

# Your Business Guide

## to Facebook Best Practices



# Your Business Guide to Facebook Best Practices

Building your brand is a crucial part of seeing success on social media. Facebook is essential for displaying your current business services, showcasing upcoming events, sharing job postings, and managing your business rating.

## Why Facebook?

What makes Facebook different from other social networking platforms? While this platform started as a place for college students to network and socialize, it has transformed significantly in the almost twenty years now that it has been active into a place of community and connection—especially in the business world. But why should you have a Facebook business page? Here are our top reasons:

- **COMMUNITY:** Having a Facebook business page is essential for building a community. A page allows your customers to interact with your business and potential clients to explore your current offerings—giving those individuals a direct, personal relationship with your organization. The daily interactions with your customers through posting, commenting, and liking will make the impression you leave more likely to have an impact.
- **COMPETITION:** Another reason to have an account is that your competition already does. Most businesses have long hopped on the Facebook train. A presence on this platform allows them to reach a wider audience, and you should take advantage of this opportunity.
- **INSIGHTS:** The tools available on Facebook have grown along with the platform allowing you to be more in tune with your target audience. You can reach an expanded audience based on their interests, likes, and groups. Furthermore, you can review Facebook insights to see how posts are performing and how to better engage with your audience.
- **DISCOVERABILITY:** Another crucial factor to consider is that when you share content with your audience, such as your blog post, that link directs traffic to your website. And in return, boost your SEO.
- **REVIEWS:** Facebook is one of the only social media platforms that allows consumers to review a business. Having a good rating can boost your credibility.



## For Your Business Page

For your business page to be effective, you must have all the intro details filled out on your company page. Here's what you need to make sure you add:

- **INTRODUCTION:** Every page has a section in the top left corner dedicated to introducing your business. Use this to provide a quick yet catchy overview of what you do and who you are.  
For example, GreenMellen's intro is:  
*"Building websites and digital marketing strategies that grow your business."*
- **CATEGORY:** Identify what your business specializes in so people searching for a service or item in your specific niche can find you! Our page, for example, is listed as a Marketing Agency.
- **CONTACT DETAILS:** Provide all of the basics: your address, phone number, the best email address to reach you at, your website, and your hours of operation (even down to if you are closed on certain holidays).
- **PRICE RANGE:** Another component to add to your site so that you do not run into dead-end leads is to add a general price range (ex: \$-\$\$\$), if applicable
- **VISUAL:** The last thing you must have for your page to feel complete is a profile and cover photo. Make sure this is something that appropriately represents your team, like your logo or a team photo.



## What Kind of Content?

The content you should share on a Facebook business page is similar to what you find on LinkedIn—professional and engaging. Let's take a closer look at what format information you can share that is useful on this particular network.

- Does your company have a blog you keep regularly updated with industry news and updates? Sharing those blog posts on your page is a great way to reach a larger audience and provide additional insight into your industry. A blog is a great way to label yourself as a thought leader.
- Like blog updates, if you have a podcast, Facebook is an excellent place to post those updates.
- What about internal updates? If you have a role open, just hired someone new to your team, celebrated a birthday, or had an all-hands-on-deck meeting—writing a quick post about these allows your audience to feel like they are part of your inner circle. Sharing these insights builds trust amongst new and returning customers.
- Facebook is the perfect platform to share interactive content, such as directly asking your audience what they want to learn about your business or industry. Ask for outside input to discover more about what your audience wants or expects from you online.
- Use Facebook as an opportunity to share industry-specific information and news—for our team that consists of marketing tips, digital definitions, and free downloadables.





## For Your Ads

Once you have completed your business page and shared content, there is another way to elevate your presence on the platform:

### **Paid Ads.**

- Facebook is one of the best platforms to push paid ads as it offers exceptional targeting capabilities. You can hone in on your audience based on their preferred language, location, age ranges, specific interests or behaviors, and demographics. Furthermore, you can target individuals based on mutual connections or listed as your competitors' followers or fans.
- You can also set parameters based on your specific objectives, such as website visits, post engagement, or page likes.
- Another big thing to consider is that you will reach a much larger audience with paid ads than you will with an organic post. With Facebook's new algorithm, it is far more difficult for a business to show up on someone's home feed without paying to get it there.
- Facebook is an entry point for new leads. Having multiple touch points with consumers is one of the most effective ways to ensure that you are top of mind when they need to hire someone or make a purchase that you specialize in.



## For Your Metrics

To have a clear understanding of how your Facebook profile or post is performing, you need to keep an eye on a few key metrics.

- **ENGAGEMENT RATE:** There are several ways to measure your success on Facebook—one being your engagement rate. What does that look like? Your engagement rate combines your interactions, comments, and shares. This can be calculated by:  $(\text{reactions} + \text{comments} + \text{shares}) / \text{posts}$  divided by your total number of fans and then multiplied by 100.
- **REACH:** Another way to see how your posts or ads are performing is by reviewing your reach. Facebook breaks this down by organic and paid—making it easy to differentiate the two. Reach essentially shows the total number of unique users that have viewed your content.
- **GROWTH:** The growth you see in your followers is also an excellent indicator of how your content is performing. With Facebook, a 0.5% increase in your followers per month is considered good.
- **CLICK-THROUGH RATE:** Similar to any platform, your click-through rate (CTR) is also a key metric to understanding your success on Facebook. A CTR is measured by how many people view your post and then proceed to click through to the link you shared—usually leading back to your website. This can also be used to measure the effectiveness of your paid ads.
- **VIDEO:** Videos are all the hype in social media these days. When sharing video content, you need a way to understand how your audience is digesting it. Facebook offers video viewing data in two formats—all of your overall video performance, or each video individually. That way you can share various types and see what the fan favorites are.



## For Your Job Postings

The last topic we need to cover for you to feel like a Facebook expert is what your job postings should look like to find the ideal candidate for your team.

- Boosting your content helps you to reach a wider audience, and the same applies to boosting your job openings. In doing so, you can narrow down your audience to ensure you are hitting the right demographic for your role.
- Another perk of a job posting on Facebook is the ability to share it. This means that you, other individuals in your company, and those that follow along can share your posting on their page as well. You can add an optional message while sharing as well.
- Your employees can assist in your search by sharing the post directly via messenger with someone they feel would be a good fit.
- Facebook gives you several detailed fields for your job posting—the more you complete, the easier it will be for potential candidates to find your open role. Some of those consist of relevant information or a location. Make sure to add your physical office location for in-person roles as people will search for a role based on their location preference.

We hope the information in this document helps you feel confident and prepared to create and fully leverage your Facebook business presence. If you have any additional questions or need help managing your social media presence, contact GreenMellen.