

Social Media Workbook

Facebook's Newsfeed:

Facebook created a formula designed to give each Facebook user the content they are most likely to find *entertaining and *interesting at the top of their newsfeed. This formula is referred to as the algorithm.

Facebook tracks each Facebook user to determine what they are most likely to enjoy. The best indicators that people are getting content that is a right fit for them is if they spend time on the post, click, like, comment and share.

Learn More: <https://newsroom.fb.com>

Defining your brand:

Your unique value makes you recognizable and memorable!

What is your unique VALUE to your customers?

What makes you stand out among other companies that are selling furniture?

What industry-related issue do you strongly support?

What industry-related issue are you strongly against (for positive reasons)?

If you were to summarize your unique value in 1-3 words, what would they be?

How would you define your aesthetic?

What aesthetic techniques do you enjoy most?

Which aesthetic techniques are you known for or best at implementing?

What is your bigger vision for your work? What impact do you want your service to have on your customers or the world?

Describe the first impression you would like to have to your best customer.

How can you represent the following qualities in your cover photo?

Your Services, Unique Value, Professionalism

How can you represent the following qualities in each post?

Your Services, Unique Value, Professionalism

Images:

Defining Your Aesthetic

(a few ideas)

Regularly use one wall that compliments any color but also stands out slightly.

Maintain some sort of theme.

Get clear on what type of colors and textures you love most and use them a lot.

Find a signature way of presenting your work. Do you have a unique prop style?

Image Quality

Make it EASY for people to fall in love with your work and visualize owning it. Dark lighting and a cluttered or busy background can make it more difficult for your fans.

Criteria to check before posting:

Well Lit | Well Staged | Clean Wall | Clean Floor | No Clutter | Helpful Angle

Sharp Focus – It's worthwhile to invest in a quality camera if you have not already!

Purposeful props - accentuate the beauty of the piece. (Ex: A pop of color or a touch of texture)

Sizing: Fill the box (Images display beautifully on a computer and phone.)

Sizing: Fit in the box

(Check your Facebook Page Insights to know how many people have seen your page from a mobile device vs. computer.)

Image Size

Blurry images can be corrected by using proper image size and a quality camera.

Jon Loomer's Sept. 2016 Facebook Image Dimensions:

<https://www.google.com/amp/www.jonloomer.com/2016/09/15/facebook-image-dimensions-2016/amp/?client=safari>

Resize Images to fit box sizes exactly:

Canva.com (Canva has a lot of other great features to play around with!)

As you load multiple images on to Facebook, note the number of images, the shape of the images and the order in which you add the images. These factors will all impact the way it ends up displaying.

Image Collage Generator:

Experiment to make sure the options you choose display well on a mobile device and a computer! You can schedule your post to see how it will look before it's published.

BeFunky: <https://www.befunky.com/create/collage/>

BeFunky - Cover Photo

1. Load page
2. Click on four boxes in menu on left side of page (above the circle)
3. Click Facebook cover
4. Select preferred format
5. Adjust any image sizes that don't work well for your images by hovering over lines and dragging.

PicMonkey: <https://www.picmonkey.com/#collage>

PicMonkey – Collage:

Courtesy of General Finishes 2016 Flippin' Furniture Expo

1. Select collage style – second option from top in left side menu (The simpler the style with bigger pictures, the better. My top picks: Square Deal 1, Biggie Smalls 1)
2. Upload images in top option in left side menu and drag to format.

PiZap: <http://www.pizap.com/pizap-app.php?initialstate=collage>

Many collage options. I recommend the Rectangles. Elaborate frames can draw attention away from your work.

Mobile Apps:

Instant Frames

Pic Jointer

Pic Stitch

Image Move Maker:

Flipagram: <https://flipagram.com/?lang=en>

Kizoa: <http://www.kizoa.com/>

6 Other Options: <https://www.iskysoft.com/video-editing/video-creator-free.html>

Cover Photo:

Represents what you do

Represents your unique value

Sizing:

Make sure your image displays beautifully on a mobile device and a computer. The more central your focus, the easier this will be.

(See Jon Loomer cover photo image dimensions -link above- to see what will be cut off on a mobile device.)

This article is about Twitter, but you can get a few ideas about centered cover photo sizing: <http://blog.hubspot.com/marketing/twitter-header-image-examples#sm.01xmd7q31at2crd11ew18zoerwphg>

More tips:

<http://blog.hubspot.com/marketing/facebook-cover-photos-best-practices-ht#sm.01xmd7q31at2crd11ew18zoerwphg>

Facebook Link Image - Debugger:

Enter URL here to debug: <https://developers.facebook.com/tools/debug/>

Photo Album:

<http://www.practicalecommerce.com/articles/3483-Facebook-Photo-Albums-Maximize-the-Marketing-Value>

About Section:

Courtesy of General Finishes 2016 Flippin' Furniture Expo

Fill out EVERY CATEGORY that you can!

Break your information into short chunks that are easy to skim.

Keep it as short as possible while maintaining your personality and a powerful intention/word choice.

Show your personality!

Keep personal information to a minimum – what's brand related?

Encourage In Store Visits:

Address, Hours, Phone Number

Encourage Online Fan Base Growth:

Website, Social Media Links (in description section)

Encourage Emotional Connection:

Short Description – The core of what your customers need to know about your business to get interested and determine if it's for them. What do you do? How can you show your personality in your writing/voice? What is your unique value?

Long Description – Expand on your short description by adding more details about your business.

Mission – What are your hopes and dreams for the impact your work will have on your customers and the world? You can also mention your growth goal but remember that this is about your customers!

Other: Company Overview, General Information, Founded, Start Date, Awards

Encourage Product Curiosity:

Don't assume people know everything you offer! By listing your information here, you can spark someone's mind in a manner that could result in a fan or sale.

List every service and product!

Include a call to action with a link to your shop and/or a page on your website with examples.

Encourage Search Engine Optimization:

When you want to locate the people who are most likely to buy. (Pixel helps with this – it takes some time and some money to help Facebook learn about your audience first.)

Make it easy for people to contact you!

Email, Messenger Button

Username – Here you can create your **vanity URL**

Description Considerations:

What you DO

Courtesy of General Finishes 2016 Flippin' Furniture Expo

WHERE and HOW to buy your products/services
How your offer IMPROVES THE LIFE of your customer.
What makes you UNIQUE (ex: your aesthetic)
A heart connection to YOU as a person (ideally brand related)
A CALL TO ACTION with a link

What inspired you to get started?
What are you really excited or passionate about? (related to brand/subject matter)
SHORT DESCRIPTIONS with POWERFUL WORD CHOICE

Darling Magazine – Bio Tips: <http://darlingmagazine.org/the-5-parts-of-a-great-website-bio/>

Additional Facebook Features:

Vanity URL

- Does your vanity URL match your Instagram, Twitter, etc. usernames?
- Does your vanity URL match your other social media usernames?

Call To Action Button

Which call to action button will best support your sales goals?
Experiment with a few (one per month) to see which performs better!

How To and Best Practices:

<https://www.facebook.com/business/a/online-sales/calls-to-actions>

How To: <https://www.facebook.com/business/help/312169205649942>

Organic Call To Action Button on a Link Post:

<http://www.jonloomer.com/2014/02/10/facebook-call-to-action-buttons/>

Adding a Call To Action Button to your Video:

<https://www.facebook.com/business/help/417800551741025>

<http://www.shortstack.com/how-to-add-a-call-to-action-button-to-your-facebook-video/>

Shop

Do you have access to Facebook's shop feature? Check the bottom of your Facebook tabs.

If not, here are three other options (lowest price package):

Shopify Lite - \$9/mo. [LINK](#)

Big Commerce - \$30/mo. [LINK](#)

Ecwid – Free *I have never tried this service but I wanted to offer a free option, so if you're interested I recommend making sure it's the right choice for you. One Expo attendee said that she uses this service and it has worked very well for her so far!

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Custom Tabs

There are dozens of companies that offer custom tabs. I recommend that you compare options to find the best fit for you.

Ways you could use a custom tab:

- Portfolio of your best work
- Technique Library
- Unsold Furniture

WooBox: <https://woobox.com/customtab>

Powr: <https://www.powr.io/tutorials/how-to-add-photo-gallery-app-to-your-facebook-site#>

Several App Options: <http://www.socialmediaexaminer.com/15-types-of-facebook-apps/>

(Disclosure: I have not tried these tab apps)

Services Tab

<https://www.facebook.com/business/help/community/question/?id=10208408349868522>

Targeting:

Targeting

Facebook's Audience Optimization – How To:

<https://www.facebook.com/facebookmedia/get-started/audience-optimization>

Using Audience Insights to Target in Organic Posts:

<http://www.jonloomer.com/2015/01/12/interest-targeting-organic-facebook-posts/>

How to Maximize Impact with Organic Targeting:

<http://www.jonloomer.com/2014/12/10/facebook-organic-post-targeting-interest/>

More:

<https://www.searchenginejournal.com/organic-facebook-targeting/154875/>

Check Audience Insights

Audience Insights: <https://www.facebook.com/ads/audience-insights/people?act=217143752&age=18-&country=US>

Audience Insights Info:

<https://m.facebook.com/business/help/528690393907960>

What content is getting more likes, comments and shares?

What days and times are more popular?

Which representation of my aesthetic is resonating with my audience?

What format does my audience love? Ex: Photo, Video, Link

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What interests does my audience have in common? Can they be linked in with my subject matter in a post? Ex: Crafts, Specific Movies, Coffee, Wine

Experiment with targeting features (paid and free)

Activate organic targeting in Settings. Pages with over 5000 members see automatically. Organic targeting cannot be accessed from a phone, it can be accessed from a computer.

Organic Targeting Resource:

Fb.com/facebookmedia/get-started/audience-optimization

Content

Your content should...

Connect your branding & your offer with your audience's needs and interests. Think about what will be entertaining & interesting to your target audience. Create content that your audience would consider high quality.

Key Words to Remember:

Interesting | Entertaining | Relevant | High Quality

Help customers look with love:

Charming Details | Unique Techniques | Color Palettes | Design Inspiration

When to share personal information?

-When you can relate it to your brand

Video Rank Measurements

Factors Facebook takes into consideration regarding video rank:

How long did they watch?

Do they turn on sound?

Do they make the video full-screen?

Did they "React / Like"?

Number of people who watched

Facebook Live

Facebook Live Video: <http://bit.ly/2f0aRsM>

General: <https://live.fb.com/>

FAQs: <https://live.fb.com/about/>

Tips: <https://live.fb.com/tips/>

Can you boost a Live video (no – only afterwards): <http://bit.ly/2f6TSCL>

(Add a call to action button in after the live video has ended.)

Personal Posts

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Use with caution. If you do use, always make an effort to link it into your brand. If there is an occasional huge life event you may decide it's valuable for you to share. But this should be a rare occurrence.

Shortening Links:

Bitly: <https://bitly.com/>

Website – Choosing a Website Builder

With Wix, you can create a beautiful website very easily for free.

Squarespace is ideal if you want that easy and beautiful build but more advanced features like the ability to make income through affiliate links.

Shopify will have everything you need for a dynamic online store.

WordPress.org is more difficult to work with (it takes practice) but it's the best option if you want to do anything outside of the box. It's great to have access to hundreds of the plugins for special features. You have the freedom to use your website and adjust it however you like, but you may need to hire a developer for more difficult adjustments.

Make SURE your website is mobile friendly - aka a "responsive" theme.

This website displays factors worth considering as you compare websites, but the information in this chart is not reliable. Much of the information has changed:

<http://www.websitebuilderexpert.com/website-builders-comparison-chart/#responsive>

<http://www.websitebuilderexpert.com/website-builder-comparison/>

Pixel / Ads:

Pixel

Facebook has 1.7 billion users and they track all of their interests and actions on the platform. If you want to take advantage of that knowledge, Facebook Pixels can help!

Add Conversion Pixels to GOAL pages. If your goal is to have someone join your email list and buy, you can add a Conversion pixel to your thank you page so Facebook knows who loved your work so much that they decided to buy!

Once Facebook sees at least 100 opt-ins for a particular offer, they will have a sense for what type of person is interested in opting in. You can then run a Similar Audiences campaign, asking Facebook to find the people who are most likely to opt-in to your offer.

Pixel Resources:

Understanding the Pixel:

<https://www.facebook.com/business/help/651294705016616>

Basic Summary:

<https://www.facebook.com/business/a/facebook-pixel>

Implementation Guide:

<https://www.facebook.com/business/help/952192354843755>

Steps Summary:

<https://www.facebook.com/business/a/online-sales/conversion-tracking>

Pixel Updates to Come:

<https://www.facebook.com/business/help/1686199411616919>

Pixel For Developers 1: <https://developers.facebook.com/docs/facebook-pixel>

(Menu on left offers more information)

Pixel For Developers 2: [https://developers.facebook.com/docs/marketing-](https://developers.facebook.com/docs/marketing-api/facebook-pixel/v2.8)

[api/facebook-pixel/v2.8](https://developers.facebook.com/docs/marketing-api/facebook-pixel/v2.8)

Wordpress Plugin: <https://wordpress.org/plugins/facebook-conversion-pixel/>

Ad Type Selection

Facebook Ads Guide: <https://www.facebook.com/business/ads-guide?tab0=Mobile%20News%20Feed>

Choosing the Right Objective:

<https://www.facebook.com/business/help/1438417719786914>

Selecting Ad Type - AdEspresso:

<https://adespresso.com/academy/guides/facebook-ads-beginner/facebook-ads-types/>

Selecting Ad Type - Shopify:

<https://www.shopify.com/blog/115169861-6-types-of-facebook-ads-that-will-win-customers-and-keep-them-coming-back>

If you're trying to expand your audience, narrow the audience of your ad to not fans of your page only to get a "like page" button on the post.

When To Spend

There is so much to consider and learn about when it comes to paid Facebook posts and ads. Here are a few considerations to keep in mind as you decide whether it's the right time to invest.

When you want to expand your reach for a particular post.

After you have read Facebook's Terms of use

After you consistently represent your brand online

After you have a set call to action and strong website presence to close the sale

When you want to locate the people who are most likely to buy. (Pixel helps with this – it takes some time and some money to help Facebook learn about your audience first.)

Tips:

Make sure you're targeting your audience every time you put money into a post, and monitor the results to gain insight into what's working best.

Testing: Make two identical "dark post" ads with one adjustment to compare.

Picture, Text, Call to Action, Call to Action Button, Mobile vs. Computer, etc.

If you make two adjustments, you won't know which one made the difference!

A strategic combination of ad types can do wonders! Test and plan to determine a well-rounded approach that meets your needs and budget.

Facebook's Helpful Resources (General):

*Newsfeed: <https://newsroom.fb.com> (I highly recommend reading through these)

Insights: <https://insights.fb.com>

Course: <https://m.facebook.com/blueprint>

Facebook for Developers - News: <https://developers.facebook.com/blog/>

Facebook for Developers – Tools and Support:

<https://developers.facebook.com/tools-and-support/>

Facebook Newsfeed Values (important!):

<http://newsroom.fb.com/news/2016/06/building-a-better-news-feed-for-you/>

Thank you again to my slide show image sources!

Pixels.com

Pixabay.com

Ferpie and Fray: <https://ferpieandfray.com/>

LushPaint Designs: <https://www.facebook.com/lushpaint/>

Dearly Distressed: <https://www.facebook.com/ChrysalisDecor/>

The Turquoise Iris: <http://theturquoiseiris.blogspot.com/>

The Weathered Door: <http://www.theweathereddoor.com/>

Katie & Co. Furniture Restorations: <https://www.facebook.com/katiecofurniture/>

The Modern Vintage: <https://trwmodernvintage.wordpress.com/>

I hope everyone learned something new about Facebook in class and I hope you'll learn even more from this resource! Good luck!