Introductions / Objectives
My Objectives

Ensure that you leave to-day with a clear understanding of the the usage of the basic functionality of Facebook and how it can benefit your business.
What is Social Media...

• It’s **technology** that facilitates conversation

• It’s **content** that gets attention

• It’s **people** that engage
It’s not about this any more
It’s important to listen
Find you on social media..

@clodagh2000: Highly recommend restaurant SABOR BRAZIL, Pleasant Street, Dublin 8. Had amazing meal last sat, impeccable service..a hidden gem indeed.
1 day ago via web - Reply - View Tweet

@DamoPoder: Anyone recommend restaurant near abbey theatre in Dublin for 15 people, they're looking for cheap and cheerful. RT PLEASE.
3 days ago via Twitter for iPhone - Reply - View Tweet
Reach.ly

1. Someone tweets about their trip to your city
2. We gather these tweets and present them to you
3. So you can interact directly with potential guests
# Types of Online Media

<table>
<thead>
<tr>
<th>Media type</th>
<th>Definition</th>
<th>Examples</th>
<th>The role</th>
<th>Benefits</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned media</td>
<td>Channel a brand controls</td>
<td>• Web site</td>
<td>Build for longer-term relationships with</td>
<td>• Control</td>
<td>• No guarantees</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Mobile site</td>
<td>existing potential customers and</td>
<td>• Cost efficiency</td>
<td>• Company communication not trusted</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Blog</td>
<td>earn media</td>
<td>• Longevity</td>
<td>• Takes time to scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Twitter account</td>
<td></td>
<td>• Versatility</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Niche audiences</td>
<td></td>
</tr>
<tr>
<td>Paid media</td>
<td>Brand pays to leverage a channel</td>
<td>• Display ads</td>
<td>Shift from foundation to a catalyst that</td>
<td>• In demand</td>
<td>• Clutter</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Paid search</td>
<td>feeds owned and creates earned media</td>
<td>• Immediacy</td>
<td>• Declining response rates</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Sponsorships</td>
<td></td>
<td>• Scale</td>
<td>• Poor credibility</td>
</tr>
<tr>
<td>Earned media</td>
<td>When customers become the channel</td>
<td>• WOM</td>
<td>Listen and respond — earned media is often</td>
<td>• Most credible</td>
<td>• No control</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Buzz</td>
<td>the result of well-executed and</td>
<td>• Key role in most sales</td>
<td>• Can be negative</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• “Viral”</td>
<td>well-coordinated owned and paid media</td>
<td>• Transparent and lives on</td>
<td>• Scale</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Hard to measure</td>
</tr>
</tbody>
</table>
Introduction to Facebook
Facebook Statistics

840 million active users
Average person 130 friends
Greatest growing segment > 35
Facebook valued at 100 billion
Why use Facebook?

What are the reasons for using Facebook?
Facebook - What’s the point?

- Social Commerce will be important
- Recommendations is very important
- A great source for referral traffic
- Good for deals/promotions
- Good for spreading the word
- Get feedback about products/services
- Human voice to your brand
# Facebook Personal V Business

<table>
<thead>
<tr>
<th>Personal</th>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profiles</td>
<td>Pages</td>
</tr>
<tr>
<td>Friends</td>
<td>Fans</td>
</tr>
<tr>
<td>Limited to 5000</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Must be approved</td>
<td>No approval required</td>
</tr>
<tr>
<td>Private</td>
<td>Public</td>
</tr>
<tr>
<td></td>
<td>Searchable on Google</td>
</tr>
<tr>
<td>Updates</td>
<td>Updates</td>
</tr>
<tr>
<td>Come from the person</td>
<td>Come from the page</td>
</tr>
<tr>
<td>Only owner can post</td>
<td>Can have multiple admins</td>
</tr>
</tbody>
</table>
Sharing of information

Personal

WALL
Posts Updates to Friends

Business

WALL
Posts Updates to Fans

NEWS FEED
Appears on Personal News Feed

LIKE / SHARE / COMMENT
Personal Profile
Personal Account

Sign Up
It's free and always will be.

First Name: [ ]
Last Name: [ ]
Your email address: [ ]
Reenter email address: [ ]
New Password: [ ]
I am: Select Gender: [ ]
Birthday: Day: [ ] Month: [ ] Year: [ ]

Why do I need to provide this?

Sign Up

Create a Page for a celebrity, band or business.
Enter security check..
Finding friends..

Are your friends already on Facebook?
Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook.

Windows Live Hotmail
Your Email: [input field]
Find friends

Yahoo!
Find friends

Skype
Find friends

Other email service
Find friends

Skip this step
Profile Information...

Fill in your Profile info
This information will help you find your friends on Facebook.

Secondary School: [Field]
University: [Field]
Employer: [Field]

Back  Skip  Save & continue
Facebook Newsfeed settings
Wall...
Timeline

Your Cover
Fill this wide, open space with a unique image that represents you best. It's the first thing people see when they visit your timeline.
Tagging updates
Account -> Privacy

Privacy settings

Control Privacy When You Post
You can manage the privacy of your status updates, photos and profile info using the inline audience selector — when you share or afterwards. Remember: the people you share with can always share your information with others, including apps. Try editing your profile to see how it works or learn more.

What's on your mind?

Control Your Default Privacy
This setting will apply to status updates and photos you post to your profile from a Facebook app that doesn't have the inline audience selector, like the Facebook App for iPhone.
Account -> Privacy

- How you connect
  Control how you connect with people you know.
- How tags work
  Control what happens when friends tag you or your content.
- Apps and websites
  Control what gets shared with apps, games and websites.
- Limit the Audience for Past Posts
  Limit the audience for posts you shared with more than friends.
- Block lists
  Manage your lists of blocked people and apps.
Tagging People

Click on the photo to start tagging. Finished tagging.
Unlike a page...
Unlike a page...
Exercise..

1. Set up your personal account
2. Set up your privacy settings
Facebook Wall...

- Updates you make
- Things you do
  - Become a fan, comment on a picture, share a story
- Friends that write on your wall
Status update recent changes

Mention where you are
Sharing out and Interacting

- Wall and Newsfeed updates
- Video, Text, Question, Photo
- Comment, like and share
- Poke, Messages
Company Pages
Manor Grove Guest House

15 Bedrooms
Close to plenty of activities
Close to a village
Facebook for Beginners

Which pages do well:

- Creative content
- Two way communication
- Active discussion’s
- Videos and pictures
- A fun, human and authentic tone
- Regular updates
Create a test business page...
Facebook Timeline..
Create the cover shot

851px x 315px - No Calls to action, No discount messages, No mention of like, share etc.
Create the image

180px by 180px scaled to 32 x 32
Set up location

Configure location in admin...

When you click on location it displays a Bing map..
Create ‘About’ section

Manor Grove Guest House – www.manorgrove.com

About

www.manorhouse.com
Description
www.manorhouse.com
www.twitter.com/manorhours
General information
A beautiful 5 star hotel set in magnificent grounds close to all ammenities. www.manorhouse.com

Basic info
Location: Mary Street, Wexford, Ireland

Contact info
Phone: 184024072
Email: info@manorgrove.com
Website: http://www.manorgrove.com
Create your history with milestones
Example Milestones – NY Times

Inside The Times
6 November 1928

The third-floor newsroom on the night of the 1928 presidential election, in which Herbert Hoover defeated Alfred E. Smith, the four-time governor of New York.

(Credit: The New York Times Photo Archives)
Exercise...

1. Set up the About box correctly
2. Create a milestone
Highlight a post

My first post to manor grove guest house, picture attached.
Pin a post

Before...

After..
Exercise...

1. Highlight a post
2. Pin a post
Posting content on Facebook

Content is the key
The Newsfeed

• Not all items are posted to the newsfeed
• People don’t read all newsfeed items
• Pictures/videos capture attention
• Interaction is key
Exercise...

1. How do you ensure you get more fans to see your content?

2. If you had a content calendar with different content each day over a 7 day period, what would it be?
Growing an Engaged Fan Base
1. Promoting your page

1. Brochures/Literature
2. E-mail signature
3. Place of business
4. Friends in Facebook
5. Friends of employees
6. E-mail newsletter
7. Mention on Website
2. Engaging Content
Let’s go through

1. Uploading Images
2. Uploading YouTube Video
3. Asking questions
4. Competitions
5. Promotions
Exercise – Review and comment

Adventure Centre
http://www.facebook.com/TeamBuildingAdventure

Festival
http://www.facebook.com/nyedublin

Restaurant
http://www.facebook.com/Brasseriesixty6restaurant
3. Advertising
<table>
<thead>
<tr>
<th>Google</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyword Targeting Mandatory</td>
<td>Keyword Targeting Optional</td>
</tr>
<tr>
<td>Targeting by Location and Content sites</td>
<td>Targeting by Location, Keywords, Age, Education, Interest etc.</td>
</tr>
<tr>
<td>Crowded – Highly competitive</td>
<td>Less Crowded</td>
</tr>
<tr>
<td>Ads sometimes on obscure places</td>
<td>Ads direct on people’s profiles</td>
</tr>
</tbody>
</table>
Ads for ....

Website
Facebook Page
Facebook Group
Facebook Event
Facebook Application
Facebook Ad details

- Title/Destination URL
- Image
- Body Text
- Social Context

Ad Title:

This is the body text for your ad. The details of your Facebook ad live within this section.

Ian Cleary likes this advert. 😊 Like
Manor Grove Ad

Destination: Manor Grove Guest House

Type: Facebook Adverts

Story type: Facebook Adverts for Pages

Destination tab: Default

Title: Manor Grove Guest House

Body: 25% off our accommodation for all of March. Check out our page for the offers

Image: Choose File

Preview: Manor Grove Guest House

25% off our accommodation for all of March. Check out our page for the offers

Like. Ian Cleary likes this.
Targeting..
Exercise

1. Review the advertising functionality

2. Come up with an ad that would work
   • What type of picture
   • What title
   • What content
   • Who to target
4. Interacting with other pages
Ideas...

1. Complimentary local businesses
2. Similar businesses in other locations
3. Local tourism pages
Use Facebook as Page
Home -> Recommended pages

**World Agroforestry Centre**

Research Technician - CIMMYT

Location: KIBOKO, KIBOKO, Kenya Employer: CIMMYT

Application deadline: 2 weeks 2 days 17 minutes read more...

Source: World Agroforestry Centre news

Published: 2012-02-12 20:40:54 GMT

Like Comment Share 17 hours ago PRESS GRAFFITI

**Secret Pie**

We've just sent out the February email newsletter for WeForest - you can see an online copy (and sign up to receive these mails) at http://www.weforest.org/newsletters/February-2012-newsletter.html

WeForest - February 2012 Newsletter www.weforest.org

February is here and that means love is in the air! We at WeForest are continually striving to restore our depleted forests and improving the quality of the air by creating a movement that is generating a resilient global reforestation effort. From Honduras to India, from Haiti to The Philippines, W...

Like Comment Share 1 Friday at 13:21

**World Agroforestry Centre**

PRESA praised by expert from State of the World 2011 report

The World Agroforestry Centre's Pro-poor Rewards for Environmental Services in Africa (PRESA) project was recently featured in a blog post by Danielle Nierenberg. read more

Source: World Agroforestry Centre news

Published: 2012-02-13 11:37:05 GMT
5. Competitions
Competition Rules

1. Has to be run as an application
2. You cannot enter people into a competition through ‘Like’
3. You must explicitly say that Facebook is not running the competition
4. Pick a prize that will attract potential customers (not an iPad)
6. Using some Facebook features
7. Promoting content through your website
Plugins...
Like displayed on friends newsfeed
Exercise...

- Pick out one page amongst the group and come up with some ideas regarding building awareness and growing fans.
Exercise...

Review

• http://www.facebook.com/fitzwiltonhotelwaterford
• http://www.facebook.com/TheBrehon
• http://www.facebook.com/CarltonHotelGroup
Monitoring & Reporting
Admin Panel
Permission Changes

Previously you could allow or disallow user posts. Now you can allow them but hide them until approved by you so you can reduce spam...
Analytics

Data through 18/03 (All dates and times are in Pacific Time)

Total Likes: 3,448 +0.15%
Friends of Fans: 1,682,259 +0.5%
People Talking About This: 13 +79.37%
Weekly Total Reach: 1,153 +38.77%

Page posts

<table>
<thead>
<tr>
<th>Date</th>
<th>Post</th>
<th>Reach</th>
<th>Engaged users</th>
<th>Talking about this</th>
<th>Virality</th>
</tr>
</thead>
<tbody>
<tr>
<td>17/3/2012</td>
<td><a href="http://news.mongabay.c">http://news.mongabay.c</a>...</td>
<td>674</td>
<td>13</td>
<td>6</td>
<td>0.89%</td>
</tr>
<tr>
<td>10/3/2012</td>
<td>WeForest is partnering w...</td>
<td>713</td>
<td>20</td>
<td>18</td>
<td>2.52%</td>
</tr>
<tr>
<td>8/3/2012</td>
<td><a href="http://news.mongabay.c">http://news.mongabay.c</a>...</td>
<td>660</td>
<td>10</td>
<td>6</td>
<td>0.91%</td>
</tr>
<tr>
<td>7/3/2012</td>
<td><a href="http://climatehealers.p">http://climatehealers.p</a>...</td>
<td>707</td>
<td>20</td>
<td>7</td>
<td>0.99%</td>
</tr>
</tbody>
</table>
Events
Creating an event..

1. Use Facebook as page
2. Add events as an app
3. Create an event
4. Share on your timeline
5. Advertise
Adding events to your page

1. Edit Page
2. Apps
3. Events – Edit Settings
4. Add tab
Adding events to your page

With Facebook Events, you can organise gatherings and parties with your friends, as well as let people in your community know about forthcoming events.

Go to application • Edit settings • Link to this tab
Creating the event

Manor Grove Guest House – www.manorgrove.com

- Change event photo

Event Name: Manor Grove Traditional Night
Date and time: 23/3/2012 19:00
Location: SOLAS BAR
Details: Great night out, first drink is free, music all night.

- Show the guest list on the Event Page
- Non-admins can write on the Wall

Create event
Adding events to your page
Pin the event...
Make the Event app more prominent
Use Facebook as you and Share..
Facebook for Beginners

Facebook Message update
Advertising the event

[Image of Facebook event creation page with the following text:

- Destination: Manor Grove Traditional Night
- Title: Manor Grove Traditional Night
- Body: Your body text will go here.
- Image: Choose File (No file chosen)]
Exercise – Create an Event

1. Create an event as the page (select “Use as Page” first)

2. Share with your fans and see how it appears in the newsfeed
Pictures & Video
Creating an album..
Creating an album..
Sharing out your album
Sharing out your album
Tagging someone in the picture

facebook

Hi Ian,

Ian's coffee shop tagged you in a post. Learn more about tagging on Facebook.

To view or comment on the post, follow the link below:
http://www.facebook.com/n/?photo.php&fbid=270552282974728&set=a.270552252974731.105652.114245515272073&type=1&mid=4cd5f1dG5d5792f0G2bbe89eG52&bcode=rJJSAvzg&n_m=ianmcleary%40gmail.com

Thanks,
The Facebook Team
Hiding some photo’s..
Uploading a video to Facebook
Like the page within the video
Keep in Contact

Facebook: www.facebook.com/webcheck
Online Resources: www.failteireland.ie/WebSupports
Courses Available: www.failteireland.ie/Business-Supports/Websupports/Events
Business Tools: www.businesstools.failteireland.ie

For any other questions, contact the Business Supports team on 01-8847762