Nobody becomes a social media expert overnight

Facebook Posting

Types of Post
- Breaking news
- Create specific, step-by-step how to content
- Embed/link to videos and explain their relevance
- Select a common problem you see and provide a fix
- Community news
- Post graphs, infographics, maps
- Link to a cause
- Discuss current industry trends
- Make a list of favorite blogs, websites or links

You can pre-schedule post.

Using the “Promotion” Tool

- Get more page likes
- Can set target audience
  - Geographic area
  - Age
  - Gender
- Daily Budget from $5 to $60
- Campaign time frame
- Estimated clicks/likes

“Boosting” Your Post

- Similar to “Promotional” tool
- Sends out one specific post
- Use for popular post
  - Videos, videos, videos
Making the Most of Your Post

- Optimal times/days
  - Weekdays, between 1:00 – 4:00 PM
  - Wednesday @ 3:00 PM
  - Weekends, before 8 AM and after 8 PM
- Produce well crafted messages (concise, precise, persuasive words)
- Capture audience’s attention (relevant, interesting, sharable, flexible, easily propagated)
- Ask thought-provoking questions (authentic, engaging, personal)
- Add images or link to images whenever possible
- Include valuable information
- Link to videos. VIDEOs ARE THE BOMB!