

## What is Good Content? Have a variety!

- Current and New Services/Products – Show them what you've got! Do it in a fun, engaging way. Ask them a question or relate it to why they might need it in a clever way.
- Promotions, Specials and Offers – People love a good deal. Do something that's exclusive to Facebook, so it gives a reason for people to check your page!
- Education– If you're a bank, give your audience tips on how to save money. If you're a marketing agency give them tips on using Facebook!
  - Your brand
  - The industry

- Happenings at the Organization – As your organization grows in popularity, people will want to know more about who you are and the culture of your organization.
  - Birthdays
  - Promotions
  - Retirement



- The Story Behind Your Organization – This organization has a wonderful story that needs to be shared with your fans, followers and prospects on social media with included links.
- Employee Profiles – People like getting to know your staff, and if they know them, they get excited to see them. It gives your page a more personal touch and allows your audience to get to know your brand on a deeper level.
- Customers and Partners – Teamwork in the community speaks volumes. Showcasing your client and business partners creates a greater ambience of unification.
- Cause Marketing – If you or your organization is involved with any causes, nonprofits or charities, show your audience how you make an impact. Use it as a PR tool to give your audience a positive outlook on your brand.
- Media Exposure – Whenever your organization is mentioned by local or national media, it should be shared with followers via social media channels. Additional details and behind-the-scenes information should also be included.
- Social Games – Have some fun with your fans! Get people engaged with your business by asking trivia questions on topics relevant to your brand. Offer an incentive; people love to win stuff!
- Engaging Posts – People love to share their opinions with you, give them a reason to comment on your post. You can ask questions that have to do with your industry, your brand or about the community.

## Facebook Do's and Don'ts

### Do:

- Post a picture or video with your content. ALWAYS!
  - Use personal, good quality photos; avoid stock photography and graphics.
- Offer your Facebook fans something new to give them a good reason to like your page, whether that be an invite to an event, special promotions, education, insights or discounts.
- Post consistently and regularly to help build up a relationship with fans.
- Ask questions, be conversational and gather feedback.
- Stay relevant and interesting by creating content around current events and trending topics if it makes sense for your brand.
- Research your target audience and what sort of posts they like and react to.
- Be aware of what times of the day your fans are most likely to be on Facebook and engage with your posts.
- Check to see what your competitors are doing and how successful they are. Find inspiration from other companies in your industry and add your own flair.
- Community Management (aka online customer service)
  - Respond to questions, like and comment on your fans' feedback and tag the person you are responding to.
    - Stop "damage" to your brand from negative comments by addressing the situation immediately. Continue the conversation off social media.
  - Be a participant in the conversation and give your brand a personality.
- Run promotions and specials that are intended just for your social media audience.
- Use Call To Actions (CTAs) in your messaging.

### Don't:

- Don't promote a post that doesn't have a picture.
- Don't beg people for likes and shares, make them want to engage and share by posting relevant, interesting things.
- Don't overwhelm people with your updates. Find the right balance between how little and often you post so that you stay connected with your audience but don't spam their newsfeeds.
  - Three posts a week would be a good consistency for your brand.
- Don't ignore customers that reach out to you on Facebook. Respond as quickly as you are able to when people ask questions on your page or send you a private message.
- Don't post similar updates over and over again.
- Don't promote or boost third-party content.
- Don't make your posts too wordy, people tend to ignore longer posts.
- Don't promote a graphic that with over 20% text; Facebook will deny it.