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About the facilitator...

Carrie Kintz **Founder, Melan Communications**

Carrie Kintz is a digital communications strategist with more than 10 years in the marketing, public relations and social media spheres.

She's managed social media platforms for large nonprofits such as Focus on the Family and The Ethics and Religious Liberty Commission with Dr. Russell Moore and smaller tech startups like aware3, a mobile app development company and SnapAdvice, an app designed to connect people with experts via mobile video.

She is a frequent conference speaker and presenter, having spoken at That Church Conference, the Best of Social Media Summit, and the Pikes Peak Small Business Development Center. Carrie is also a contributing author to Trending Up, a social media strategy blueprint for churches and nonprofits. She has appeared in *USA Today*, *Christianity Today*, on the 700 Club, and several radio stations and podcasts around the nation discussing the impact of social media on society and the use of social media during times of crisis.

She's an ENFP, an Enneagram 2, and her top Gallup strength is Strategy. All that really means is she loves helping people accomplish their priorities in the most strategic way possible. She lives in Colorado Springs with her two cats and is mildly obsessed with Doctor Who, coffee, and word games.



To register for assistance: www.pikespeaksbdc.org/consulting

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Using Facebook to Promote Your Small Business

Carrie Kintz

Introduction

- 20 years in Colorado Springs
- Digital Content and Communications Strategy for more than 11 years
- Addicted to local coffee, good books, hiking, Instagram, and concerts at Red Rocks

world's best ricotta and green apple toast at Loyal Coffee

Tell me about you

- What's your industry/business and how long have you been working in it?
- What is one thing you like about social media?



Pikes Peak from Palmer Park

How We All Feel About Facebook



Getting Familiar with Your Facebook Page

It's a world of pure imagination

Your Facebook Page



[Home on your Facebook Page](#)

[About on your Facebook Page](#)

[Publishing Tools on your Facebook Page](#)

[Insights on your Facebook Page](#)

Your Facebook Page: Home Review

Content to fill out:

- **Header image:** can be static or a video, something that visually represents your brand (recommended size both photo and video: at least 820x312)
- **Profile image:** this can be your logo, your headshot - but it should be something recognizable to your brand/business (recommended size: 320x320)
- **Add Button:** what call to action do you want there? Learn more? Shop? Donate?
- **Our History:** what's the story of your business? Why should people care about what you do?
- **Post:** this is where you post all your content and share it with the world!

Your Facebook Page: About Review

Content to fill out:

- **Contact information:** this is where your website, phone number, email and address, (if applicable) lives. It will populate on your home page, so make sure your information is accurate
- **Team members:** this is where you can add yourself as an admin or editor of the page. It will then show up on your personal Facebook page, showing that you manage that page
- **Our History:** You can also edit this content block from About.

Your Facebook Page: Publishing Tools Review

Content to look at:

- **Published posts:** this is where all the content you've shared will show up. Facebook gives you a quick list look at your posts, reach, clicks/action, and time/date/who posted. You can click any of the posts to dig further into the data.
- **Scheduled posts:** this is where your scheduled content lives. You have the ability to edit both your text and change out your image on a scheduled post here.
- **Drafts:** started to create a post and need to do something else? Save it as a draft so you can come back to it later.
- **Expiring posts:** you can set certain posts (like events or fundraisers) to expire on your timeline. That way people who visit your page don't see old information, but you still have access to how those posts did and when they stopped running.

Your Facebook Page: Insights Review

Content to look at:

- **Overview:** gives you a snapshot of all your data (page views, followers, reach, likes, post engagement)
- **Likes:** shows the amount of new followers/likes you've gotten on your page. You can also segment by organic and paid likes that happen through ad campaigns
- **Reach:** this is where all your engagement data lives (reactions, recommendations, spam reports)
- **Videos:** When you share a video or a Facebook Live event, you can dig into the data of how they performed, what engagement looked like on this page
- **Stories:** stories can only be uploaded via the mobile app, but you can find the data for your stories here

Is Your Facebook Page and Group Complete?

- Do you have all your information available? (website, phone number, address if applicable, hours etc.?)
- Do your header and profile pictures accurately represent your business (Logo, picture of brick & mortar etc.)
- Do you have a clear call-to-action in mind? (Download app, sign up for email, buy product)
- Have you invited friends & family to like your page or join your group? (It's one of the easiest ways to begin to build an audience!)
- Have you assigned admin roles to your page or group (a second set of eyes on the page is super helpful!)



Why Are You on
Social Media?

Taking time to strategize

Meaningful Content

**Provide good content and you'll earn
the right to promote your product.**

- Guy Kawasaki -

Set Your Expectations

Purpose

What is your purpose for being on Facebook (and it can't be because "I have to be on Facebook.")

Time

How much time are you willing to commit to Facebook?

Ability

Can you create memes? Are you willing to take time to learn how to plan, create and test?

Outcomes

What are your goals for Facebook (awareness, conversion, conversation)?

Set Your Expectations

KEEP IT SIMPLE

No matter how much Facebook's algorithm changes, they value TWO things:

**MEANINGFUL
CONTENT**

CONSISTENCY

Meaningful Content

Video: Facebook live, prerecorded, short snippets etc.

Why it's meaningful: Facebook Live puts real people in front of your audience. By tapping into the power of live video, you provide value to your audience with real time updates, conversation, and being a unique voice for your business type in the Live video space.

Photos (your products, brick and mortar, people)

Why it's meaningful: Photos give context to your audience about who you are and what you sell. They don't have to be super high quality every time. Candid shots, event photos, and product shots add a visual element to your brand where your customers can engage both emotionally and monetarily with you.

Meaningful Content

Podcast: audio pulled from FB Live videos or Facebook Audio

Why it's meaningful: You can pull the audio from a 1/2 hour FB live video, it can be added to iTunes, Soundcloud, and other podcast platforms as another option of content for our audience. You can also tap into another audience segment not yet reached on social media.

Facebook Audio is rolling out to certain pages and people on Facebook where you can record a podcast straight to the platform if you're uncomfortable with video.

Blog Posts

Why it's meaningful: Posts add quality content to your website for people to find via organic search. Your blog posts are still one of the largest consumable pieces of content on the web. Strategy needs to be addressed as to the type of blog content that needs to be created, how often, by who and when and where on social it's shared.

Meaningful Content

Write it down:

Your content should always have
at least two purposes.



Creating a Plan

AKA getting started

Create a Content Calendar

- Look at the calendar and see where your business content fits with things people are naturally talking about or searching for
- Know your industry: when are conferences happening? Are there natural cycles where people connect with your industry? (Accountants: Tax Day, Retail: Thanksgiving-Christmas, Florists: Valentine's Day etc.)
- Figure out a system that works for you: maybe you post reminders on your calendar, or perhaps you use Google Sheets, or you can download a calendar to jumpstart your process - then **STICK WITH IT**

Scheduling Your Content

- Be consistent! Pick how many times a week you're going to post then **STICK WITH IT**
- Test times: schedule your content for the same time every day (use insights to discover when your audience is online)
- Change up how you present your content: you can catch the eye of your customers in their news feed by not staying the same
- Tools you can use: Facebook native scheduler, HootSuite, Buffer etc.

Creating a Plan

Write it down:

Stick with it!

**Calendars, postings, tests -
whatever you're planning, keep going!**

Examine the data

Data to look at: Reach (Shares, Clicks, Comments, Reactions)

Why it's important: this shows you whether or not your content is resonating with your audience

Data to look at: Posts (what type of posts you're sharing, how they perform, when your fans are online)

Why it's important: The data provided by Facebook here can prove to be helpful as you're building out your post types for Facebook ads. You can also look at well-performing post types for any pages you watch to get a greater idea of what similar audiences are looking for from brands like yours.

Examine the data

Data to look at: People (age, gender, location)

Why it's important: this gives you an idea of whether or not you're hitting your ideal audiences. This data can be helpful when looking at creating audiences for Facebook ads, targeting events, or launching a specific product for a specific group.

Data to look at: Video

Why it's important: When you share a video or a Facebook Live event, you can dig into the data of how they performed, what engagement looks like, minutes viewed and start to map out trends for how your audience consumes video.

Review Your Plan

- Look at your notes of what worked and what didn't: identify patterns, post types etc. Then keep doing what worked!
- Identify what failed & what needs to change: this is as important (if not MORE) than what worked
- Did you meet your goals: why or why not? (Do you need to adjust your goals in any way?)

Creating a Plan

Write it down:

Data is the story your audience is telling you about you.

Be humble enough to read it.

Be Present

- Pick a time during the day when you will go on social media and monitor your content
- Respond to any comments, questions, or direct messages you get
- Search for other Facebook pages and look at what they're doing well, i.e. what you can copy or what you want to avoid
- Begin to note what types of posts are doing well & which ones aren't

What Makes A Good Facebook Post?

- **Personality:** no matter what your voice is, find your personality & infuse your posts with it!
- **Proofreading:** there is nothing better than a well-written piece, complete with spelling and grammar checks.
- **Calls-to-action/Lead Generation used strategically:** not every post needs a CTA, but when you have one, make it clear and easy to access!



Facebook Groups

Why Groups Can Work For You

Facebook Groups

Personal Ownership For Your Fans

Those who love your product, your story, or YOU can be powerful voices in a Facebook group. By identifying brand ambassadors for your business beforehand, you can create a dynamic network of people who want to spread the word about your business.

People Behind the Brand

Rather than your logo or super high level brand always posting content, you and your team can be the literal faces of the brand to the group. While always tying back to your Facebook page, having actual faces posting and sharing content will make your organization more accessible and (hopefully) make people more interested in your story and brand promise.

Facebook Groups

Content in the News Feed

By creating a place where people can have meaningful connections with your business and your content, there is a higher chance that the group content will show up in their news feed. Subsequently there is a higher chance of creating consistent connection and growth in the group.

The ability to test

A Facebook group creates a powerful network of people truly connected to you and your business. Thus, when you seek to test new ideas, create new types of content, you already have a focus group who can give you real time feedback, let you know how they want to be communicated with, and help you spread news or ideas in a quicker fashion.



Facebook Algorithm Update

What you need to know

Facebook Algorithm

Page content downgraded in News Feed

Pages may see their reach and referral traffic to their websites decrease. The impact will vary from page to page, driven by factors including the type of content they produce and how people interact with it. Pages making posts that people generally don't react to or comment on could see the biggest decreases in distribution. Pages whose posts prompt conversations between friends will see less of an effect.

Facebook Live video still the best source of engagement

Live videos often lead to discussion among viewers on Facebook. In fact, live videos on average get six times as many interactions as prerecorded/uploaded videos. Many creators who post videos on Facebook prompt discussion among their followers.

Facebook Algorithm

Groups now a better option for consistent engagement

Because groups encourage discussion and use more of a 1:1 environment, Facebook prioritizes Group content in the News Feed. The group can be connected to the official page of any brand, which still drives people back to the organization, personality or brand they are engaging with.

Meaningful Content gets more traction

Content types like Facebook Live, inspirational images, or personal stories seem to get more interaction and traction in groups than on pages. By having people who are brand representatives posting in your group, you create a more personal connection between your brand and customer. People seem to respond better to that kind of interaction on social media.

Facebook Algorithm

Write it down:

Learn how to rule the algorithm.

Don't let it rule you.



Facebook Ads

A Quick Note

Facebook Ads 101

- Don't pay for likes, you'll only end up paying for engagement for those likes
- Test ads with audience tools
 - promote to fans of your page
 - fans and friends of fans
 - create new audiences
- Determine your budget, you can fix it to be daily, weekly, or monthly dep
- View more info on Facebook Ads: <https://www.facebook.com/business/p>

Facebook Ads 101

[Buffer - 5 Facebook Tips](#)



Creating a Plan

Write it down:

carriekintz.com/resources

Password: SBDC

Q&A and Discussion

Thank you!

@CarrieKintz

