



**FACEBOOK BEST  
PRACTICES  
FOLLOW, INTERACT,  
AND BE SOCIAL**

# FOLLOW, INTERACT & BE SOCIAL!

## **'Like' the pages of other experts in your industry and local businesses in your area**

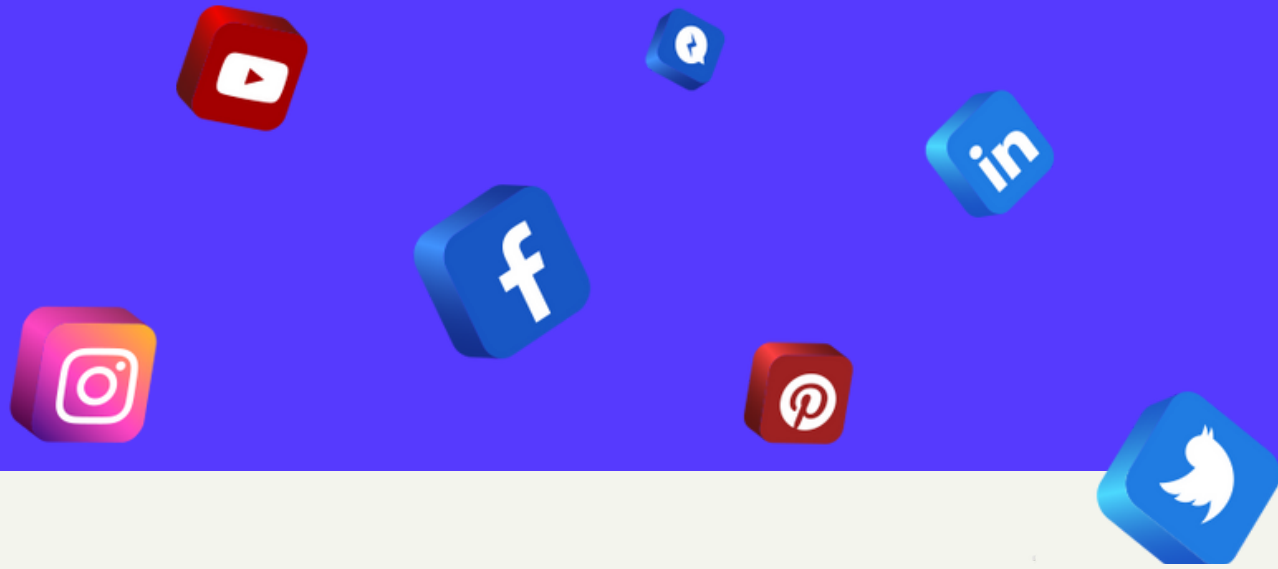
- Each time you follow a page, they receive a notification instantaneously increasing the likelihood of those businesses and their followers liking your page

## **Interact with those pages**

- This shows you are interested in what the businesses have to say helping to grow your overall following and creating goodwill within your community

## **Be social!**

- Respond to user comments on your page kindly, sincerely, and appropriately
- Engaging with users ultimately allows you to learn more about their interests and deliver on their needs.



# **FACEBOOK BEST PRACTICES MESSAGING VOICE AND TONE**

# MESSAGING VOICE AND TONE

## **Decide the type of voice want your business to have online**

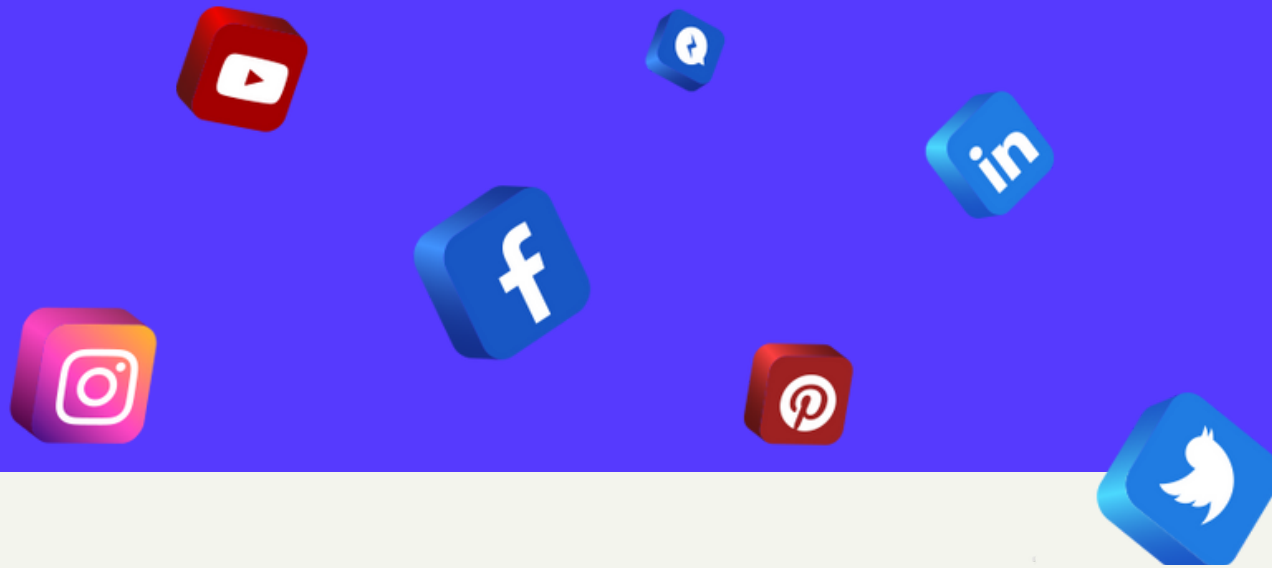
- Corporate vs. Casual, somewhere in between, etc
- Ask yourself “is my voice representative of my brand?”

## **Does your voice resonate with your prospects?**

- If not, you may want to consider changing it

## **Stick with it!**

- Once you establish a voice and tone that works for you, stick with it. Don't stray from your brand image.



**FACEBOOK BEST  
PRACTICES  
BE ENGAGING**

# USE HASHTAGS INTELLIGENTLY

## **The pound sign (or hash - #) organizes content into relevant topics**

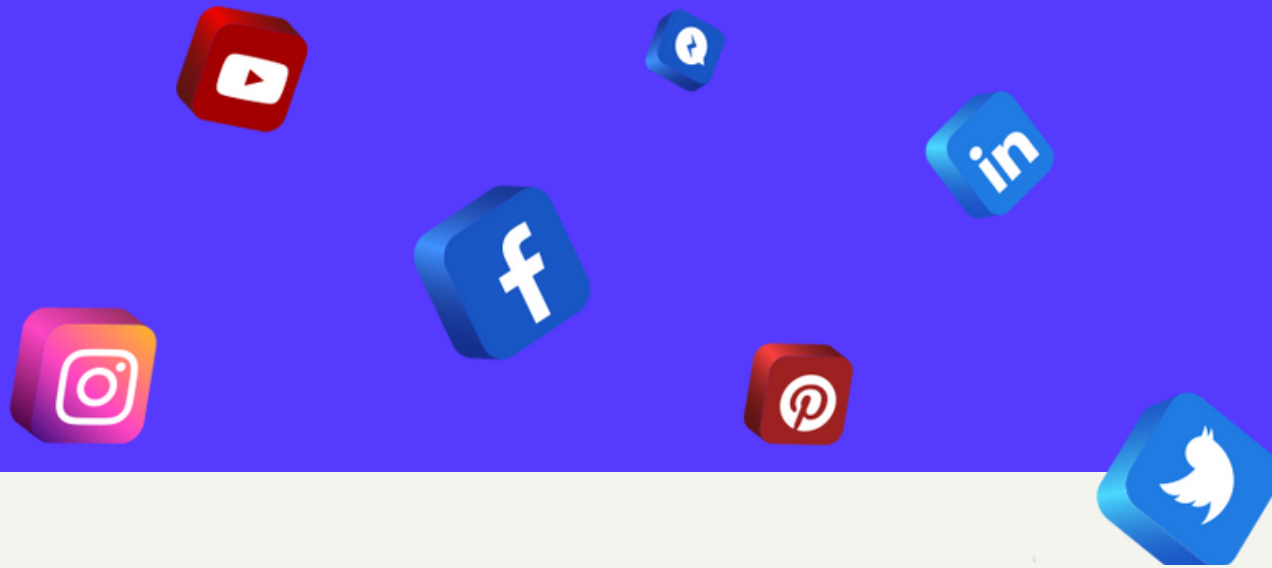
- Turns any word or group of words that directly follow it into a searchable link

*Example: If you wanted to post about the World Series, include #WorldSeries in your post*

- The searchable link displays all posts that have that same hashtag within it

## **Things NOT to do when using hashtags:**

- You do not need to use hashtags in every post
- Don't use an irrelevant hashtag just to try to show up in the results
- Don't hashtag senseless or superfluous words like #Amazing or #Yep



# **FACEBOOK BEST PRACTICES**

**CROSS-PROMOTE YOUR  
PAGE ON OTHER  
CHANNELS**

# CROSS-PROMOTE YOUR PAGE ON OTHER CHANNELS

## 1. Include links to your Facebook page in various online channels:

- On your website, prominently display social media icons that link to your Facebook page.
- Add social sharing buttons and a call-to-action in your blog posts to encourage readers to follow your Facebook page.
- Include a dedicated section or button in your email newsletter that directs recipients to your Facebook page, and share snippets of engaging content.
- Cross-promote your Facebook page by providing clear links in the bio or about sections of your other social media profiles.

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## 2. Encourage existing followers to share your content and invite their friends:

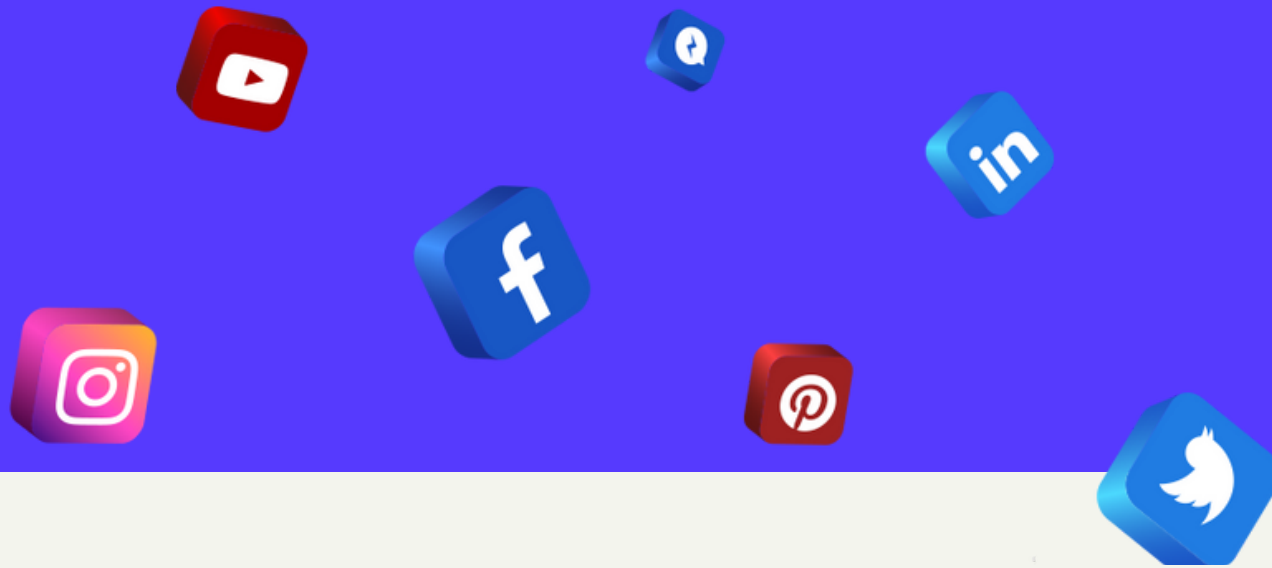
- Create shareable content with informative, entertaining, or valuable elements.
- Craft engaging captions and incorporate eye-catching visuals.
- Include clear calls-to-action asking followers to share the content with their friends.
- Organize contests or exclusive promotions that require sharing or inviting friends, offering incentives like discounts or freebies.
- Utilize Facebook's sharing features, such as the "Share" button, to amplify your content's reach.

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## 3. Attract new followers with contests or exclusive promotions:

- Define clear contest rules, entry requirements, and appealing prizes.
- Promote the contest through various platforms using eye-catching visuals and compelling copy.
- Set simple entry guidelines, like liking your page or sharing a specific post.
- Announce winners publicly, highlight their entries, and promptly deliver prizes for a positive experience.





**FACEBOOK BEST  
PRACTICES  
HAVE OF A HEALTHY  
MIX OF POSTS**

# HAVE A HEALTHY MIX OF POSTS

**Stay fresh and engaging with different types of posts including but not limited to:**

- Telling fans what's new with your business
- Asking questions
- Posting photos, images, videos, or memes
- Sharing posts from experts in your industry or other local businesses
- Taking polls
- Offering deals or specials
- Holding contests or sweepstakes
- Asking users to fill-in-the-blanks
- Acknowledge special days such as national holidays, local **festivities, etc**

## RECAP

- **Follow, Interact, and be Social**
- **Messaging Voice and Tone**
- **Be Engaging**
- **Cross-promote your page on other channels**
- **Have a Healthy Mix of Posts**



**Questions?**

Email: [help@socialowl.com](mailto:help@socialowl.com)

[www.SocialOwl.com](http://www.SocialOwl.com)