

Components of Facebook Business Pages

*A Beginner's
Orientation*

Tuesday 5/12
10:30 am EDT

FREE



What we'll cover

- Why a FB Page?
 - Benefits
 - Limitations of other approaches
- How to stay out of jail
- Stories vs. Posts
- Scheduling
- Insights
- Quick Tour of the page

Finding Your Target Customers

Who are my target customers?

- Age
- Gender
- Income
- Family Status
- Education
- Occupation
- Hobbies and Interests

Facebook – Page vs Profile and why it matters

Why should I convert my personal account to a Facebook Page?

It's against the [Facebook Terms](#) to use your personal account to represent something other than yourself (ex: your business). If you're using your account to represent something other than yourself, you could permanently lose access to your account if you don't convert it to a Page. [Learn how to convert your personal account to a Page.](#)

- Facebook Profile – YOU as an individual
- Facebook Page – Your BUSINESS
- Facebook policies and procedures states that you can lose access to your account if your profile represents something other than yourself.
- Facebook Pages can also track how many people view your posts, what posts are the best performing, and you can pay to “BOOST” you post (will discuss this in a minute)
- To create a Facebook page, login to Facebook, go to the Applications panel on the left hand side, and click “Create Page”

Facebook –Do I really need one?

- YES!
- Having a Facebook is an expected part of online marketing
- Facebook shows up on Google Searches and can often be higher in search results than a website
- Collect reviews and comments
- Engagement with your customers!!
- Connect with you customers – see what they want and what their interests are

Facebook Business Page

Benefits

- Not limited to 5000 friends
- Insights
- Ads
- Assigning Admins
- Schedule Content

Facebook Business Page

Don't forget these benefits...

- Collect emails for email list
- Lower marketing expenses (if you are managing yourself)
- Build brand loyalty – be active and responsive, encourage interaction
- Increase website traffic
- Boost SEO – Google searches

Follow the Rules



Only one personal profile allowed



Business profiles must be linked to your personal account



Like, Comment, Share contests are not allowed



Posting of dangerous or offensive content is prohibited – see Facebook's posting policies to see what qualifies



Facebook Jail is real. And can be hard to breakout of.

Stories vs. Posts

Use Newsfeed:

- When you want interaction from your audience
- When you want the post to live longer than 24 hours

Use Stories

- When you are giving a glimpse into your daily life or a quick update
- When posting to Stories you can also have the same post added to your newsfeed.

Scheduling

- Facebook allows you to schedule posts up to 9 months out!
- Create your post, and instead of clicking “Publish” use the arrow to the right for a dropdown menu... Click Schedule!
- Great time saver! Allows you to schedule posts for the next few weeks in one sitting.
- One hour per week, plus 15 minutes a day

Insights (Analytics)

- Who are your customers?
- What content do they want?
- When are they online?

When do your users v

Notifications

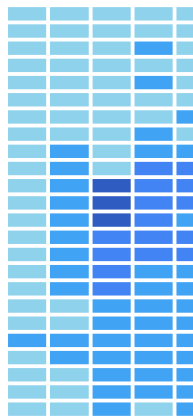
Insights

Publishing Tools

Settings



Users by time of day



Sun Mon Tue Wed Thu
10 45 80

Last 30 days

TIMES



Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement
11/21/2017 9:00 am	2017 Veggie and Melon budgets are here! We LISTENED to you, and have made a small-			436	26 11
11/16/2017 6:55 pm	Check out this update from one of our Hort agents in Boyle county!			255	6 3
11/12/2017 9:14 am	Check it out!			255	9 1
11/09/2017 2:56 pm	We'll have new 3-year average reports for next season, but in the meantime peruse these:			667	17 5
11/06/2017 3:10 pm	Hot off the presses--packing and storing produce in a food-safe way:			1.5K	19 9
11/01/2017 7:09 pm	Center for Crop Diversification's cover photo			298	37 10
11/01/2017 6:53 pm	Out at a KY Center for Ag & Rural Development grant workshop in Winchester!!			164	5 7
10/26/2017 10:00 am	Will we see you this afternoon? https://www.facebook.com/events/1651330008			77	1 0
10/24/2017 10:28 am	As the growing season winds down and the planning season takes off, we wanted to			301	26 8
10/22/2017 9:37 am	You may have seen our Farmers Market average price report. Here's one for Produce			445	6 3
10/21/2017	All our produce food safety materials are here:			282	10



Any questions before
we explore?