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Beginner's Guide to Facebook

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A Beginner's Guide to Facebook

How to use Facebook to promote your business

As with all forms of social media, until you know how to use it then it can all seem pretty daunting. In this Beginner's Guide to Facebook, we give you an overview of the social media platform, how to set it up, how to post so that your followers know more about your business and how to get more likes and followers to your page.

Facebook is a great place for connecting with people. It has 1.4 billion active users meaning that you can reach a vast number of people if you promote your page correctly. Your Facebook page is an extension of your usual business marketing, where you can tailor messages and offer online information and promotions. Using Facebook's Analytics features, you can get a better understanding of your customers in order to tailor the messages you put across on your profile page.

Firstly, let's start with some Facebook language.

Definitions

Profile page

Your profile page is your business page where you will post comments and links.

Posts

These are the comments that you make and share with your audience.

Likes

This is when someone clicks the thumbs up on your post. This means they liked the post that you made.

Engagement

Any interaction with your page as a result of your posting activities e.g. likes, shares, clicks, views.

Followers

These are people who have found your page interesting and want to see regular updates.



Setting up your Facebook account

Setting up a business account is very much like having a personal profile, which most of us already have.

- Log in to your existing Facebook account – if you don't have one, click on Sign Up and follow the simple instructions.

Create a new account

It's quick and easy.

Birthday

Gender

Female Male Custom

By clicking Sign Up, you agree to our [Terms](#). Learn how we collect, use and share your data in our [Data Policy](#) and how we use cookies and similar technology in our [Cookie Policy](#). You may receive SMS notifications from us and can opt out at any time.



- Once you're on your page, head to the very right-hand side of the screen where you'll see a 'Create' button – the 'Page' option is the very first one on the list that comes up when you click the Create button.



- At the next step, go to 'Business or brand' and click 'Get Started'

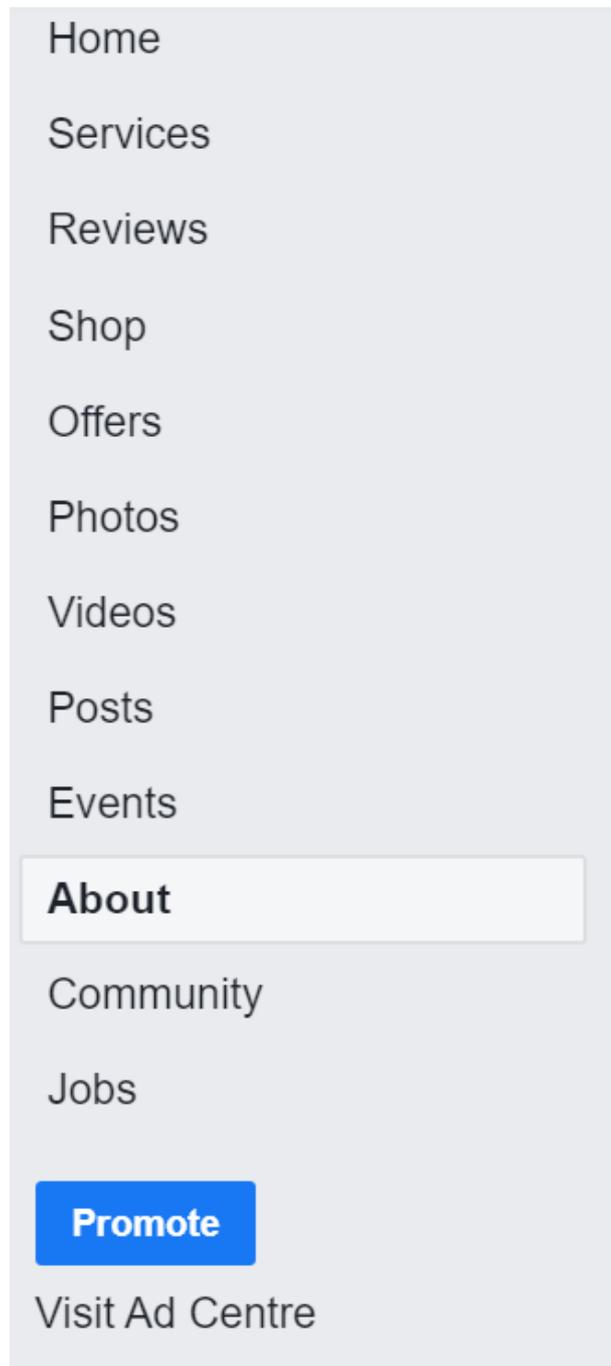


Business or brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

[Get Started](#)

- You want your Page name to be your business name (we used The Copy Collective). Then use a description of your business as a Category (retail, motor industry, tourism, etc.)
- When you get to your business page, Facebook will guide you through the page setup. Don't forget to upload your brand logo as your profile picture, and a relevant header image depicting your business.
- Fill in the 'About' section in as much detail as possible, adding your telephone number and website address so that people can find all of your business mediums.



- Fill in the 'Our Story' section on the right-hand side of the page so that your followers get a good understanding of what exactly your business does. Don't be shy here and add a compelling image to show off your products and services.



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Our story

+ Tell people about your business



Posting on your Facebook account

Once you've set up your Facebook account, now the real work starts! This is your opportunity to keep your customers up to date with the ins and outs of your company. But what should you post about and when?

Content

- Don't just write 'This is a picture of a product we sell'. You can be exciting and enticing with your posts. Add a picture of your product, but make it sound like the best product ever!

'Our homemade breakfasts are made with eggs fresh from our hardworking hens that morning – you won't get poached eggs like them for miles around!'

- Experiment with your posts to keep your customers engaged. Using the eggs as an example, you could post the same picture, but instead of telling customers what they like, why not ask them what they like? For example:

'Fresh eggs from our hardworking hens this morning. Do you prefer them scrambled, fried or poached?'

- Don't be afraid to be cautiously controversial. The point of posting on Facebook is to get people talking and engaging. But avoid politics as you could put clients off your business if you have strong political views!
- If you're not sure of your audience (that is, who exactly you're "talking" to) then why not write out a profile of your perfect customer:
 - How old are they?
 - Where do they live?
 - How much expendable income do they have?
 - Why would your business be of interest to them?

- Don't be afraid to ask openly for feedback. If you've had a good run of sales from people on Facebook, ask them to comment on how much they like your products or how cost-effective and convenient using your services were. People like to hear positive feedback, and it'll help you acquire more business on Facebook.

When should you post?

This is a difficult question to answer, as posting times can vary from business to business. For example, targeting people with high income probably means they're going to be away from their phones/personal social media between 8:30 – 5:30pm. Products for stay at home mothers may reach them at baby's nap time. Anything posted geared towards the Services industry will probably not be effective on weekends, when bar and restaurant owners will be busy.

Generally speaking, Monday is a good day for business links. Everyone's fresh faced from the weekend and enthusiastic about work-related matters.

Wednesday afternoons are great for publishing blogs and articles. Around 3pm on a Wednesday is the optimum open rate for blogs and email newsletters – bare this in mind if you're going to create larger pieces of content.

By Friday afternoon, however, everybody's thinking about the weekend, which is great if you're in tourism, travel or food. And by Friday evening, everyone's had a glass of something and are relaxed, which is a good time to throw some deals and offers out there.

The key to any social media posting is consistency. Try to post 2-3 times a week, and at similar times. This is for two reasons:

1. Your followers will start to recognise when to expect content. If you're writing a series of blogs on a similar subject and you've posted the first one at 3pm on Wednesday and have received lots of likes, then continue to post at 3pm on a Wednesday.
2. Facebook's algorithms now recognise when a business is posting consistently and will start to show your Facebook page in Google underneath your website in the search engine results page. Basically, the more consistently you post, the more Google will show people your Facebook page.

Don't post something every day for 6 days and then leave it for two months. Your followers will soon get bored and go and follow a competitor with a more reliable information feed.

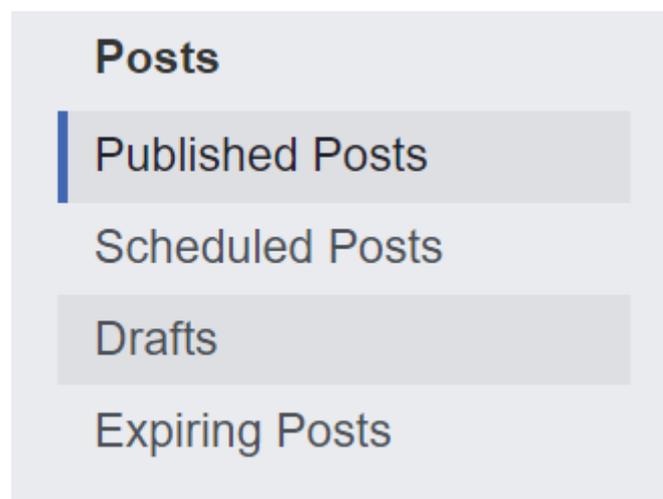
Try not to clog up your Facebook page, either. Post four articles in one day and it's unlikely that they'll all be read.

Scheduling your posts

Along the top of your business page, under the blue band of tabs, you'll find a grey tab that allows you to navigate around the different functions of your business page.



- Click the 'Publishing Tools' button which will take you to a page called 'Published Posts'.
- On the left-hand side of the page you'll notice a 'Posts' category which allows you to see published posts and scheduled posts – these are the noteworthy categories here.



- In order to schedule a post, click on 'Scheduled posts' and click the blue 'Create' button.
- Then go ahead and add the information you want to the post, including images and links, and press 'Schedule post' at the bottom of the post creation.
- Scheduling posts allows you to select a date and time in the future to publish your post, allowing you to pre-schedule weeks and months' worth of posts when you have time to do so, instead of checking in and posting every few days.



Schedule Post ✕

Publishing schedule

Publication G
Select a date and time in the future to publish your post.

Suggested
The suggested post time isn't currently available. [See details](#)

Custom
Choose the date and time when you want to publish your post.

UTC

Distribution schedule

Stop News Feed Distribution
Select a date and time in the future for when you want your post to stop being shown in News Feed. The post will still be visible, but News Feed distribution will end.

- Choose a date and time for your posts. For example, if you know that posting a blog at 3pm on a Wednesday gets engagement from your audience, why not schedule every blog post to go out at 3pm on a Wednesday?

Let The Copy Collective help!

Don't forget that if you need help with content, articles, blogs, optimising your Facebook page, creating Facebook ads or scheduling consistent and relevant content, we can help!

Contact us at hello@thecopycollective.co.uk to let us know how we can help make your social media sing.