



Growing Your Facebook Page the RIGHT Way & Maximizing Your Time

- Use the draft and schedule features in the publishing tools to maximize your time and keep content fresh on your page.
- Enlist help. Add another page admin if you can or solicit news and photos, etc, to post from others in your organization.
- Post consistently, but ideally no more than once a day. Don't assume all your fans saw what you posted. Unless you paid to ensure your fans saw your post, you can assume your post will only reach about 5%-10% of those who like your page.
- Use quality images, sized correctly, that represent your brand for your profile picture and cover image.
- Review your "About" information to make sure it is correct and complete.
- Go through your page settings and layout to take off anything you're not using and re-order the default order of items. For most pages, "posts" are the most important and should show at the top. For some "photos" or "videos" might be more important.
- The more engaging you can be, the better. Pictures of people, updates they care about, questions they want to answer, news they can use or share are all good ideas.
- Start at the basic level and make sure everyone at your organization knows you have a fan page. Everyone at your company (whether an admin of the page or not) is an evangelist for your fan page. Provide them with a link to the page, and tell them exactly how you'd like them to help promote it.
- Always respond to questions, posts, and reviews in a timely matter. If you don't know the answer, acknowledge the communication and follow up as needed.
- Make sure everyone at your organization has a link to your Facebook page in their email signature. This is easy to do and a simple way of communicating your page each and every time you email people.

- Add a Facebook icon and link to your website. Because Facebook's search feature often fails to produce the desired search results for finding a specific fan page, people will often turn to Google and your website to find a link to your Facebook fan page. Make it as easy as possible for them to find you!
- Almost everything you do on Facebook is tracked and potentially seen by others. When you use Facebook as a page and interact with other Facebook pages, such as liking their page, posting helpful information, commenting on their pages, and sharing their information to your own page, it will often attract people who otherwise didn't know about your page. If you're a non-profit, check out fan pages of sponsors, donors, chambers, and geographical areas. Businesses should connect with dealers, suppliers, parent companies, vendors, chambers, etc.
- Consider a paid Facebook ad that can grow your fan base in a number of ways. Facebook offers many new social sharing options, as well as very specific target marketing. You don't have to have a large budget to use some paid Facebook ads, as long as you spend time refining the goals of your ad and measuring.
- E-newsletters and email blasts should all link to your Facebook page at the very least, and to amp it up, consider a specific incentive to "Like" your page. If you have news to announce that always generates interest, encourage people to "Like" your fan page to get the news first. Be consistent and over time, news will spread if people feel the pull toward your page and the excitement builds.
- All print materials (and print ads) must have a Facebook icon and address added (Example: Facebook.com/VividImageInc) Since print materials aren't clickable, people need to know how to find your fan page. Don't assume they can find you with Facebook's search bar. It's notably not very advanced and often returns no results, even when you know the name of the fan page. Print materials include receipts, business cards, brochures, newspaper ads, flyers, direct mailers, etc.
- Be careful to follow Facebook's rules about contests. You cannot require someone to "share" a post to be entered to win. You are responsible for following the rules which you can read here: https://www.facebook.com/policies/pages_groups_events/
- Invite new likes. Sometimes people may see your post and like it even though they don't like your page. Be sure to invite them to like your page too!
- DON'T FORGET** to add a quick message on your voicemail letting callers know that they can find you on Facebook.

Note: If you'd like assistance with managing your page, one-on-one coaching services, or to schedule someone at Vivid Image to speak at your next event, contact us at info@vimm.com or call 320-587-8974!