

Conquer the Facebook Monster

Session 1: Tricks to keep your Facebook fan page interesting

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Download workshop handouts & slideshow: <http://www.bloggingbistro.com/soul>

Key Takeaway: Think of Facebook as *a* tool, not *the* tool.


1. Facebook as a Referral Tool
2. Personal Timeline Profiles vs. Brand Pages


Personal Profile	Brand (Fan) Page
3. The Truth About Facebook Reach (as of today, anyway)
4. The Facebook Engagement Test
5. Types of Facebook Updates
6. Essential Rules for Crafting Updates
7. The Attraction Factor

Shameless Self-Promotion

 **Like Blogging Bistro's Facebook Page** www.facebook.com/bloggingbistro and get a practical, doable social media tip nearly every day of the year.

Tricks to Increase Interaction on your Facebook Page


-  **Know what types of updates are likely to get the most engagement**, based on Facebook's recent changes to its algorithm:
 - Updates that include links
 - Text updates
 - Image updates
 - Comments on posts (causes older posts to be bumped closer to the top of your fans' news feed)

-  **Mix it up with a combination of updates** that are entertaining, humorous, or thought-provoking. Some of them can be off-topic.

10 Popular types of updates:

1. **Fill-in-the blank** – topical or random
2. **Caption-this** – Ask your readers to write a creative caption for an image
3. **Questions:**
 - How many rings before you answer the phone?
 - What's the first luxury car the pops in your head?
 - If I hear one more word about _____, I'm going to explode!
4. **Stories** – about your company behind-the-scenes, your life, other people's stories
5. **Inspirational quotes** (do these periodically)
6. **Photos** you've taken or created (watermark them with your company logo and URL)
7. **Other people's QUALITY content** (if it's related to your industry/niche, even better)
8. **First-look** (at book cover art, sample chapters, upcoming releases, signed contracts)
9. **Exclusive content/like gates** (free sample chapters, ebooks, downloadables, or behind-the-scenes with the author in exchange for a like)
10. **Contests** (keep them short and simple)

Insights into Facebook Insights

-  **Know when your fans are online.** "Posts" Insights show you the peak days of the week and times of day your fans were online during the previous week. Publish your most

important updates on the day(s) with the most activity, and publish updates just prior to peak times, or within 30 minutes of a peak time.

- f Test posting frequency.** Experiment with posting once every other day, once per day, twice per day, or 3-5 times per day. Monitor your Insights to see whether increasing/decreasing the frequency of publication makes a difference in likes, shares, comments, and clickthroughs.
- f Test post type and length.** Publish a mix of text updates, link updates, and images/videos. For each type of post, test length. Make some very short (80-160 characters) and others lengthier. Monitor which types get the most engagement over time.

Facebook Management Tips

- f Respond to comments.** More than 70% of questions/comments from Facebook fans are ignored. BUT one in six Facebook users expects a response or answer to their question in less than 30 minutes! Not responding is like shutting the door of your store during business hours.
- f Install apps.** Most email services provide easy-to-install apps so people can sign up for your email list. Periodically post updates that invite people to join your email list, and route them to the app, where they can sign up.
- f Add social plugins to your website or blog**
<https://developers.facebook.com/docs/plugins>. Facebook has several to choose from: Like, Share, and Like Box are three good ones.
- f Like others' pages.** Spend about 10 minutes per week liking other pages in your niche and liking/sharing/commenting on posts (as your Page's persona).
- f Get active on other social channels.** Activities such as blogging, guest blogging, audio or video blogging, media interviews, and participating in courses you create or are a guest on will get you more exposure and help drive traffic to your Facebook page.
- f Post your updates to your other social channels.** Every Facebook update has a unique URL. At the top of the update, click on the time stamp (right under your name or page name). The update will open in a new tab. Shorten the URL using bit.ly and promote the post on Twitter or other networks – invite people to join the conversation on Facebook.

Here's a review of five URL shorteners: <http://www.bloggingbistro.com/5-fantastic-url-shorteners/>

- f Embed a Facebook update into a blog post.** People can like, comment, and share your update while they're reading your embedded post. Here's a tutorial on how to embed updates: <http://www.bloggingbistro.com/how-to-embed-a-facebook-update-on-your-blog/>
- f Reward followers.** When you reach a milestone (a certain number of likes to your page or comments on a specific post), give away a free download to thank your fans. Create a landing page on your website where they can download your freebie, or route users to an app on your FB page where they can download it. Limited time offers get the best response.
- f Change your cover photo.** You can change it seasonally, monthly, or when you do a product launch. When you upload a new cover photo, add a description to it. Include a call-to-action and link to your website or blog. Put the link above the fold (above where it says "see more.") If you want your cover photo to go out to your personal timeline's news feed, tag yourself (personal profile username) in the image.
- f If you blog, include an image in each blog post.** Images in your blog posts should be 400 pixels wide by 209 pixels tall. When you insert a link to that blog post in a Facebook update, Facebook will query all of the images in the blog post and will choose to display the image with the largest dimensions. Facebook allows page admins to select from three images (that are on a blog post) and to display one of them in a link update.
- f Put critical info in ALL CAPS.** When you share a tip in a Facebook update, put TIP in all caps at the beginning of your update so it stands out.
- f Use Google Analytics.** Monitor traffic to your website/blog that comes from your Facebook page (and other social channels). Select Acquisition > Social > Overview (or Network Referrals).

Infographics That Inspire

- f A Simple Checklist to Help You Evaluate Your Facebook Page:**
<http://www.pinterest.com/pin/7459155606562399/>
- f 18 Sweet Tips for Facebook Page Posts:**
<http://www.pinterest.com/pin/7459155605643188/>

Direct Links to Important Facebook Functions

Log in to your account to access these features

Facebook Pages Directory (Facebook suggests pages for you to like)

<http://www.facebook.com/pages/>

Create a Facebook Page

<https://www.facebook.com/pages/create.php>

Opinion Polls App

<http://apps.facebook.com/opinionpolls/create/>

Promotional Badges (Profile Badge, Like Badge, Photo badge, Page Badge)

<http://www.facebook.com/badges/>

Social Plugins

<https://developers.facebook.com/docs/plugins/>

(I recommend Like Box for Pages <https://developers.facebook.com/docs/plugins/like-box-for-pages/>)

Check to see whether your brand name is taken (on over 150 social networks): <http://namechk.com/>

Create Custom Username (URL) for your Page or Profile

www.facebook.com/username

Create and run a Facebook Ad Campaign

<http://www.facebook.com/advertising/>

Power Editor for Creating Ads (Chrome users only)

<https://www.facebook.com/ads/manage/powereditor/>

Facebook Help Center (Good luck reaching anyone unless you're buying ads)

<https://www.facebook.com/help/>

Facebook Tutorials from Blogging Bistro

Facebook Fan Page Timeline Cover Photo: Everything You Need to Know

<http://www.bloggingbistro.com/everything-you-need-to-know-about-how-to-create-your-facebook-fan-page-timeline-cover-photo/>

How to Customize the Apps Images on Your Facebook Fan Page

<http://www.bloggingbistro.com/how-to-customize-the-apps-boxes-in-your-facebook-fan-pages-timeline/>

How to Schedule Status Updates on a Page

<http://www.bloggingbistro.com/how-to-pre-schedule-status-updates-from-within-your-facebook-fan-page/>

How to Block Facebook app requests and add Facebook posts to Pinterest

<http://www.bloggingbistro.com/how-to-block-facebook-app-requests-and-add-posts-to-pinterest/>

How to Share Facebook Profile Updates to a Business Page

<http://www.bloggingbistro.com/how-to-share-facebook-profile-updates-to-a-business-fan-page/>

How to Use Facebook's "Other" Message Inbox

<http://www.bloggingbistro.com/how-to-use-facebooks-other-message-inbox/>

How to Embed a Facebook update on your blog (or any website)

<http://www.bloggingbistro.com/how-to-embed-a-facebook-update-on-your-blog/>

How to Customize the 'About' Tab on Your Facebook Fan Page's Timeline

<http://www.bloggingbistro.com/how-to-customize-the-about-tab-on-your-facebook-fan-pages-timeline/>

How to Quickly Create a Facebook Cover Photo Collage with PicMonkey

<http://www.bloggingbistro.com/how-to-quickly-create-a-facebook-cover-photo-collage-with-picmonkey/>

How to Edit the Thumbnail Image that Accompanies a Facebook Link

<http://www.bloggingbistro.com/how-to-edit-the-thumbnail-image-that-accompanies-a-facebook-link/>

How to Edit Link Titles and Descriptions in Facebook Updates

<http://www.bloggingbistro.com/how-to-edit-link-titles-and-descriptions-in-facebook-updates/>

150 Ways to Contact Facebook, Twitter, LinkedIn, Pinterest, Google+, YouTube and Instagram

<http://www.bloggingbistro.com/150-ways-to-contact-facebook-customer-service-linkedin-twitter-google-youtube-pinterest-instagram/>

How to Follow Facebook Updates of Non-Friends

<http://www.bloggingbistro.com/how-to-subscribe-to-facebook-updates-of-non-friends-tutorial/>

How to Restore a Hacked Facebook Account and Use Shared Facebook Albums Wisely

<http://www.bloggingbistro.com/how-to-restore-a-hacked-facebook-account-and-use-shared-facebook-albums-wisely/>

5 Great Sites for Instantly Creating Images Out of Text (for use on Facebook, Pinterest, or your blog)

<http://www.bloggingbistro.com/five-great-sites-for-instantly-creating-images-out-of-text/>

Six simple steps for customizing your Facebook's Personal Profile Timeline

<http://www.bloggingbistro.com/6-simple-steps-for-customizing-your-facebook-timeline/>

How to Change the E-mail Address Associated with your Facebook Account

<http://www.bloggingbistro.com/how-to-change-the-e-mail-address-associated-with-your-facebook-account/>

How to Remove Yourself from a Facebook Group

<http://www.bloggingbistro.com/how-to-remove-yourself-from-a-facebook-group/>

How to Merge Facebook Pages, Plus 5 More Must-Have Tutorials

<http://www.bloggingbistro.com/how-to-merge-facebook-pages-plus-5-more-facebook-tutorials/>

10 Surprising Things Employers Discover About You When They Check your Facebook Account

<http://www.bloggingbistro.com/10-surprising-things-employers-discover-about-you-when-they-check-your-facebook-account/>

How to Create a Navigation Tab on Your Website that Links Directly to Facebook (or any other page)

<http://www.bloggingbistro.com/how-to-create-a-navigation-tab-on-your-website-that-links-directly-to-facebook/>

How to Delete a Facebook Page

<http://www.bloggingbistro.com/how-to-delete-a-facebook-page/>

How to Deactivate and Permanently Delete Your Facebook Account

<http://www.bloggingbistro.com/how-to-deactivate-and-delete-your-facebook-account/>

Clean Up Your Facebook and Twitter History With SimpleWash

<http://www.bloggingbistro.com/clean-up-your-facebook-and-twitter-history-with-simplewash/>

The Dangers of Facebook Envy

<http://www.bloggingbistro.com/the-dangers-of-facebook-envy/>

Facebook Promotion Guidelines PDF:

https://fbcdn-dragon-a.akamaihd.net/hphotos-ak-ash3/851577_158705844322839_2031667568_n.pdf

Quick Overview of Dos and Don'ts for Promotions:

<https://www.facebook.com/facebookforbusiness/news/page-promotions-terms>

Facebook Page Guidelines: https://www.facebook.com/page_guidelines.php

30 Facebook Timeline Contests to Drive Likes and Comments

<http://www.insidefacebook.com/2013/09/18/30-facebook-timeline-contest-ideas-that-drive-likes-and-comments/>