

FACEBOOK

The brief: Deliver a session on Facebook (Scheduling, FB Post, Live Streaming etc.)

OUR AGENDA

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FACEBOOK BASICS

- Engage users with **relevant content**

Post regularly and at optimal times.

Respond to comments to further engage users.

Target the right audience.

Take advantage of **Facebook advertising** and analytics to grow and optimise.

- Make **profile** modifications

Ensure that your page's **review tab is set on** if service-based.

The **sidebar tabs** are customisable and helpful in driving traffic to your website.

- Try **Facebook Live**

Experiment with **live content**. After all, it's free.

- **Pin** your posts

Highlight a post with high engagement for first-time visitors.

A pinned post is a customer's first impression of you, so make sure the graphic is appealing, the content is on point and the topic is interesting.

- Focus on **connecting**, not selling

Ultimate goal is to sell the sport, but you don't want to give unconverted audiences a hard sell.

People are so used to adverts that they automatically ignore them.

We recommended **telling stories rather than overtly selling**. Ultimately, the tell will help you sell anyway.

BEST PRACTICES

- 1. **Respond** to messages

With Messenger, it's quick and easy to reply to customers' messages. Your inbox is located at the top left of your Page when you're signed in as an administrator.

- 2. Use **publishing tools and schedule** future posts

Use Facebook publishing tools to schedule posts to go live in the future. You can also create videos, ads, events, job applications etc.

It's crucial to post regularly... at least twice a week.

While creating and scheduling multiple posts takes time upfront, it saves you time in the long run.

- 3. Know your **target audience**

Facebook has excellent targeting tools. When promoting a post, you can target specific demographics, locations and interest groups.

To have successful ads, you need to know your target audience and use Facebook's targeting tools to reach those potential customers.

- 4. Be **personable**, not just promotional

Even though you've created a Facebook Page to connect with customers, your audience doesn't want to see advertisements.

Try to create personable and engaging Facebook posts.

- 5. Create and advertise **events**

You can create events as a business on Facebook. Invite anyone to these events, and pay extra to promote them to a targeted audience. Events can engage your audience and turn them into customers.

- 6. **Share** relevant content from other sources

It can be time-consuming to create and share only original content. Curating content from other sources can save time and effort.

Networking with other sources can benefit you in other ways, and they may share your content in return.

BEST PRACTICES - CONTINUED

- 7. **Converse** with your audience

Don't publish a post and then not open Facebook for a week. Create and share posts to engage with your audience. Respond to comments, questions and concerns. If you're having conversations with your followers, they're more likely to become customers.

The News Feed algorithm prioritises personal connections and engagement. Your posts won't be seen unless they generate a conversation.

- 8. **Highlight milestones**

Highlight milestones and celebrate anniversaries on Facebook. These posts usually engage your audience and will make your page seem more personable. If you're offering special promotions for milestones or anniversaries, promote them on your page as well.

- 9. Create and post **videos**

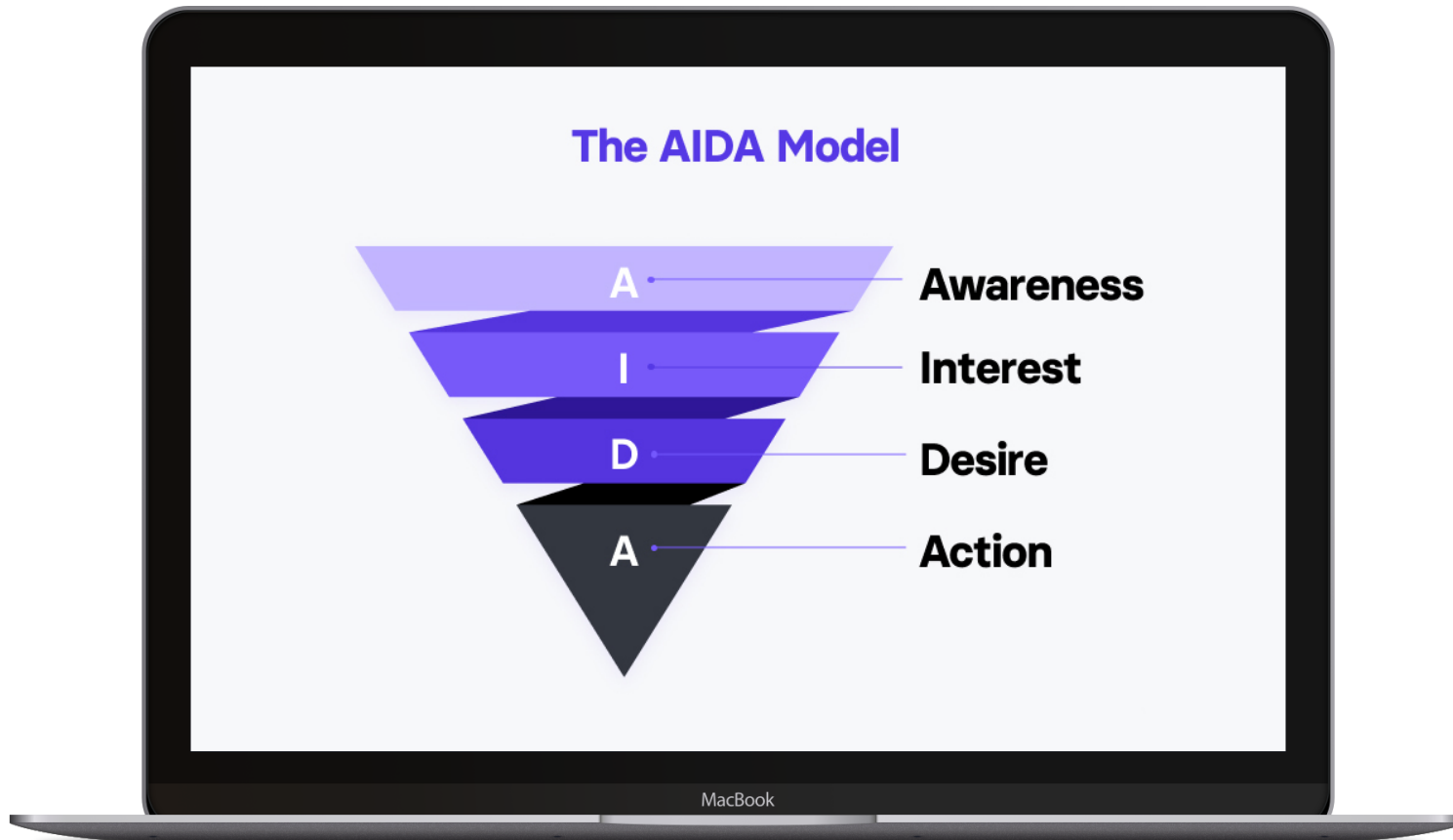
If you're scrolling through your Facebook timeline, you might notice a lot of videos. That's because videos do great on the platform.

- 10. Use **Facebook ads**

The best way to reach your club's desired audience is to run Facebook ads. While these ads cost money, they're effective because you can choose your target audience based on demographics, behaviors or contact information. Set a daily or overall budget for ads, select the amount of time an ad runs and pick your desired audience. The platform tracks the interactions on each promotion you run, helping you develop successful campaigns.

THE FUNNEL

Build an audience, target this audience with content/ads to generate interest and deliver content to build emotional connection before hitting them with the big CTA.



- **Awareness**

People can't buy something they don't even know exists.

- **Interest**

Once people know about your club/product, you need to turn this awareness into interest.

- **Desire**

With consumer interest, the next stage is establishing an emotional connection that inspires a desire to make the purchase.

- **Action**

Finally, you show consumers how to turn that desire into reality (sign here, click this, sign up, etc.).

WHO IS YOUR AUDIENCE

Your audience is not *everybody*.

Define the market segment that already **exists** and the one you want to **reach**.

- Engage through content

- Content needs to resonate with the target audience. Use **post insights** to put out content that will encourage readers to like, comment, and share.
- Most people follow your club page for **news and updates**. Offer relatable content in the form of articles, videos, and photos. Instead of only promoting a product, give tips and ask followers to share theirs.
- Posts must reflect your **club's branding**. If your brand has a “personality”, what does it say, and how does it intend to convey it?

- Target **smaller audiences**

- Keeping **the audience small** is an effective way to boost relevancy and conversions.
- Target one niche deeper - despite warnings from Facebook that audience size is becoming too small as you adjust settings like age, gender, income, interests, and location.
- You may still want to reach the larger audiences – and you can. Instead of making one campaign that reaches 10,000 people, try making 10 campaigns that each reach 1,000 people.
- 1000 true fans theory.

SHORT & SWEET

Don't use two words when one will do.

“If I had more time, I would have written a shorter letter.”

- Organic posts: 1 to 80 characters

Posts with 80 characters or less receive 66 percent higher engagement

- Paid posts: 5 to 18 words

Headline, the first text people read, is 5 words.

Main Text, the snippet above your image or video, is 14 words.

Description, the text that lives directly below your headline, is 18 words.

- Barrier to entry

Facebook cuts off longer posts with an ellipsis, forcing users to click “See More” to expand the text and read the entire message. This extra step doesn't seem like much, but it will drive down engagement. Every time you ask the audience to take action, a percentage of people will lose interest.

- Barrier to comprehension

The longer a person reads, the harder their brain must work to process information. Most people aren't on the platform to think, but rather be entertained. Content that demands less work and less cognitive energy to consume and understand will enjoy higher engagement rates.

SCHEDULING POSTS

When you start scheduling Facebook posts in advance, consider sticking to a [social media content calendar](#). It helps with consistency, staying on top of the schedule, and avoiding long timeline gaps with little to no effort.

Previously, Facebook had an option to schedule Facebook posts using its Publishing tool, but now, it has completely shifted to [Creator Studio](#) and [Meta Business Suite](#).

Posting and scheduling: Both Business Suite and Creator Studio allow you to create and schedule posts for Instagram and Facebook. Business Suite also allows you to create and schedule Stories for both Facebook and Instagram. Creator Studio only allows you to create and schedule Stories for Facebook.

Insights: Both Business Suite and Creator Studio offer insights into your Facebook and Instagram accounts. However, Business Suite lets you compare Facebook and Instagram on one screen, whereas on Creator Studio, they appear on two different tabs.

Business Suite also offers much more detailed insights, especially if you tend to post photos rather than video - Creator Studio insights are limited to the page and video level.

Monetization and shops: Monetization is only available in Creator Studio, whereas you can only manage your shop from Business Suite.

Content resources: Creator Studio offers a royalty-free music library, as well as resources for gamers to set up tournaments.

SCHEDULING POSTS - CREATOR STUDIO

How to schedule Facebook posts using [Creator Studio](#)

1. Go to Creator Studio, and click on “Create Post.”
2. Select the page(s) you want to post on.
3. Write your post, upload media, add links as you like.
4. When done, select “schedule” & set your time & day.

SCHEDULING POSTS - META BUSINESS SUITE

To access Business Suite on desktop, head to www.business.facebook.com
Or via the Business Suite Facebook app on mobile devices.

How to schedule Facebook posts using [Meta Business Suite](#)

1. Go to Meta Business Suite desktop to begin.
 2. Go to “Posts & Stories” or “Calendar” and click “Create Story”.
 3. Select where you want to create or schedule a story for your Facebook Feed, Instagram Feed, or both.
 4. Click “Upload Media” and add a photo or video to your story.
 5. Customize your story by cropping your media, or by adding text or stickers.
 6. Preview how your story will look on Facebook and Instagram on the right.
 7. Click “Publish Story” to publish immediately, or click the arrow to select “Schedule Story” to publish it later.
- You can see your story on the date it was scheduled to publish or has been published going to “Posts & Stories”. Then tap on Calendar.

SCHEDULING - THINGS TO KEEP IN MIND

1. You can [manage multiple Facebook pages](#) via Creator Studio.
2. To schedule Facebook posts via Creator Studio, [you need to be the admin](#) or have permission to manage the page(s).
3. You can [create, schedule or post on the backdate](#) on Facebook pages via Creator Studio.
4. Facebook doesn't allow Creator Studio or any third-party Facebook scheduler to schedule posts for your [personal Facebook profiles](#).
5. You [can't schedule posts on your Facebook groups](#) via Creator Studio.
6. The scheduling option is [not available for Facebook stories](#).
7. You can't schedule posts via your Facebook mobile app directly. You need to have the [Creator Studio mobile app](#) for it.
8. You can only schedule your posts for [the next 75 days](#).

GO LIVE

Users interact much more with live video than with traditional content formats.

- Clubs should take this trend into account and incorporate video and live streaming into their Facebook and Instagram strategies and content mix.
- Images account for 72.5% of Facebook content, followed by video (16.5%), links (9.4%), status updates (0.9%), and Facebook Live videos (0.7%).
- Despite low usage of live videos, they get the highest number of organic interactions.
- Live-stream = show and tell. Show the audience the product and tell them 'stories' keep them keep them informed.
- Live-streaming matches is a product for the converted audience, not necessarily reaching a new audience.

LIVE-STREAMING - WHAT'S INVOLVED

- Over time, BA's *Rinkside Live* has transitioned from a single camera, handheld gimbal stabiliser setup to a fully-fledged, multi-camera setup inclusive of graphics and integrated promotional videos, as seen in BA's current coverage.
- Whether it's with one or eight camera angles, **streaming can be undertaken by anyone and any club**, which is why it has become such an effective service.
- Today everyone wants to go straight from **zero to hero**, and start with “high-cost and professional quality”
 - Multiple iPhones, multiple stationary tripods all linked to an iPad requiring vision-switching, high-speed modem internet connectivity and high-levels of production expertise. No end-to-end roaming, all controlled remotely via a fixed location - as seen in the Rinkside Live production.
- **Start small and light** - then build up
 - Unless you secure a considerable \$10,000+ grant, it's best to start small with key pieces of equipment, build a product and following, before scaling and growing.

JB Hi Fi	Product description	QTY	Unit Price	Total Price
489417	iPhone SE 64GB BLK	4	679.00	2716.00
682098	Cygnett Aeroshield Case	4	24.95	99.80
519669	Apple iPad Pro 11-inch 128GB Wi-Fi (Silver) [2021]	1	1199.00	1199.00
429390	Belkin BoostUp Charger 20K	5	79.95	399.75
948048	Apple USB-C to Lightning Cable (1m)	4	29.00	116.00
337778	Jackson Surge Protected Board w/ 6 x Individual Switch Power Socket, 4 x USB-A Outlets	1	56.95	56.95
940187	Manfrotto Smart Phone Clamp	4	19.00	76.00
617706	INCA - i3642B Tripod	4	89.00	356
472252	Satechi Slim USB-C Multiport Adapter with Ethernet (Space Grey)	1	129	129
580075	Netgear LM1200 4G LTE Modem	1	249	249
Not JB Hi Fi	RodeCaster Ultimate Duo Bundle	1	1489	1489
Not JB Hi Fi	Switcher Studio	1	615	615
Missing	Roller case	1		
Missing	Internet plan	1		
				\$7501.50

EXAMPLE EQUIPMENT

Result: Four camera live-stream with graphics, scoreboard and overlays.

Disclaimer: May not be inclusive of all items required. Prices to be used as a guide only.