

Facebook 101

Tips for creating content that engages your community



Social Media: The Basics

Social Media has developed over the last 5+ years to become one of the most important ways to earn attention, position a brand and communicate with customers.

Why do brands use it?

We go where the customers are.

What should it be used for?

Engagement & brand building – tell customers who you are and what you stand for.

Sales has its place, but it should be a 60/40 split – brand/marketing

Top 5 social media platforms for New Zealanders

YouTube (81%)

Facebook (79%)

FB Messenger (60%)

Instagram (46%)

Twitter (35%)

Facebook: The Numbers

- **2.3m Kiwis use Facebook every day**
Facebook has high penetration in New Zealand – a cheaper (but not free) alternative to traditional media.
- **Facebook says Kiwis log in an average of 14 times a day**
Amount of time spent using social media is nearing parity with traditional media - desirable opportunity for brands to speak to New Zealanders
- **91% of 25-34 year old Kiwis access Facebook on mobile**
Developments in technology mean that we're an increasingly connected population – cost of technology means smartphones are now affordable for a larger proportion of the population. This aligns with the # of logins per day – we don't have to wait to get in front of a computer to participate. The computer is in our pocket.
- **51% use Facebook while they watch television**
Research shows multi-screen media consumption is on the rise – lots of competition for our attention means our attention results in a fragmented experience. Importance to create content that cuts through the noise.

All about Facebook

Characteristics of the platform

Facebook: Profiles vs Pages

PROFILE

- For personal use
- One per person
- You add friends
- Limit of 5000 friends

PAGE

- For business use
- No limit to how many Pages you can manage
- Multiple people can 'run' the Page by being added as Admin or Contributors
- People engage with the Page by 'Liking' it or the content you post
- No limit to how many people Like or follow the Page
- Facebook Insights
- Promote content you post
- Create Facebook ads

Algorithm: Friends First

Think your Page followers will see every post you make? Think again.

Facebook uses a complicated algorithm to deliver the ***most relevant*** content it thinks users will want to see in their News Feed *before* it displays the ***most recent*** posts from their network. The algorithm also prioritises friends' content over Page content and will prioritise posts in the News Feed that generated more Shares and Likes than your Page's recent content.

What does this mean?

Engaging posts (those that people have Likes, Shared or Commented on) will get a bump in your followers' News Feeds, so prioritise posting targeted, quality content over lots of posts. The only surefire way to overcome the algorithm's limitations is to invest in promoting content by putting budget behind them, but if you're going organic, then your focus should be quality over quantity.

Reach: Paid vs Organic

What's reach?

'Reach' is the number of unique people who see what you post on Facebook.

Organic Reach

Total number of unique people who were shown your post through unpaid distribution

Paid Reach

Total number of unique people who were shown your post as a result of ads/paid distribution

Organic Post

BNZ has
45,000
followers on
Facebook

BNZ
Published by Indiana Turner [?] · August 29 at 7:30pm · 🌐

Whether you're heading overseas for a late European summer, trip to the Pacific Islands or further afield, we've got you covered with these money smart tips.



Be money smart when you're abroad | BNZ Be good with money

When you're travelling overseas, spending money wisely and safely can be a real issue. Here are our best tips for being money smart while overseas.

BEGOODWITHMONEY.CO.NZ

4,496 people reached Boost Post

👍 Like 💬 Comment ➦ Share

👍 Karla Greene, Abdulilah AlMahfoudh and 16 others Most Recent

Boosted Post (Paid)

BNZ
Published by Salesforce Marketing Cloud (?) · August 23 at 8:00am · 🌐

Today's the day, New Zealand! Our stores are closed so staff can lend a helping hand in local communities. But don't worry, you can still do your banking online, over the phone and at ATMs: bnz.co.nz/closedforgood



73,289 people reached

Boost Post

Like Comment Share

Jo Day, Frances Elder and 488 others

45 shares

Top Comments

13,463 organic
59,826 paid

Creating Content

Practical tips for creating Facebook posts

Getting organised

Before you start creating content you should be clear about your:

Objectives

Strategy

Content Calendar

What are your goals/objectives?

What do you want to achieve? Awareness? Engagement? Drive traffic?

Who are you talking to?

What do you want people to do?

Content Creation

What makes great content? A customer-first focus.

Creating popular and engaging content is like going on a first date: **if you talk about yourself too much, there won't be a second.**

- Think about your connections, peers, followers and what's useful for them
- Ask questions and encourage people to answer
- Share and celebrate success
- Be human – in business and work your personal observations can be what is most interesting, especially if it's about something you've learned
- Be visual – share an image with every post

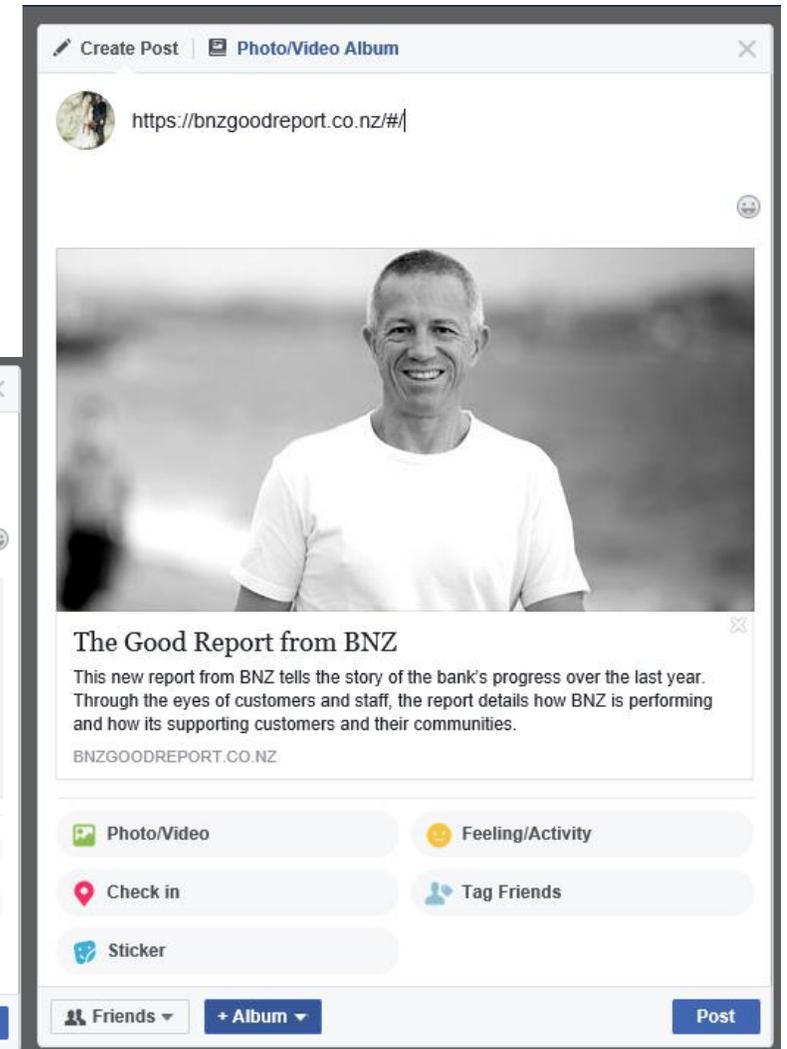
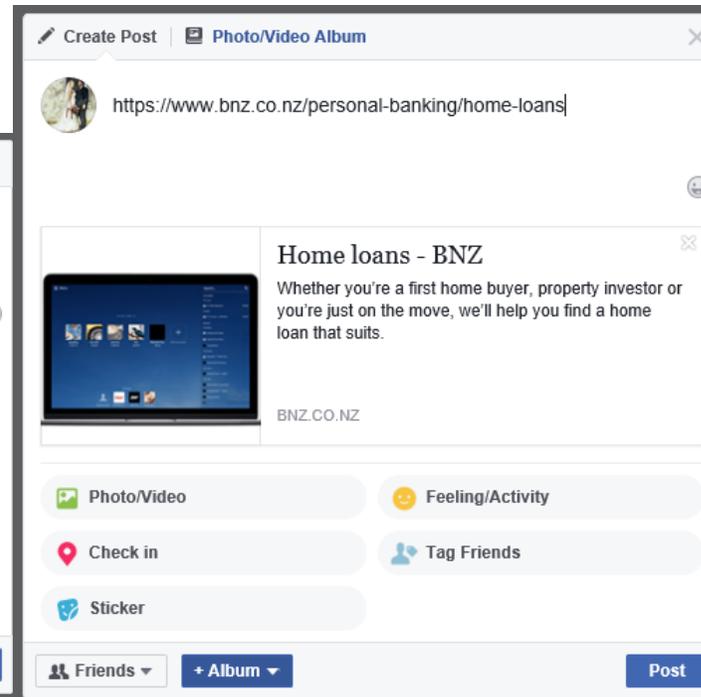
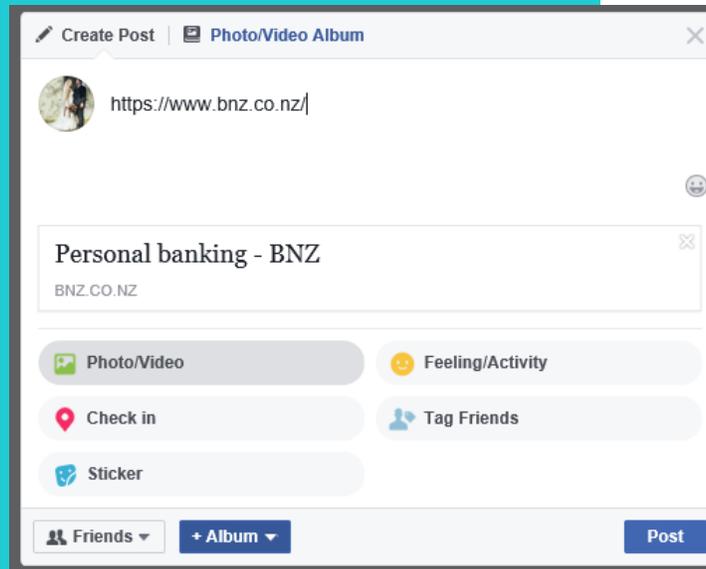
Content Creation: Copy

What makes good copy?

- Think like a journalist – what’s the angle and the headline? Why is it interesting?
- Keep it short – write post copy that’s 90-140 characters long. It’s been proven that Facebook post of 40 characters or less and tweets between 71-100 characters are more successful than ones with more characters.
- Post regularly – if something doesn’t work the first time, move on and try again
- Always respond to people who comment and say thanks. Engagement grows following and a more receptive audience for the next time you want to say something.

Content Creation: Images

Compelling and scroll-stopping images are your best shot at catching the attention of Facebook users.



Content Creation: Images

What makes good images?

- Feature people – people respond to people
- Right specs – especially important for profile pictures, cover images, and images used with ads
- 20% text rule – if you're planning on boosting a post with an image that has text on it, make sure the text takes up less than 20% of the image.

Tip:

If you're sharing links to a website, make sure the open-graph tagging is Facebook friendly. If it's not, delete the link preview, put the URL in the copy and use your own image with the right specs

Content Creation: Video

What makes good video?

- Keep it short – Facebook counts people who watch the first 3 seconds as a ‘view’. Research shows a steep decline in viewership after the 10 second mark.
- Don’t bury the lead – have your core message up-front
- Tell a story – why would someone watch this? What do you want them to take away from it?
- Natural is better than staged

Resources:

Free stock images (but use your own where possible; local = good)

- pixabay.com or Pexels.com

Specs (Images sizes)

- sproutsocial.com/insights/social-media-image-sizes-guide/

Collages

- Layout by Instagram (app)

Photo retouching

- Pixlr or VSCO (app)

Design

- Over (app)
- Canva (free Professional version for registered NFPs)

Large file sharing

- Dropbox.com

Social media listening/scheduling

- Hootsuite.com, Tweetdeck.com