

Five Tips for Putting the Right Face on Facebook

These days, Facebook is the social media platform everyone loves to hate. It seems as if this Internet giant changes their rules as often as we change our clothes.

But Facebook is still a social media powerhouse for a reason: millions of people use it to establish community and connections. By following these five tips, you can, too.

1. Add a cover photo that represents you

Your cover photo is an important way to communicate who you are. While it's easy to upload a generic cover photo offered by various applications, that isn't going to help establish your brand. Take the time to choose a unique cover photo that represents you and your business.

Your cover photo might be a:

- ✓ group picture of your cheerful staff
- ✓ your physical location
- ✓ product display

2. Use the Facebook “pin” feature

For important information, use the “pin” feature to fix a new post at the top of your page. It might be a welcome message or news about a weekly sale that you want people to see first when they open your page.

3. Keep your content fresh

To keep people coming back to your page:

- ✓ post fresh content regularly—at least daily.
- ✓ post lots of photos. Visuals attract attention.
 - Use tools such as www.picmonkey.com or www.Canva.com to create multiple photo sets or personalized photos
- ✓ start a conversation with your product posts by asking a question
 - For example, for a display of summer reading, you might ask readers to name the author of their favorite summer novel.
- ✓ post informative links such as:
 - CBA bestseller lists
 - articles about your store
 - articles or blog posts by authors
- ✓ post a calendar of upcoming events – but be sure to keep it current!

- ✓ build a story with multiple posts and photos associated with one topic
- ✓ share video clips
- ✓ announce scheduled events such as summer reading programs or author book signings
- ✓ announce freebies. These don't have to be expensive. It could be as simple as free lemonade for all customers one day in July or free hot chocolate one day in December
- ✓ follow up with photos after the event

4. Engage your followers

As with other social media platforms, it's important to remember the importance of being *social*.

Engage your community with:

- ✓ a highlight of a frequent customer each week
- ✓ photos of contest winners
- ✓ a spotlight on a local charity or mission such as a food drive

Remember to continue the conversations by responding to comments to your posts.

5. Gain insight from the Insights feature

The **Insights** feature is found in the horizontal menu bar at the top of your page. Take advantage of this feature to learn more about the effectiveness of your posts.

Using Insights, you can gather information about:

- ✓ your page "Likes"
- ✓ the reach of your posts (how many people saw the post)
- ✓ engagement (how many people responded with a "Like," a comment, or a share)
- ✓ your fans: who they are, where they are located, and the days and times they most active on Facebook

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