



How to use Facebook Business Pages

Facebook has a feature where you can develop a page for you business. Pages have come along way and are now very similar set up to a basic website. In the past I have not used it to it's full potential as I find the updates that are made to the algorithm are so big, it can be hard to follow along. For all social media they are constantly changing and updating the way they work. Sometimes for the better and sometimes not! This document is a basic run down on how to set up and use the page to help market your business.

Setting up

You must have a personal Facebook account set up. Once you have your account set up click on the three lines in the bottom of the right corner of your screen. Click on pages and create page. Then work through the set up. This is free and very easy to set up so I encourage all businesses to have a page set up.

 The page can be run from your personal account or there is an app called Facebook Page Manager which helps you to run your page. The features are slightly different in the app from your phone and different again if you view it on a computer. This can be frustrating! When I get annoyed with it I think that this is a free tool that I can use to get my business out there which makes it easier to put up with.

To add a timeline photo and profile picture you need your photos or graphics in the correct sizing.

Timeline photos- rectangle, 851 x 315 pixels

Profile pic- square, 180 x 180 pixels

Once your page is set up it is quite easy to navigate. There are some great features that can link to your other social media platforms and your website.

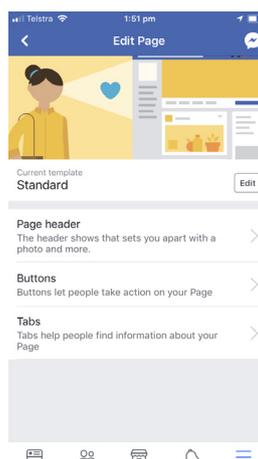
A new feature is adding tabs and buttons. This then adds the feel of a website but it is free! From the page click on edit page. The page header is your timeline picture, which you can change from here. Your buttons are where you can add calls to action to the top of your page. The default buttons are like, follow, share, save and message. Make sure your buttons are turned on so visitors can see them.

The tabs are there to help people find more information about your business. Take time filling out the info. The more you can fill out the better. It can be you prices, opening hours, what services you provide, about your business, your address, which links to a map, events, reviews ect. The tabs can be reordered so the most relevant is at the start. When viewed on a phone the tabs are viewed below your buttons (calls to actions) and run horizontally. On a computer they run along the left hand side.

Facebook page view on iphone



Editing pages on iphone



Aim of your page

When setting up and posting be clear with what you are trying to achieve with your page.

Is it for

- * sharing information with your clients
- * selling a product or service
- * directing clients to your website or online shop
- * marketing, planting the seeds

There are some great features that help to find your target audience. The more active you are on your page helps Facebook to find your perfect audience.

What to post?

On Facebook it allows you to post photos, images, gifs, videos and full text posts. This means you have a lot of options, compared to other social media platforms and should mix it up to keep your audience engaged. If you are selling a product and you only post about your products for sale people will get sick of it and unfollow you. Facebook is used for entertainment and to be social so make your posts entertaining. Tell stories about your business, give tips and how to's about your product and service or show what you have been up to. You can create a weekly or monthly posts that people look forward to. For example an interview asking questions to different clients asking their favourite thing about your product, or a stories like Timmy Tales, thumbs up too or local news. Make it funny and engaging.

Before you sell anything online you must gain trust and build relationships. There are options to curate posts (use other peoples content) or build your own posts. In my Marketing Plan I go into more detail about making posts.

Boosting posts

Boosting posts and using the Facebook ads are a great way to get your business out there. Once you have been using the page and have a decent following Facebook will start to identify your target market. If you sponsor an ad it will ask you what the age of your target audience, their age and location. That way your ad will be delivered to the people.

Making an event

From your page you can create an event. This is used if you are having a public event or a private function. It can be accessed by going to tools and under business tools is events. You can create your Event from here. Add in a photo and information and then invite people to your event.

Page Insights

The page insights is a section that you can keep track of the activity on your page. It shows your reach and engagement on each post. It is a great way to see what posts are working and getting the most engagement.



Tips

- * When posting on a business page it is call 'publish' not 'post.'
- * You can invite friends to like your page
- * Ask clients to rate your products/services. Ratings are at the top so can make a great first impression on new clients
- * Response rate is another great way to get more reaction from your clients. Each time you receive a message fb times how long it takes to respond. Not such a great feature if you don't check frequently. I will always respond to messages even if it is just to say I am not available until next week.
- * If you already have a business page make sure your contact details are up to date. There have been a lot of features that have been added recently.
- * By adding pictures or videos you will generate 2 x engagement
- * By posting and interacting frequently it will help your posts stay at the top of your clients feeds
- * If you have a post that did well with interaction you can pin post to top of page. Then when someone visits your page it will be the first post they see
- * A calls to action is a way of engaging your client- marketing offers, promotions, shop now contact us, sign up, watch video. It should be a button or a link to your website that is easy to see and follow
- * PM means private message

Hopefully you have found this document useful! There is still so much to learn with technology constantly being updated but hopefully this helps you to get started...

I hope you have got something out of it :)

Don't forget to follow me Jayde Guest Photography & Design



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