

An Introduction to **FACEBOOK**

What does Facebook offer?

With more than 800 million daily users worldwide, Facebook can help your company build awareness, create loyalty, communicate passion, and strengthen inbound marketing.

What must I think about before posting content?

A good balance of engaging and interesting content combined with brand relevance is key. Posting for the sake of posting can damage your visibility.

Content should be fresh, engaging, current and compelling, to generate “likes”, reposts and shares. Strong visual content is particularly effective on Facebook.

What are the medium's key features?

- Facebook's “scrapbook” style helps you to tell your story engagingly.
- Interactions, comments and “likes” you have generated appear in a user's timeline and at the top of their page.
- The ticker means that users can see in real time when their friends are interacting with you.
- The timeline gives you the opportunity to use eye catching images and calls to action, so enhancing lead capture.
- Facebook Groups gather like-minded people to share ideas, and are highly effective in creating awareness, increasing inbound links and fostering loyalty.
- Facebook Lists allow you to organise lists for different topics or influencers, so that you can view and post to selected groups.
- Facebook Promoted Posts are sponsored and show up in the newsfeed of all your fans. These are useful for calling attention to posts you think will create the most impact.

- Facebook Ads must be compelling – there's a lot of competing noise out there!
- Facebook Apps allow you to showcase a call to action or an offer. You can feature up to 12 apps, with four shown by default and the remainder under the fold. While you can't move the photo app as one of the default positions, you can choose which other three appear, so you can rotate and refresh them.

How do we make ourselves visible?

Facebook uses an algorithm called EdgeRank to measure whether its users are engaging with your brand. Engagement can be measured by dividing your number of “likes” with your number of fans. A higher rating means higher visibility.

Visibility is also enhanced by the “buzz” (the number of people who are talking about you on their pages) you are creating.

Posting frequently and engaging audiences in two way dialogue are the best ways to boost interaction. Since more than 70% of interactions occur during the first hour after a post, be available to respond immediately after you post.

Remember that a question tends to stimulate more interaction than a statement!

Want to know more?

To find out more about how Facebook could help you engage with your customers contact us for a free no obligation chat.

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