Getting Started on Social Media

Set up a Facebook page

As a business you will need to set up a page, not a profile which you may have for personal use. There are a number of reasons for this, and two of the most important are to protect your follower's privacy and the limit placed by Facebook on the number of friends a profile can have. It is also against the rules of Facebook to use a profile to represent something other than yourself, i.e. a business or organisation, and doing this could result in Facebook shutting down or removing access to your page.

Facebook pages also offer tools which allow you to track engagement with your audience. These can be found under the 'Insights' tab, and you can summarise a huge number of actions by viewing graphs on screen or downloading data into a spreadsheet for manipulation.

It is easy to become overwhelmed by the amount of data available, so in the office we keep it simple and export data into a spreadsheet. Facebook tends to update how this is done periodically, but at the current time you click on Export Data, choose Post Data, select the dates in the Data Range, click OK then Export Data.

We then calculate:

- The Reach of our posts (how many people saw a post)

- The number of Impressions (this is the number of times a post is displayed. This is usually a higher number than the reach as people may see the same post numerous times)

- Post consumers (how many times someone clicked on a post)

We also use Insights to look for the times our users are online so we can schedule the most important posts accordingly. You can find this by clicking on 'Posts' then 'When your fans are online.' Posts can then be scheduled using the dropdown box next to the 'Publish' button on your page.

Other benefits of pages

There are lots of other benefits to pages, but some which may interest you are:

- Tabs: these can include a link to your website, contact details, opening hours and location

- Reviews: customers can leave reviews to help promote your business

- Call to action buttons: these are on your cover photo, and provide a link to a webpage. Options include Sign Up, Call Us, Contact Us, Message Us, Book Now and lots more

- Offers: Discounted lessons etc.

- Events: You can create events as a quick and easy way to help promote rallies, shows etc.

A few tips

It can be difficult to find content when you first set up your page, so if you're struggling you could draw up a plan. For example you could do a cute pony every Monday, a funny photo on Wednesdays (and maybe ask for caption suggestions), and on Friday you could post a 'have a good weekend' message.

There is a useful tool is called Power Editor. This can be accessed using Google Chrome and the address is: facebook.com/powereditor

Using this website you can create professional looking posts which are free of charge and contain buttons, such as the examples below.