



Facebook Tips & Tricks

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613-876-7707

SocialMedia@JenniferBakerConsulting.com

JenniferBakerConsulting.com

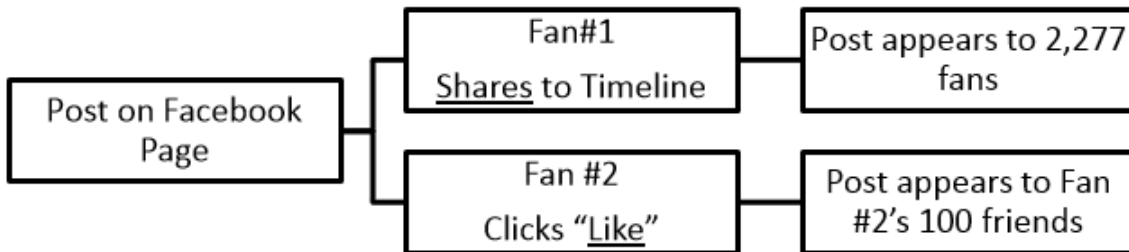


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FACEBOOK

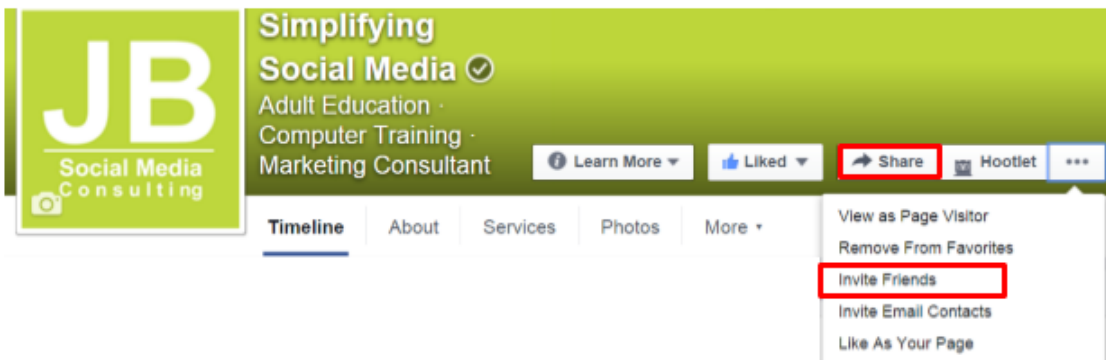
Increase “LIKES”

When someone “LIKES” your Facebook business page, they are subscribing to receive updates your business posts (e.g. photos, links, videos). The more “LIKES” you have, the more people who will see your business’ posts. This is called “increasing reach.”



How-To Increase Likes

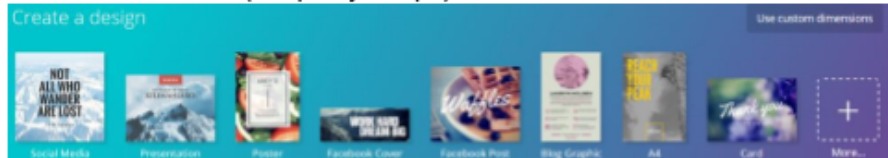
1. Add to personal timeline
 - Navigate to your personal timeline
 - Click “About” then “Work and Education”
 - Click “Add a workplace”
2. Share to personal timeline
 - From your Page, click “Share” then “Share on your own Timeline”
3. Invite Facebook Friends
 - From your Page, click “Invite Friends” then click “Invite” to a select group of friends



4. Invite “engaged” users
 - Under each Page post is a summary of interaction, click “13 others” then invite all engaged users:

Creating Graphics

- Free Photos: www.pixabay.com
 - Make Graphics: www.canva.com
1. Create a profile on Canva.com (Note: Canva automatically save projects)
 2. Select (either):
 - a. Social Media Template (800px by 800px)
 - b. Facebook Post (940px by 788px)



3. Create a graphic using own photos, logos, text – or use a template
4. When complete, click "Download" select "Image: for Web (JPG)"
5. Upload to Facebook post

"LIKE" Other Pages

Show your support of local businesses, partners, and community events you sponsor by "LIKING" their business as your business page.

To "LIKE" a business page, click:  View Pages Feed See posts from other Pages then 

Type in the business page you want to "LIKE"

Once you "LIKE" a number of pages, it will create a newsfeed of the pages your business "LIKES." It is recommended to review these posts and engage (e.g. like, comment, share) as your business with other businesses.



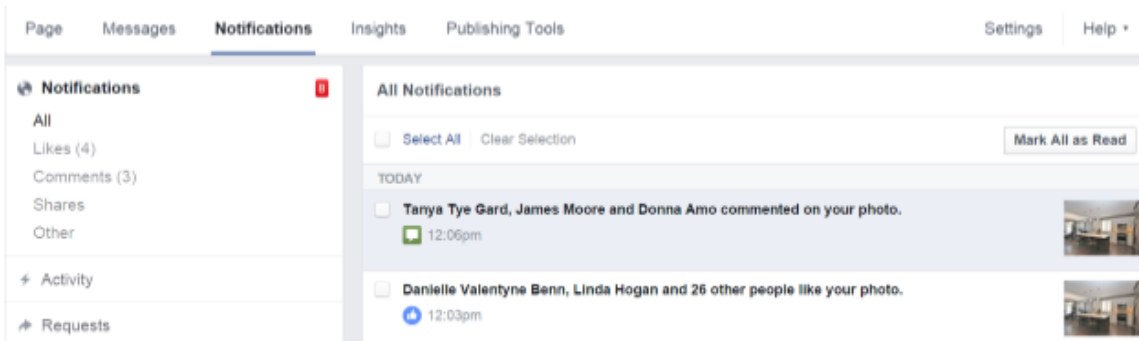
Respond to Interaction

Social media is a two-way medium that allows you (the business) to communicate and receive feedback from customers. Responding to post interaction (e.g. likes, comments, shares) as well as general activity (e.g. check-ins, mentions, shares) is important.

To access Notifications, click “Notifications” in the top navigation bar.

General Notifications

Click notification to view the post, and respond (if required)



Activity Notifications

Click notification to view the activity, and respond (if required)

Note: You can only see “PUBLIC” check-ins to your location

