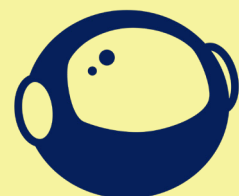


Posting on Facebook



andromeda

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You're ready to Post on Facebook

Congratulations! Your Facebook Business Page is up and running. Now it's time to work ... **and by work, we mean post on your Page, consistently.**

Your Facebook Page should not be a static site. To manage your Page correctly, it should be updated with content on a regular basis.

When posting on your Page, use a variety of content — images, video, GIFs, memes, shared customer content, or graphs.

What images would your audience like to see? What stats would they like to read? What links would they like to click?

Ask these questions to jumpstart a Facebook brainstorm.

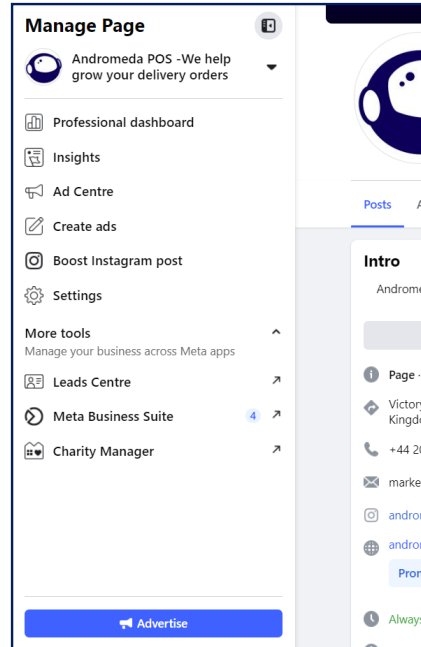
If you post a particularly impressive or exciting post, you can pin it to the top of your feed. Do this by clicking the little grey arrow in the top-right corner of the post and tapping Pin to Top to move it to the top for seven days.

You can also use this feature for product announcements, business anniversaries, and other major events pertinent to your brand.

How to Measure Your Facebook Business Page

By keeping an eye on what kind of content your audience prefers and likes to engage with.

To measure your Business Page activity and growth, click Insights on the left hand menu.



From here, you can monitor how people are engaging with your Page and content, and then decide what content to focus on sharing in the future

You should also measure your efforts to ensure you're making valuable marketing decisions on Facebook.

Under Insights, you should see the following:

- **Overview:** This tab shows a seven-day snapshot of your metrics such as Page Likes, post reach, and overall engagement.
- **Followers:** This tab gives you information about your followers and how that number has changed over time.
- **Likes:** This tab shows your overall fan growth and losses. If you're employing paid efforts, you'll be able to see the breakdown of paid versus organic growth.
- **Reach:** This tab highlights the raw number of people your Page is reaching every day. If you notice spikes on a specific day, try cross-checking what you posted that day to see if you can replicate that reach.
- **Visits:** This tab indicates where on Facebook your viewers are coming from. You can see the difference in visits on Facebook Timelines, your information tab, reviews, and others.

Other tabs like Posts, Events, and Stories show you specific activity around those types of Page content.

Posting Best Practices

Why You Should Post

When your audience discovers you're on Facebook, you can work to develop a community of consumers and deepen the connection they have to your brand.

When you engage with them, you'll learn more about their likes and interests, making it easier for you to create content they'll enjoy and interact with.

Also, maintaining a Facebook profile is a great way to show your audience that you're active and in business. As most users use the platform to research products, stumbling upon an inactive Facebook profile may prompt them to bring their business elsewhere.

How often should you post on Facebook?

Businesses should aim to post on Facebook two to five times per week.

However, you can adapt your strategy depending on your audience insights and what seems to bring the most success for you.

Studies have shown however that posting more than five times per week can substantially decrease the ROI.

What makes a business Facebook post great?

- **It gives your audience something they need**
Look at your Facebook analytics. Track posts with the most and least engagement to see what type of posts resonate with your audience.
- **It shares a clear message**
Create a quick outline of what you want to include in your post.
Read your post out loud to yourself to make sure it's easy to understand.
- **Has a personality and point of view**
To grab your audience, it's important to show them who you are.
- **Offers new or useful information**
If your Facebook page is all promotions all the time your audience may get in the habit of only checking your page when they want your product.
- **Gives users some variety**
It's best to try a little bit of everything to keep your Facebook page fresh and interesting.
- **Grabs attention visually**
Over 35% of Facebook posts include images and 15% feature videos. Make images the star, and use images that enhance your brand voice.
Try taking original photographs — even images from your phone can look great.

Ideas for your Posts

- **Promote your website**

The whole point of posting to Facebook is promoting your website and driving sales to your store.

- **Share behind-the-scenes content**

Customers enjoy seeing how you do business. Sharing behind-the-scenes content on Facebook allows them to understand the day-to-day operations that generate the products or services they enjoy.

- **Ask your followers questions**

A great way to generate engagement with your Facebook audience is to ask them questions. If people reply, you'll gain valuable insight into how they think and feel, and you'll also have the opportunity to respond to comments and let them

- **Share user-generated content**

A great way to generate trust with your audience on Facebook is to share content created by people who have used your products and services. It is also a valuable form of social proof, which essentially means that your audience will trust you more.

This content can be anything from product reviews and testimonials to photos that customers have shared using your products.

- **Post videos**

Consumers love videos, so sharing them on Facebook is a great way to generate engagement and excitement for your brand, especially if they're high quality.

- **Use hashtags**

Facebook uses hashtags to organize conversations about specific topics all in one stream.

Use industry-related hashtags in your posts to join in on conversations that are already happening on Facebook.

You can also use brand-specific hashtags to increase visibility and engage with audiences.

- **Share product photos**

The average engagement rate on Facebook is .07%. The average engagement rate for image posts on Facebook is 0.12%, so take advantage of this and post images on the platform.

- **Host contests and giveaways**

Hosting contests and giveaways is a great way to generate engagement and interact with your audience on Facebook.

- **Announce deals and offers**

Announcing deals and offers on all your social platforms ensures that everyone has the chance to experience them.

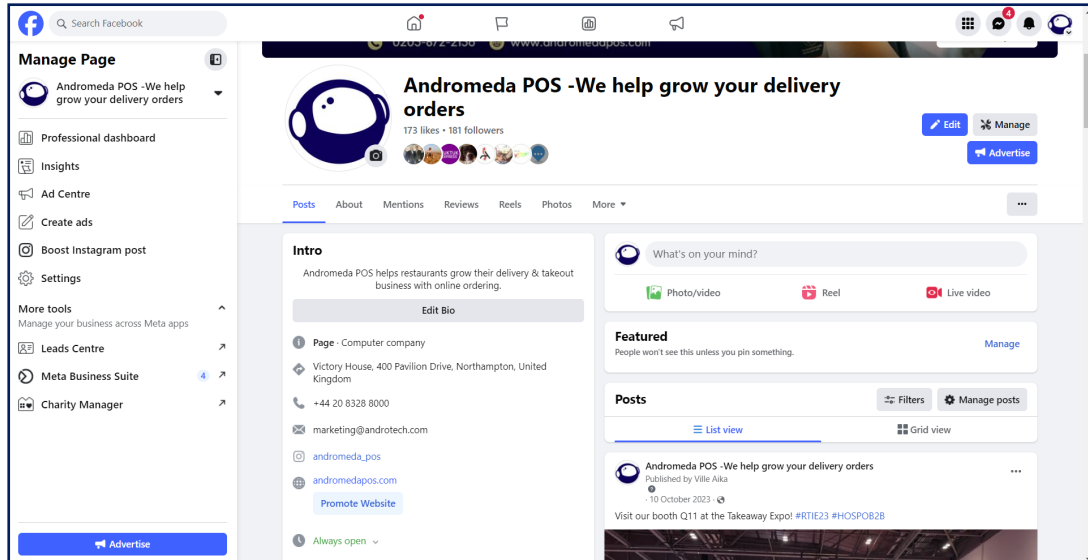
- **Post discounts and sales**

Like announcing deals and offers, this helps you drive traffic to your website and increase sales.

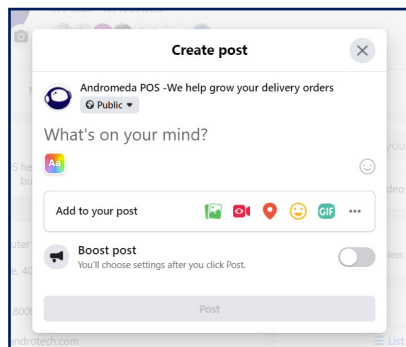
How to post

The good news is that once you have set up your business page and have a strategy, posting is actually quite simple.

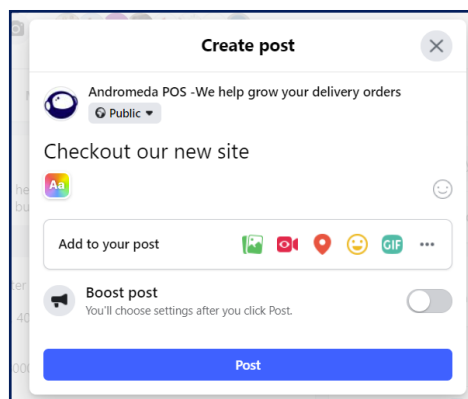
1. Log into Facebook and go to your business page.



2. Click the “What’s on your mind?” text



3. Build your post using a combination of text, images and videos.



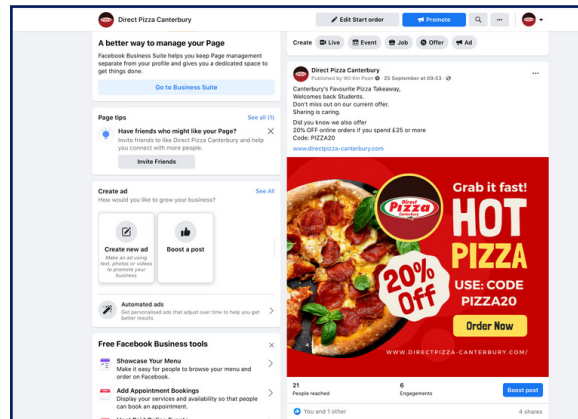
4. Click “Post”

Boosting a Facebook Post

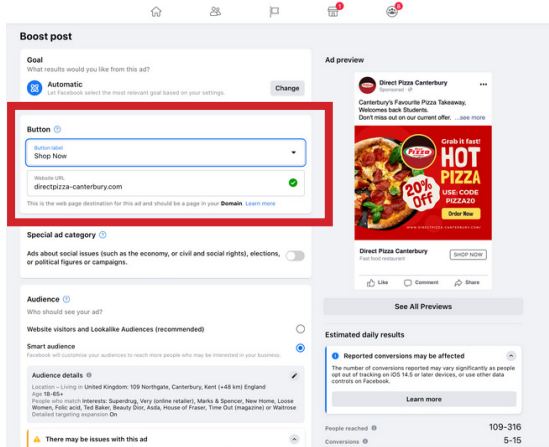
1. Switch into your Facebook Page.

2. Find the post you want to boost.

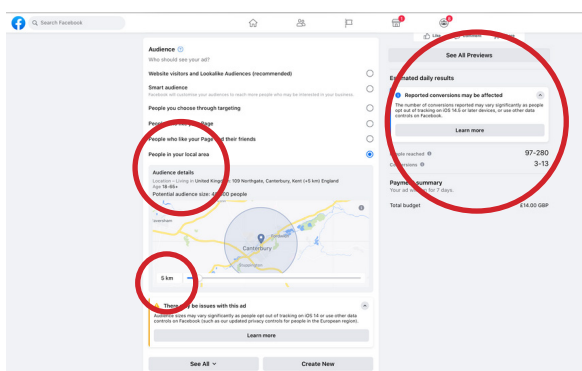
3. Select Boost post. You can find it in the bottom right of your post. Note: If you are unable to select Boost post, boosting may be unavailable for this post.



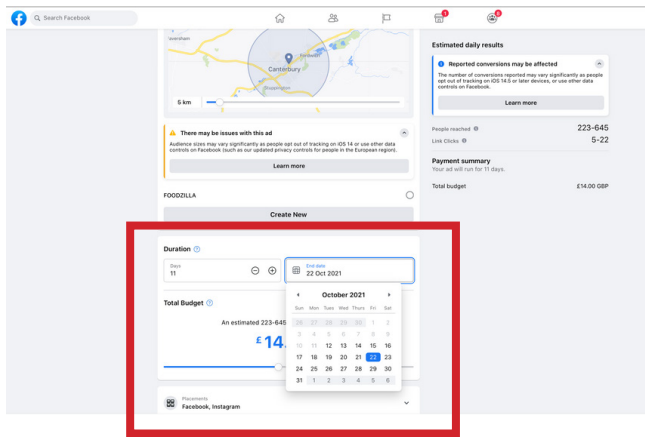
4. Goal: Choose the results you'd like to see from your ad. In most cases this is to drive sales to your website so set up as follows:



- Select – Shop Now
- Enter your URL



- Select – People in your area
- Select – Miles radius (recommend 4-5km)
- Depending on the budget or settings this will calculate your audience reach



Select

- **Advert duration**
- **Start date & End date**

5. When you've finished, select Publish.

Over to You

Facebook is no longer a “nice to have;” it’s a necessity for any business developing a strong inbound marketing strategy.

Use this guide to build a successful Facebook Business Page to engage your audience and drive traffic to your website.