

4. Facebook

1. Recap

Yesterday we looked at Presentation skills, Zoom etiquette and creating a CV which will be useful for your LinkedIn profile next week. Today we are going to look at the first of our Social Media platforms, Facebook

How did you find your session yesterday?

Give me 1 thing you took from yesterday's session.

2. Today's to-do list

We will look at what is it, who's using it, what can we do with it and how you can use it to promote your business. We will content types available, groups, marketplace and shops.

3. Learning objectives:

By the end of this session, you will

- Understand the tools and resources available on Facebook
- Identify what content would work well for you
- Learn how to get the most out of the platform

4. Whip Round

Show of hands who has a Facebook profile?

And who has a Facebook Business Page?

Do you like it? How often do you use it?

5. Topic part one

Facebook is probably the best-known social platform. It doesn't make it the best, but it does make it one of the most widely used. It has a much wider user demographic than some of the other platforms. It is not as popular as it has been in the past with viewers moving on to platforms like TikTok for more dynamic content. This being said it's still an essential platform for businesses to be on. It has some great business tools to help you promote your product or service and it's a much more open platform making it more suited to every kind of business.

We won't look at paid ads today, you have a session on creating Facebook ads and utilising that target audience we created earlier in the week to create your own Facebook advertising audience later on in the sessions.

If you ask any of your customers what social platforms they use, it's pretty much guaranteed that they will have a Facebook account. On Monday you will look at Instagram, Facebook's sister platform. Both are owned by Meta and utilise a lot of

the same tools and resources. Instagram runs on images, hashtags and influencers. Facebook in comparison is more content-based, it's more about shares, check-ins and reactions.

For business, it's a useful tool because it's more engaging. We spoke yesterday about Instagram being more proactive in how people search and find you. **Facebook is more reactive, so people check in when they get to your shop or cafe. They like your page if they buy your product. There is more of a personal connection.** Their involvement with you and your page comes from a physical association with a place, person or item. They can leave reviews, check in and upload content. They can like, share and comment, all of which makes that activity on your page a more personal one. Facebook is a SOCIAL platform. It is SOCIAL MEDIA after all.

If you have Facebook then you probably have a standard personal Facebook profile. You send friend requests to people you want to talk to and connect to those whose content you are interested in. For business, you will need to create a Business Page. Facebook frowns on the use of personal profiles for business use. If they spot you they tend to turn your profile off. It also means that people have to send you friend requests and you don't get all the tools and goodies that a Business Page offers. **To create a Business Page, you will need a personal profile. Even if you don't use Facebook yourself you will need that personal profile to be able to access your page.** The new Pages Experience is now rolled out to 95% of users. It makes business pages more 'stand-alone' than they were before but you still need that personal account to get one up and running.

With a business page, your viewers follow you rather than having to send a request so it's more open and makes you more available. People that want to view your content don't have to ask you to let them in first. You can engage with existing customers, target new ones, run events and sell your products.

A little bit of history

The original purpose of Facebook, or "*The Facebook*" as it was known, was to allow Harvard students to use their .edu email addresses and photos to connect with other students at the school.

Then-student Mark Zuckerberg saw a way of bringing the existing social experience of college onto the Internet. He wanted to create a place that could help college students connect.

In January of 2004, Mark Zuckerberg began writing the code for the new site that would eventually become Facebook. This site compared the pictures of different Harvard students' faces and allowed users to rate them for attractiveness. Almost overnight, it proved popular, attracting 22,000 views in just 4 hours.

Unfortunately for Zuckerberg, the site violated Harvard's policy by hacking into the school's security system and copying student ID images used to access dormitories to acquire the photos needed for the site, not to mention being in dubious taste. It was shut down by the university within days.

Zuckerberg, astonishingly, managed to escape expulsion. This experience however helped spark the idea for a new site. A social networking site where students at Harvard could use their .edu email addresses and photos to connect with other students at the school.

Facebook as we know it now was founded that year by Mark Zuckerberg and a small team of students at Harvard University. The site was an immediate hit, and within just 24 hours of launch, around 1,200 students had signed up. Within one month, around half of all Harvard undergraduates had a profile. It spread to other colleges, into schools and then went global. By 2021 it had roughly 2.91 billion, monthly active users.

Here comes that Algorithm again...

Facebook has an algorithm that decides what content people see depending on their likes, interests and previous interactions. Facebook's timeline is engagement based so the posts you see on your wall are ordered by popularity rather than chronologically. It means that Facebook will pick things it thinks you will like and shows you the most popular ones first. You might see the same post over and over each time you log in.

The more popular your content the more it will be shown. It's a perfect example of why you need to create good quality, interesting posts that people want to read and engage with.

There are some **key elements to the Facebook algorithm.**

Too much *promotional content* will drop you down the priority list, that's why good quality content, sharing information and knowledge works better than selling.

Time spent, even if the viewer doesn't comment or even like the post will work in your favour. It means someone's read the whole post or viewed the other comments.

Hearts and Angry faces have more weight than just likes.

Video works the same way as Instagram reels with priority being given to videos that people watch to the end.

Posts from friends, family and Facebook Groups take priority over organic content from Pages. Brands need to work a lot harder to earn enough engagement to signal value to the algorithm.

Your feed shows you stories and posts that it thinks are useful and informative. As of 2023, the Facebook algorithm can figure out what those stories might be using three main ranking signals:

Who posted it: You're more likely to see content from sources you interact with, including friends and businesses.

Type of content: If you mainly watch videos, you will see more videos. If you engage with photos, you will see more photos. You get the idea.

Interactions with the post: Feed will prioritise posts with a lot of engagement, especially from people you interact with a lot.

Each post is ranked based on these main signals to determine where it appears in your feed.

In your Useful Links download there is a blog from Hootsuite about the changes coming in this year and how to make the best of them. Including their 8 tips for working with the Facebook algorithm. Worth a read if you want to use Facebook for your business. Engagement for brands and business pages has fallen off a cliff in recent months so getting your head around what Facebook is scoring you, your page and your content on is a must if you want to get ahead. Hootsuite's main message: Work with the algorithm, not against it.

Creating a page

Getting organic engagement on Facebook is harder than it sounds. Just because you start a page, does mean everyone is going to follow it. We will talk about content later but **there are some basics you need to think about when you create your page that will give you the best start.**

Let's walk through the process, if you have a page already you might want to add to it and make sure you have all the elements done. If you don't have one and you want to create one, feel free to work through the steps with me. If you just want to sit and take it all in, that's fine too.

Topic Demo

Demo company page set up

Create a page - choose from a Business, Brand, Community or Public Figure. Which one you choose will determine what tools and layouts you get. Make sure you pick the right one that suits what you want to do.

Fill out the basics - You will need a page name, keep it as close to your business name as possible, you need to make sure it's right. You can change it in future but not straight away so ideally, you want it to be your forever page name. Category next, pick from the categories available that again suit your business the best. Location, address and business details after that. The more info the better. Website links too.

Images next - You want a Profile Photo and a Cover Photo. Your profile is the small round icon that will show up on everything you post on the page so it needs to be recognisable as you. If you are your brand then you can use a picture of yourself but normally for a business, it's best to use your logo. Easily connected with you and easy to spot if someone's looking for you. Remember, although the recommended dimensions are square, Facebook will crop your image to a circle so make sure it all fits properly and important bits aren't cropped off.

Your cover photo is the banner image that will be at the top of your page. It's a great chance to show off a product or a place or a good graphic element to describe your business. It will show in different sizes depending on whether you are viewing it on a laptop, desktop, tablet or phone. The sizes I'm going to give you seem to work as a good average for all of them, just make sure you keep the important stuff in the middle with lots of room around it. When you upload your cover photo you can resize it a little bit and drag it around to get it in the right place.

The current recommended images sizes are:

Facebook profile image size: 170 x 170 pixels

Facebook cover photo image size: 820 x 462 pixels

Jpeg format is normally best.

Fill out all the sections - you want people to have as much information as possible but it's also worth remembering that Google indexes Facebook Business Pages so including a few well-chosen keywords can help in your local searches.

Make sure all these sections are completed

Username — Adding a username makes your page easier to find because the name appears in your URL (Facebook.com/YourUserName) instead of a string of randomly generated numbers.

Description – Let people know what your page is about in 255 characters.

Categories – Categories can help people find your page. Choose up to three categories.

Contact information – If you have a business phone number, website, and email address, add them here.

Location – If you have a physical store, share your address here. You can also include a service area.

Hours – If you are only open during selected hours, state them here.

More – Here you can add a list of your products, price range, and a link to your privacy policy.

Set up your template - You can customise your page to suit your business. You can use the Edit Tabs section to select the best template for you, which might be shopping, restaurants or services. Each one will give you different elements. Menus, shop options or directions.

Put some content on - I would always recommend getting a few days of content on the page before you start to promote it. **You don't want to send people to an empty page with nothing to read so get a couple of posts on, add a video and upload some images so that there is something there to look at when they go on.**

Invite people - invite your friends, colleagues, customers and suppliers to like your page. It's a good captive audience that will like posts and engage early on.

Posting

You can post all kinds of content on Facebook. Tell stories, share ideas, tell jokes. Share photos, videos and gifs. You can add clickable links to your posts which means Facebook is a great way to drive traffic to specific pages on your website.

So, what should you post?

You have a content creation session in a couple of weeks, where you will look at creating content for any platform but I'm going to share a few ideas with you. **The key thing to remember is why people are following you in the first place. They WANT TO KNOW ABOUT YOU!** Facebook is about getting under the skin of businesses. **Finding out more. Making "friends". Remember you want people to engage, share and read or watch to the end.** Making your Facebook posts more personal, and more about the journey will make them more interesting to read. Yes, we know you want to sell products, but just doing the big sales pitch on Facebook won't cut it. Blatant sales posts tend to get scrolled past and ignored. Viewers on Facebook are there to be entertained, occupied and educated. The sale is the thing at the end, a subliminal thing, you are going to have to work for it.

We have looked at Mosney Mill when we have been looking at our target audience, she's the perfect example of good content that suits her audience. Social Media Managers she's worked with in the past have just created sales posts, promoting individual products or ranges. They did ok. But it was only ok. The thing is, her followers want to talk to HER.

Once she was talked round that the content needed to come from her, she started posting and never looked back.

It's Emma's story, how she creates her characters, and where she gets her inspiration from. Even completely unrelated posts like going shopping for sofas send her viewers into a comment frenzy. Now she's finally come around to the idea of doing her social media, talking from the heart, her "wonderful every day" as Ikea would say, her engagement has gone through the roof. She has a real relationship with her followers - her customers. There's no sales patter, plenty of good old-fashioned product placement maybe but it's not in your face.

There are lots of options and things you can do.

Share a Feeling/Activity, and tell people how you're currently feeling or what you're currently doing. Great for getting personal with your followers. Short and sweet content but still personal.

Check-In, when you visit a city, location, or place, get out and about and show people what goes in your business.

Create an Event, online or in person, you can invite people to an opening, a class, a convention or a show. You can run your event on Facebook if it's not something you want to do in person.

Go live, is a great way to get people engaging with you in real-time. They can comment, ask questions and get involved with what you are doing.

And what about good old-fashioned text posts? They work well too, it's just getting the right wordage.

One great way to start a conversation with your audience is by simply asking questions. It seems so basic, and you shouldn't use this for every post, but it can be a powerful strategy. Think creatively about the types of questions you can ask. You can work to get a genuine audience and customer input on business decisions. Or you can ask random questions that are relevant to your industry in an attempt to get more engagement.

Another great Facebook content idea is sharing behind-the-scenes photos of your business. People love to look behind the curtain and find out what's going on behind that closed office door. How do you work, what makes you tick, show how products are made, introduce your employees, or include silly stuff that's happened during the day. Scheduled and planned content is great but the occasional spontaneous post about something that's just happened can have a great impact.

Posting about trending topics can increase your chances of appearing in feeds, but people will be more likely to comment on and share your posts as well.

Telling stories is a great way to connect with your Facebook followers on a different level. And your story will depend on the size of your business but if it's just you or a couple of people it's a great way to show your personality.

Your business Facebook Page doesn't have to be all business all the time. It's a great idea to show some brand personality throughout your posts.

Sharing tips and tricks of the trade is a great way to increase engagement and reach with your audience. Knowledge is king, so the more you can provide, the better.

Want a surefire way to grab user attention and increase engagement? **Host a competition or give away a prize. It's a great way to increase reach, brand awareness, engagement and overall followers.**

You want to give away something appropriate to your business but you want to get something back from it. Don't just give away a prize at the end of the week, if you are doing a like and share you want to get to a certain number of followers. Set yourself a target and don't deviate. You need to get some value from the giveaway. Ask people to leave reviews and run a prize draw for everyone that leaves one. Increase your page likes and draw the result when you reach your target number.

6. Activity one

For your first activity, I would like you to come up with some *Content ideas* - we will cover more content ideas and post types in your Content Creation session where we will look in more depth at the things you can post about but to start that ball rolling and get you thinking about what you can do I would like you to note down some ideas for posts. I don't expect you to write out a polished post but just jot down some ideas about the different post types and what you could write about. It might be a competition to generate page likes, a live stream to encourage page views and engagement or a video to tell people more about your business.

Off you go, let's take 15 minutes to make some notes that you can refer back to in your content creation session.

Time for this activity: 15 mins

7. Quick Fire Quiz

Using the quiz book answer the question on the screen

Question: The original idea for Facebook was to

- A Connect NHS employee's
- B Connect Harvard students
- C Connect schools

Well done everyone, the correct answer is: B Connect Harvard students

8. Topic part two

Groups

If you look at all the forums and social media blogs they all tell you Facebook's organic reach is in decline. But we do know that there are nearly 2 billion people that are active in Facebook Groups. **These opt-in communities are the perfect way to bypass that algorithm and connect with people directly in your target audience.** People with the hobbies, interests and jobs that we want to speak with. The ones that interact with businesses and brands.

The people that are joining these groups are there because they want to be, that's a big difference. They aren't just scrolling through posts that Facebook thinks they will like. They have gone looking for that group to join with like-minded people and chat about stuff that appeals to them.

Facebook prioritises posts from groups you follow in the newsfeed so compared to your business page post you have a much better chance of being seen. If it's your group that you have started around your businesses /industry then the people in there will not only give you lots of valuable information, almost like a personal focus group but also appreciate your knowledge or skill in that area.

Different types of Facebook groups offer you different functionality. Who can see your content, how they join and what people can post?

Public groups are discoverable in any search and are viewable by everyone on Facebook.

Anyone can view the content, post, comment and see the group's members. Anyone can join in a bit of a free for all kind of system.

Although these kinds of groups can be useful, you don't have any control over what's going on at your party. Spammers and spam content are a very real possibility and you need to watch the posts carefully to make sure it's suitable for the audience and of course, your brand.

Private groups are realistically the way to go. **The content is private and viewers have to request entry. There are usually rules to follow and an Admin or Moderator will police the members and the posts being made.** It means your content stays appropriate and your membership is made up of the real people that you want there not just anyone and everyone.

You can also have a private and hidden group. **A 'secret group' that has all the features of a normal private group but you don't show up in search results. Not ideal for self-promotion and gaining an audience but very useful for a VIP community that you want to create.** It might be a support or networking group where you want to

keep it to your customer base. We have a private Facebook group for our Skills Bootcamp members. It's only open to our past cohorts and allows you to network and share ideas in a safe environment, without lots of sales spam.

There is talk of a new type of Facebook group in the planning for visual content. It is rumoured to be almost like a mini Instagram inside a Facebook group. Could be interesting for creatives or visually based businesses so worth keeping an eye out for.

You can create a group on your personal Facebook account or off your business page. It's up to you but I would always recommend creating it from your business page. It puts your business front and centre makes it more acceptable for you to share business information and products and makes all your page admins part of your group's admin.

Posting to a group is just the same as posting to your page and you can share posts and events too.

Hints and Tips

Have a code of conduct. Especially if the group is part of, or representing your business. You can have up to 10 rules but most people go with about 5. You don't want to put people off but you do want to protect your members and make sure they can chat in a safe environment. Set out that stall of what is and isn't acceptable behaviour in that group. Some people ban outright sales posts so it's just about members' discussion and support. Other people ban bad language and inappropriate content if there's a likelihood of children being in the group. If they don't adhere to the rules, as admin you can remove them.

Don't try to control the conversation. You want them to chat among themselves, you can create chat topics, and you can set them off in conversations but you don't want to lead them or force the topic. Don't be tempted to sell, sell, sell and push products. That's not what you are there for. The members already know about you if they are in your group, let them promote your products to the other members, if they ask you for advice you can recommend things for them but not wave a big banner saying 'get it here'.

Use admittance questions. It helps you separate the real members from the potential spammers and just helps to keep people adhering to the rules. Some groups also ask for an email address though that is a bit of a grey area with GDPR rules so you do need to be careful if you do. If it's a private group just for customers or a networking group then you can check who they are with the email but it shouldn't be used for mailing lists and selling.

Offer good content. You don't want to just share the same stuff that's on your public business page, it's not worth joining if that's the case. Think about those stories on Instagram. Only visible to your followers they allow you to share more unique and high-value content that you don't want just anyone seeing. You want to make them feel special and want to stay.

Some good ideas include:

A monthly Ask Me Anything thread

Livestreams or live events

Special discounts

Early access to new products

Decision-making new product options, colours, features, etc.

Let's have a look at a couple of groups and the kind of content they include.

9. Topic Demo

15-20 minute demo – setting up a group or examples of groups

If you want to create a group for your business it's worth joining a couple of similar groups and then you can find out what people like to chat about, things that work well and things that don't.

10. Activity two

For your second activity, I would like you to think about those groups. How could one work for your business? A networking group, private customers only, or local businesses and residents. Tell me what kind of group you would run, how you would run it, admin questions and what sort of content you would use, like a weekly conversation starter, live event or members challenge.

Time for this activity: 15 minutes

11. Quick Fire Quiz

Using the quiz book answer the question on the screen

Question: There are three types of Facebook Group

A Public, Private, Hidden

B Public, Networking, Schools

C Public, Private, Personal

Well done everyone, the correct answer is: A Public, Private, Hidden

12. Topic part C

Events

Facebook is a great place to tell people about events you are running. You can invite people, they can buy tickets, share them with you, and you can even run them live on your page. You can send RSVP invites to people whom they can accept or decline so it's a good way to find out what interest you have in your event. Events are not a new feature, they have been around for ages but they are very undervalued. They are a great way to generate attention and keep it without your viewers having to go anywhere else. The additional bonus on Facebook Live means you can run a virtual, offline and now Live through your page.

Just like all good social media content you want to give your event a catchy title and a good description. Get people engaged and wanting to know more. You have loads of space to write so go for it! You can also give people detailed information on how to register and what will happen after the event. You can add a location for your event and it will give them a nice little map too. If it's an official venue that has a page it will help add credibility and will share their information too which all adds content to your event.

You can add a category for your event and tags to help in searches. Facebook will recommend events to people in the same location or with the right interests. People can comment on as well as share your event so make good use of it and encourage people to ask questions and chat.

As with everything on Facebook you can boost your event using paid ads to push the reach and combined with your tags you can target the right audience for whatever you are running.

You can add a cost host to your event so it might be the venue you are holding it at or co-speakers that are taking part with you. Adding co-hosts is a great way to get your event onto someone else's page. They can invite people and share it with their followers too.

Live

A great source of content and perfect to connect to your page as an event, Facebook lives have proved an audience and algorithm favourite.

Your live video can be seen in a variety of places on your page, and your group and can be edited and shared as a recording on your page afterwards.

The key thing to a good Live is the content. You don't want to just randomly turn the camera on and show people what you are having of your tea. Unless it's something really special. Have a reason to go live. **Think about what you want to do, why and what it will achieve.** Give yourself a script or crib notes to help you navigate your broadcast. It doesn't have to be a perfect production, it's a live, but it should be a well-thought-out production. It's good to have a co-host, someone to give you

moral support or ask the right questions and keep you on track. They can also share your live on their page with their followers too.

As part of your planning, you should post about your Live in advance, create teaser posts, and do a countdown. You can schedule your Live so that you can share notifications and reminders with your followers, always useful to make sure you aren't sitting there on your own.

Have a practice, especially if you haven't done one before. You can set your privacy settings to only me and view yourself live in the privacy of your office/car/kitchen. You can see what you look like, the best angles, check there is enough light and check your sound is ok.

Keep an eye on the people popping in and out, use names where you can, welcome people as they arrive and interact with comments they might leave. That's why it can be useful to have a co-host or moderator that can keep an eye on the activity and prompt you with questions and comments.

Using interactive content where you actively ask your viewers to do something or answer something is a good way to keep people watching. Demos, tutorials and workshops are all good stuff that people will be willing to watch all the way through to find out what the final product or solution is going to be. Behind the scenes of your business or event you are hosting can be a good way to encourage people to attend the live location. You can host your own QVC show with online shopping experiences. Do live product launches and offer special discounts at the end to those that tuned in.

The world is your oyster when it comes to the things you can go live about. Shopping paid entry events and workshops, Q&A, whatever tickles your fancy. Whatever you do make sure your live has a well-planned beginning, middle and end. A reason for it being there in the first place and a good call to action to tell viewers what they should do at the end of your stream. You have plenty of time to go at with live streams being capped at a whopping 8 hours so your phone battery will run out long before your live broadcast! When you have finished Facebook will give you options of where to share or save your video so you can post it to your page for anyone that missed it.

In your useful links check out the article from the ever-helpful Hootsuite blog that gives you a great easy-to-follow guide to going Live.

Marketplace

Facebook Marketplace was launched in 2016 as a place where people could buy and sell their items within a local area. Kind of a local version of Ebay. It started as a bit of an online car boot sale. Like all these things it has evolved as businesses recognised the E-commerce potential. The people scrolling through the marketplace are actively looking so they are more motivated buyers. Local products are promoted to local audiences.

Businesses can take advantage of mobile-friendly listings, in-built ad campaigns and local customers.

There are 19 categories to list in in all that cover most business types including apparel, electronics, hobbies and pet supplies. Shoppers can filter their search by price or location.

You can add up to 10 images in a listing and add a Messenger button for direct contact.

If you already have a Facebook shop you can list products from it, it's an additional sales channel you can utilise. The beauty of Facebook Marketplace is that it's local. So, where a Facebook or Instagram shop will be available to anyone, Marketplace is more targeted to your local customers. There are various ad types available to promote Marketplace listings and normal shopping ads to link directly to your website. According to Facebook's stats, Marketplace attracts one billion monthly visitors. It makes it ideal for increasing your sales and visibly getting your brand and products in front of a new range of motivated shoppers.

If you create a Marketplace shop through your business page you will be able to create a profile that people can follow. The more people that follow your Marketplace profile, the more your items will appear in people's feeds. Just like any product on any platform, make sure you create good-quality descriptions with good images.

The marketplace is a Peer to Peer platform so you are communicating directly with your customers in real-time. Potential customers can message you, ask questions and find out more before they buy. There is far more communication made on a Marketplace listing than that on a standard Facebook shop listing.

In most cases selling products on Marketplace is free, you can deal directly with the customer and take payment at the point of delivery or collection. There are no listing fees so it's a great place to try products out or sell off discounted items. There are occasions where Facebook may take a fee, for example, if you use direct checkout for sales, Facebook will take a 2-5% checkout fee so just make sure you check all the small print when you create your listings.

Selected business types like car sales can sell as a business on Marketplace. There are changes to the features that started rolling out in the middle of last year and will continue for the next 12-18 months so keep an eye out for the latest updates.

Shop

The Facebook shop is a fairly new addition to the Facebook suite of tools. It appeared like magic in 2020 when online shopping was the country's national pastime. It's a great resource to help small retailers boost their sales and increase their brand awareness.

Facebook shops allow you to list your products on your Facebook page and Instagram (if you have it connected). It allows the customer to checkout directly through Facebook/Instagram or clicks through to your website. This flexibility means that any retailer can utilise the Shop with or without a website. For those looking for SEO helpers, it's a great source of traffic, with every product linking back to your site. And because you have the two options you can sell different products in different places if you wanted to. Some businesses sell sales or special offer products with direct checkout through their Facebook store- perfect for those spontaneous purchases, whilst keeping their main inventory separate on their website.

Products can be found through the normal organic search, share to feeds, inventory adverts and tagged posts so lots of opportunities to promote them.

It's a fairly easy process to set up a shop. You will need a business page to attach it too.

1. Head to facebook.com/commerce_manager to get started, and **click Next**
2. **Select** the customer checkout method. You can select one of the following options:
 - a. Checkout on another website (send them off to your website)
 - b. Checkout with Facebook or Instagram (customers will be able to pay for their product within the Facebook or Instagram platform)
 - c. Checkout with messaging (direct your customers to a Messenger conversation)

Make sure you choose the right one from the start. You can't always change the payment method once you have products listed so you need to make sure it's the one you want. If you have a website with the products already listed it's normally better to direct people to your site. Better for your SEO and you won't pay any charges. If you are checking out through Facebook or Instagram it's about 5% in fees from your sale. You can only choose one checkout type so make sure it's the one that's going to work the best for you.

3. **Select** the Facebook page you want to sell from. If you don't have a Facebook page for your business you can set one up at this point but it just makes it more time-consuming and takes you away from what you are doing so it's always better to get that up and running first. **Click next.**
4. **Connect** your Facebook business account. Set one up if you don't have one. **Click next.**
5. **Choose** where you deliver your products to. **Click next.**
6. Preview your Facebook Shop and ensure that all the information is correct, then click **Finish Setup.**

You can then start adding products and customising your shop. You can customise parts of your layout, choose hero products and features categories and decide how your catalogue is going to be shown with additional categories to make it easier to find your products.

There are several ways to add your products depending on how many you have and how you are planning on checking out. You can manually upload your products, great if you only have a few and you are going to checkout through your Facebook shop. If you have websites like Shopify or Bigcommerce you can connect your Facebook shop to your site using one of its apps. If you have a WordPress or an EKM shop you can create a Shopping Feed that refreshes all your inventory every day.

You can add images, descriptions, prices and links to your product. Remember the more information the better.

The article from Hootsuite in your useful links has a great step-by-step guide to setting up your shop, and adding products and gives you some good examples of successful shops to inspire you.

Insights

The old Facebook Analytics tools got phased out over the last 18 months. Page insights are still here though and allow you to look at all kinds of data on your page. You can see your stats on page likes, post read and engagement over several periods.

You can also look at your audience demographics, age, gender and where about they are. You can see what day and what time your viewers are active which will help you decide the best times to post. There is no perfect time to post on Facebook no matter what those 'experts' all say. Posting when your fans and followers are active is a good start.

If you want to find out more about the best times to post have look at the article from Buffer in your Useful Links file.

Keeping track of your engagement rate can help you decide on the best type of content for your page. You will be able to see what people are viewing and compare different post types to create the most effective schedule for your business. Keeping track of how your content performs helps you continuously cater your content to your audience's preferences. For example, you might discover that your engagement rates are highest on video posts, but your text posts get the highest number of shares. So, if you're looking to boost engagement, you'd focus on sharing more videos, and if you're trying to increase brand awareness, you'd include more text posts.

Facebook might not be as whizz-bang as some of the other platforms, and it might not be as revolutionary (anymore) but that doesn't mean it shouldn't be part of your strategy. Millions of people are still addicted to the platform and happily scroll through its shops, pages and groups. Don't forget, Facebook has been there and done that. It was one of the original social media platforms that the rest have tried to emulate or diversify from. It still has lots of tools available to you to help you inform, promote and entertain. It still has plenty to offer.

13. Show and tell / group feedback

Does anyone have an activity to share?

(Encourage at least one learner to share their activity answers/content and get the group to comment, critique or share ideas)

14. Any Questions?

15. Coming up soon to extend these skills

In your content creation for social media sessions, we will look in more depth at the content you can write about and we will look at Meta Business Suite to help you add functionality to your Facebook page.

16. Quiz

10 minutes to go off and do today's quiz, once it's submitted you will get a copy and the correct answers. Feel free to share your score in the chat.

17. Final thoughts

Quick whiz around the room, any comments on today, what do you feel you have learnt today?

18. Don't forget

Make sure you complete and submit your workbooks. Once you do you will get a copy of your completed workbook and links to download a copy of today's notes and slides.

Today's session page in your learner dashboard has a useful links document that will cover all the tools, resources and articles we have discussed in the session and some useful guides and articles to take you further.

Make sure you revisit your FABs and set yourself some goals specific to today's session.

Coursework

As you know each week you will get a coursework assignment based on the topics you have been working on that week. For this week's assignment, we would like you to

- **See coursework assignments doc -**

19. Extra help

Feel free to message me in the WhatsApp group if you need any help with anything from today's session. If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.

20. Up next

See you on Monday for Instagram