

## Facebook

Facebook is a social networking platform that can be used for personal or business related content. It is used to connect with audiences and share information.

### Demographic:

- 2014 figures (of people on the internet)
  - 71% of adult internet users / 58% of all adult population
  - 66% males, 77% females
  - 87% 18-29 years of age, 73% 30-49, 63% 50-64, 56% 65+ (Dugain, 2015).
- Organizations pick Facebook because...
  - World's largest social media site
  - Low cost marketing
  - Many ways to connect to your audience or customers / get audience feedback
- How organizations use Facebook:
  - To promote their business / organization
  - To share information / news
  - To get customer feedback
- Share with personal friends

### How to best utilize Facebook:

- 60, 30, 10 ratio of content (60 other content similar to your industry/community/brand, 30 own/owned content, 10 promotional)
- React 80%, publicize 20% - customers don't want to be constantly sold to
- Post during strategic times of the day
- Coordinate cover photo and profile photo with other social accounts for easier recognition

### Acceptable style and tone:

- Should be professional and appropriate for your topic or company

### Take Advantage of Facebook Videos:

- Was a 75% increase of Facebook video posts per person in 2015
- 135% more reach for Facebook video than images
- 85% of people watch Facebook videos without sound
- 300% more Facebook Live videos are watched compared to prerecorded videos
- 100% increase in Facebook video shares over the past year

### Keep Posts Short and Specific:

- Keep short, but succinct with content
- 40-character posts receive 86% more engagement over others

- 80-character Facebook posts receive 66% more engagement over others
- Facebook posts asking questions between 100 to 119 characters drive more engagement

### **Know Your Target Audience:**

- What content works best with your audience?
  - o Figure out which posts received the most clicks, likes, shares and overall engagement. Replicate and test successful content types
- Do all your FB ads have the same goal?
  - o Without an aligning goal, you'll try to target too many different demographics with the separate content. Limit plans and narrow down ad strategy
- How do you stand out against competitors?
  - o 65% of online advertising comes from Google/Facebook. Evaluate what makes you different/unique among the rest. Answer them in your ad

### **Post frequently and timely**

- o 2x/day
  - o 1pm – 4pm – post in afternoon or early evenings
  - o #trending – use trending topics/hashtags to stay relevant
  - o Include images whenever possible – 87% interaction rate
- Quality: always post the highest quality content

### **Highlight and Engage with customers**

- 1 in 3 customers go to a competitor if they're ignored on social media
- 89% of social messages are ignored by brands
- 34.5% of users choose social media as the top choice for customer service

### **Always understand your Facebook analytics**

## Reference

[http://sproutsocial.com/insights/facebook-best-practices/?utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=US\\_GS\\_ENG\\_NB\\_Insights\\_Facebook\\_Post&utm\\_content=Facebook\\_Best\\_Practices\\_EXACT&utm\\_term=facebook%20best%20practices&creative=190555787175&AdExtension=&Location=9032908&Matchtype=e&Device=c](http://sproutsocial.com/insights/facebook-best-practices/?utm_source=google&utm_medium=cpc&utm_campaign=US_GS_ENG_NB_Insights_Facebook_Post&utm_content=Facebook_Best_Practices_EXACT&utm_term=facebook%20best%20practices&creative=190555787175&AdExtension=&Location=9032908&Matchtype=e&Device=c)