



# Social Media Training Session Two

# Sessions



- **Session 1 - Introduction and Housekeeping**
- **Session 2 - Growing An Engaged Audience On Facebook**
- **Session 3 - Growing An Engaged Audience On Instagram**
- **Session 4 - Paid Social Advertising.**

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## Agenda Session Two - Growing an engaged audience on Facebook.



- Understanding your audience.
- Using insights and analytics to improve performance
- Content types, ideas and best practice
- Publishing content
- Useful top tips
- Additional ideas



# Understanding Your Audience

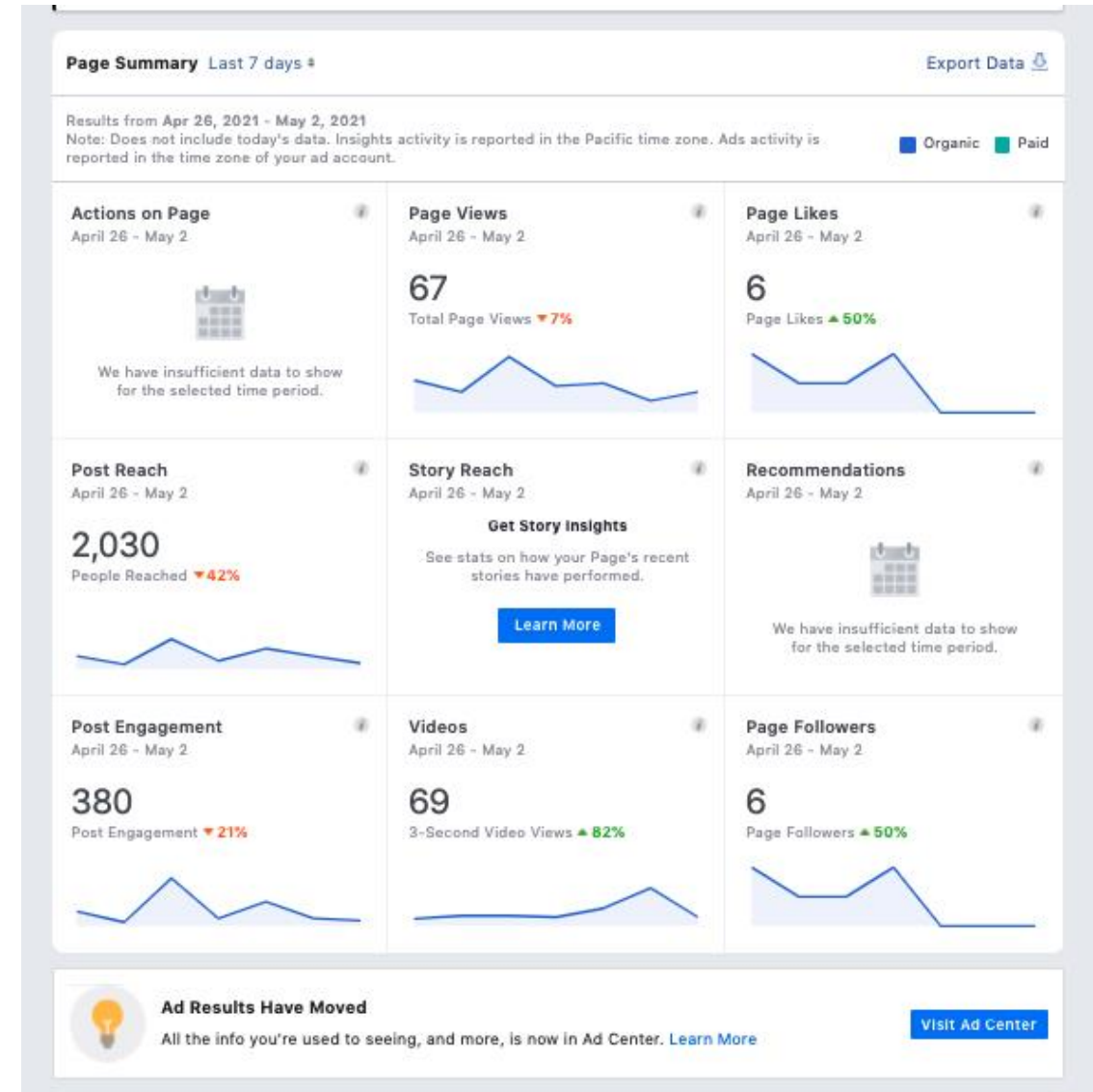
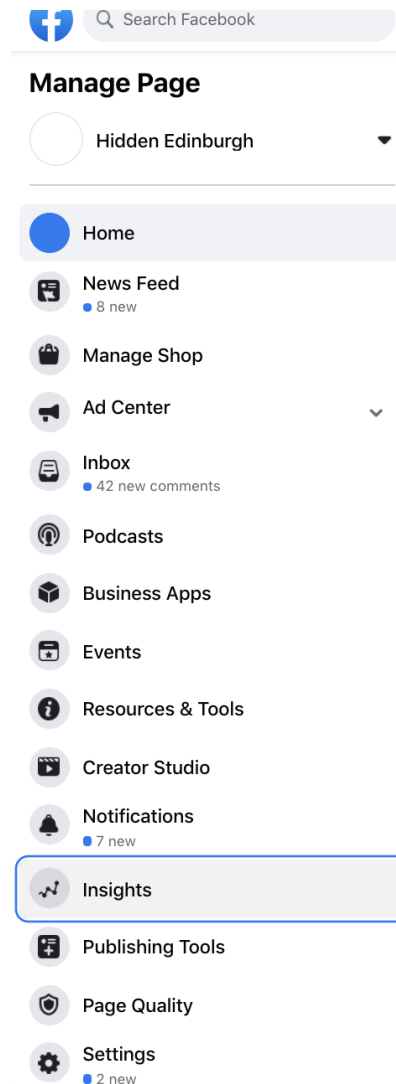


# Facebook: Insights

The first thing is to understand who is following your page and how they engage with it.

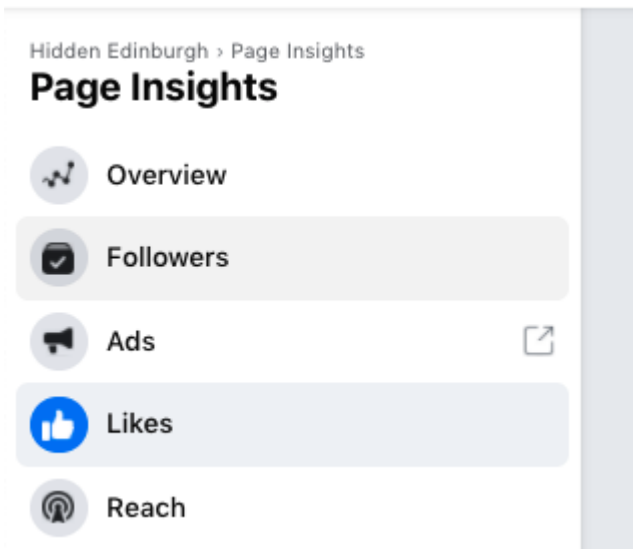
## Key metrics

- Likes vs Followers
- People
- Post Engagement
- Video Engagement
- Reach - Overall Page Reach per day



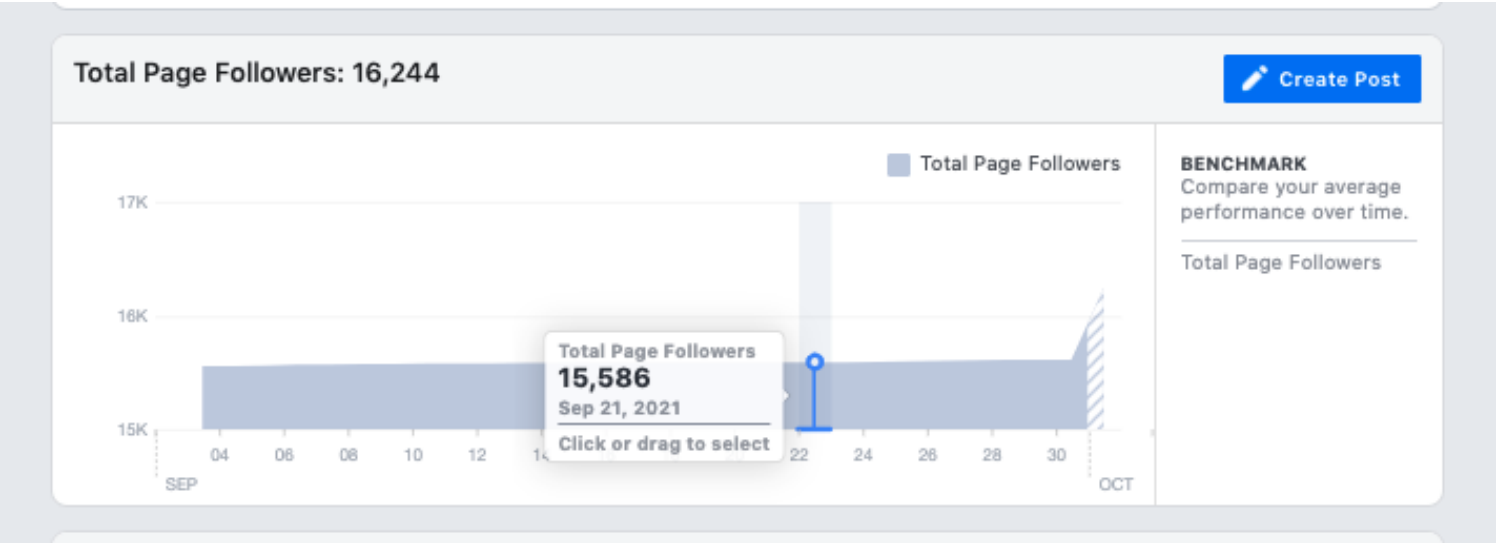
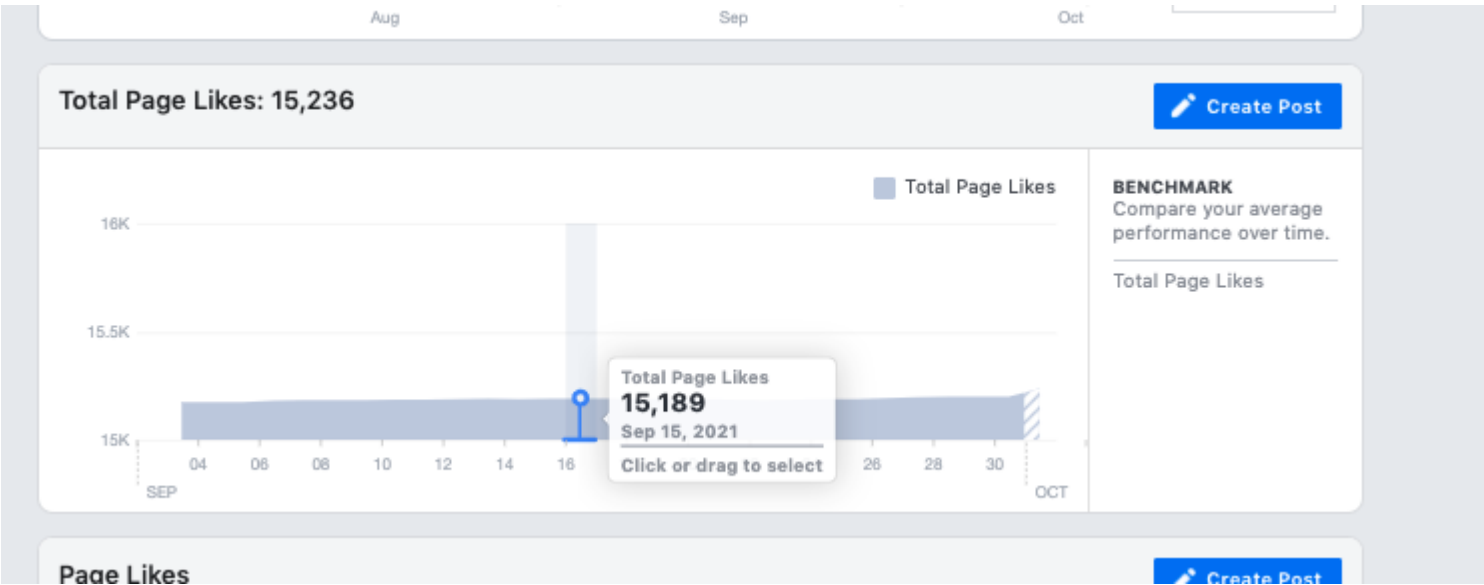


# Facebook: Insights - Page Likes / Followers



A Like is a person who has chosen to attach their name to your Page as a fan.

A follower is a person who has chosen to receive the updates that you post in their news feed.





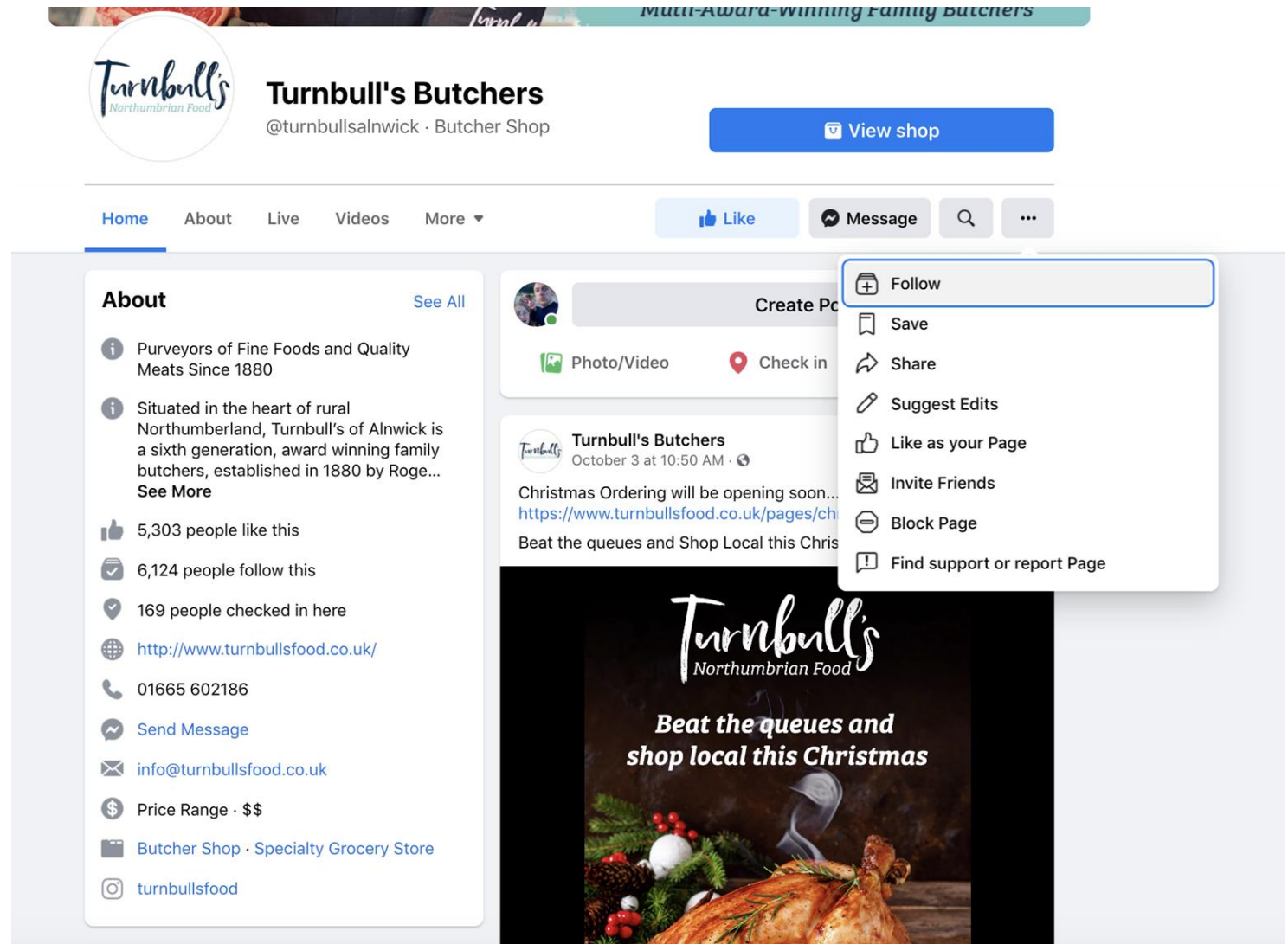
# Facebook: Insights - Page Likes / Followers

What is better a like or a follow?

Anyone who has liked your page can choose to unfollow you but will remain “liking” the page.

In other words, your page will still register the like, but the account will not see the content that your business posts in their feed.

So likes are good but followers are better.



Turnbull's Butchers  
@turnbullsalnwick · Butcher Shop

View shop

Home About Live Videos More

Like Message

**About** See All

- Purveyors of Fine Foods and Quality Meats Since 1880
- Situated in the heart of rural Northumberland, Turnbull's of Alnwick is a sixth generation, award winning family butchers, established in 1880 by Roge... See More

5,303 people like this

6,124 people follow this

169 people checked in here

<http://www.turnbullsfood.co.uk/>

01665 602186

Send Message

info@turnbullsfood.co.uk

Price Range · \$\$

Butcher Shop · Specialty Grocery Store

turnbullsfood

Create Post

Photo/Video Check in

Turnbull's Butchers  
October 3 at 10:50 AM ·

Christmas Ordering will be opening soon...  
<https://www.turnbullsfood.co.uk/pages/christmas-ordering>

Beat the queues and Shop Local this Christmas

Follow

Save

Share

Suggest Edits

Like as your Page

Invite Friends

Block Page

Find support or report Page

Turnbull's Northumbrian Food

Beat the queues and shop local this Christmas



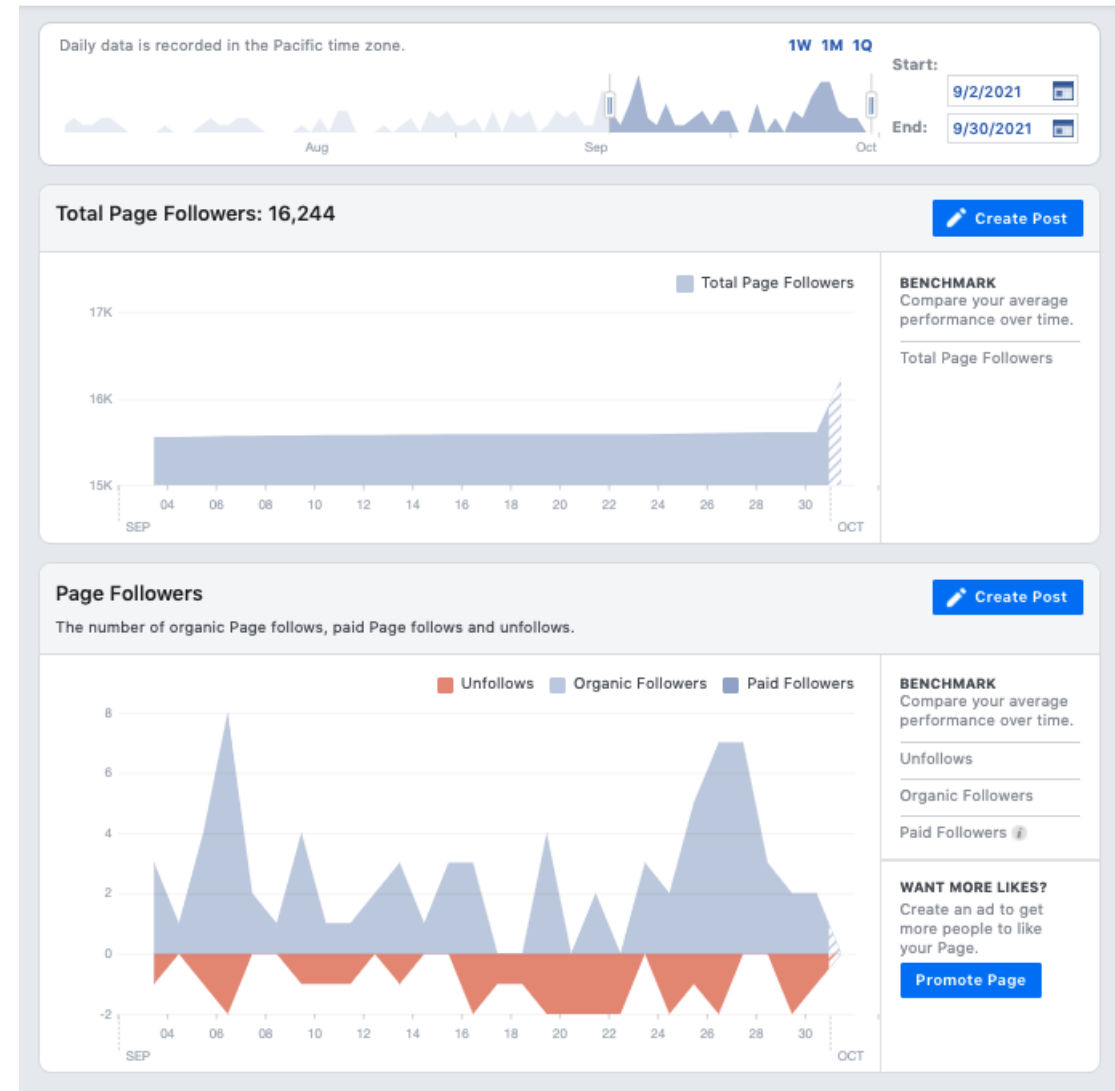
# Facebook: Insights - Page Likes / Followers

Is your page growing? If there is no growth you are speaking to the same people time after time.

Have you had any spikes in follows or unfollows?

Check correlation between date of spike (or even unfollows) and the post that was published.

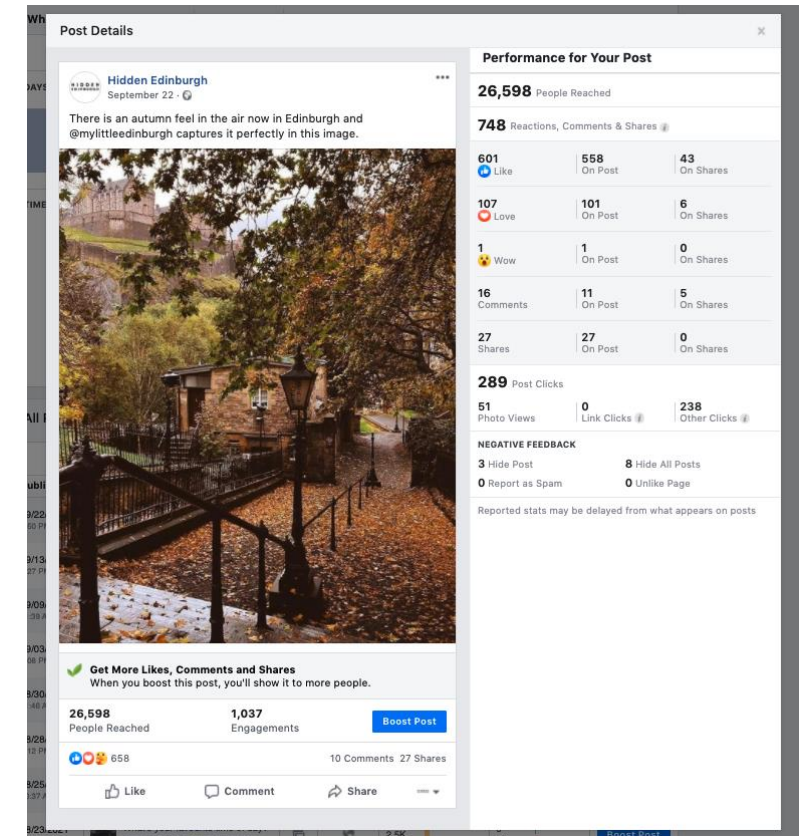
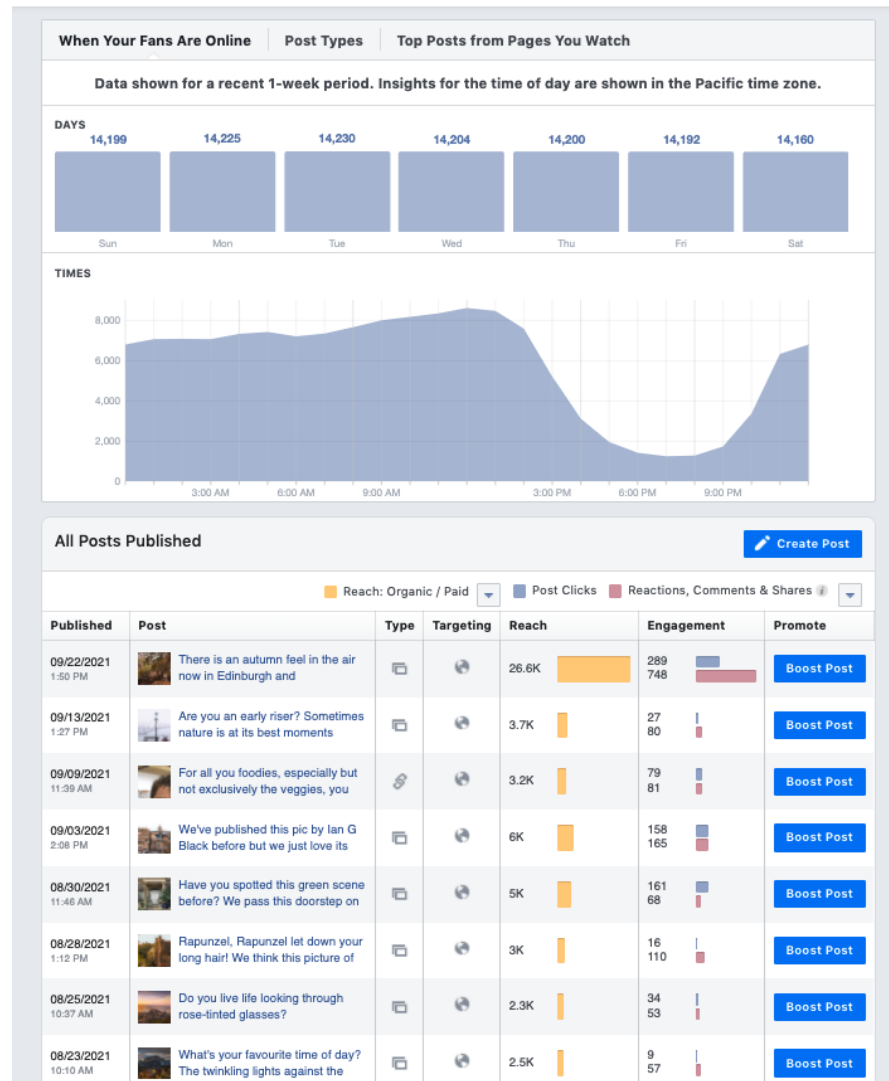
Publish more of the 'spike' content and review why the unfollow content may have generated this result.





# Facebook: Insights - Posts

- At a glance we can see which content has worked well and what hasn't.
- We can also see what days of the week our followers are on Facebook and the best times to post.





# Facebook: Insights - People

- Look at who is actually following your page
- Compare this to who is engaging with your content
- Are they similar or is there a difference?
- If there is a difference there could be an opportunity to encourage more people to follow your page within the demographic who is engaging most with your content.





# Facebook: Post Insights

At a more granular level you can see how individual posts perform (engagements and reach are key metrics).

etails

Performance for Your Post

26997 People Reached

748 Likes, Comments & Shares

289 Post Clicks

51

0

238

Photo Views

Link Clicks

Other Clicks

View More Details

NEGATIVE FEEDBACK

8

3

Hide All Posts

Hide Post

0

0

Report as Spam

Unlike Page

748 Likes, Comments & Shares


BRANDED

Post Details

Hidden Edinburgh

Published by Ross Fraser · September 22 at 1:50 PM ·

There is an autumn feel in the air now in Edinburgh and @mylittledinburgh captures it perfectly in this image.



658

11 Comments 27 Shares

Performance for Your Post

26997 People Reached

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Other Clicks

View More Details

NEGATIVE FEEDBACK

8

3

Hide All Posts

Hide Post

0

0

Report as Spam

Unlike Page

748 Likes, Comments & Shares

BRANDED CONTENT DISTRIBUTION

26997

26997

0

Total Reach

Organic Reach

Paid Reach

27464

27460

0

Total Impressions

Organic Impressions

Paid Impressions

View Breakdown





# Facebook: Competitor Insights

- Get ideas from ‘competitors’ and see what content is working well for them.



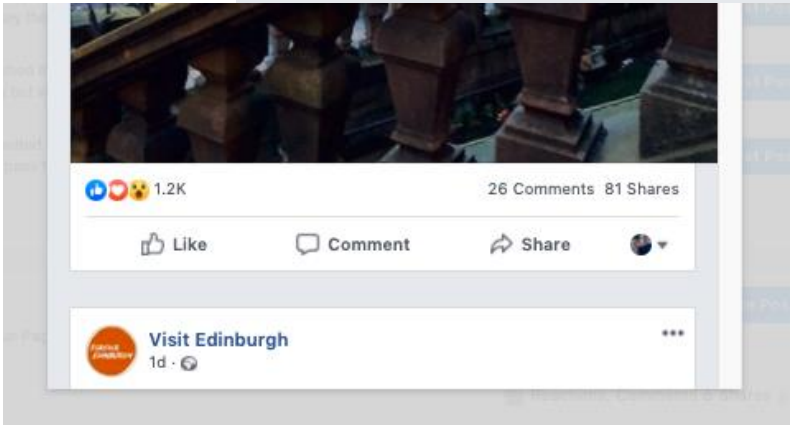
See All Posts

Pages to Watch Create Post

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Visit Edinburgh	216.8K <div></div>	▲ 100%	8	10.9K <div></div>
YOU 2  Hidden Edinburgh	15.2K <div></div>	▲ 100%	0	800 <div></div>
3  Love Edinburgh	6.6K <div></div>	▲ 100%	1	30 <div></div>
4  Edinburgh Discovery	3.1K <div></div>	▲ 100%	0	0 <div></div>





# Content Types

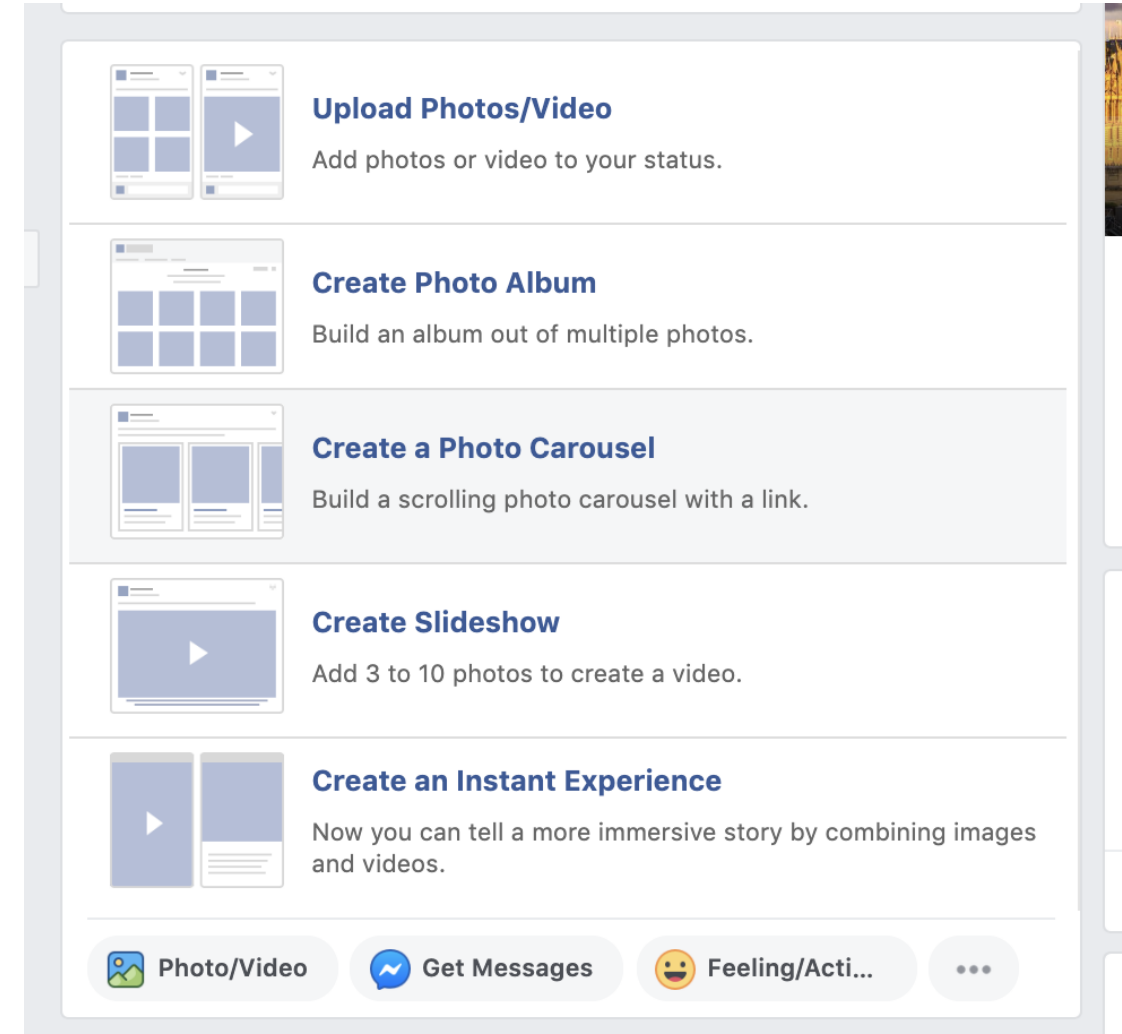
## Ideas and Best Practice



# Facebook: Content Types

There is so much you can do with Facebook:

- **Images:** single images, albums, carousels - you will probably use this most day to day.
- **Links:** takes people away from Facebook - blog content on your website, newsletter database, bookings on website.
- **Videos:** High engagement and are ideal for building up audiences you can use to remarket to on FB ads.
- **Events:** We use these tactically to engage with your community.
- **Offers:** Allows you to create offers with discount codes people can redeem.
- **Polls:** Great for engaging content and asking your followers questions.
- **Groups:** This has worked incredibly well for Hidden Edinburgh, could you create one for loyal customers and even use as a part of a Loyalty Scheme i.e. exclusive offers?
- **Live** - We use tactically in combination with facebook events
- **Stories** - These can be shares from your Instagram or as standalone FB stories
- **Canvas** - We use this sporadically.





# Facebook: The Algorithm



- Facebook uses an algorithm to decide what content to show people.  
Generally when you publish a piece of content it will be shown to a fraction of your audience, if people engage with it Facebook shows it to more of your audience, if people don't engage the content it drops off the feed and it is not show to any more people (unless you run ads).
- By engagement I mean - people interact with the content!
- So to succeed content must be as engaging as possible
- Shares help it reach more people



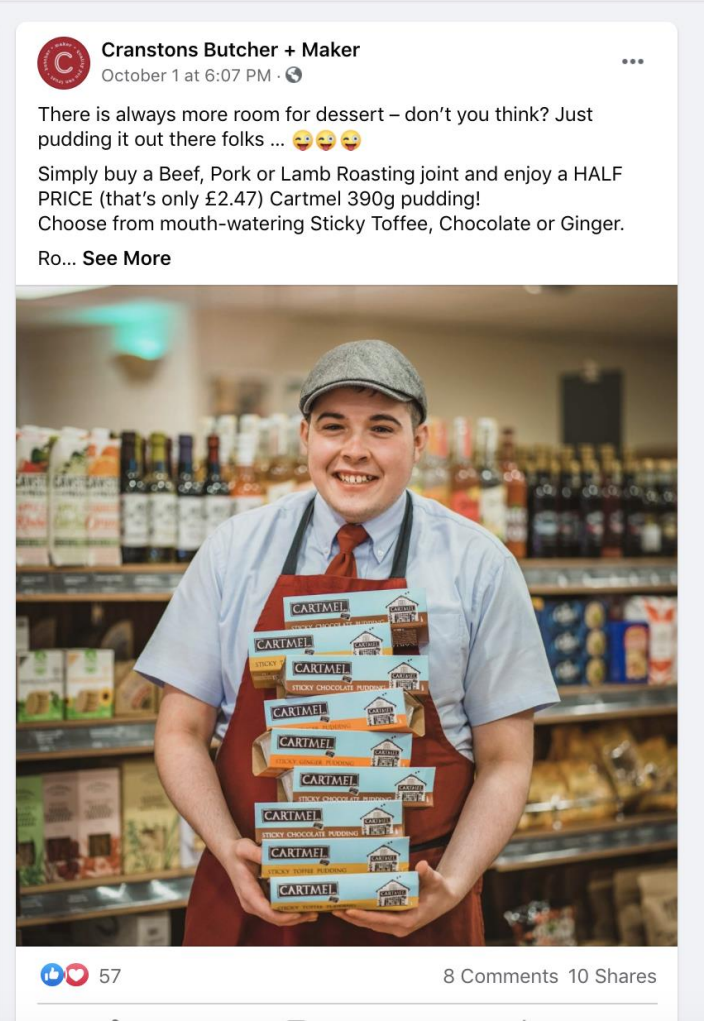
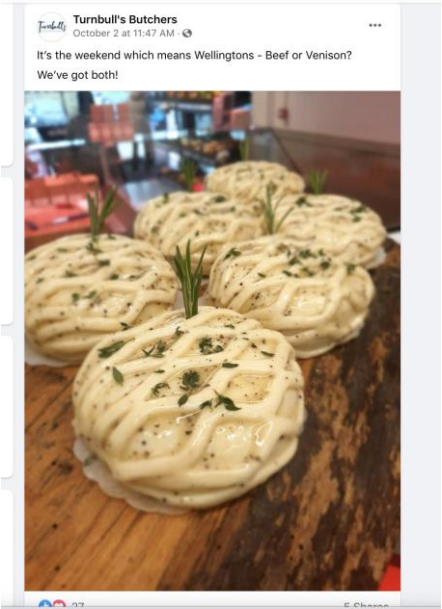




# Facebook: 80:20 Rule

Don't make every posting a sales posting. Mix the content up, especially if you are not growing your audience quickly.

Idea - products, behind the scenes, products cooked and presented, recipes?

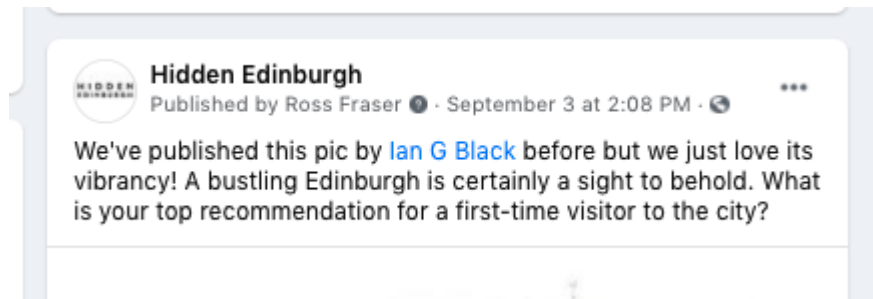






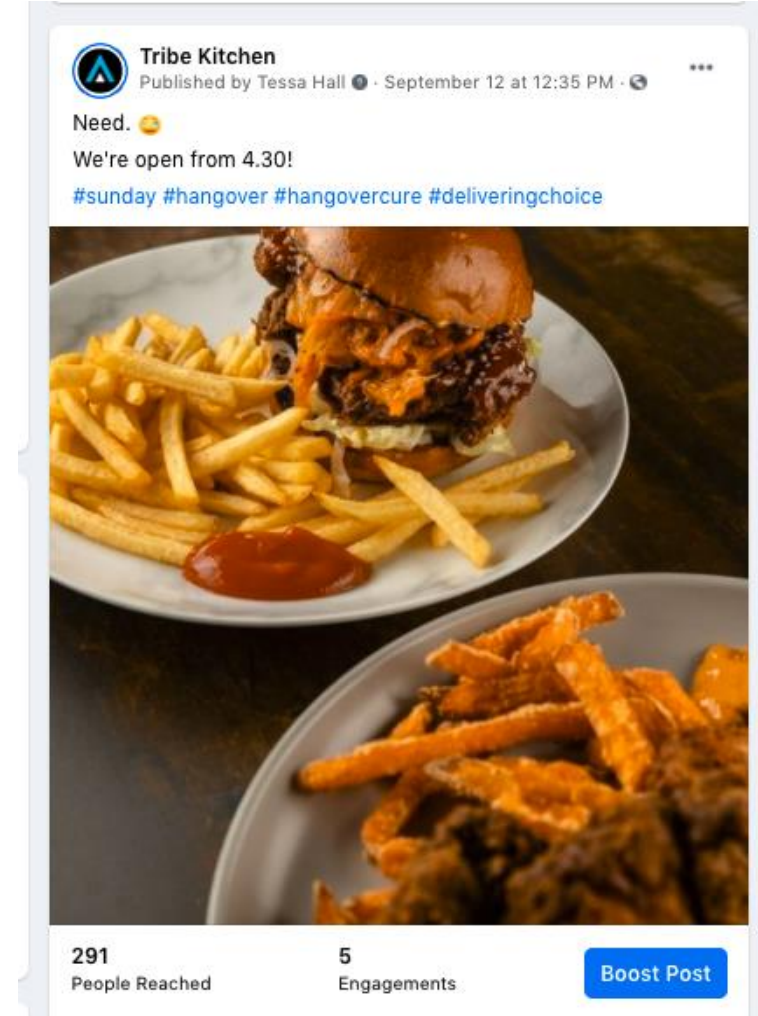
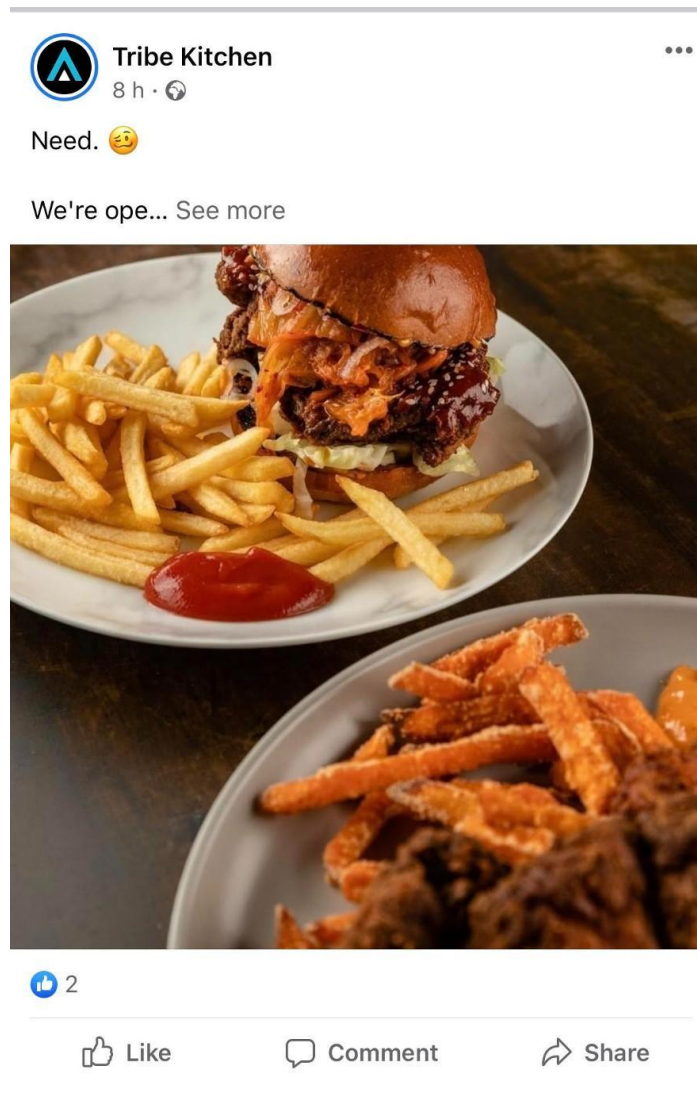
# Facebook: Comments

- The key thing on Facebook is to generate comments and engagement.
- Asking questions or creating content that triggers a conversation will help you reach significantly more people.
- For example; which is your favourite beef dish? Who would you share a steak night with?



# Facebook: Text - Mobile vs Desktop

- When you publish a post on Facebook remember most people are on mobile and there is only a small amount of space to get your message across
- Make sure you use that space as effectively as possible.

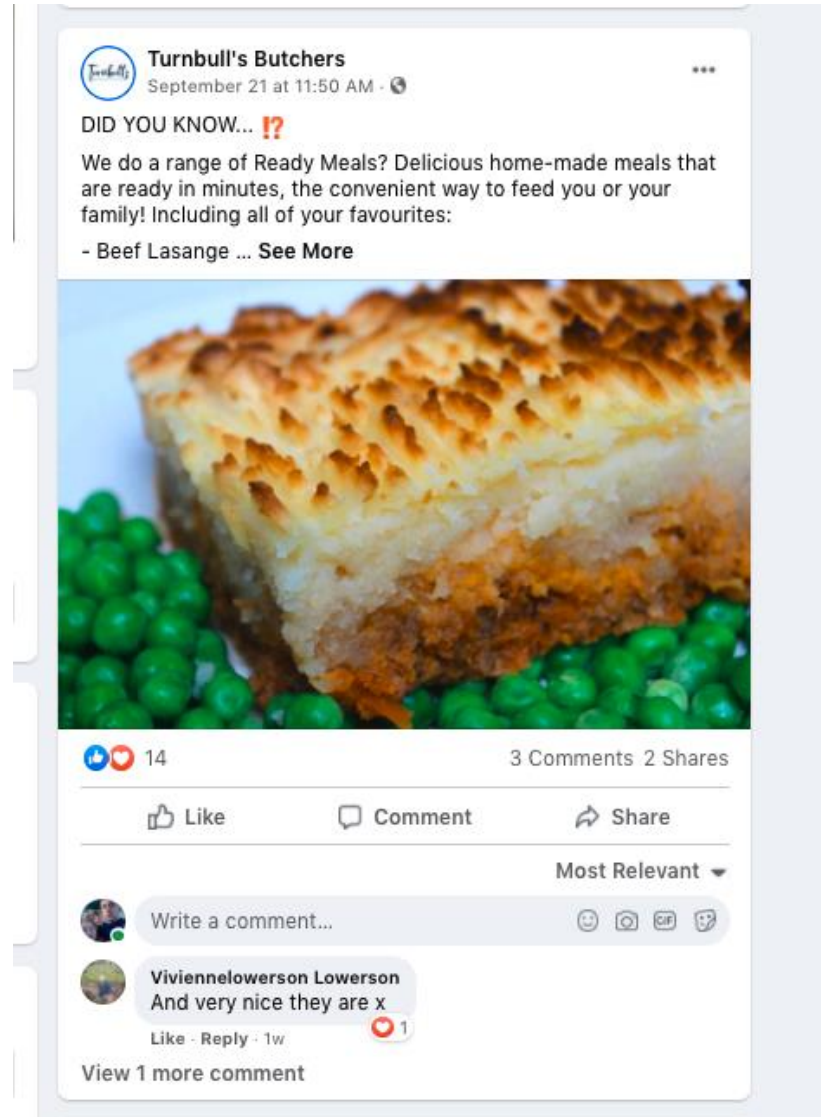
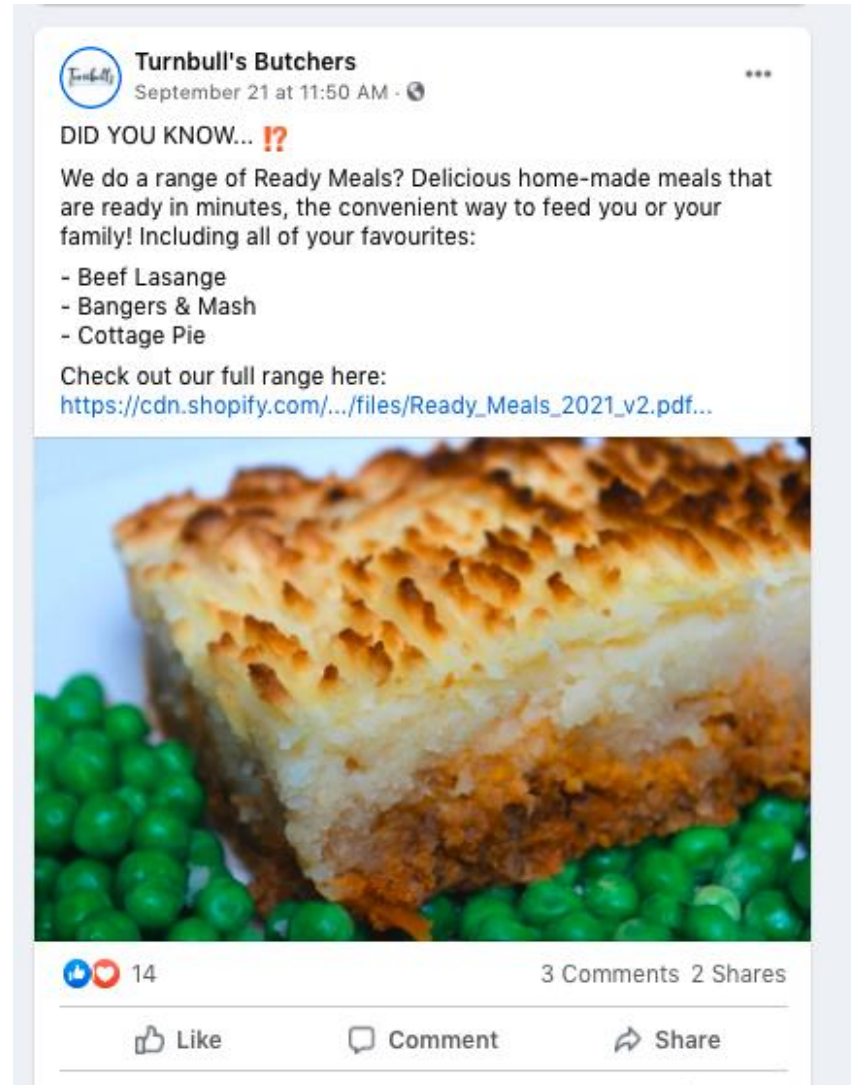






# Facebook: Text - Mobile vs Desktop

## Example







# Facebook: Images

Images receive high engagement and wider reach compared to link based posting.

In combination with Facebook advertising images work exceptionally well.


**Hidden Edinburgh**  
 Published by Ross Fraser · September 22 at 1:50 PM ·



There is an autumn feel in the air now in Edinburgh and @mylittledinburgh captures it perfectly in this image.




26,997  
People Reached

1,037  
Engagements


Boost Post



658

11 Comments 27 Shares


**Hidden Edinburgh**  
 Published by Ross Fraser · August 21 ·

Boutique hotel, [House of Gods](#), is set to launch the Casablanca Cocktail Club - a late-night dining concept that will combine a part restaurant, part late-night hotspot, reminiscent of the celebrity-fuelled club scene of LA. We cannot wait!! Find out more.





HIDDENEDINBURGH.NET

**House of Gods to Launch New Restaurant – The Casablanca Cocktail Club - Hidden Edinburgh**

4,025  
People Reached

274  
Engagements

Boost Post



You and 29 others

6 Comments 1 Share





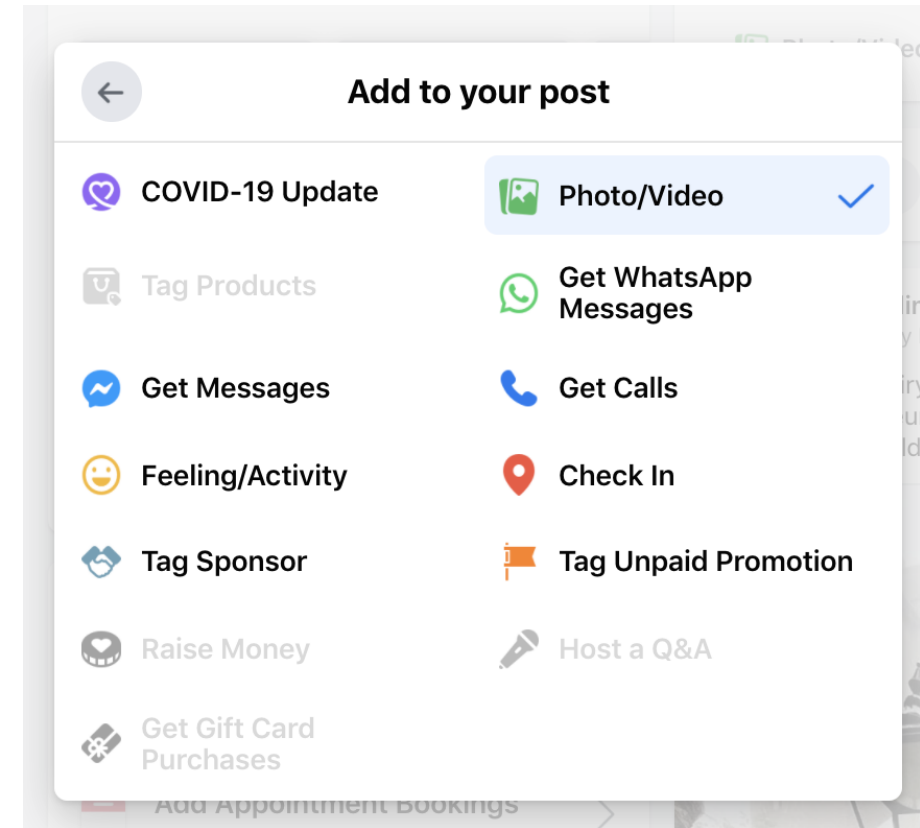
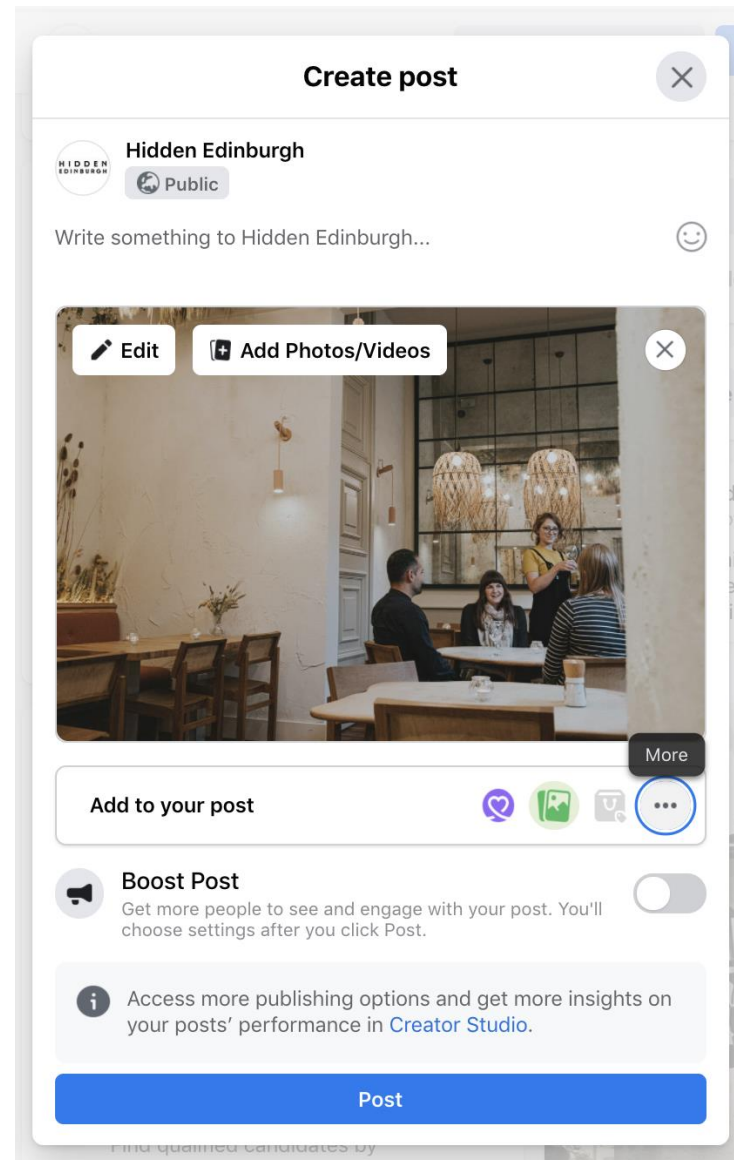
# Facebook: Images

- Are they the most engaging?
- Albums vs Individual Postings?
- Add in a link?



# Facebook: Get Messages

- You can add in a FB or Whatsapp message button to your postings - worth trying out if you have something special on offer.

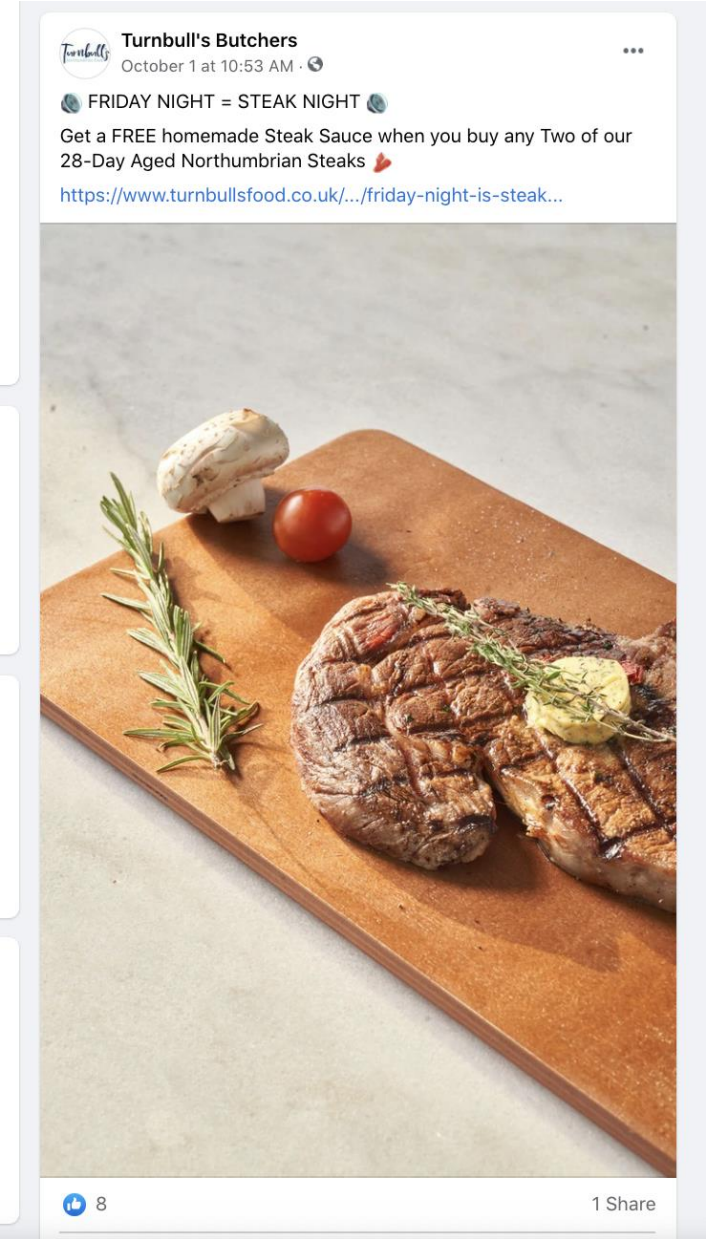
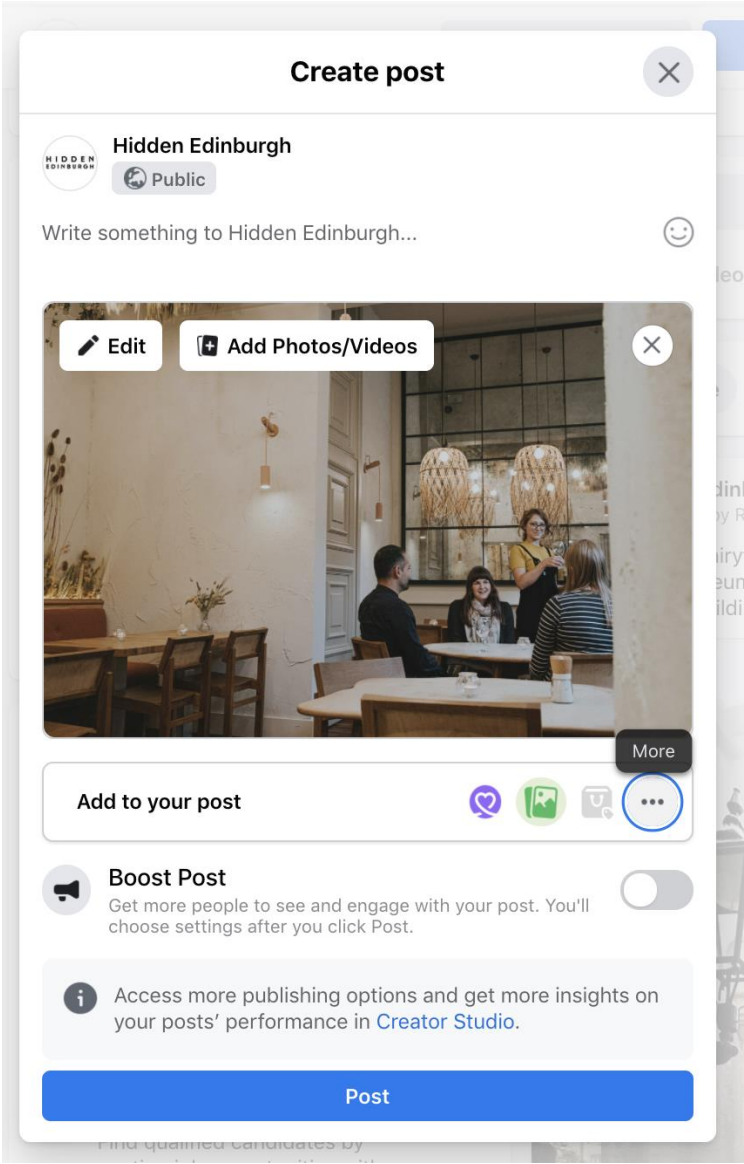






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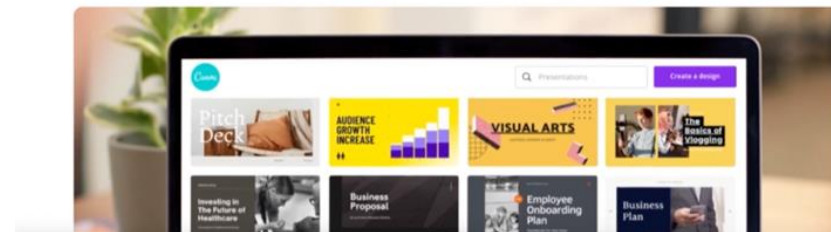
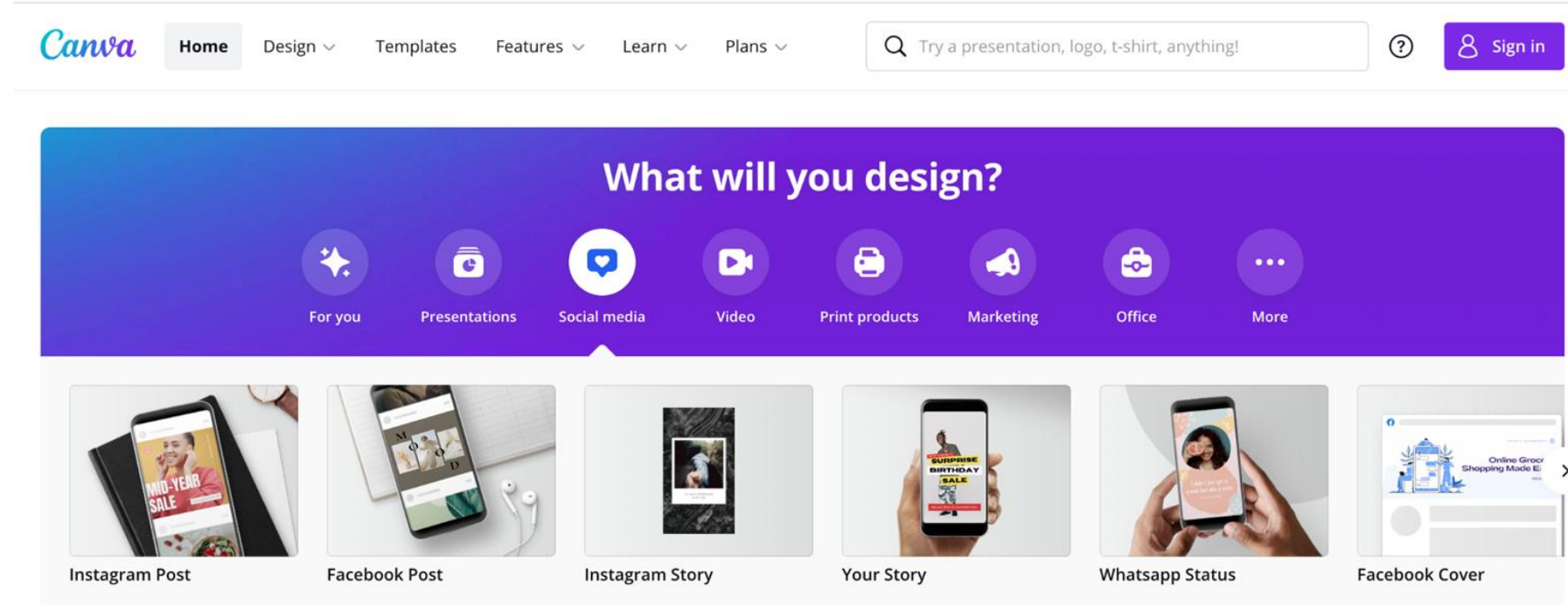




# Facebook: Canva

<https://www.canva.com/>

Create recipe postings,  
review quotes, overlay  
image with text.



Start inspired





# Facebook: Link Based Content

Link content drives traffic to a website.

Less reach than image content - but easier for someone to click off to the website.

The image shows a Facebook interface. On the left, a 'Create post' modal is open for the page 'Hidden Edinburgh', which is set to 'Public'. The post content includes a URL: <https://gsimpsonbutchers.co.uk/>. Below the URL is a preview image showing hands chopping meat with a large knife, with the text 'FRESH TO ORDER' overlaid. Under the preview, it says 'GSIMPSONBUTCHERS.CO.UK' and 'Online Butchers - Next Day Delivery - Simpsons Butchers'. On the right, a live Facebook post from 'Simpsons' (dated January 5) is visible. The post text states that all 6 shops are remaining open during the lockdown and provides information for deliveries and telephone orders. It features the same 'FRESH TO ORDER' meat image. The post has 124 likes, 18 comments, and 23 shares. A 'Send Message' button is at the bottom right of the post.

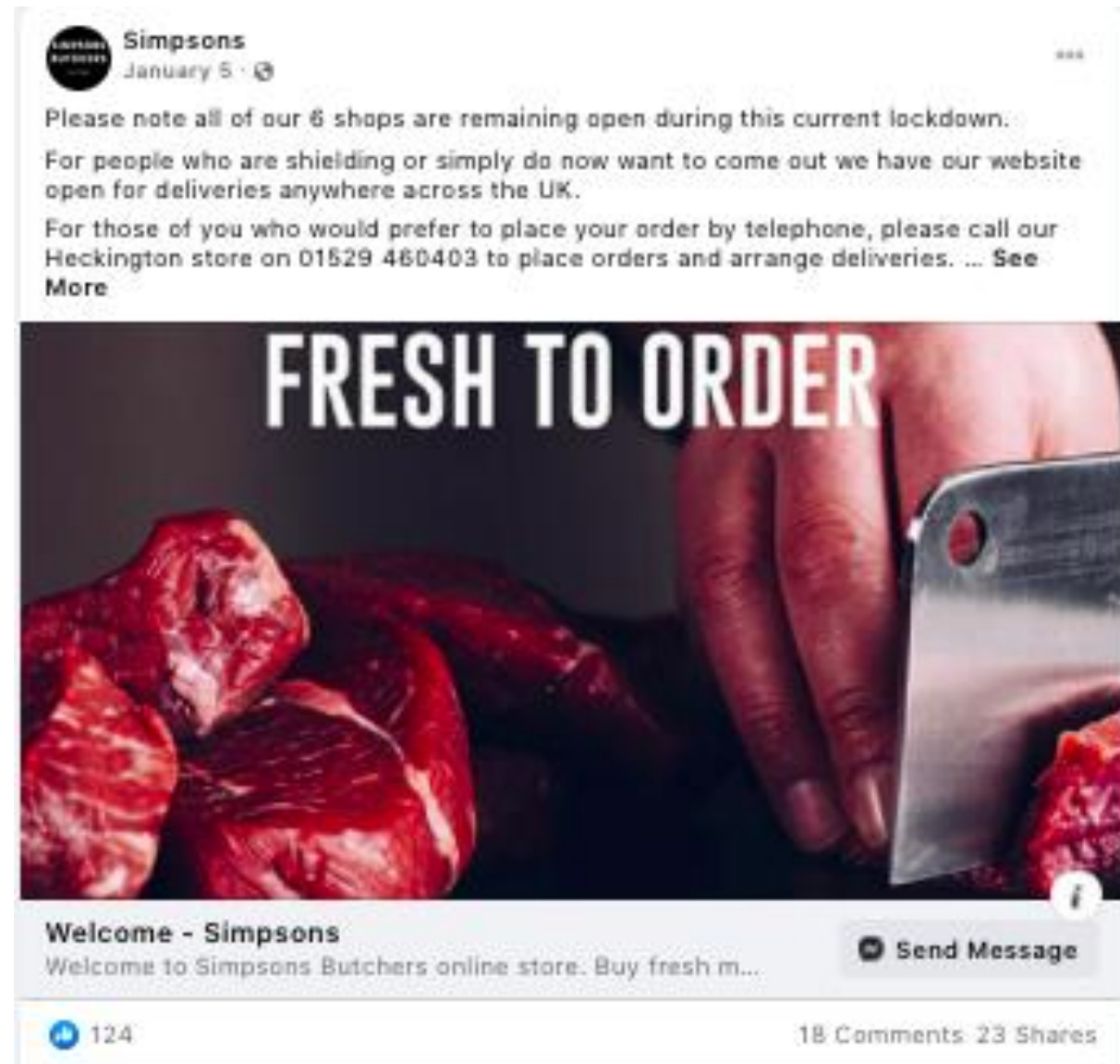


# Facebook: Link Based Content

Include a strong Call To Action

Use the bio section like a newspaper

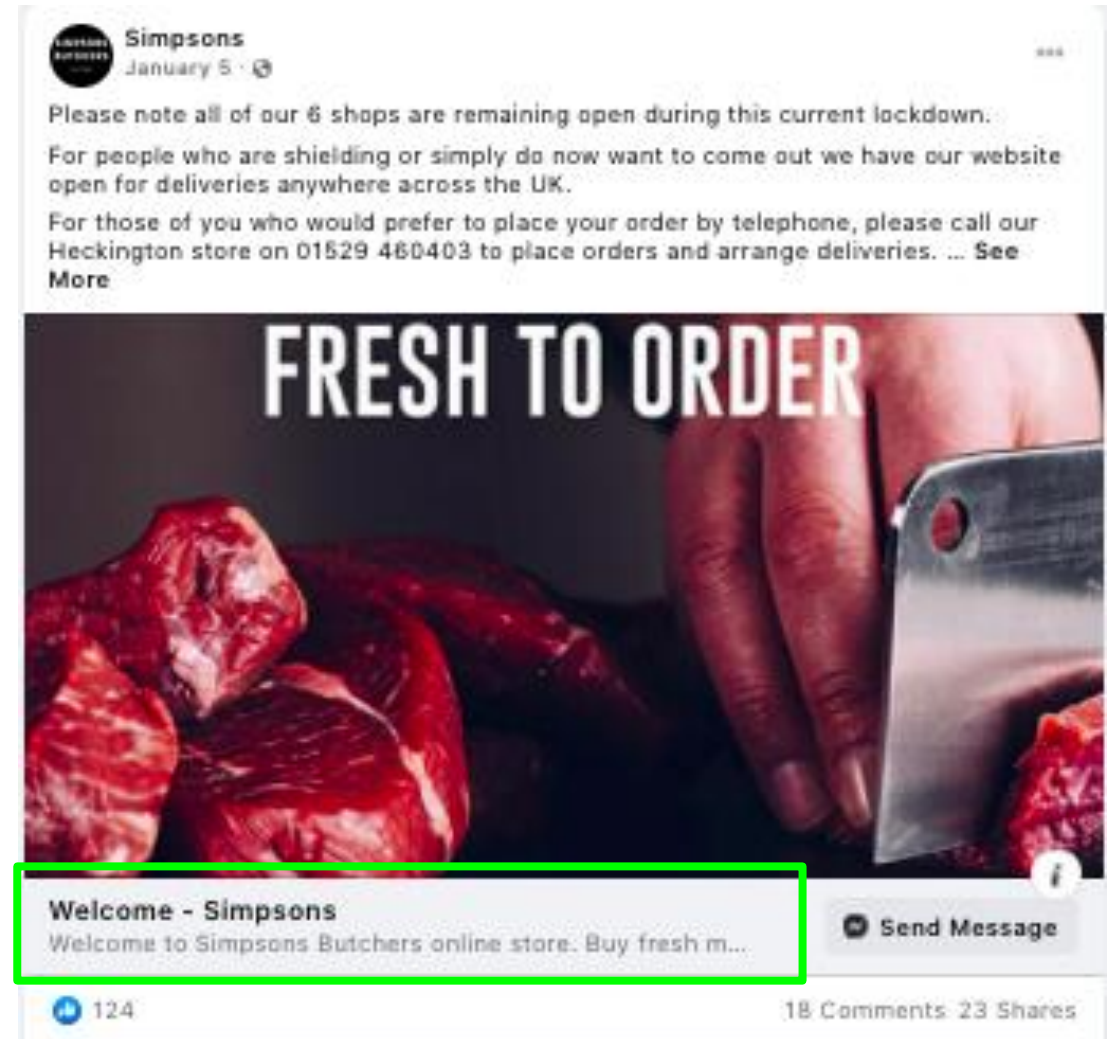
Use Google URL Builder To Track on GA





# Facebook: Editing The Link Text

- The link text /image is locked down by default.
- You can set this via your website if you have Wordpress use the Yoast SEO Plugin.
- Use Facebook Debugger if you make a mistake.
- If you want to do it via your Facebook page, setup Facebook Business Manager and link your website to the Facebook page.







# Facebook: Yoast SEO Plugin

Yoast SEO

SEO Readability Social

Facebook

Do you want to preview what it will look like if people share this post on Facebook? You can, with Yoast SEO Premium.  
[Find out why you should upgrade to Yoast SEO Premium](#)

Facebook Title

If you don't want to use the post title for sharing the post on Facebook but instead want another title there, write it here.

Meet The Local - Karol Rzepkowski - Hidden Edinburgh

Facebook Description

If you don't want to use the meta description for sharing the post on Facebook but want another description there, write it here.

Facebook Image

If you want to override the image used on Facebook for this post, upload / choose an image here.  
The recommended image size for Facebook is 1200 by 630 pixels.

<https://www.hiddenedinburgh.net/wp-cc> Upload Image Clear Image

Twitter

Create Post

Ross Fraser

Only me

<https://www.hiddenedinburgh.net/meet-the-local-karol-rzepkowski/>

HIDDENEDINBURGH.NET

Meet The Local - Karol Rzepkowski - Hidden Edinburgh

Add to Your Post

Post

# Facebook: Facebook Debugger

<https://developers.facebook.com/tools/debug/>

<https://www.hiddenedinburgh.net/win-a-wahaca-take-away-feast-to-the-value-of-75/>

**Warnings That Should Be Fixed**

Missing Properties The following required properties are missing: fb:app\_id

**When and how we last scraped the URL**


Time Scraped 3 minutes ago [Scrape Again](#)

Response Code 200

Fetch URL <https://www.hiddenedinburgh.net/win-a-wahaca-take-away-fea>

Canonical URL <https://www.hiddenedinburgh.net/win-a-wahaca-take-away-fea>  
1 likes, shares and comments ([More Info](#))

Link Preview



HIDDENEDINBURGH.NET  
**Win A Wahaca Take-Away Fe of £75 -**  
Mexican restaurant Wahaca located on South St Andrew Street known (and loved!!) atmosphere, delicious small plates of market-style food and thirst-quenching cocktails. It's a place we visit often

Based on the raw tags, we constructed the following Open Graph properties

Missing Properties The following required properties are missing: fb:app\_id

**When and how we last scraped the URL**

Time Scraped 21 seconds ago [Scrape Again](#)


Response Code 200

Fetch URL <https://www.hiddenedinburgh.net/win-a-wahaca-take-away-feast>

Canonical URL <https://www.hiddenedinburgh.net/win-a-wahaca-take-away-feast>  
0 likes, shares and comments ([More Info](#))

Redirect Path  
Input URL → <https://www.hiddenedinburgh.net/win-a-wahaca-take-away-feast>  
og:url Meta Tag → <https://www.hiddenedinburgh.net/win-a-wahaca-take-away-feast/>


Link Preview



HIDDENEDINBURGH.NET  
**Win A Wahaca Take Away Feast Worth £75 - Hidden Edinburgh**  
Mexican restaurant Wahaca located on South St Andrew Street known (and...

**Create Post**

**Hidden Edinburgh**  
Public



HIDDENEDINBURGH.NET  
**Win A Wahaca Take Away Feast Worth £75 - Hidden Edinburgh**

**Add to Your Post**

**Boost Post**  
Get more people to see and engage with your post. You'll choose settings after you click Post.

Post scheduling and additional options are available in [Creator Studio](#).

**Post**

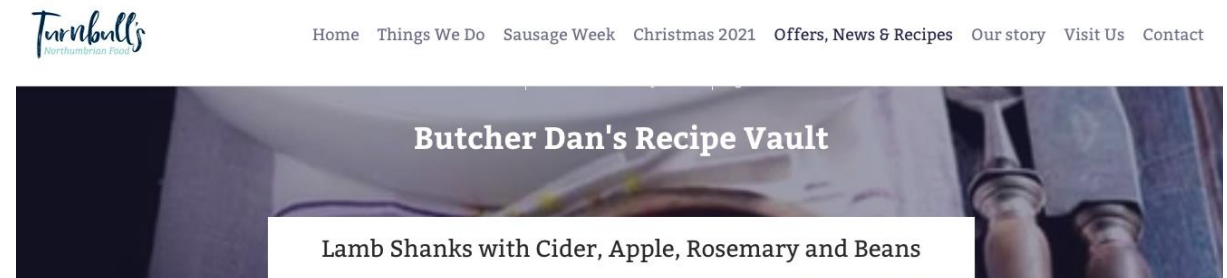
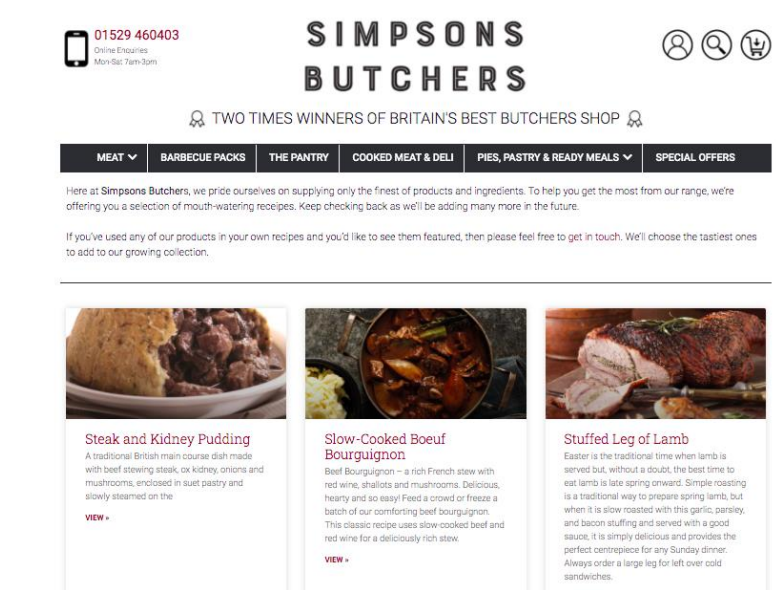
COMPLETED



# Facebook: Your Website



- Create more blog content that you can share!
- Topics people are searching for can be discovered using the Google ads Keyword tool
- Blog post about key people in the organisation
- Recipes, how to guides, health benefits, which cuts to use when.
- Use buzzsumo.com to discover content that goes viral





# Facebook: Video Based Content

Facebook encourages and rewards video based content as it keeps people on FB for longer periods of time.

You can then use videos on Facebook to build up audience lists on FB ads which are a very effective way of pulling out people who are highly engaged with your brand.


**Turnbull's Butchers**  
 October 3 at 10:50 AM · 🌐


Christmas Ordering will be opening soon...  
<https://www.turnbullsfood.co.uk/pages/christmas-at-turnbulls>  
 Beat the queues and Shop Local this Christmas 🍷







 31

1 Comment 4 Shares



**Most Popular**







**Cranstons Butcher + Maker's Video**  
 6
 4 Comments

 Like
  Comment
  Share

**All Videos**


**HAVE YOU TRIED OUR NEW DESSERTS YET? 🍫 Chocolate...**  
 11 weeks ago · 1.4K Views  
 19


**Cranstons Butcher + Maker's Video**  
 12 weeks ago · 2.2K Views  
 6


**HAPPY SPRING BANK HOLIDAY! The forecast is looking ☀️ and all our...**  
 18 weeks ago · 459 Views  
 21




# Facebook: Video


- Categorise videos
- Different thumb nails
- Relevant and concise video descriptions

Playlists · 3 [Manage Playlist](#)


**Master Chef Turns Master Tour Guide of Thailand · 6** [See All](#)  
MasterChef 2018 runner-up Nawamin, aka Dr Boss shares his love of his homeland with you in this series of videos that explores some of Thailand's most amazing locations with a fun focus on fabulous food.



**Master Chef Turns Master Tour Guide of Thailand**  
48 weeks ago · Paid · 872 Views  
27




**Phuket - Master Chef Turns Master Tour Guide of Thailand**  
48 weeks ago · 535 Views  
16




**Samui Island - Master Chef Turns Master Tour Guide of Thailand**  
46 weeks ago · 1.5K Views  
34


**Thailand - We Miss You! · 8** [See All](#)  
A collection of beautiful videos showcasing the best of some of Thailand's most loved regions....Inspiring you to explore the Land of Smiles when once again we can travel the world.



**Samui - We Miss You!**  
a year ago · 4.6K Views  
You and 187 others




**Phang Nga - We Miss You!**  
a year ago · 1.3K Views  
73




**Krabi - We Miss You!**  
a year ago · 3.5K Views  
167


**Stay at Home Thai Style · 4** [See All](#)  
A series of activities inspired by Thai culture to keep you happy and healthy at home.



**Stay at Home - Thai Style. Exercises for a Healthy Posture**  
a year ago · 35.4K Views  
You and 110 others



**Stay at Home - Thai Style. Home Cooking**  
a year ago · 27.6K Views  
281



**Stay at Home - Thai Style. Muay Thai Fitness Workout**  
a year ago · 36.5K Views  
You and 140 others

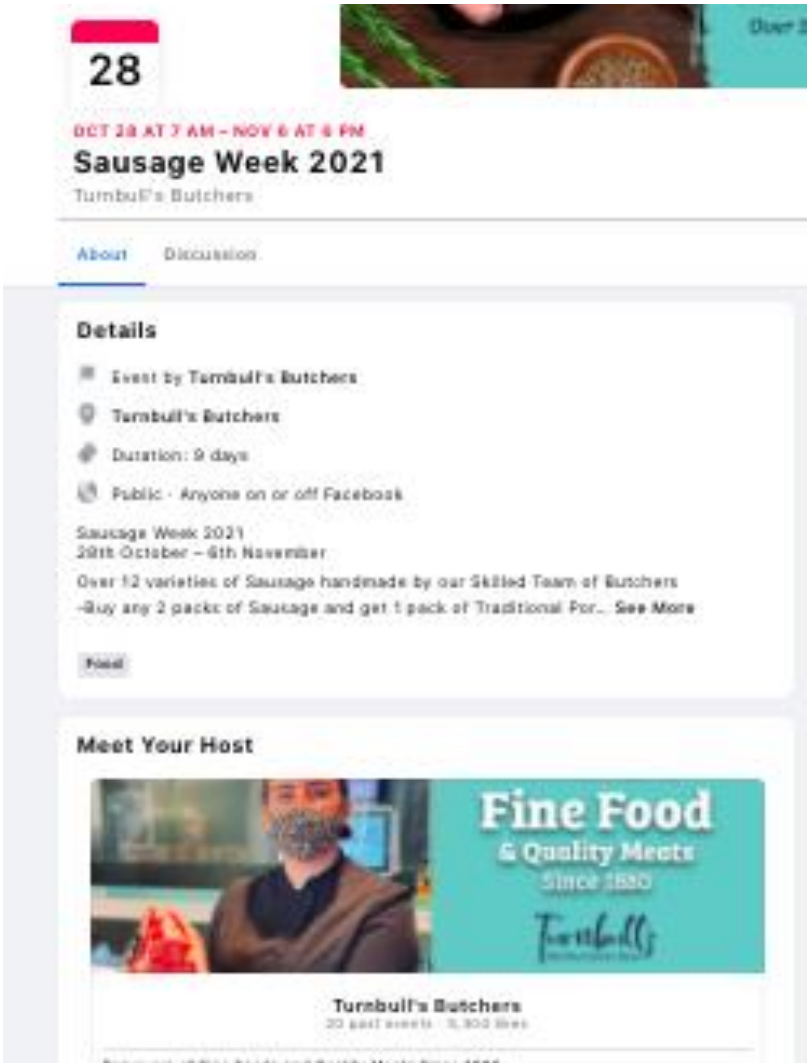




# Facebook: Facebook Live & Events



You can link events and facebook live together; this helps ensure potential viewers are notified in advance of the event.





# Facebook: Polls

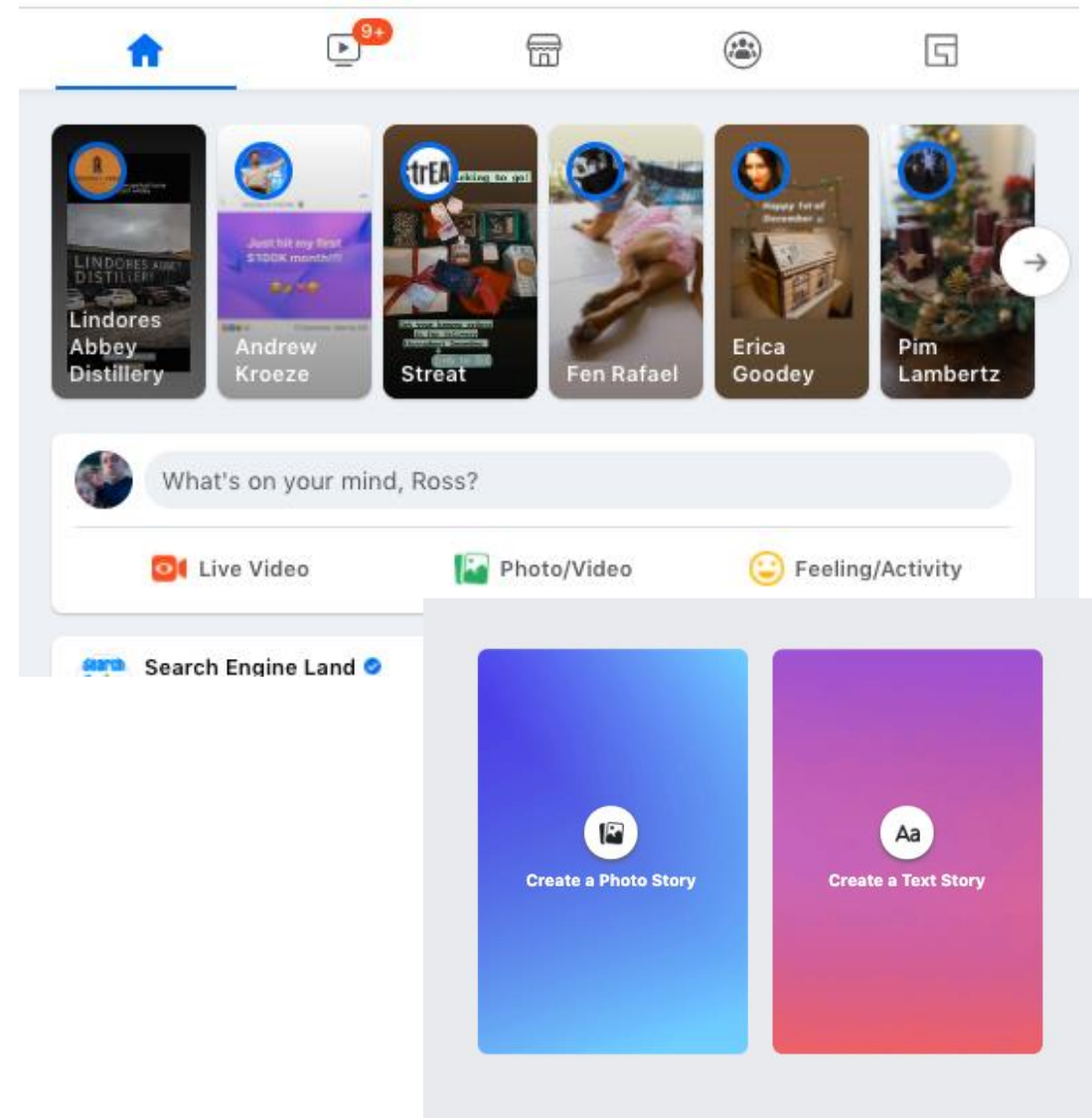
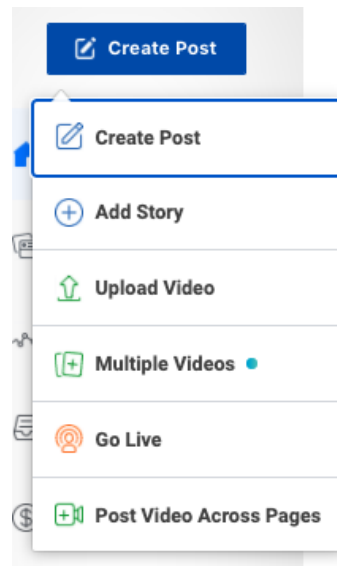
- Facebook use to allow you to do polls
- A good way to engage with your audience
- You can still do it manually on a post
- This example opposite could be used as a poll, for example; which is your favourite cut of venison?





# Facebook: Stories

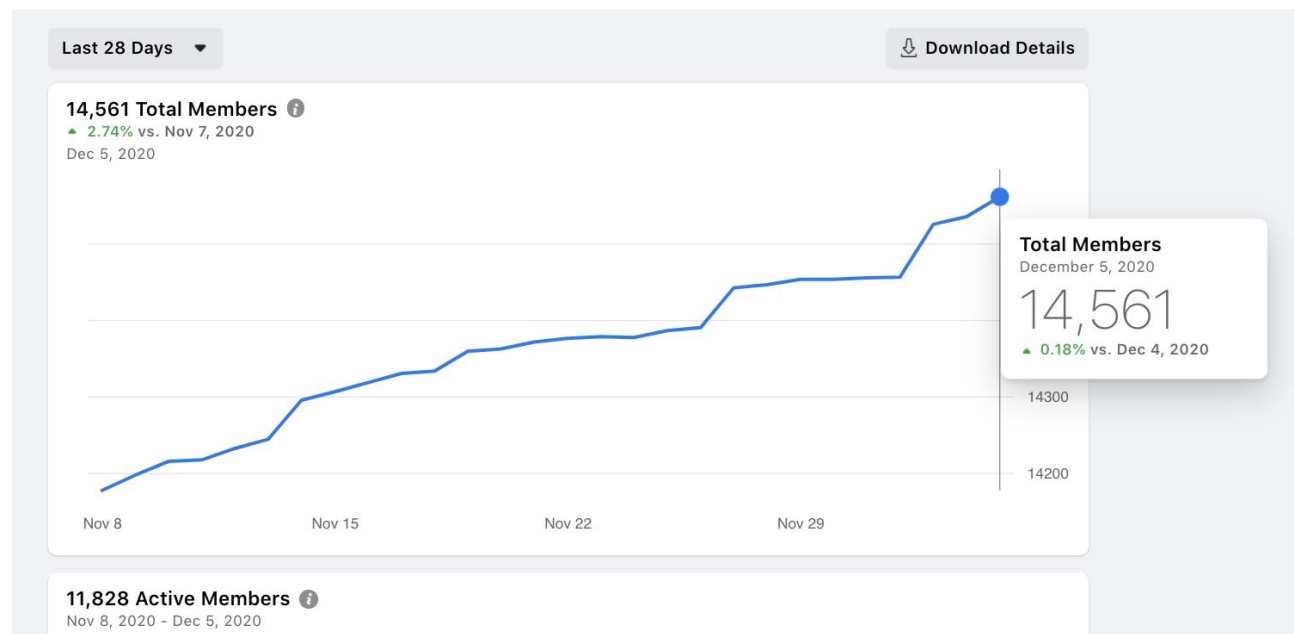
- Appear at the top on desktop and mobile, you can either publish from your Instagram or upload your own stories directly.
- You can upload these from creator studio (more on that later)
- Use an app link unfold <https://unfold.com/>





# Facebook: Groups

- Facebook has made it clear that it prioritises ‘community’ based content over other forms of content.
- You can link a page to a group
- Groups are community based and are “suggested” automatically by Facebook.
- Groups can be open, closed, private and hidden.
- You can have multiple groups sitting off one page.
- We have one for Hidden Edinburgh and use it to discover what is important to our audience,
- Helps shape ideas for content themes.



Great growth of a ‘Group’

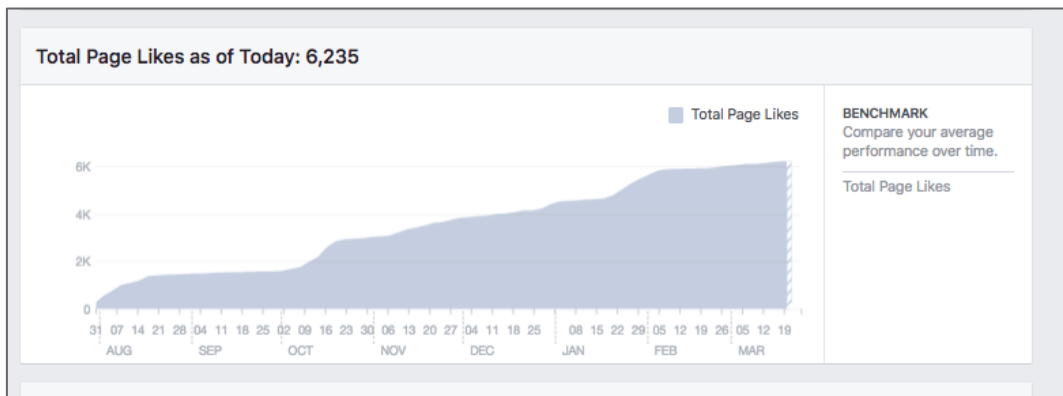
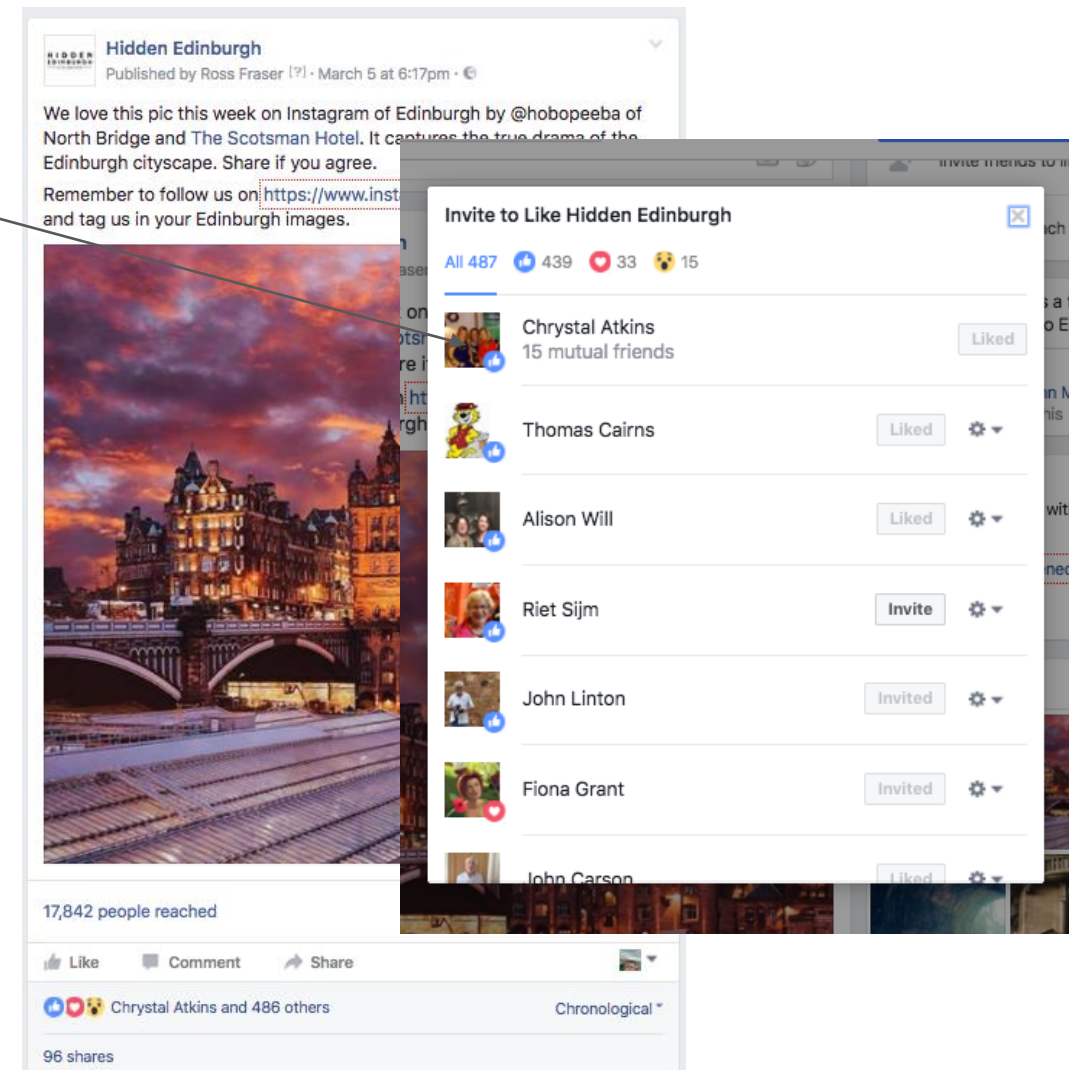


# Other Discussion Points



# Facebook: Invite People Who Engage

- We invite everyone who engages with our content to LIKE our pages.
- Support this with a small bit of advertising budget for maximum impact.
- Cost effective
- Audience is already interested

**Hidden Edinburgh**  
Published by Ross Fraser [?] · March 5 at 6:17pm · 🌐

We love this pic this week on Instagram of Edinburgh by @hobopeeba of North Bridge and The Scotsman Hotel. It captures the true drama of the Edinburgh cityscape. Share if you agree.

Remember to follow us on <https://www.instagram.com/hiddenedinburgh/> and tag us in your Edinburgh images.

17,842 people reached

Like Comment Share

Chrysal Atkins and 486 others

96 shares

**Invite to Like Hidden Edinburgh**

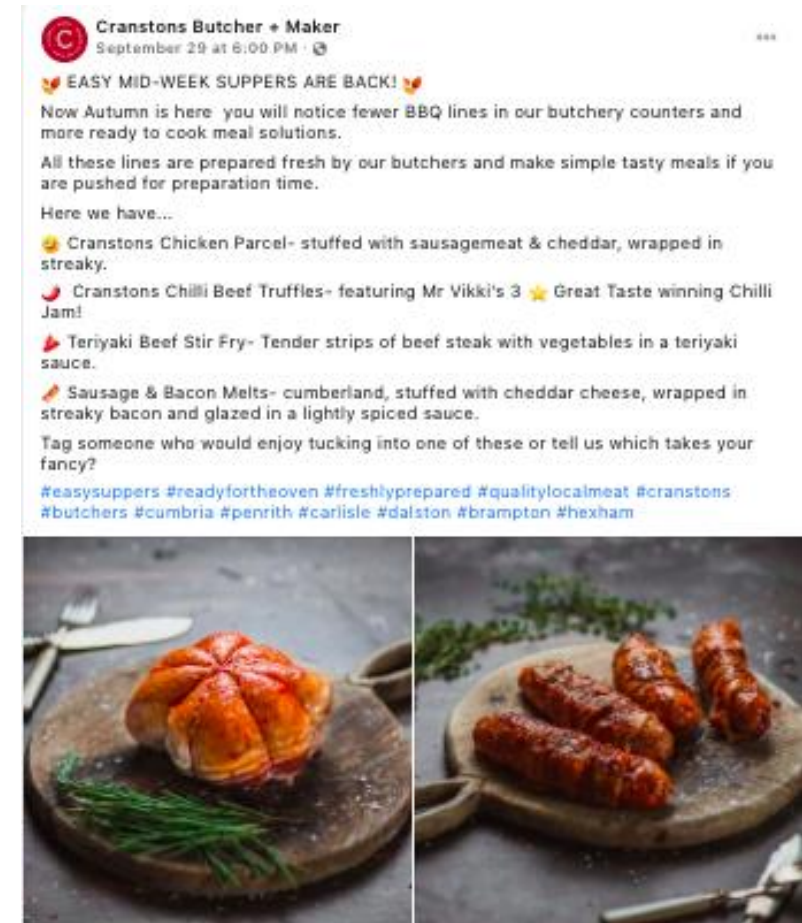
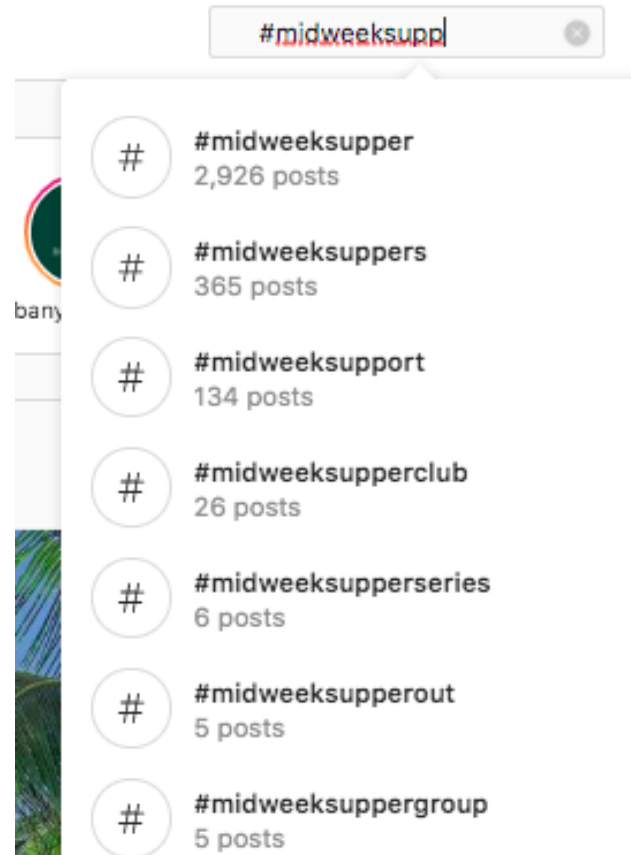
All 487 439 33 15

Name	Status	Friends
Chrysal Atkins	Liked	15 mutual friends
Thomas Cairns	Liked	
Alison Will	Liked	
Riet Sijm	Invite	
John Linton	Invited	
Fiona Grant	Invited	
John Carson	Liked	



# Facebook: Hashtags

- Facebook is encouraging people to use hashtags in posts more now
- Look for some popular hashtags so you are potentially found by more people.
- Use Instagram search for guidance.





# Facebook: The Power Of Your Website



01772 690 271

- Are there other opportunities to signpost your social media profiles further?
- Have the logos at the top rather than the bottom.
- When people order - have a call to action to follow your social profiles on the thank you page.

Cranstons on Instagram

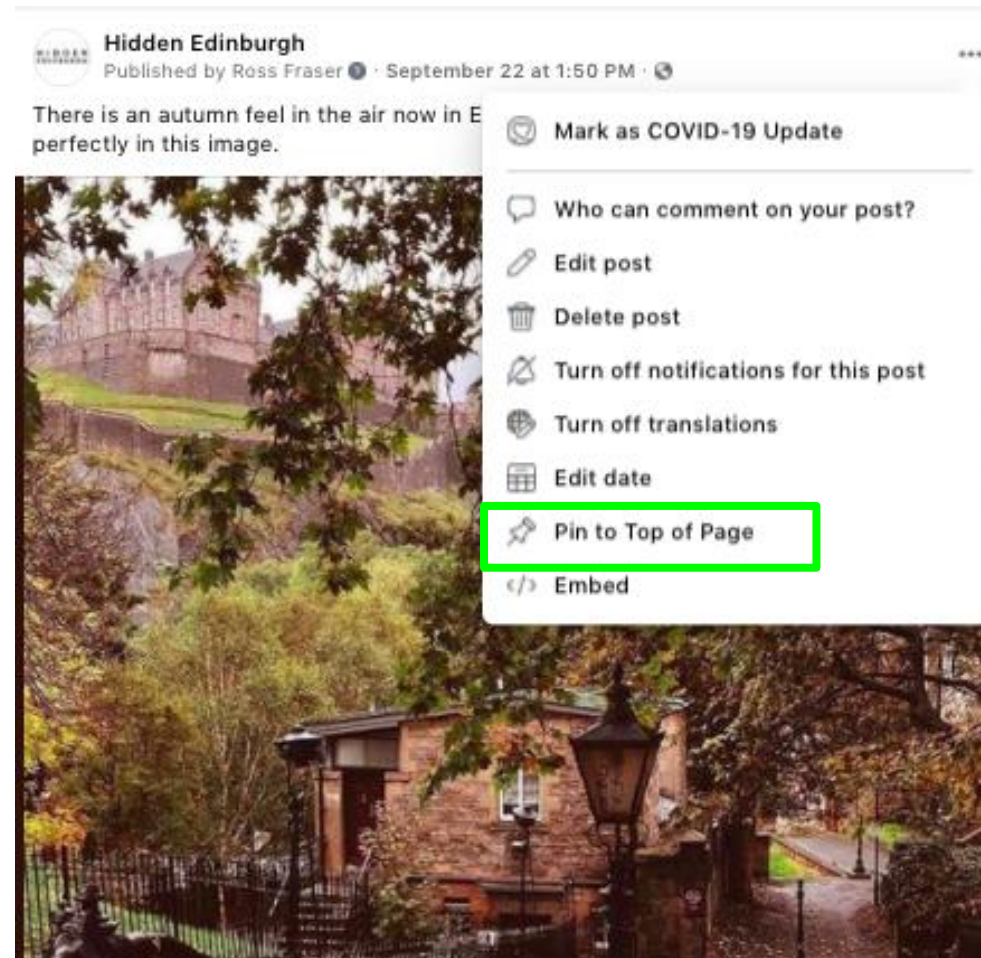






# Facebook: Pinning Content

- Facebook pages allow you to pin a post to the top of your page - this becomes the first thing people see when they visit the page.
- Include a strong CTA.



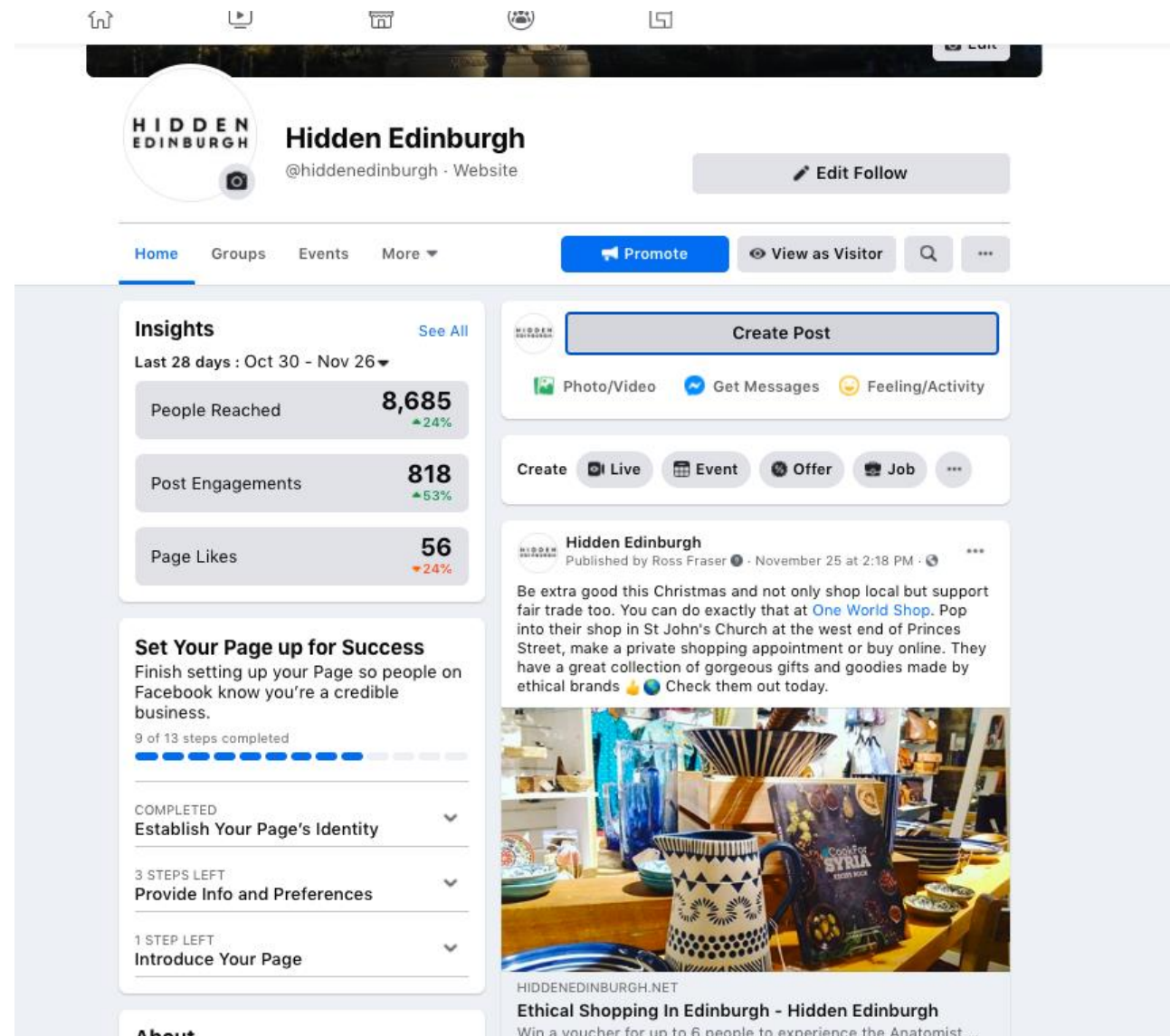
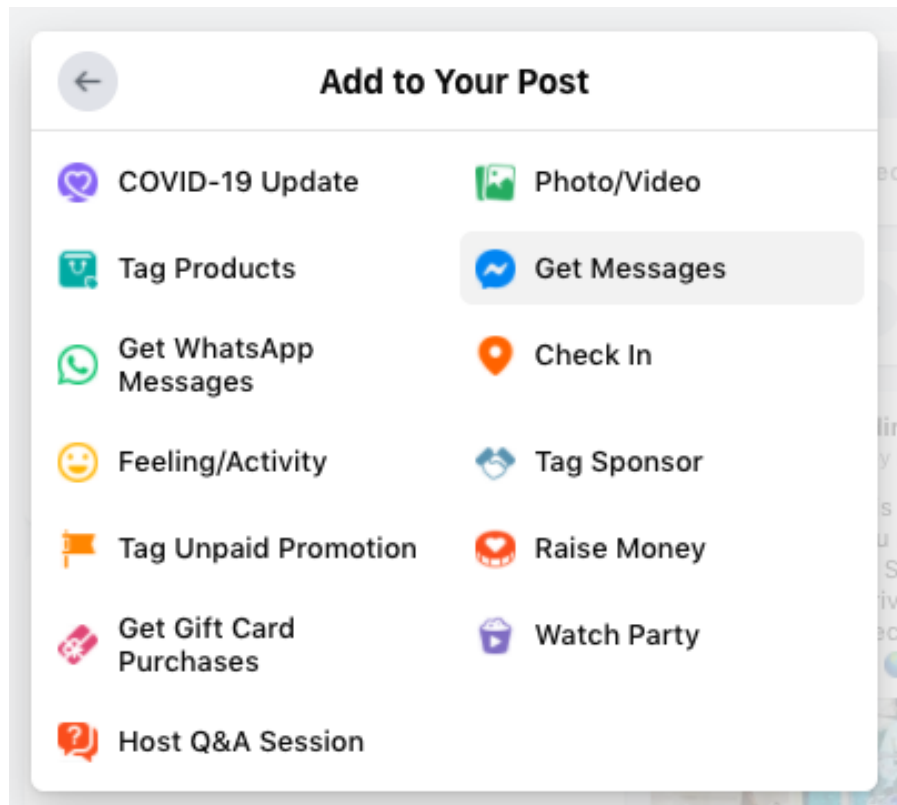


# Publishing Content



# Facebook: Publishing On A Page

- You can publish directly from the page, but you can't schedule content here.

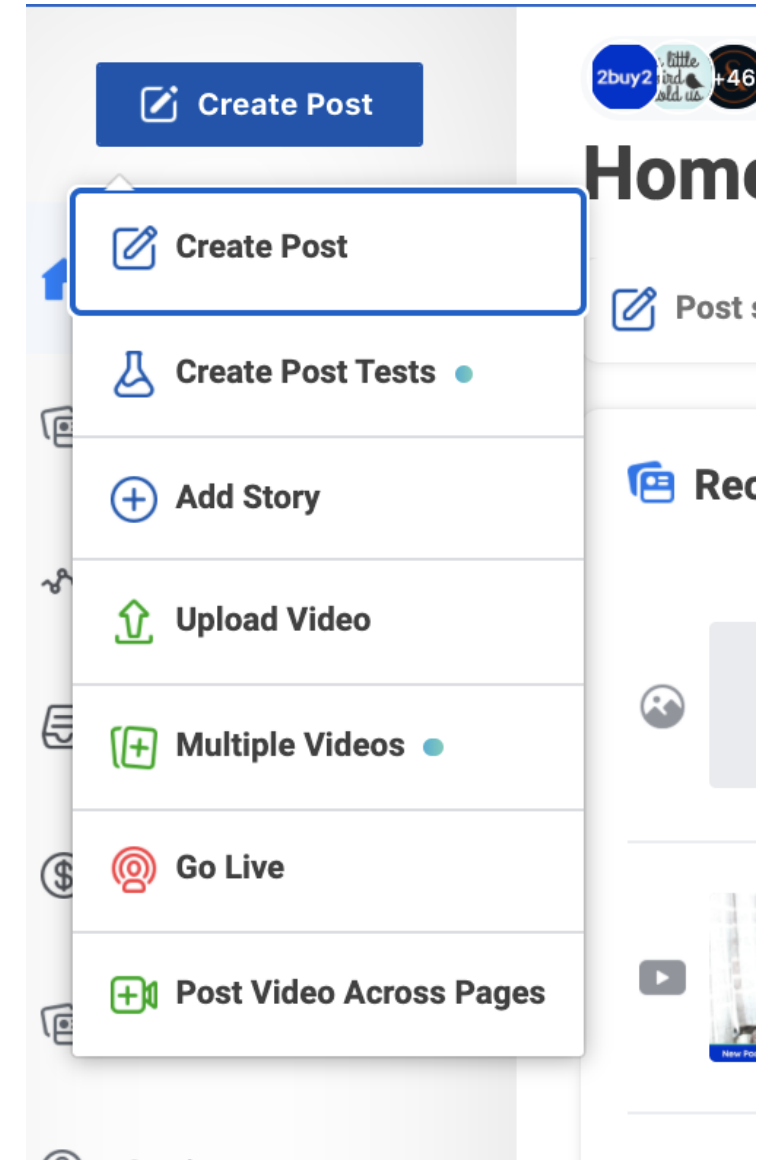
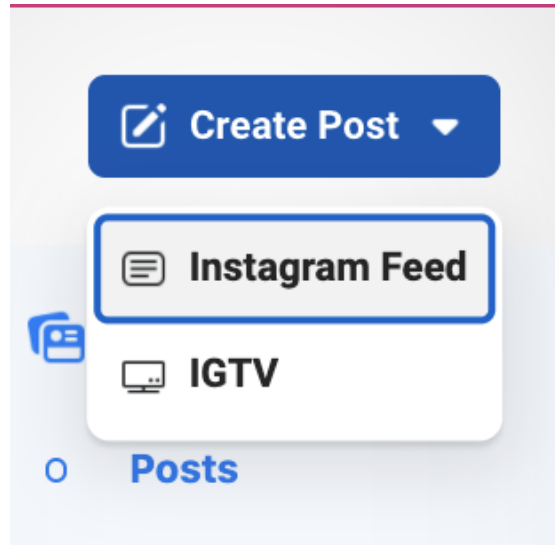




# Facebook: Creator Studio

- Schedule content
- Access multimedia formats
- Run content tests
- You can also publish content to your Instagram as well

<https://business.facebook.com/creatorstudio>





# Facebook: Keep An Eye On Notifications

- Use the notifications section on your page or head over to the message centre
- Remember Facebook is an algorithm it wants to see high engagement, so make sure to check your notifications and reply and heart, like comments via your inbox.

The screenshot shows a Facebook interface. On the left is the 'Inbox' sidebar with sections for Messages (All Messages, Messenger, Instagram Direct), Comments & More (Facebook with 20+ notifications, Instagram with 20+ notifications, Automated Responses, Emails, Chat Plugin). The main area displays a list of notifications, each with a profile picture, a preview of the message, and a date. The notifications include: 'There is an autumn feel in the a...' (Wed), 'Don't rely on public transport...' (Sep 28), 'How many shops and bistros...' (Sep 17), 'Are you an early riser?...' (Sep 13), 'For all you foodies, especial...' (Sep 10), 'We've published this pic by I...' (Sep 7), 'Have you spotted this green...' (Sep 1), 'Do you live life looking throu...' (Aug 25), and 'Boutique hotel, House of God...' (Aug 21). On the right, a post by 'Hidden Edinburgh' is shown, featuring a photo of a park path with autumn leaves. The post has 26,950 people reached and 1,037 engagements. It includes a 'Boost Post' button, reaction counts (658 likes, 11 comments, 27 shares), and a comment from Linda Smith: 'Beautiful photo Edinburgh is a beautiful city cant wait to go back in November'.



# Additional Ideas

# Content Planning

## CONTENT CALENDAR

- Simple
- Effective

Notes:										
	Sun	Mon	Tues	Weds	Thurs	Fri	Sat	Sun	Mon	Tues
	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
Blog										
Facebook Text										
Image										
Format										
Target Options										
Paid										
Twitter										
Text										
Image										
Format										
Paid										
YouTube										
Video Theme										
Keywords										
Target Audience										
LinkedIn										
Content Theme										
Content Type										
Target Audience										
Budget Total										





# Facebook: Significant Dates

- Piggyback on the back of National holidays OR dedicated days.
- Research those that tie in with your audience.
- Include the hashtag
- Work very effectively with FB ads.
- TV programmes

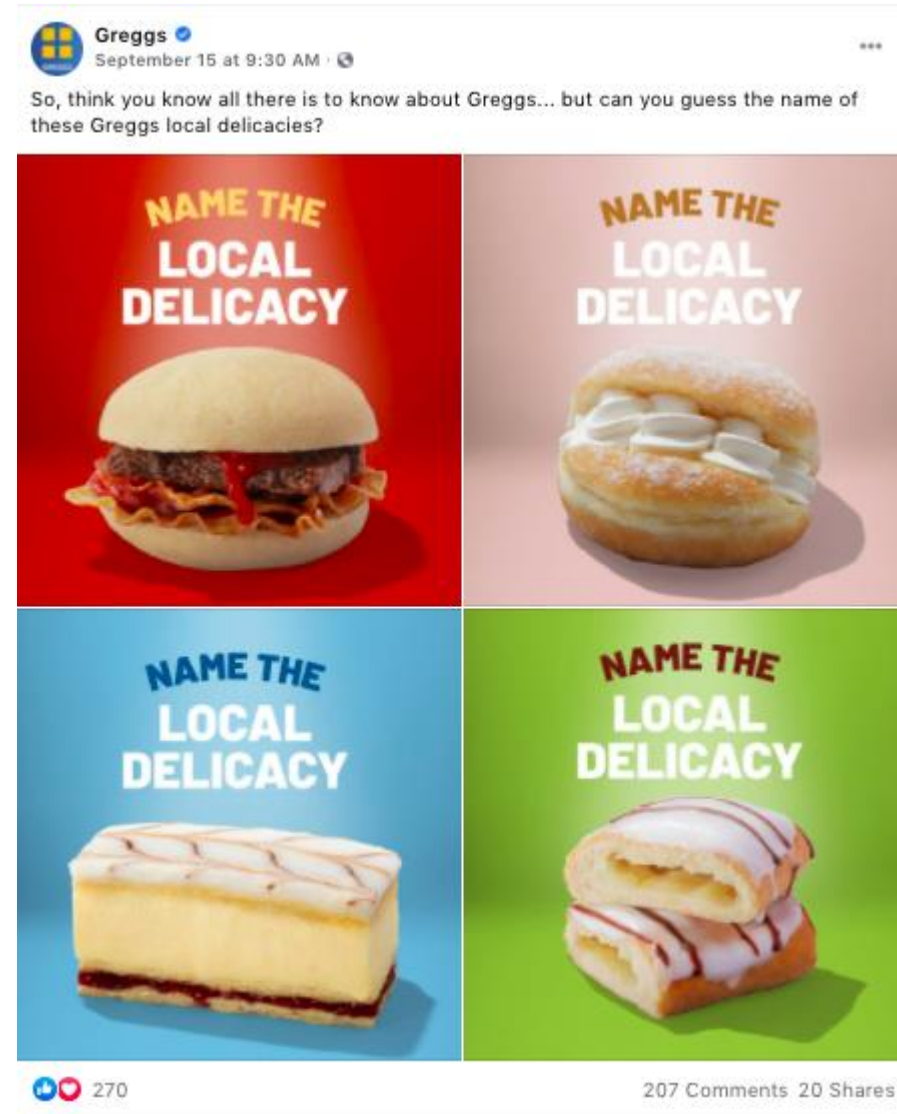


**British Pie Week 2021**

March 1 – March 7

# Facebook: Competitors / Like Minded Organisations



- Keep an eye on what other people within your sector do and take inspiration from them.





# Facebook: Content Ideas

- Research using Google Ads keyword planner what people are searching for and create new blog content.
- <https://ads.google.com/home/tools/keyword-planner/>

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month percent change	Three month trend type	Competition	Ad impression share	Top of page bid (low range)
Keywords you provided						
<input type="checkbox"/> best cuts of meat	110 	+80%	Rising	High	—	—
<input type="checkbox"/> how to cook venison	1,600 	+22%	Rising	Low	—	£0.36
<input type="checkbox"/> when is venison in season	110 	+57%	Rising	Low	—	—