

Module 2:

Marketing with Facebook Pages

Learning Objectives

Students will gain a fundamental knowledge of social media marketing using Facebook.

- Understand what it means to use Facebook to promote a business
- Understand how to use Facebook Pages to build a presence for an organization
- Understand key strategies on how to create content and posts that engage audiences
- Understand how to use Facebook comments and Messenger to build a relationship with an audience
- Understand how to use Page Insights to report on likes, shares, views, and other key information about the organization's Page.

Skills Aquired

- Create and use posts of different types to engage an audience and build presence
- Monitor and respond to comments to build relationships
- Use Messenger to communicate directly with users to build relationships
- Use Page Insights to report on Page information
- Use Page Insights to inform and develop ongoing content engagement strategy

Challenge

- Now that you have a basic Page for your organization, in this mini-challenge, you will use your new Facebook Page to build awareness of your organization and to connect to your audience.



4-6
hour
class duration



2
sessions
plus out-of-class
homework

In this module, you will learn how to market using Facebook Pages. A lot of what you learn will apply to Instagram as well, but there is also a separate module for Instagram that will help you decide which platform is best for your message. (Spoiler alert: the answer is usually both.)

The big ideas in this module are building presence, creating relationships, and measuring the effect of your marketing.

You will have to be able to stand back and look at the big picture, asking, “What does my organization need, and who out there will meet that need?” At the same time, you must pay attention to the details, like asking whether the joyful colors of a particular photo are appropriate for the tone you are trying to achieve for your organization.

Perhaps most important, you will learn how to use Facebook’s tools for helping you track just how many people clicked on, shared, or bought something based on what you posted. By the end of this module, you’ll be ready to dive into the creative world of Facebook ads.



Module 2: Lesson 1

Introduction to Marketing with Facebook Pages

How do I use my Page to spread the word about my organization?

For small businesses, nonprofits, and community organizations, Facebook can be one of the easiest and most popular ways to let people know they are there and to tell their stories.

You've already started to engage your audience by creating different types of posts that tell the story of your group or business and that you think will be of interest to visitors. That's step one.

Over time you'll use your Page to build a strong presence for your organization and to build a relationship with your audience. These two things are the foundation to marketing with Facebook Pages. You'll learn more about this in this module.

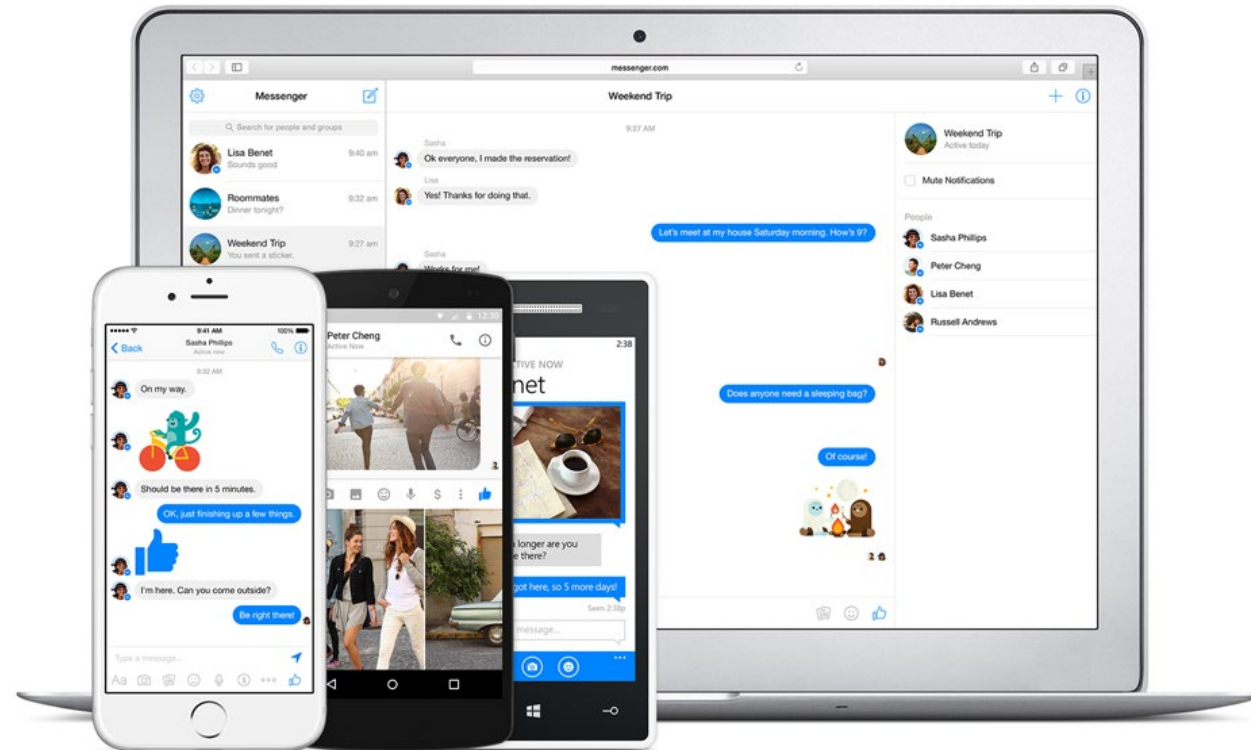


What does it mean to connect and build relationships?

Social media is about being social—that means connecting with people and building relationships. Two good ways to interact with your audience on your Page are through comments on your posts and directly through Messenger.

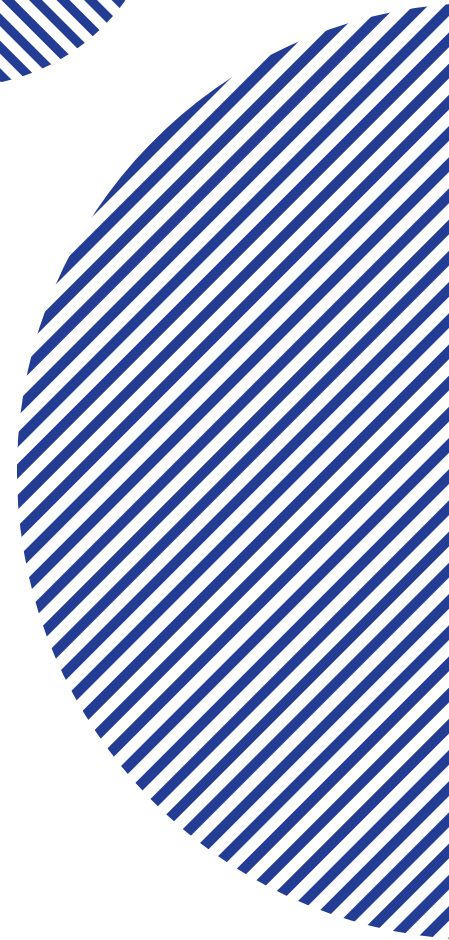
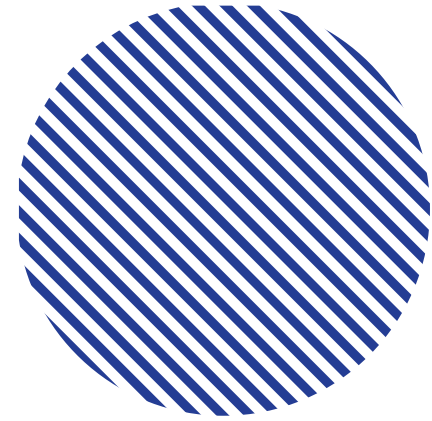
As people comment on your posts, you can reply and make your own comments as well. This can spark a conversation and engage even more people.

You can also use Messenger to communicate directly with users. You can invite people to message you with questions or you can respond to a comment someone makes by using Messenger. Doing this creates more of a personal connection for the user.



Module 2: Lesson 2

Build Your Presence



What strategies can I use to engage the audience?

- 1 Offer Relevant, Interesting Content
Offering your audience interesting links to articles, other videos, and events will keep them coming back for more.
- 2 Pose Questions
A good question can generate a lot of comments. Questions get many more comments than standard text-based posts. Pose the question and ask people to put their answer in the comments.

The screenshot shows a Facebook post from 'Country Road School' posted 8 hours ago. The post text reads: 'Recent research shows that teenage brains barely function before 9:00 a.m. Although our K-7 students will still be coming in at 7:45 next year, 8th grade parent Celeste Wright has proposed a 9:30-4:30 day for eighth graders starting in the 2018/19 school year. What are your thoughts?' Below the text is a photograph of a classroom where a boy is sleeping at his desk while a teacher stands nearby. The post has 67 reactions (likes, loves, wow, sad, angry) and 77 comments and 57 shares. Three comments are visible: Jane Chapman says 'Finally! I'm glad the research is making an impact.' Dee Johnson asks 'Is there a transportation problem with that? I can't drop off Ginnifer later than 8:15.' Myrna Wong says 'A number of student services and study areas will be available from 7:45 to 9:30 for students who arrive early.' Principle Jones says 'Also, Flora Reilly has agreed to mastermind a new carpool plan for next year to accommodate 8th grade families.'

What makes an effective post?

There is no one formula for an effective post. It will depend a lot on your audience, your organization's mission and personality, and the goals you have for social media marketing. There are, however, some things to keep in mind as you create your posts.

An effective post:

Has a Clear Goal

The key to a successful Facebook post is to start with a clear goal. What do you want this post to do? Create awareness? Encourage comments that build community? Get people to share it? Get donations? If your post has a specific objective, it will be much more effective. And that objective should be obvious.

Has an Authentic Voice

People are your friends and fans because they like what you do. Your voice should be true to your brand—that is, to how you and your audience really sound. If your audience is skaters, you should post like a skater, not a Wall Street CEO.

Has Engaging Photos and Videos

We've said it before, posts with photos and videos get more attention. Use photos and videos that tell stories of others who are working with you, of events your organization has, or of things real people are doing at your organization. Images help people connect.

Asks for Engagement

A successful Facebook post has a clear call to action. In other words, it asks people to follow through in a specific way, using words such as "subscribe now," "share your ideas," or "tell us what you think." Think about ways to connect people to you. Remember, the goal of engagement on Facebook is primarily to build a community and create an interactive outlet of trust and sharing.


Isn't Always Selling

Don't make the mistake of making all your posts about selling or asking your audience for something. Mix it up with personal stories, interesting articles, and even humor. Post things that you think your audience will enjoy and connect with.


Activity: Creating an Effective Post



Example 1

 **Myrna Wong**
March 3 · 🌐

Science! Science! Science! The big fair is still two months away, but we only have 9 more days to raise funds for a much-needed 3D Printer. This important 21st Century technology will not only help 14 CRS students make their projects a three-dimensional reality—it will serve the whole school in a number of ways. Remember that these printers make more than just Star Wars figurines and chess pieces. They are useful in medical science and other important industries that we want our students to care about. Click [here](#) to make a donation now!



3D Printing
3D printing in medicine has been skyrocketing. The list of objects that have already been successfully printed in this field demonstrates the potential that this technology holds...

[Donate](#)

Discussion Question

What is the goal of this post? You can choose one, two, or all three of the options, then explain your reasoning in a discussion or in writing.

- Create Awareness
- Pique Interest
- Get Customers

Answer

All of the above. Perhaps the primary goal of this post is to get people to donate (Get Customers), but by adding information and a photo, they are trying to pique the interest of their community. They are also using an educational message to create awareness for the need for getting students involved in scientific industries.

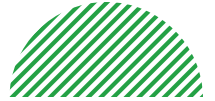
Additional Questions

What does the “Donate” button signal to you about the goal of the post? What about this post will pique someone’s interest?


Why does the post work to create awareness about an event?

How might you do some of these same things with a post for your organization?

Activity: Creating an Effective Post




Example 2



Best Friends Animal Society
March 3 · 🌐

Though she's only six years old, Fiesta has survived the cruel life of a dogfighting ring — and she has the health issues to prove it. Thankfully, now she's at Best Friends, where she'll receive all the medical attention she needs and, with any luck, the chance to open up and love.

Can you give just \$5 to help Fiesta and other animals like her? It's easy to make a gift today by clicking the DONATE button below! -abigail



Fiesta

Some people think Fiesta looks a little older than she really is. And it's easy to understand why. Though she's only six years old, she's survived the cruel life of a...

[Donate](#)

Discussion Question

Identify at least 3 of the “5 things that make an effective post” in this post from Best Friends Animal Society? What are they? How do they make THIS post effective?

Additional Questions

What other things might they have incorporated into this post? How might you use these same elements in your posts?

Mini Challenge: Create Effective Posts



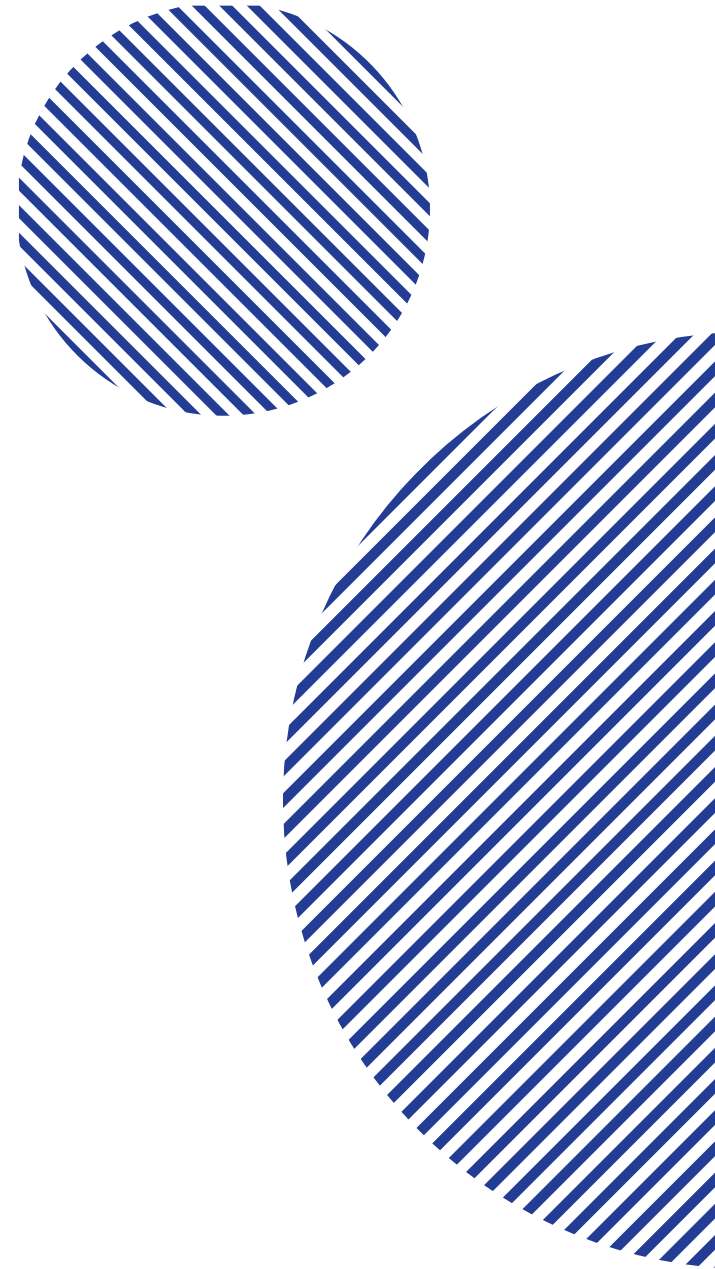
Your task this week is to create 5–7 posts that will engage your audience and help you begin to grow your community.

Some things to remember:

- Use the scheduler to help schedule your posts for the week.
- Have a clear goal for each post.
- Be authentic.
- And, above all, have fun! Social media is fun. Enjoy it!

Module 2: Lesson 3

Connect and Build Relationships



How do comments help make connections and build relationships?

Comments are a good way to know that you've piqued someone's interest. When someone comments, they've taken the time to engage with you.

Use a comment to start a conversation. Once someone takes the time to comment, it's more likely that you can engage them in a conversation and that they will engage with your posts again.

Just as you post regularly, you should also monitor your posts for comments. (You'll know you have comments if you set your notifications to notify you when someone comments.)

Do your best to respond to all comments, even the negative ones. It lets your fans know you care about what they say.

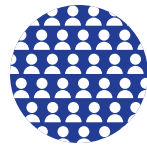
A few important DOs:

- Make sure your Page allows others to post and comment on it.
- Answer all comments, negative and positive.
- Answer questions promptly.
- Have fun! Try to draw them into a conversation with you!

How do I use Messenger to connect and build relationships?

Messenger lets you and your users connect and talk to each other instantly.

800 million Facebook users have access to Messenger and use it to send and receive messages instantly everyday. A Nielsen's Facebook



2 billion

Messages are sent between people and businesses every month, both automated and people-initiated.



56%

of people would rather message than call customer service.

Messaging Survey recently showed that messaging ranked second out of nine possible modes of communication with business, and that 53 percent of people are more likely to shop with a business they can message directly.



53%

of people say they are more likely to shop with a business they can message directly.

Using Messenger opens up a lot of possibilities:

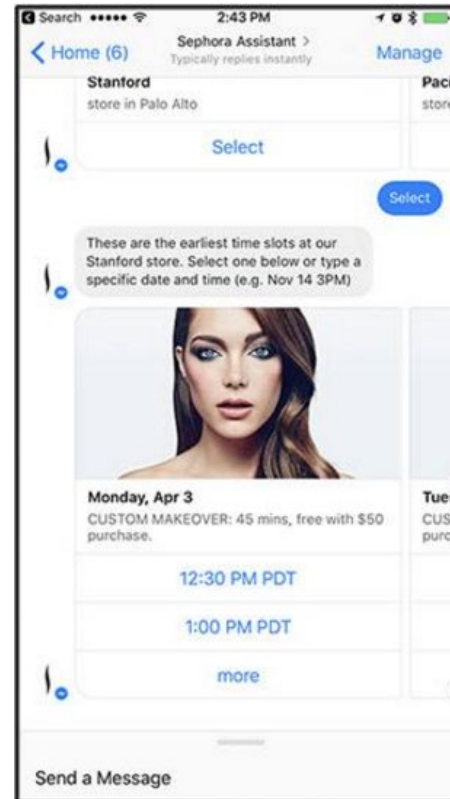
- Users can ask you questions.
- You can ask users questions privately.
- You can answer questions directly and resolve problems.
- You can follow up on a specific comment that someone has made.
- You can build more personal one-on-one relationships with some of your users.

How do I use Messenger to connect and build relationships?

Messenger lets you and your users connect and talk to each other instantly.

It may seem awkward at first to message someone you don't know, but give it a try.

You might be surprised by the conversation you have and the loyal fan you gain!



Using Messenger opens up a lot of possibilities:

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- You can ask people questions privately.
- You can answer questions directly and resolve problems.
- You can follow up on a specific comment that someone has made.
- You can build more personal one-on-one relationships with people.

How do I manage my messages?

Here are few things you need to do take advantage of messaging on Facebook.

First, be sure to enable messaging on your Page. You can do that from Settings on your Page.

Second, as with comments, you'll want to monitor your messages and respond quickly.

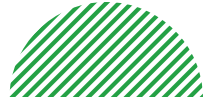
Facebook has several ways for you to reply quickly to messages. One way, of course, is just to reply manually when you get a message.

This will probably be what you do at first. But you can also set up instant replies for when you are not available. You can personalize the instant replies, and you can have different replies for different kinds of questions.

There are many other interesting features that make messaging easier, especially as the number of users on your Page grows, but they're too advanced to cover here. Just know that they exist under the Messaging tab on your Page and you can explore them later.

Activity:

Managing Your Messages



Let's imagine your organization has set up a fundraising event. Details about time, place, what to bring, what to wear, and what will happen are on the Facebook Page. But the flier that was mailed out left off the address of where it's happening.

You are getting about 20 messages a day asking where it is. Which of the following strategies should you use?

Set up an automated response that, regardless of the question, sends them the address.

Answer: No—20 messages a day is not enough to merit automation, and it will feel impersonal for those who were asking about something other than the address.

Write a well-worded, friendly response apologizing for the mistake in the flier and providing the address, then paste it into all of the messages from people asking that question.

Answer: Yes—even though you are not personalizing each response, you are providing what is needed, and that will meet your members' expectations.

Respond with a link to the Facebook Page and let them know that all the correct information is there.

Answer: No—the person already took the time to ask the question, and you want them to go to the event, so do not add another step for them. You can provide the answer AND the link to the Page, but don't make them feel silly for not figuring this out on their own. Remember with mobile users, Messenger is a separate app from Facebook.

Answer each message personally, providing not just the address, but something nice about that particular person.

Answer: This would be great, but maybe too time consuming if you have more work to do on the Page, so it depends on your availability. It is certainly a great opportunity to engage more users and make them feel personally connected to your organization.

Discussion Questions

- How do you know when your time is being well-spent marketing on Facebook and when you are spinning your wheels?
- What are some ways you can maximize customer engagement on your organization's Facebook Page?

Mini Challenge: Building Relationships



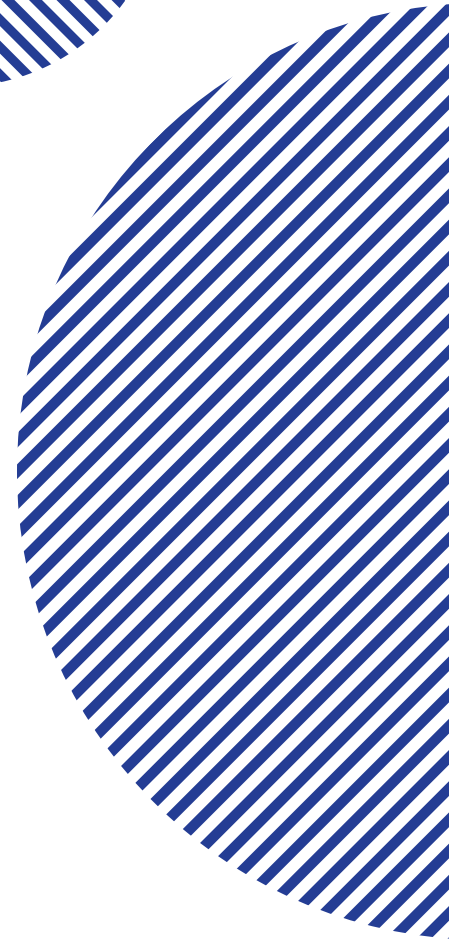
In addition to posting often throughout the week, your task is to start to build relationships with your audience. You'll do this by monitoring your posts for comments and, when when it's appropriate (like when they ask you a question), send a private message.

Use this opportunity to try different things—maybe post a photo as a comment, maybe ask a question in a comment, maybe send someone a link to another site via Messenger.

Also, use the week to get into the habit of monitoring your Page regularly. You'll want to be doing this from here on out.

Module 2: Lesson 4

Measure Your Efforts



How can I measure how people interact with my Page and posts?

Note:

The Insights tab on your Page does not show up until you have 25 Page likes.

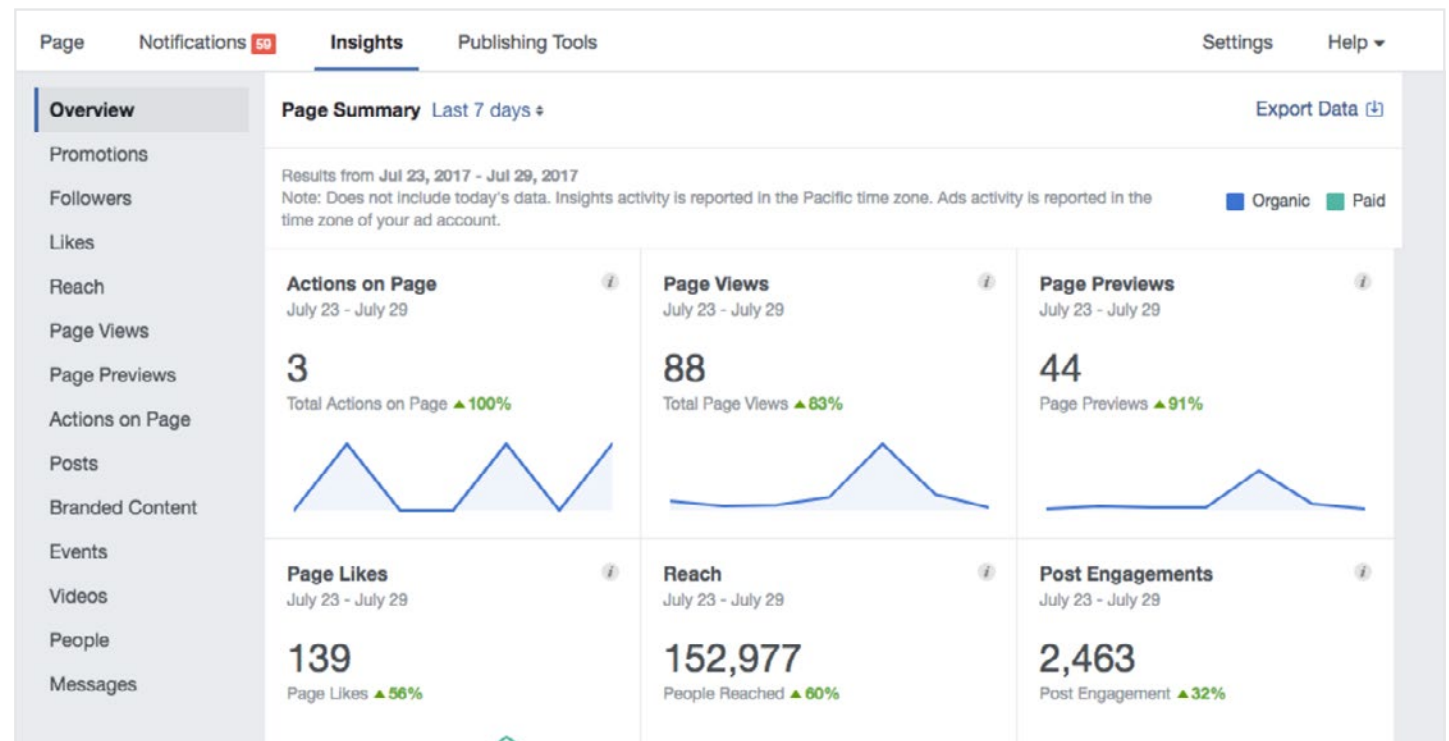
With Page Insights, you can learn what posts people are engaging with—or not engaging with—so you can make informed decisions about what content is having the most effect on your Page. These results will help you build your audience and get more people interacting with your organization through your Page.

Here is the information you can see with Page Insights:

- **Page views:** See how many Page views you have
- **Insights:** Click here to view insight on your Page and to get the dashboard below
- **Actions on Page:** See what actions people are taking on your Page
- **Followers:** Get metrics on your audience

- **Posts:** Get metrics on individual posts
- **Page Likes:** See how many people liked your posts
- **Videos:** Get metrics on video views
- **Page Followers:** See who is following your Page
- **Reach:** Understand who you are reaching with your posts

From the Dashboard you can dive more deeply into the information.

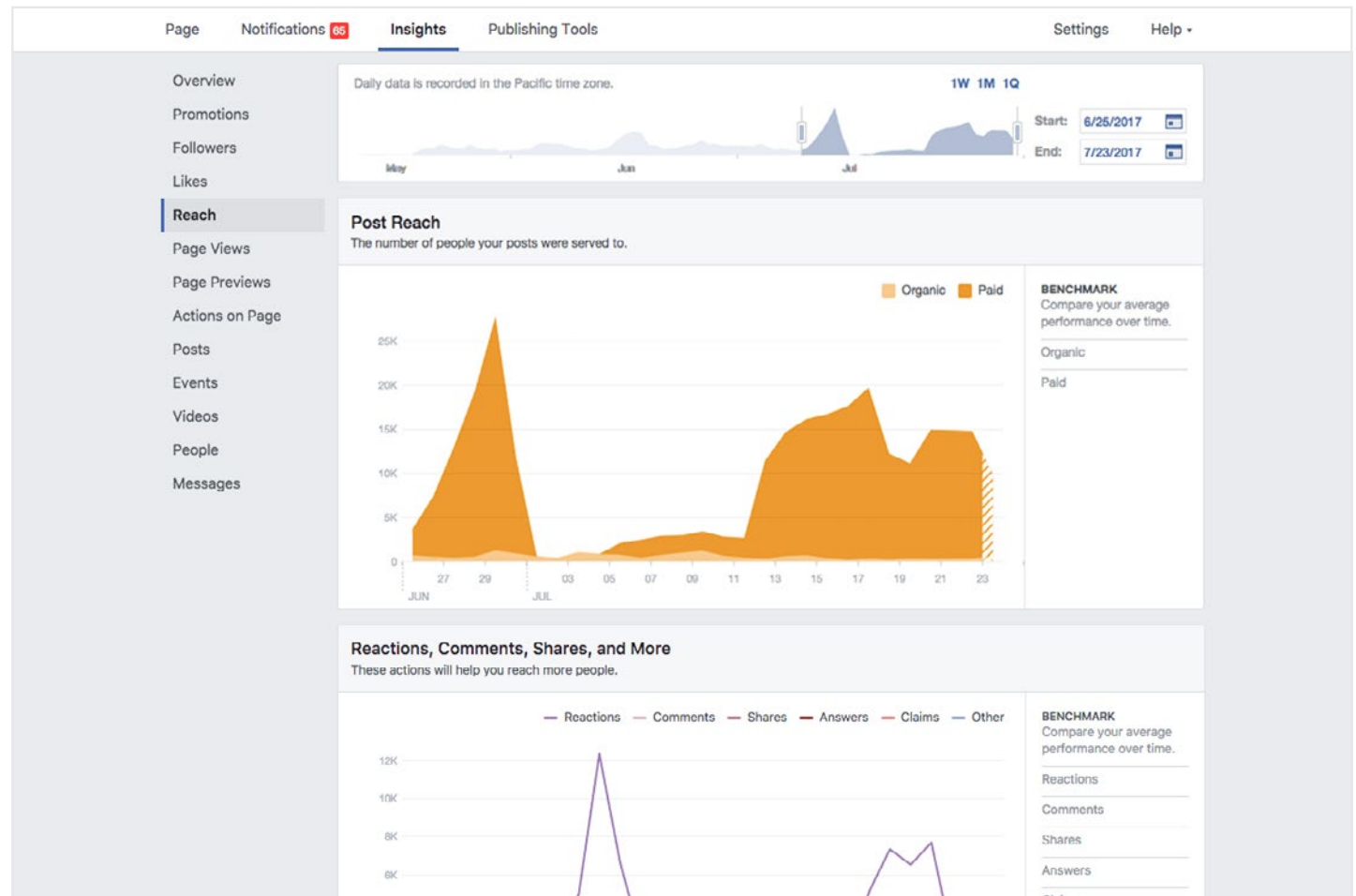


How can I measure how people interact with my Page and posts?

Reach

See how many people saw your posts, as well as how many liked, shared, and commented on them.

This will help you learn which posts get the most attention, allowing you to create more of the kinds of posts that people will interact with.

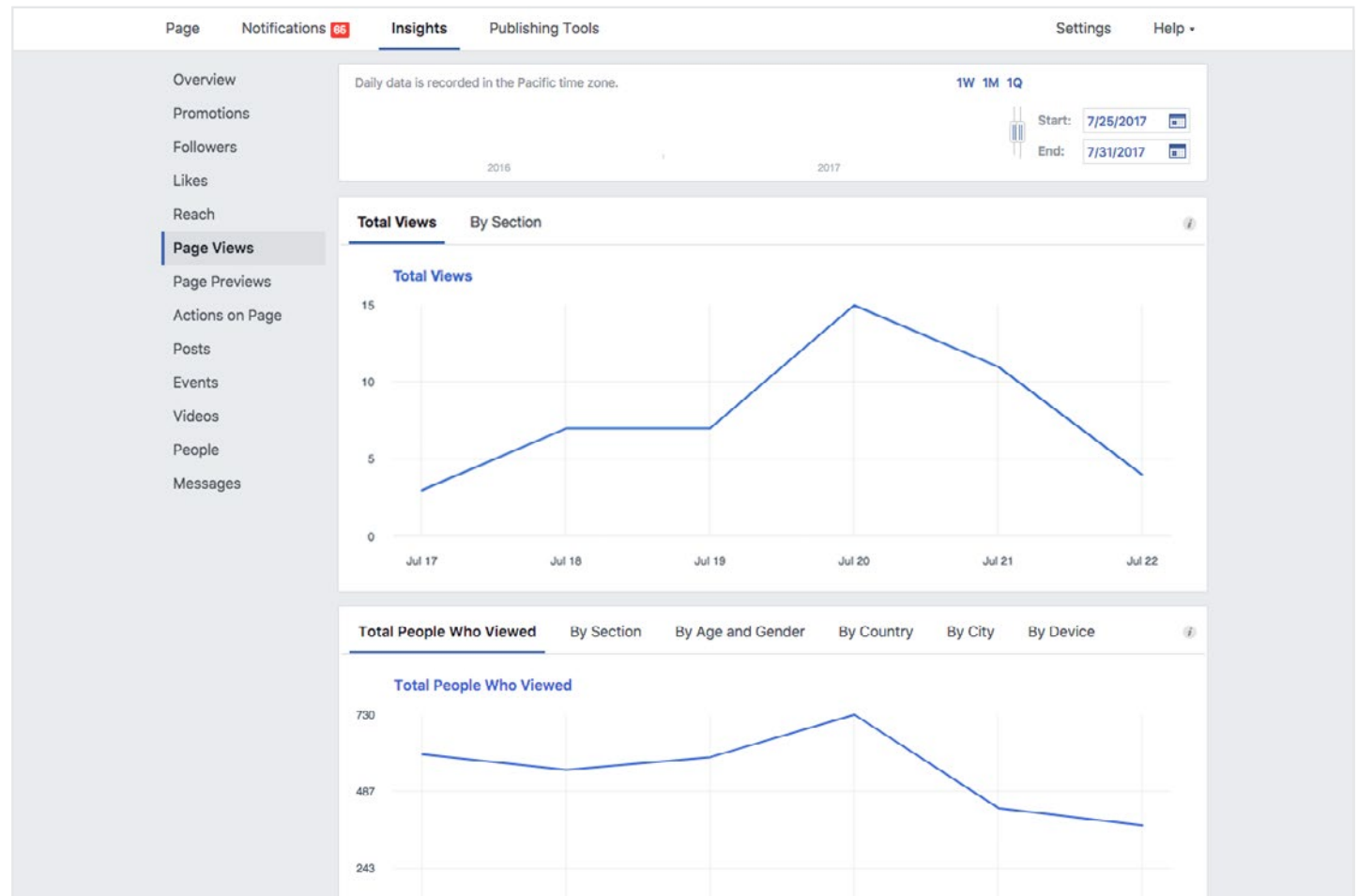


How can I measure how people interact with my Page and posts?

Page Views

Discover how many people are viewing your Page and what sections they're looking at. Then, get details on your audience by age, gender,

and location. Use this information to target different audiences or tailor the images and videos in your ads to their interests.

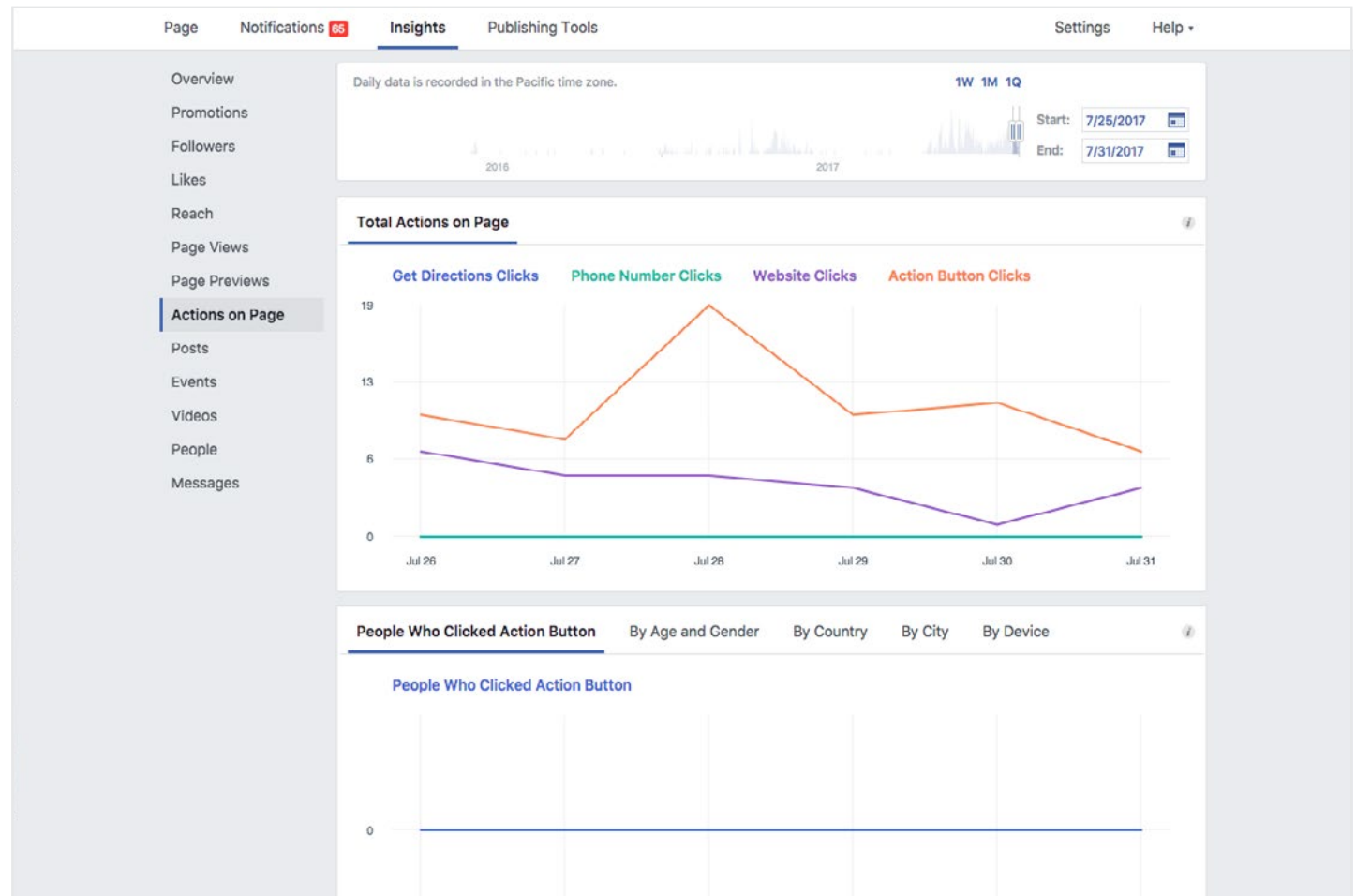


How can I measure how people interact with my Page and posts?

Actions on Page

See what actions people are taking on your Page—including whether they are going to your website or clicking on your call-to-action button.

This will help you adjust your Page to encourage people to take the actions you want.

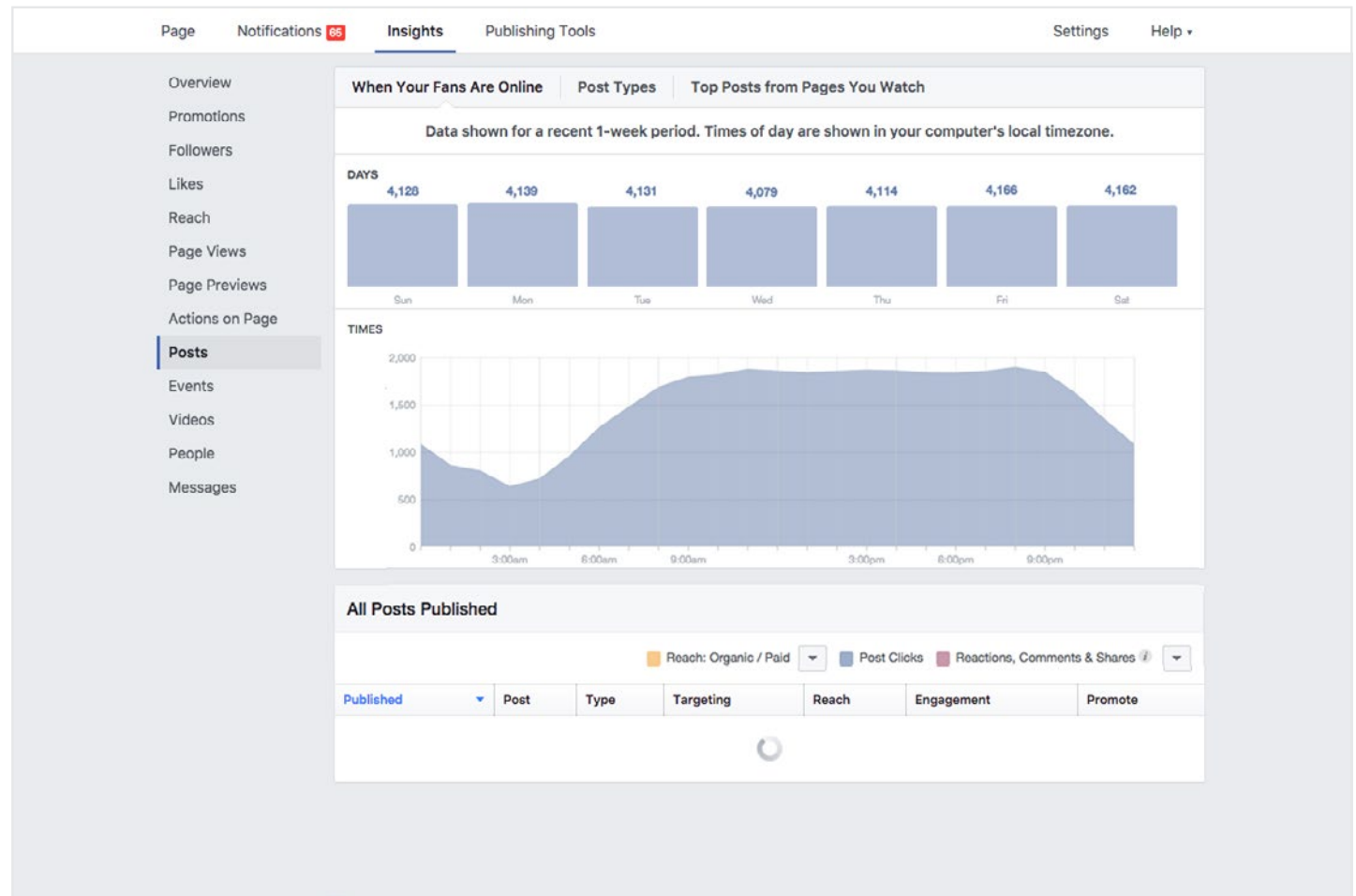


How can I measure how people interact with my Page and posts?

Posts

See a breakdown of how each of your Facebook Page posts have performed over time. You'll see how many people each post has reached,

how many responded with clicks and reactions, and the type of post so you can quickly analyze what's working best.

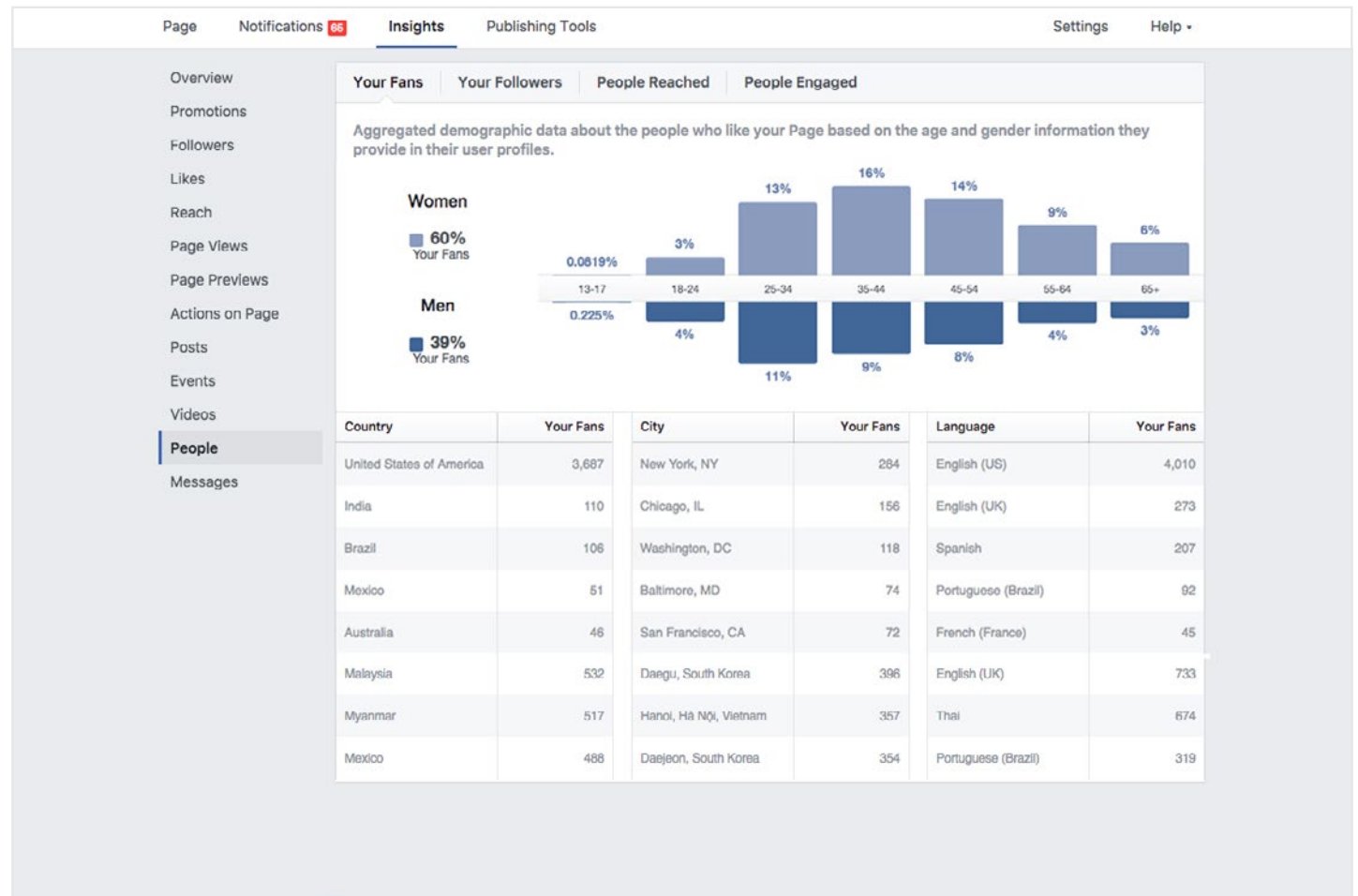


How can I measure how people interact with my Page and posts?

People

Understand your audience with aggregate information including age, gender, and location. You'll also see when people are looking at your

Page and how they found it. This can help you create posts for the best response.



Mini Challenge: Measure Your Efforts



As you've worked on this module, you've spent some time creating posts, monitoring those posts for comments, and engaging your audience via Messenger. Now it's time to use Facebook's tools to see how it's all going.

Your task is to look at the Insights tab for your Page to try to understand what's working and what's not.

The next step is to try to analyze why certain posts got a lot of likes and certain ones didn't. What patterns do you see? What might you try again? What might you change?

Write a short reflection on what you're seeing with your Insights tab at this point. Then use this information to inform the posts and interactions you'll have on your Page over the next week.

Get the Micro-credential

Congratulations! You have completed this module by:



- ✓ Creating relevant and engaging posts of different types to build your presence
- ✓ Measuring and monitoring the activity on your posts through Page Insights

Once you think you're ready, you can submit your work for review to earn the Marketing with Facebook Pages Micro-credential. Your instructor will have instructions as to how to do the submission.

With this micro-credential, you can show employers and others that you have demonstrated the basic skills needed to do some basic social media marketing with Facebook!

We invite you to continue developing your skills with the next module, Marketing with Facebook Ads.