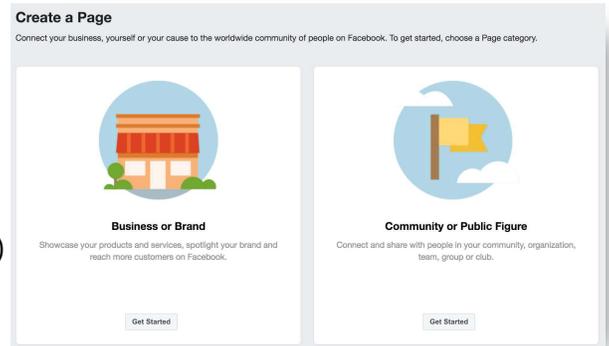




Creating a Page:

To create a Facebook page, you must:

- Have a personal Facebook account
- Choose "Business or Brand"
- Choose a category that best fits your business (Choosing "Local Business" will allow users to leave reviews)
- Fill out all information as completely and accurately as possible.



Power Tip: You don't need to be active on your personal account in order to manage your business page. If you don't want to be found personally on Facebook, go to Settings > Privacy, choose Edit next to each item, then choose to show to "Only Me".



Power Tip: Think through what you will name your Page and your Page Username, which is the web address of your Facebook Page.

Adding Admins:

While setting up your page, add additional admins who can access the page. This should be the first thing you do once you have completed the set-up process. In the event you lose access to your personal Facebook account, having additional admins prevents you from losing access to the Page entirely.

Basic Information:

In the "About" section, include a few short sentences summarizing who you are, what you do, and why you matter. Be sure to include the link to your website and other social networks that you are on (Twitter, LinkedIn, Instagram, Pinterest, etc.)

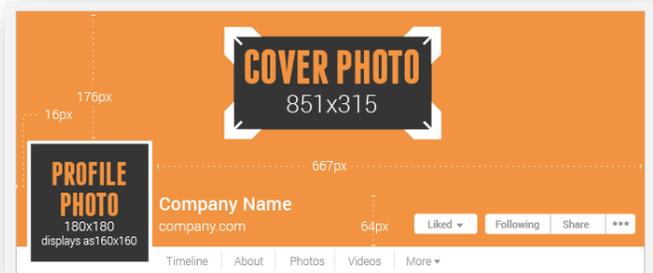
Complete as much of the basic information possible to improve search rankings and make your information easy for customers to find.

Cover Photo and Profile Picture:

Ideally, your Profile Photo will feature your company's logo, or a variation of it. You want to make sure your branding is similar across all channels so your audience can find you. The Cover Photo is essentially a giant billboard that should be used to grab the attention of your audience. You can also use this space for brand identity, or to advertise your specials, deals, or products.

Cover Photo – 851px wide x 315px tall
Photo Cover – 180 x 180

On mobile, the cover photo will default to **640px x 360px**. Be certain the pertinent content on your cover photo appears in the center of the image for this reason.





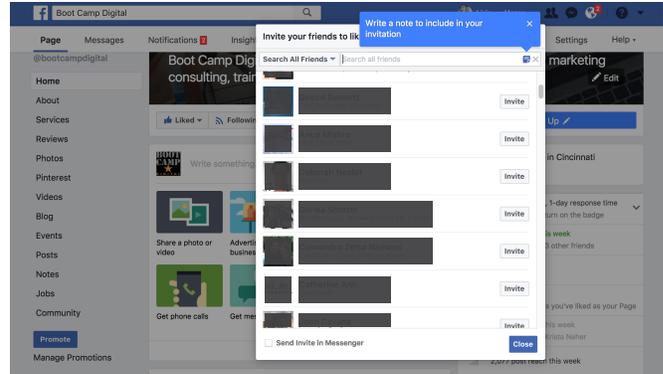
Power Tip: When creating your Cover Photo be mindful of the additional buttons, and the name of your company. Don't place key elements of your cover photo in these areas.

Building an Audience:

Begin by inviting your friends to like the page and liking other companies. Other Page updates will appear in your Page home feed.



Power Tip: It's a good idea to have several status updates on your timeline before you start inviting people to like your Page.



Creating a Content Plan:

Your content plan is the most important part of your page and should cover who will post what and when. The key to a fan or business page is to consistently post engaging content (posts that people comment on, like, or click on).

First, define your target audience on Facebook. Next, consider what you can post on your page that is interesting/useful/relevant/valuable. To increase engagement and reach, include multi-media (photos/videos) in your content plan.



Power Tip: Most of the top brands post about once a day. Be sure that your posts add value.

Posting Content:

A status update is a way to share content with your audience. An update can be a link to an interesting article, a question, general information, an image, or a video.

The goal of posting on Facebook is to drive interactions – you want your audience to comment, share, or like your post. Facebook displays posts that have lots of engagement.

On Facebook, you are able to schedule posts to go out at certain times by clicking the clock below the text box and choosing the day and time. Scheduling several posts at once can be a timesaver.

Tagging in Facebook means you are denoting the other groups in your content.



Power Tip: Tagging another Page in an update will appear to those who follow your Page AND the other Page – this increases the opportunity for engagement. To tag another page, type the @ symbol and start typing the name of the page you wish to tag and choose the page from the drop down.





Advertising and Boosting Posts:

Advertisements on Facebook will appear both in news feeds and on the right-hand side of Facebook. Get started by enabling advertising and creating an ad to accomplish your objectives. Boosting posts means you're paying to have your post appear in the news feeds of those you choose through targeting.

In both cases, you can choose who sees your ad or boosted post by selecting different targeting options to make your audience as specific or as broad as you'd like. The price depends on how many people you would like to reach and how specific you make your audience.

Reviews:

Pages categorized as Local Businesses allow Facebook users to review and rate the business. Reviews appear on your company page and provide public opinions of the company. These are only available for Local Businesses.

Monitoring:

After creating a Facebook Page, be sure to monitor it to be aware of how your posts look and to see what others are posting on your Page. Respond to comments and messages daily – if a customer contacts you on social media, they expect a response in a timely manner.

Analyzing Facebook Insights Data:

You can use this data to improve your marketing plan and content strategy. Review your insights at least once a month, if not more. Analyze the data to see what types of posts are generating the most interaction. Use this valuable information to improve your content plan.



Power Tip: You will not get access to Facebook insights until you have 30 "Likes" on your page.

Audience Definition

Your audience has been defined.

Specific Broad

Audience Details:

- Location: Cincinnati (+50 mi), Ohio, United States
- Age: 25 and older
- Interests: Advertising, Entrepreneurship, Higher education, Marketing or Small business
- Language: English (US) or English (UK)

Potential Reach: 500,000 people

Erin Vieira reviewed Boot Camp Digital — ✔
May 4, 2016 · 👤
This was an extremely beneficial training! I took the full 4 day course and I highly recommend all 4 days...it's amazing what you'll learn and take with you!

Christina Onolaja reviewed Boot Camp Digital — ✔
April 30, 2016 · 👤
Krista really knows her stuff! This was the best training I've been to in a long time. The material was well presented and relevant. I look forward to putting the things I learned into practice!

Eugenia Maggle Leonard reviewed Boot Camp Digital — ✔
April 13, 2016 · 👤
You know what I love: they are incredibly responsive!!! They do the talk and do the walk. Congrats on the best customer service I have ever experienced!!!

Boot Camp Digital
Krista Neher You seriously just made my entire day - maybe even week 😊
Like · Reply · April 13, 2016 at 1:25pm
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