



Facebook Tips

Page

- Choose an engaging cover
- Understand admin roles
- Add call to action buttons
- Fill out About Us section
- Add engaging content

Fans

- Invite friends to like your page
- Invite your email subscribers
- Add social buttons to website
- Add a link in your emails
- Share on other platforms

Engagement

- Share original content
- Comment thoughtfully
- Be interesting
- Run Facebook Live
- Ask questions

Video

- Create square videos
- Craft a descriptive title
- Identify what the video is about
- Focus on one key point
- Make it 3-5 minutes



Facebook Live

- Promote your broadcast
- Prepare and practice
- Be authentic
- Engage with your audience
- Analyse and improve

Contests

- Set goals for your contest
- Set the rules
- Pick a relevant prize
- Choose a custom hashtag
- Promote it everywhere

Ads

- Understand your offer
- Track sales not vanity metrics
- Target your audience
- Test everything
- Retarget warm audiences

Insights

- Learn about your audience
- Understand what content people like to engage with
- What time of the day to post
- What actions people took
- How to improve