Online Branding - Facebook

digitalYou consulting

Your online brand is the combination of website, email marketing and social media efforts.

Interactional vs Transactional Posts

80/20 rule - 80% of your posts should be interactional / 20% can be transactional. People do not follow organizations in order to get marketed at. For every five posts, four should be fun and one can be marketing (asking your followers to do something). This means you need to post more than once a week in order to be able to post marketing messages more than once a month.

Interactional		Transactional
Cute *branded photos	People read what you write because it says something about who **you** are.	"Buy"
Informational articles		"Sign Up"
Conversation starters	They share it because it says something about who **they** are.	"Register"
*Branded infographics		"Attend"
Fun videos	digitalYou consulting	"Volunteer"
Tips and tricks		

* Do not miss any opportunity to "soft market" your business. Everything you create should include your logo and branding. Keep your branding consistent - same logo, same general size, same type style, same colors.

In Search of the Almighty Like/Comment/Share!

Likes/Comments/Shares are how Facebook decides if your posts will get seen. More interactions on today's posts mean future posts will get shown to more people. Facebook assumes you're serving quality content when you have more interactions.   Like < Comment < Share. Shares = Goldmine.

- Respond quickly and positively to comments on your page. Make your followers feel valued when they interact with you.

- Interact on other pages as your organization to create community.

- Let everyone in your organization know to like/comment/share your posts.

- Include social media icons on all printed materials and on your website.

Tip: if you administer several pages, including a personal FB page, switch between them to like and comment on your own brand posts. Every like/comment/share counts to increase engagement numbers.

Kim   Home

Use Facebook as:

- Pit Bull Rescue San D... 5
- Cocktails & Furrytails
- DigitalYou Consulting
- HomeTrak Software
- Labs & Friends (Sandbox)

See More...

Facebook Targeting and Scheduling

Target Locality

You can target a specific city, cities or state to narrow post reach. Why tell people in Utah that you have an immediate appointment opening in San Diego?
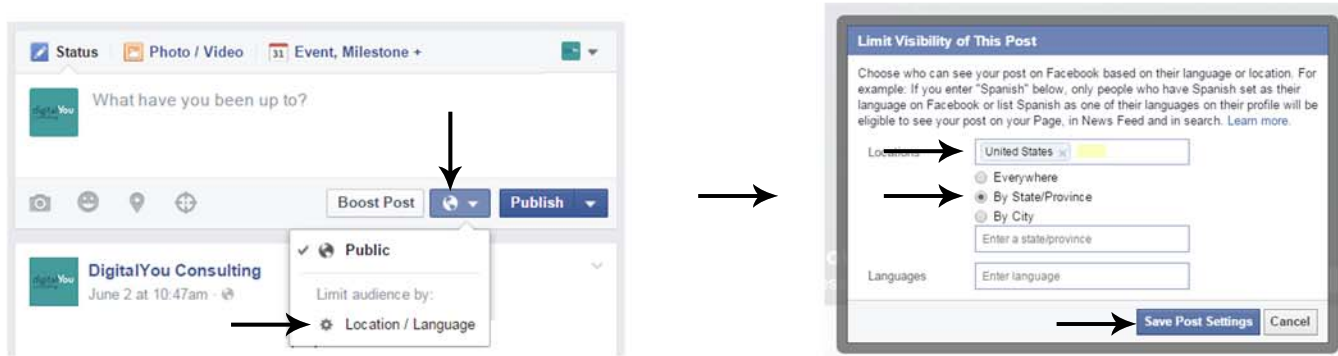
Target Audience Demographics and Set a Post End Date

You can target a segment of your audience using this icon - located on the bottom left side of your new post box.

This option allows you to narrow your audience or set a post end date (valuable for promotions and events).

Targeting affects who will see your post in their news feed. All posts are visible on your page timeline unless you choose to hide them from there.

If you don't see the target symbol in your post box, you can enable it:

1. Click Settings (top right, next to Help).
2. Make sure you're in the General tab on the left sidebar.
3. Select News Feed Audience and Visibility for Posts.
4. Check to Allow News Feed Audience Selection.
5. Save.

Scheduling Posts

Best Practices: Set up an editorial calendar (themes for each day, transactional vs interactional, types of posts)

Create a cadence - three posts / week or two posts per day, whatever works best for you.

Create and preschedule them using the scheduling tool in Facebook. You can even start a post and save it as a draft to finish later!