can 'Pin' a post to the top of the Timeline so it's seen first

for a period of time. When someone other than an Administrator posts to your Business Page, the post will appear in the Section of Post to Page by Others that appears on the left hand side column according to whichever spot you choose for it. **You must check that section every visit to your Facebook Page to read the content of the post by another, decide if you want to hide or delete the page, but you can no longer click to have it added to the main Timeline. So, the main Timeline is strictly for posts and shares by Administrators and those who post to your page will only appear in the left hand column.....unless you delete or hide it.**

Posting Contents

How to Post – is very straightforward and utilizes much same procedure as posting to your personal Facebook profile. How to post effectively to a Facebook Page doesn't change with the new 2014 Timeline format. Photos can be uploaded using a 'Browse' feature. Posts are much more readily read if an image is attached. If you want to attach a link, simply paste the link into the body of the Status Update form and automatically Facebook will create it below, along with any images on the link. If you want to tag and create a link for a specific company in the post, just put @directly in front of the Company name and a list will come up that will eventually get to the correct Facebook Page.

The timing of posts are crucial to be read. Each Facebook Page will have slightly different optimum timing for posts. There is an easy to use feature in the post creation that will allow you to schedule the post to appear any time you wish. Social media platforms are often accessed on weekends and before and after hours, Thursday is the strongest day, and research through the Insights section of the page as explained above is necessary to find when Facebook fans access your Business page the most.

Content Creation:

The page should be updated with new posts approximately 1-3 times per day (including weekends) to build community and engagement. New posts can also include 'shares.

Much has been written about how to write and where to find compelling content for your posts to ensure engagement.

Business Pages can follow other Business Pages. People can follow Business Pages BUT Business Pages can NOT follow People. **By following other Business Pages that are likely to produce content that is shareable and relevant to your audience, you have access to that content. Carefully choose who to follow with a view to content creation and individual learning.**

To determine which Business Pages to follow, simply visit competitors pages, associations for your industry, etc. and follow the pages they are following. If you read a good post and want to follow the Page who posted it, simply click on the name of the Business Page and you'll be there and can Like the page. Why should Business Pages follow Business Pages? To begin creating relationships, to build community, and to ensure those Pages's post will appear in your Newsfeed.

The Newsfeed for your Business Page is found by clicking on the 'Home' button on the far top right hand side of the page, You'll see the newsfeed for your Page with all the recent status updates from the Pages you have followed. You will want to click on 'Recent Stories first' near the top right of the wall so that you are looking at the most recent stories. The Newsfeed provides, once you've followed a good number of appropriate Business Pages, with an excellent content source. Once reading a good post that you feel is appropriate for your fans, you can 'Share' that post easily on your own Business Page by clicking the Share button. Before confirming the 'share' it is more effective to add in a comment on why you are sharing it, endorse the contents, comment on the contents, etc.

Just following other Facebook Business Pages is merely the tip of the iceberg in Content Creation however. Facebook allows you to create very specific lists of the Business Pages you follow for a more focused viewing experience. You can subscribe to RSS lists, create your own lists through such programs as Google Reader (now discontinued), blog curation, and many more. Almost all social media pundits regularly discuss various places to gain content and they provide it themselves so following Social Media leaders like Mari Smith, Chris Brogan, Hugh Briss, Amy Porterfield, etc. etc. is a solid practice.

INCREASING YOUR FAN BASE

Much has been written about the pursuit of fans and how many fans is enough, etc. etc. You need fans to 'like' your page specifically because if they don't 'like' your page then they will not see your status updates on their wall and it's impossible to build community and engagement if you aren't initially communicating through information exchange through status update (or posts).

The following should be undertaken to build a fan base:

- ✚ The Facebook Business Page url (address) should appear on every off-line product, correspondence, poster, business cards, stationery, any

storefront locations, informational piece, and business document associated with your business. When advertising off-line, the address of the Facebook Page should be included and the recognized way to state the address is: /yourbusiness (after 25 fans have been obtained)

- ✚ A Facebook icon linking to the Facebook page should appear prominently on the website and any other online properties such as directories and listings.
- ✚ A specific email should go out to partners, customers, bankers, lawyers, whatever! announcing the launch of the Facebook page, encouraging them to follow and to post any of their announcements, status updates, etc. on the wall if they wish (a really good idea) and to spread the word of the new Page through their social networking channels.
- ✚ One of the best ways to build fans is to consistently produce good content, whether curated or created.
- ✚ If you have a LinkedIn account it should include the Facebook Fan Page address along with the website address and Twitter address.
- ✚ All events going forward should be publicized through the Event section of the Facebook page
- ✚ Promoted Posts, Facebook Ads, Offers, and Contests should most certainly be considered.