

# Top 10 Facebook Tips for Business

In case you missed it, last month I shared this Facebook post written by my social media manager Kerryn Page, to help ensure you don't miss out on posts from your favourite Facebook pages:

“As you would know, Facebook is now showing fewer and fewer posts from the Facebook pages you like. This is incredibly frustrating, as you could be missing out on some really important posts!

By popular demand, here's a reminder of how to make sure you get EVERY update from your favourite Facebook pages:

Step 1: Ensure you have actually clicked 'Like' on the Facebook page you like (obvious we know!)

Step 2: Hover your cursor over the 'Liked' button and tick 'Get Notifications'”

Here are more of Kerryn's Facebook tips for business. Being such a generous soul, Kerryn's also thrown in a bonus tip for good measure:

1. **Plan your posts:** Facebook can be incredibly time-consuming if you're not prepared, so stop and take time to clearly identify the purpose of your business having a Facebook page and ensure your posts are in line with your purpose. If you can, plan and write a week's worth of posts in advance.
2. **Post one update daily:** It's not enough to post once a month or once a fortnight. 48% of Facebook users log-in on any given day and are not likely to scroll back through their News Feed to 2 weeks ago and find a post from your Facebook page. Schedule your posts in advance if you don't have time to post daily.
3. **Mix up your messages:** Facebook is not a direct sales tool, it is about engaging with your clients and customers and building relationships with them. Once a person feels like they can trust you, they are more likely to buy from you. Mix up your posts with content that educates, informs, amuses and helps your fans and only throw in an occasional sales message.
4. **Use photos and links to other sources where possible:** As Facebook users scroll through their News Feed, in most cases they will skim through to find the most 'interesting' content. Photos and visual imagery captures people's attention, so try to include a photo/image with every post you make. Also consider posting links to other sources that might support, endorse or relate to your business's products and services.
5. **Ensure posts are interesting to your likers:** The question is not 'What should I post on my Facebook page?' Instead ask yourself 'What would my 'likers' like to hear/learn from me?' Your 'likers' are your customers (existing and potential) and your objective should be to provide them with what it is that they want. Review your posts to see what they 'like'.
6. **Encourage interaction and discussion:** Facebook says that your Facebook page's post will be shown to approximately 16% of your 'likers'. To increase your exposure, more of your likers need to interact with your page, by liking, commenting on and sharing your posts. Before posting, reflect on the content of your post to assess how compelled a 'liker' might feel to like, comment or share your post.
7. **Respond to interactions on your page:** Make the effort to respond or reply to Facebook users who interact with your page. Kerryn says “Too many times I see Facebook pages with posts from 'likers' asking questions like 'Do you stock X brand?' or 'Do you offer X services?' or 'What time do you close on Thursdays?,' only to find no-one has replied to them. What does this say to these potential customers?”



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8. **Make exclusive offer/deals to your 'likers':** Make your Facebook page 'likers' feel special by occasionally offering them a deal, discount or freebie. It doesn't have to be a high value item, but the reward encourages them to remain a 'liker' and even invite their friends/family to like your Facebook page too.
9. **Be social. Be personable. Let your likers 'in'.** Engage: Websites are often seen as the 'suit and tie' marketing tool for your business. Imagine Facebook as the 'trackies and uggs'! It's informal, relaxed, and an opportunity to 'get comfortable' with your clients. Give your clients the chance to feel they are part of your business. Show and tell them about things that are going on behind the scenes. Engage them and get their feedback about your business. Ask them for their opinions, e.g. 'Which do you prefer, product A or B?'
10. **Monitor your insights:** Facebook records a lot of data about your Facebook page's 'likers' - their age, gender, location, what time they log-on to Facebook, which posts they interact with the most. Take the time to review your Facebook page's insights as the data can provide you with highly valuable information to help you get maximum benefit.

And, one extra bonus tip - Be consistent with your branding! Ensure your Facebook page profile and cover pictures are consistent with your business's branding. Keep to the style, colours, themes, and formatting. This builds your business's credibility as a professional, legitimate enterprise and, of course, it looks great!

If you'd like any social media assistance or advice, you can contact **Kerryn Page at Quisk Design** on **(08) 8350 0088** or visit [www.quisk.com.au](http://www.quisk.com.au).

For more business and life coaching tips to help you achieve your goals and create and live the life you've always wanted, visit [www.blueskycoaching.com.au](http://www.blueskycoaching.com.au). To find out more about how you can work with me personally, call me on 0411 471 941 or (08) 8338 3134 or e-mail [tania@blueskycoaching.com.au](mailto:tania@blueskycoaching.com.au).



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