



# USING FACEBOOK FOR YOUR BUSINESS

A GUIDE ON GENERAL BEST PRACTICES FOR FACEBOOK CONTENT

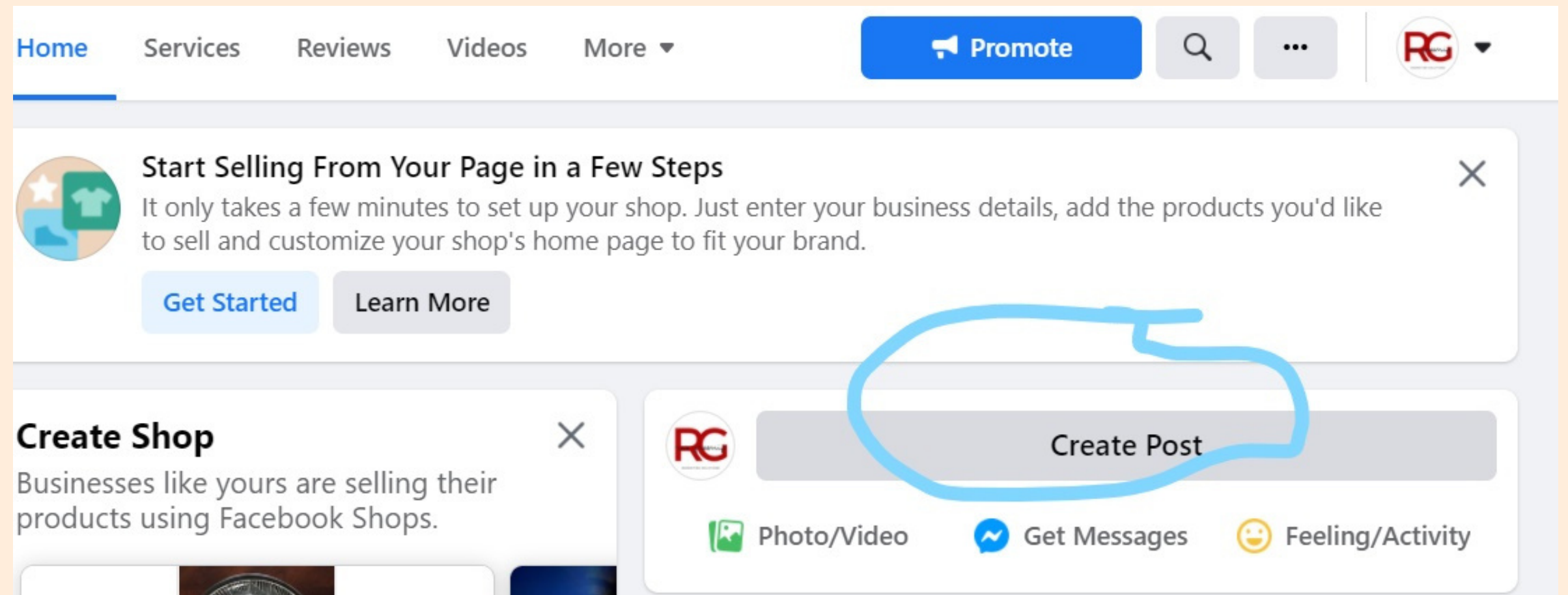


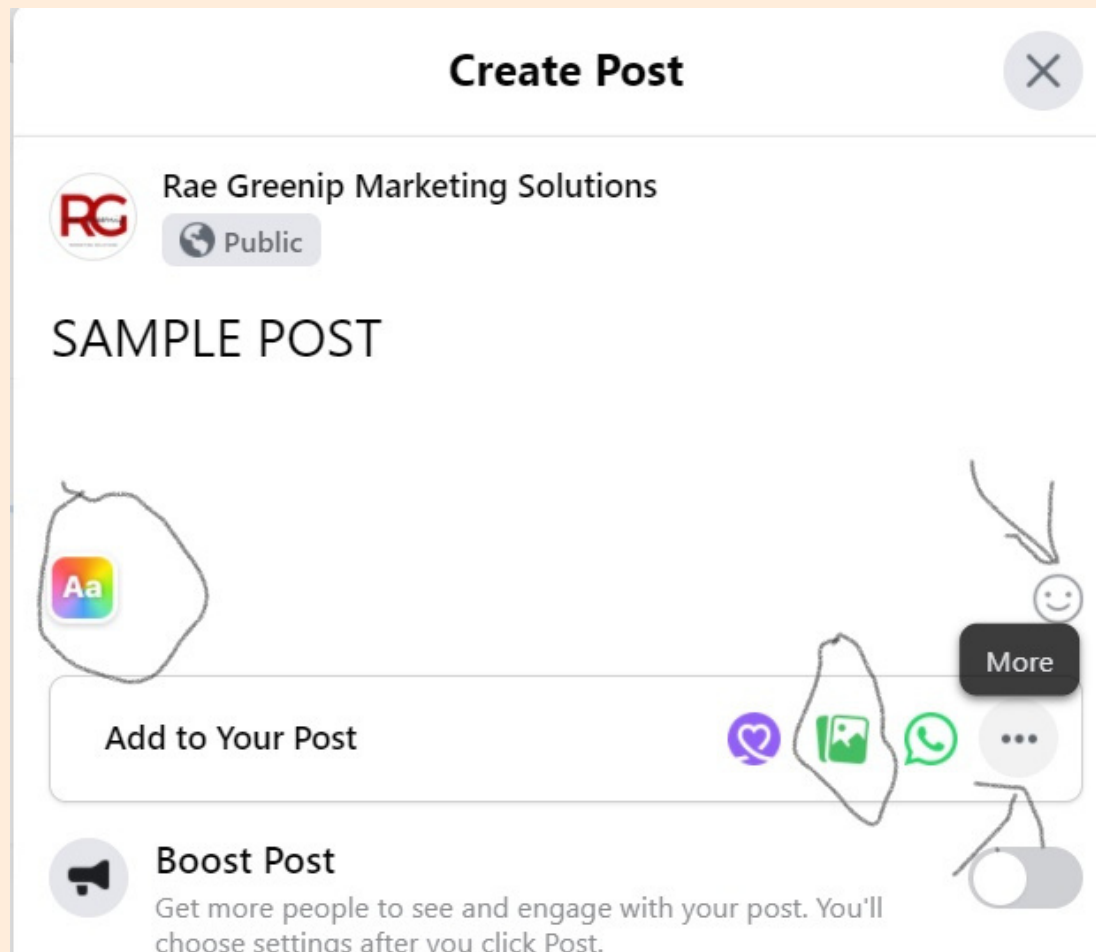
# POSTING ON YOUR FACEBOOK BUSINESS PAGE



Doing "posts" regularly and consistently is important to gain traction and interaction with your audience.

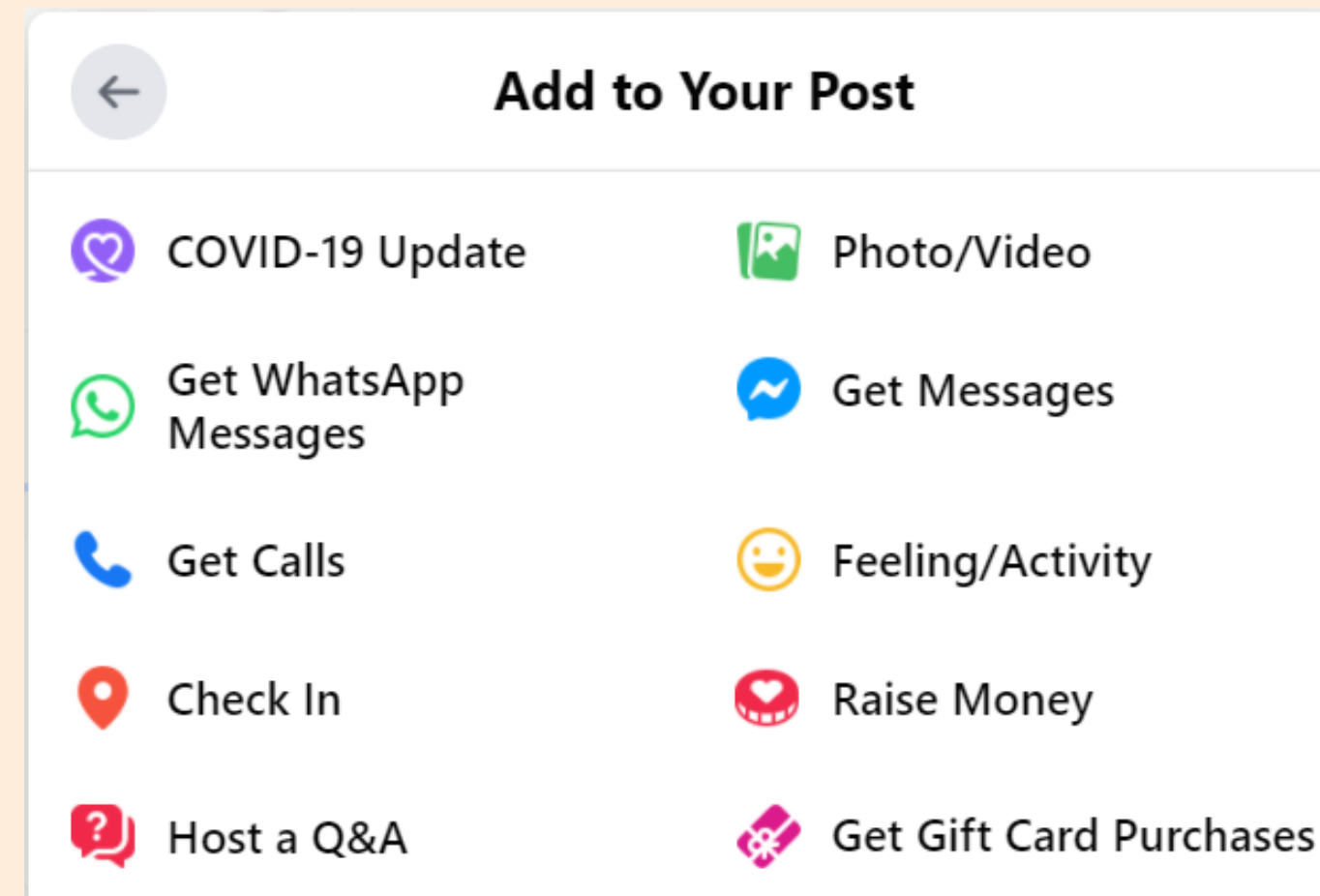
Commit to what is comfortable for you/ your staff to devote time to weekly.  
For example: 3 posts per week.



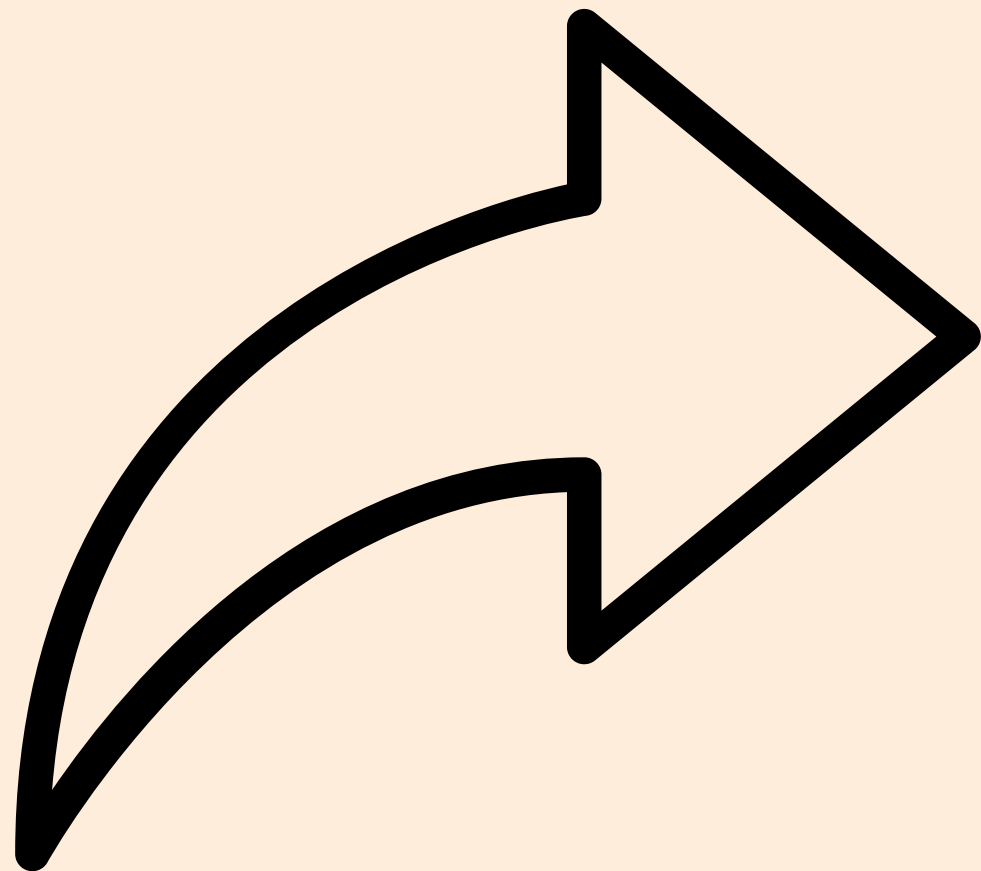


Using the various tools available within Facebook can help get more organic mileage on the algorithm. Try emojis, adding an image and using color/text in the caption.

If you click "More" on the 3 little dots, there are a number of "add-ons" you can use for your post. For example, host a Q&A session bi weekly like "Ask the Doc Anything Mondays". This is a great strategy to encourage engagement and understand more about what your audience is really looking to hear about from your business. "Geo-tag" your posts by adding your location via "Check In."



# SHARING IS CARING!



Share your posts as your business page to groups your business page is a member of.

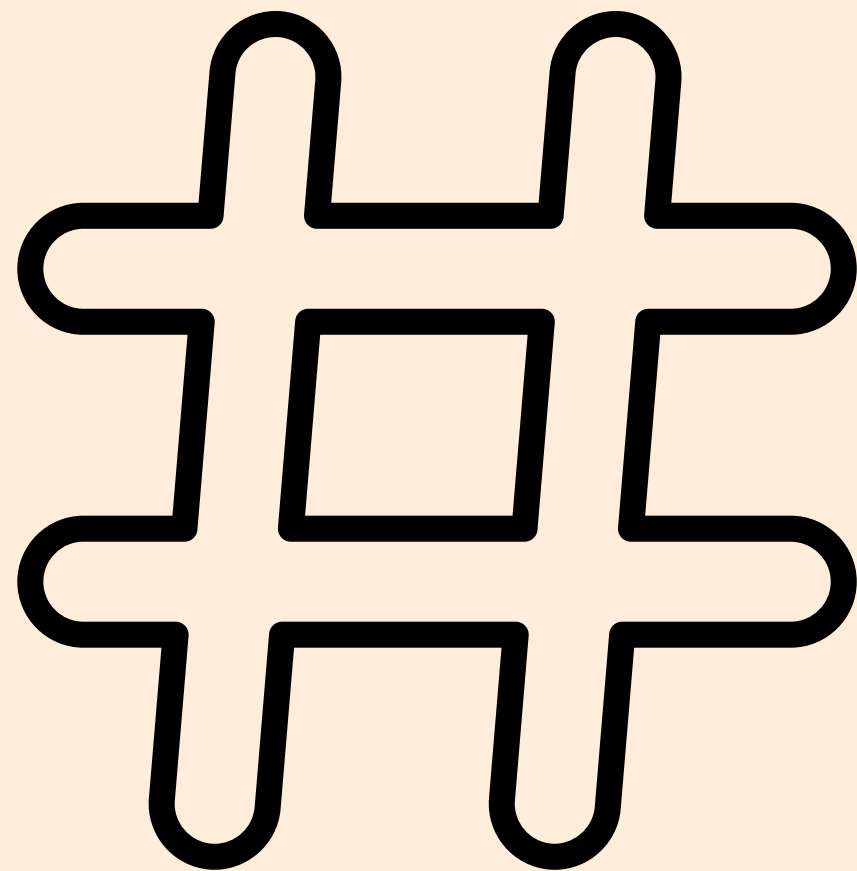


Encourage your employees to like, comment on and share the posts to their personal Facebook accounts.



Always "Reply" to comments that are left on your posts.  
(Do NOT just "like.")

# WHAT'S THE DEAL WITH HASHTAGS ON FB?



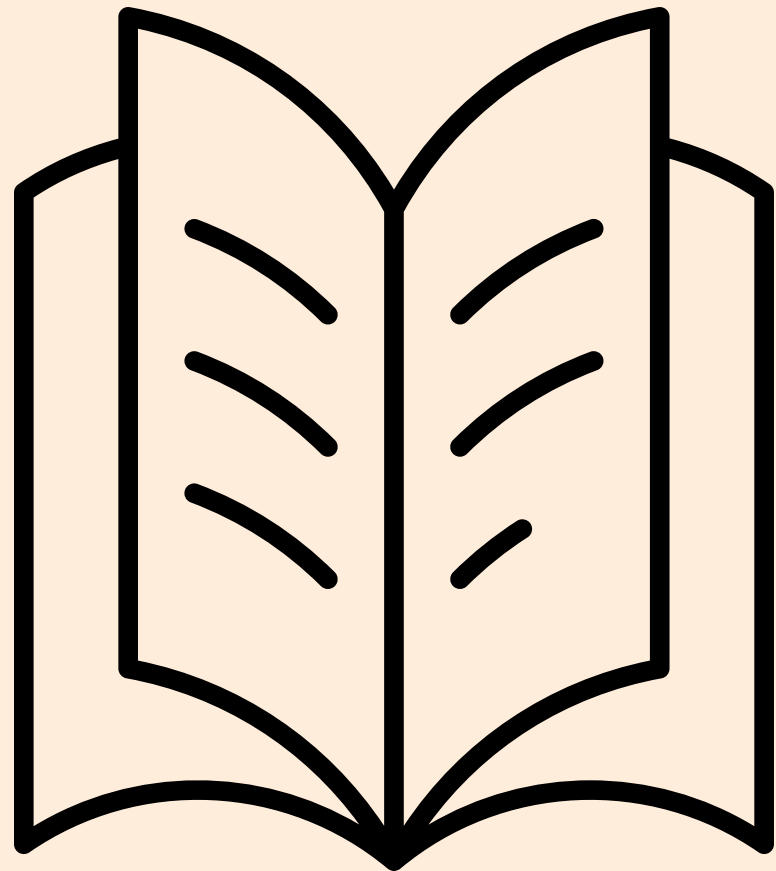
Only use a maximum of 2-3. If you have one you like to use for your business (like #johnschiro), be consistent and use it on ALL posts.

Hashtags are helpful to Facebook in sorting the post accordingly. Choose 1-2 additional widely used hashtags that are relevant to your post.

Discover the appropriate 1-2 hashtags by putting a # and then a term in the Facebook search bar.

For example: #BowlingGreenSmallBusiness and #BowlingGreen. Be thoughtful about what the hashtags mean. In this example, these hashtags would be appropriate as they would potentially be used by someone looking for small businesses in your area.

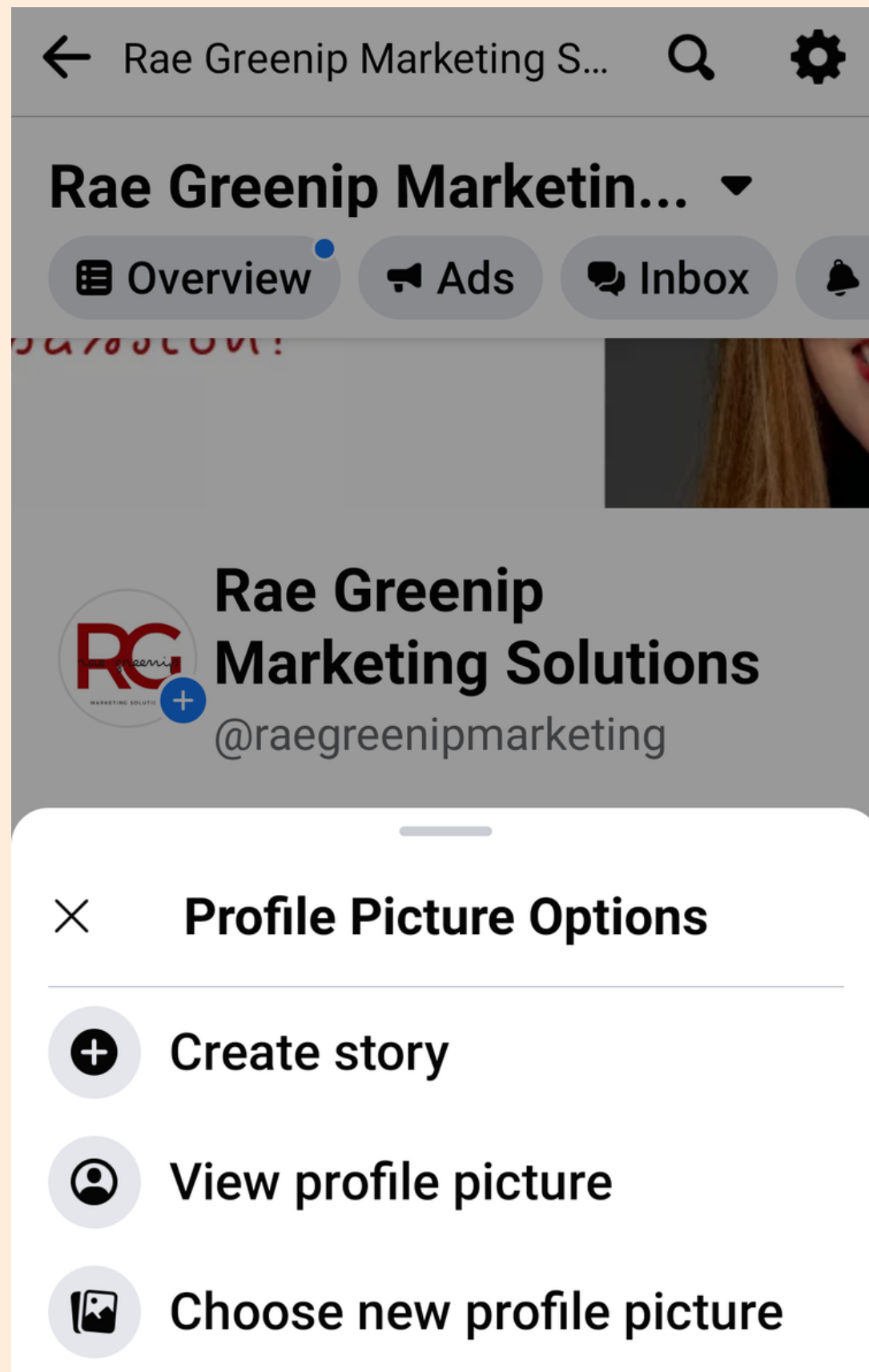
# STORIES



Stories are a place where you can post additional content. Instead of being in a “feed,” stories appear at the top of the feed and user home page.

Stories are a good place to do exactly what they are called – tell a story. This means that for people to engage, it should have a beginning, middle and an end.

Using images, stickers, gifs and text, this is a fun way to entertain, inspire or educate your audience.



Stories are designed to be created and viewed on the mobile app and are displayed vertically.

Navigate to your business page and click the little blue + sign on your business page profile photo. Then choose "Create a story."

Comments on "stories" appear in the Facebook Messenger app. Make sure whoever monitors the account has this app downloaded and the notifications on so that comments are responded to.

Note: Stories disappear within 24 hours. They are useful though as they are an additional way to "ping" your page followers' push notifications.

# THE BOTTOM LINE

## VARIETY AND PURPOSE

Use a variety of content. Images, multiple images, infographics, video, etc.

The purpose of every post should be to either educate, entertain or inspire your audience.

Rule of thumb is 80/20. Only blatantly promote your business 20% of the time.

The purpose of being regularly present on social media is to engage your target market, stay top of mind for that audience and position your business to your ideal clients as one they know, like and trust.