

Congratulations on your New Facebook Page!

Tips to Grow Facebook Followers

Before you can start engaging your followers, **you have to get them there**. Co-managing your Facebook presence with us ensures you benefit from our expertise & your page follows best practices. This way you get consistent, engaging posts to enhance your community engagement efforts and brand awareness.

YOU DO:

- ☑ Make sure at least two people in your company have full administrative access to the page and 2-Factor Authentication set up through Duo or Google Authenticator.
- ☑ Make sure everyone at your organization knows about your new Facebook page, follows it, invites people, shares it, and interacts with it consistently.
- ☑ Invite your personal connections. Go through your Facebook friends and send page follow invites to those who'd realistically be interested.
- ☑ Link to your Facebook page in your email signature with an easy CTA like "Follow us on Facebook!"
- ☑ Make it easy for visitors to follow on the spot at your office or storefront. Provide the Wi-fi password with a QR code linking directly to your Facebook page.
- ☑ Update all your online listings (Chamber of Commerce, directories, etc.) with your new Facebook page URL.
- ☑ End your voicemail message with an invite for callers to connect with you on Facebook.
- ☑ Share relevant posts from your Facebook page to your own personal profile and community groups when appropriate.
- ☑ Take lots of photos and videos to share on your social media.



WE DO:

- ☑ We can help you add Facebook icon buttons to your website, emails, and newsletters making it easy for people to connect from anywhere instead of relying on Facebook's search.
- ☑ Get your vanity URL which makes spreading your Facebook page link clean and easy.
- ☑ Create consistent, well-balanced content to post throughout the month.
- ☑ Paid Facebook ads are an option for accelerating follower growth. With smart audience targeting and continuous measurement, even modest ad budgets can pay off.

WE CAN DO TOGETHER:

- ☑ Include your Facebook URL (e.g., Facebook/com/YourBusiness) or, better yet, a QR code on all printed materials, such as business cards, ads, receipts, etc.
- ☑ Invite people who like your posts to like your page.
- ☑ Use popular hashtags in posts and tag people & pages in posts for more reach.
- ☑ Check your "Mentions" area to thank/reply to posts that others have tagged your business.
- ☑ Run giveaways/contests on Facebook to boost visibility and follower growth. Share these in emails or newsletters, incentivizing people to follow.

WE CAN DO TOGETHER CONT.

- ☑ Interact with complementary (not competitor) Facebook pages (local businesses, chambers, etc) - like, follow, comment, and share their posts to your page. This cross-promotes to new potential followers (and often leads to a reciprocal page follow).
- ☑ If you have multiple locations/branches, cross-promote your Facebook page on those other pages too.



Remember: Quality over quantity. It's always more important to have fewer followers who are more engaged than tons of fans who are not. As your follower count grows, engagement becomes vital.



Please send us:

**As many photos, videos, industry news,
company updates & upcoming events
as possible so we can turn them
into engaging posts.**