

FACEBOOK



OUR AGENDA FOR TODAY

1. Facebook
2. Definitions of Metrics
3. Calls to Action & Tools

WHY USE FACEBOOK?

BUILD A BRAND

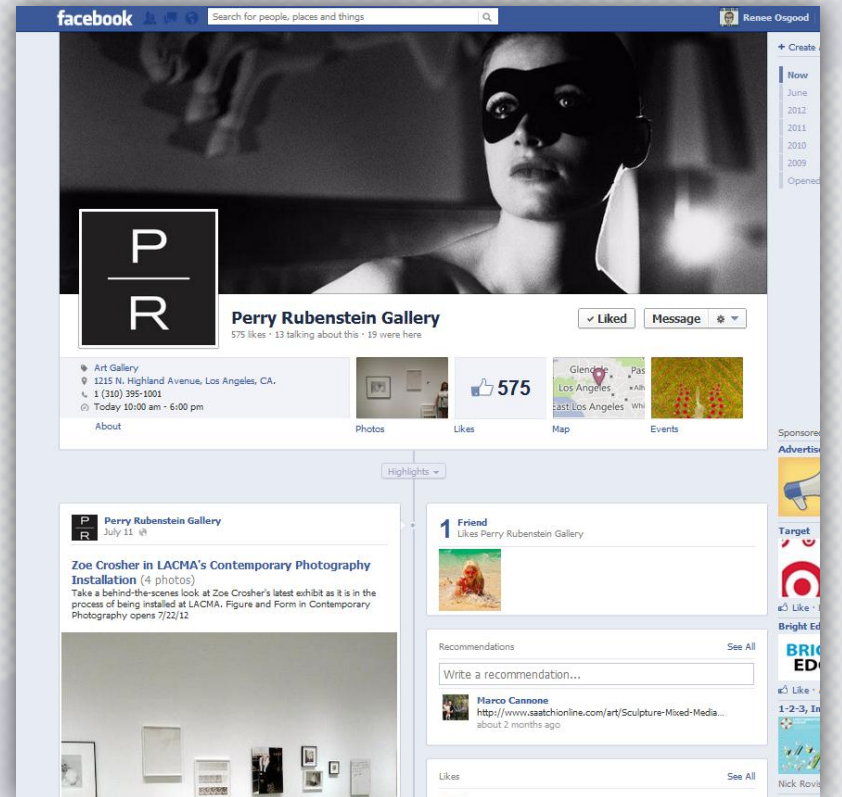
Facebook offers an excellent outlet to build a brand that consumers can connect with beyond the static nature of traditional marketing.

INCREASE LOYALTY

By “liking” a Facebook brand page, consumers are essentially opting in to receive your brand messaging.

COMMUNICATION

It has become common for customers to use social networks to bring up inquiries or offer feedback. Handled correctly, this can be a fantastic way to communicate with customers and offer them exceptional customer service.



DEMOGRAPHICS

AGE RANGE	MALE	FEMALE
14-17	9.8%	9.1%
18-20	13.7%	13.2%
21-24	17.5%	16.6%
25-29	13.2%	11.7%
30-34	10.2%	9.7%
35-44	15.3%	15.4%
45-54	10.4%	12.3%
55-63	5.5%	7.2%
64+	4.5%	4.8%

METRICS & INSIGHTS

TOTAL LIKES

The number of unique people who like your Page as of the last day of your selected date range.

TALKING ABOUT THIS

The number of unique people who have created a story about your Page during your selected date range. A story is created when someone:

- Likes your Page
- Likes, comments on, or shares your Page post
- Answers a question you've asked
- Responds to your event
- Mentions your Page
- Tags your Page in a photo
- Checks into or recommends your Place

FRIENDS OF FANS

The number of unique people who are friends with your fans as of the last day of your selected date range, including your current fans.

TOTAL REACH








The number of unique people who have seen any content associated with your Page (including any Ads or Sponsored Stories pointing to your Page) during your selected date range.



METRICS & INSIGHTS

Admin Panel

[Edit Page](#) [Build Audience](#) [Help](#) [Hide](#)

Notifications	See All	Messages	See All
 <p>You have no new notifications</p> <p>Share something on your Page</p>		 <p>No new messages.</p> <p>When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your admin settings.</p>	
New Likes	See All	Insights	See All
 <p>Simona Servodidio last Thursday</p>		<p>■ Your Posts ■ Talking About This ■ Reach</p> 	
 <p>Richmond Ackah Jr about a week ago</p>			
 <p>Dan Delaney about 2 weeks ago</p>			
Page Tips	Next		
		 <p>Managing Pages from your iPhone</p> <p>Install the Pages Manager app on your iPhone to manage your pages on the go.</p> <p>Install</p>	

Pictured Above: Facebook Insights Admin Panel

DEFINITIONS OF METRICS

1. REACH

The number of people who have seen your post.

2. ENGAGED USERS

The number of people who have clicked anywhere on your post.

3. PEOPLE TALKING ABOUT THIS

The number of people who have created a story from your post. Stories include:

- Sharing, liking, or commenting on your post
- Answering a question
- Responding to an event

4. VIRALITY

Virality is the number of people who have created a story from your post as a percentage of the number of people who have seen it.

5. REACH

A Mention occurs when users tag a Page in a post or photo. Users can do this by using the @ sign and typing the name of the Page.

6. CLICKTHROUGHS

Traffic driven to the website from Facebook, as tracked in bit.ly and Analytics.

6. CONVERSIONS

Conversions from Facebook, as tracked in Google Analytics.

CONTENT: BEST PRACTICES

1. LINKS

It's beneficial to post links along with any brand messaging to substantiate the copy and offer the reader additional information if the topic is interesting to them..

2. PHOTOS

Photos display very well in the Facebook Timeline and add interest to the page. For brands that don't have beautiful photography, charts and graphs can serve a similar purpose.

3. VIDEOS

Videos that are posted from YouTube will automatically pull in the player and allow fans to watch the video within Facebook. This is another example of excellent visual and interactive content.

4. QUESTIONS

The best way to get user interactions is to pose an open-ended question soliciting user responses. Fans like to feel that they're part of a community that values their opinions.

5. POLLS

Polls is a Facebook feature that enables brands to formally post a poll to the wall, allowing users to submit votes on a topic.

CONTENT: BEST PRACTICES

DVF - Diane von Furstenberg
July 9

The Duchess of Cambridge carried a DVF Lytton Clutch to Wimbledon. Where would you wear yours?

<http://bit.ly/RP5gBq>



Like · Comment · Share


45

445 people like this.

Pictured Above: Facebook Links & Asking Questions

The Dark Knight Rises
4 hours ago

The Dark Knight Rises - TV Spot 6
In 2 days.



Like · Comment · Share

11,509 people like this.

View all 492 comments

Write a comment...

Pictured Above: Posting Rich Media Content

CONTENT: BEST PRACTICES


IVORY Ivory asked a question.
June 18

Do you divide and conquer on daily chores with the hubby?

- Yes, we're an equal chore household.
- No, I wish.
- My husband does more than his fair share.

IVORY Ivory shared a link.
June 14

By a show of likes, who would love to simplify their home? Serving up everything from easy recipes to organizing ideas, The Home Made Simple's page has you covered.



Home Made Simple - Recipes, Organizing, Crafts, Decorating, Entertaining, Gardening, Cleaning
www.homemadesimple.com

Thank Dad for all he does with beyond-the-tie gifts he'll treasure for years to

Like · Comment · Share 24 1

Pictured Above: Facebook Poll & Link

Recent Posts By Others

Leigh Anne Cirelli Logue
Dear Vista Print,
Can you please tell me the trick to getting my website to publish, it says I have a pop up blocker on, but I don't... I found the solution last time and have since forgot. It was something like holding down the control key and a letter????? SOS!!!!

Like · Comment · Monday at 8:03pm

Vistaprint @Leigh Anne Cirelli Logue: Please call 800-961-2075 and we will help you right away! :)
Yesterday at 9:33am · Like

Write a comment...

Nicole Garcia
Worst experience with a vendor ever! The do not ship when they say the will, regardless of how much you pay, then ship partial orders. Tell you they will refund your money, but don't instead put a credit on your account and tell you that you can only use for additional products, I would never go back there so why would a credit do me

Pictured Above: Using Facebook for Customer Service Issues

CONTENT: BEST PRACTICES

6. EVENTS

It's possible to post events to Facebook, which users can then RSVP to. This is great if there's a tradeshow, webinar, conference or other corporate event planned that the brand would like to draw people into.

7. TARGETING

Facebook posts can be targeted by country and language as to add localized/ cultural relevancy.

8. TIMELINE STRATEGY

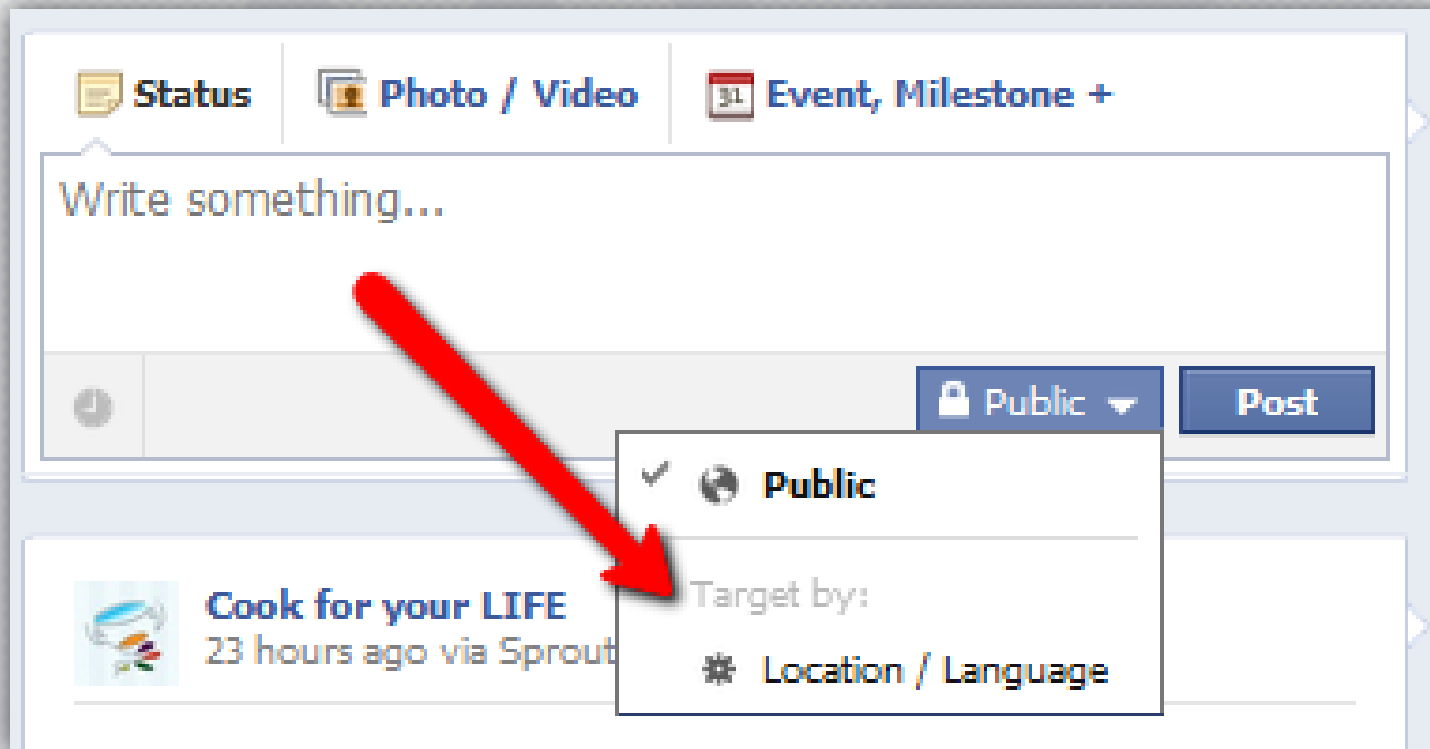
Facebook pages are laid out in a timeline format. Admins can also pin key content to the top of the page.

9. MODERATION

Methods of recommended moderation of content include:

- o Mark inappropriate content as spam
- o Ban inappropriate users
- o Enable email notifications whenever somebody posts to the wall for constant moderation

CONTENT: BEST PRACTICES



Pictured Above: Targeting Languages & Location

CONTENT: BEST PRACTICES

The screenshot shows the Spotify Facebook page. The top section features a large promotional banner for "Radio you can save" with a Spotify logo and a music player interface. Below the banner are navigation tabs for "About", "Photos", "Get Spotify", "Spotify Contests", and "Summer Sounds". The main content area displays a post from "Spotify" about an hour ago, titled "Kids - this one is for you!", which promotes the "KIDZ BOP 22 (Spotify Bonus Track Version)". The right-hand timeline shows 15 friends who liked the post, with a list of likes including "ShareMyPlaylists.com", "Last.fm", "Moodagent", and "TuneWiki". A "Sponsored" section for "Mint Marketing Plan" is also visible.

Pictured Above: Spotify Facebook Timeline

The screenshot shows the Phillips de Pury & Co. Facebook page. The top section features a large banner image of an art installation with a large white letter 'P' on a black background. Below the banner are navigation tabs for "About", "Photos", "Likes", "Instagram feed", and "YouTube". The main content area displays a post from "Phillips de Pury & Company" 7 hours ago, titled "NY - Fair warning! It's your last chance to check out our summer pop-up exhibition Andrew Levitas' 'MetaWork. Photography: Sculptures' at 450 Park Avenue -- it closes Friday." The right-hand timeline shows 2 friends who liked the post, with a list of likes including "Milk Studios | New York", "Wallpaper* magazine", "Brooklyn Museum", and "ArtSy". A "Sponsored" section for "Mint Marketing Plan" is also visible.

Pictured Above: Phillips de Pury & Co. Facebook Timeline



CALLS TO ACTION & TOOLS

ICONS & CALLS TO ACTION

A great way for a brand to increase its followers is to implement a Facebook icon or link in the company email signature.

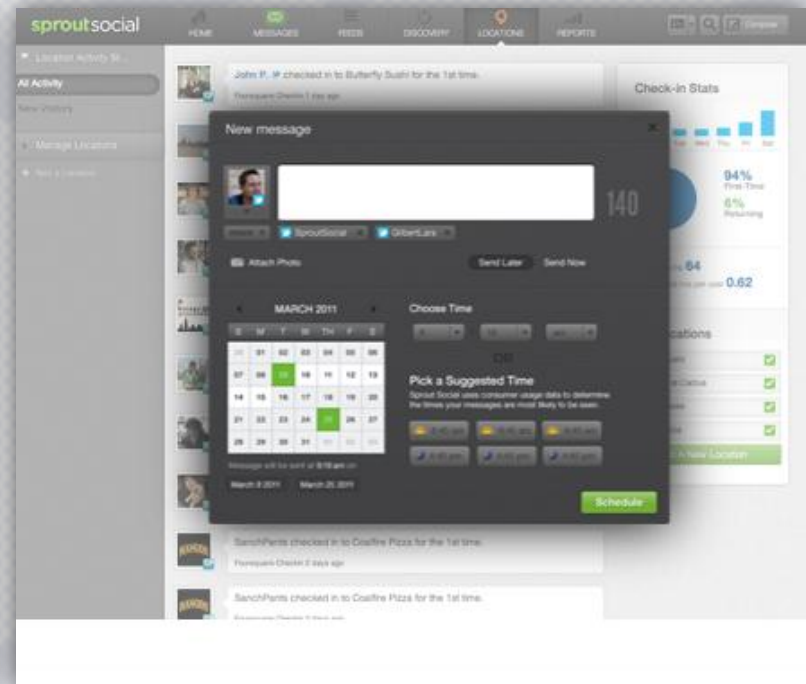
TOOLS

Sprout Social can be used to schedule posts, moderate activity and reporting for multiple accounts.

CALLS TO ACTION & TOOLS



Pictured Above: Sprout Social Analytics Dashboard



Pictured Above: Sprout Social Publishing Calendar



THANK YOU.

