



FACEBOOK

Social media is now mandatory for businesses. It helps your business grow and increases exposure. Consumers expect reputable companies to have a digital presence and social media is one of the first places consumers look when looking for a specific service, business, or restaurant!

WHY START A FACEBOOK BUSINESS PAGE?

- **Brand awareness.**
Your Facebook business page will help generate new customers and leads, while building stronger relationships with your current customers.
- **Effective communication.**
You will be able to communicate quickly with customers via direct message posts and effectively help with any issues they may be facing.
- **Research.**
You can follow competitors or similar business pages to check out what they are posting as well as become inspired for new content of your own.
- **Usefulness.**
Published stories, posts and links provide consumers direct access to your website and product/service information.



2.93 billion monthly active users on Facebook



Facebook is the favorite social platform for the 35-44 age demographic



Users spend an average of 19.7 hours a month on Facebook



The average Facebook page posts 1.68 times per day



People are 53% more likely to buy from a business they can message





HOW TO GET STARTED

- Open Facebook on your preferred web browser to create a new account. You will need a username or email and password. Once logged in, select the business page category that best applies to your business.
- Enter the name of your business. and the category (begin typing in the box to see the list of options).
- Add your business address and phone number.
- Upload a profile and cover photo.
 1. **Profile Photo:** This should be your company's logo. The photo should be high-quality to avoid appearing blurry. Keep in mind that your page's profile picture will be cropped to a circular shape in ads and posts but will remain the same square shape when people visit your page. Once you've uploaded the photos, check both the mobile and desktop versions of your page to make sure you are happy with the way it appears, and to confirm all photos applied are in the correct format.
 2. **Cover Photo:** Use a high-quality photo that represents your business. The photo should be a large file to avoid appearing blurry.
- Once your page is created, add a brief business description to your page, outlining the services or products you provide to consumers.
- To make it easy for consumers to contact you, add a contact button at the top of your page by clicking "+ Add a Button" under your cover photo. Add in your businesses email, phone number, and link to your website.
- Add your business hours and any other important details in the "About" section.
- Once all items outlined above are completed, you are ready to begin posting your own content! Be sure to engage with others by reposting, commenting, liking and sharing for maximum exposure.

TIPS FOR POSTING

- **Use high-quality photos.**
Low quality images will distort your images and cause them to be blurry. Ensure your images are eye catching, within the size parameters required and are not pixelated.
- **Post frequently.**
To encourage and increase viewer consistency and maximum exposure, it is important to post relevant content on a regular basis and engage with your audience. Post about one or two posts per day for highest engagement and interaction rates.
- **Use graphics & branding.**
Utilize graphics and images that are aligned with your brand.
- **Engagement.**
Encourage people to tag your business and share their experience in order to increase exposure and help promote your business, and tag the people or businesses in your posts too! Encourage conversation in your posts by asking a question or encouraging your followers to weigh in on a specific subject. You can create polls, reactions, use gifs, as well as graphics. Getting followers involved can draw more interest and attention to your profile.





- **Proofread.** And then proofread again.
Review all post copy and graphics before publishing. If you make a typo, you can also “edit” the post after it’s gone live.
- **Monitor.**
Check your page daily and check the interactions you are receiving. Respond back quickly to comments, inbox messages, and reviews in order to create trust with your audience. It is important to stay up to date with your content and reply in a timely manner to any comments or direct messages to let your followers know you value them.

WHAT TO POST

- Reposting whenever someone tags you!
- Announcing specials and sales (use sparingly – generally, people prefer being entertained vs. being sold to)
- Entertaining articles and/or information related to your business or industry.
- Highlighting other retailers at your shopping center (for cross shopping your business).
- Sharing photos of your staff to help give a “face” to your business.
- Short videos or “how-tos” and behind the scenes posts.
- Contests/engagement posts like answering questions in the comments, or having followers post a comment in exchange for a reward or recognition.
- Employee or customer recognition spotlights to acknowledge performance and contributions to the company.
- Posting content specific to the company’s culture, celebrations, holidays, milestones, or accomplishments.

Once you get in the habit of posting and interacting you can check your Professional Dashboard to see your engagements, interactions, views, and demographics of your followers to see your success!

IMAGE DIMENSIONS

- Profile Image: 360 x 360 pixels
- Post Image: 1200 x 1200 pixels
- Cover Image: 1702 x 630 pixels
- Link Image: 1200 x 627 pixels

PRO TIP! Have a PDF file but are required upload a JPG? Use www.imgtype.com to convert your graphics and file sizes!