

Facebook:   
Business Pages

Lesson Plan

Learn how to create and run a Facebook business page to maximum business potential, including writing engaging posts, increasing your Fans and gaining demographic insight about your audience.

Lesson Objectives

At the end of the class, the student will:

* Be able to create a Facebook Page.
* Know how to access their settings, including notifications and admin roles.
* Know how to access the Help Center.
* Understand that the “goal” of a Facebook Page is to generate ever-more engagement with their audience.
* Understand and be able to create lively, engaging content that supports the goal of their Page

Lesson Prep Work

(30 min, at a minimum, prior to student arrival)

* get in early to test for technology failure, because it will happen :-)
* pre-sign into accounts
* pre-load videos or web demos
* print handouts

Lesson Prerequisites

* Students must know how to use Facebook and must know how to use the Internet.

Activities

Note: If students have a Facebook Business Page, they should log in. If they only have a personal page, they should log in but caution them not to become distracted checking their accounts. If they want to start a Page, they should do so after the class.

(5 min)**Introduction**

* Introduce instructor, students.
  + Ask students at introduction: how many of you have a personal Facebook account? And how many have a business Page?
  + Students introduce selves, state what it is they’re trying to promote on FB.
  + Tell them to sign into Facebook if they have an account, but to minimize it when they’re not doing a class activity, so they don’t just end up facebooking the whole time. ☺
  + If they don’t have an account, they’ll be watching today.
* Let students know it’s okay to take phone calls, but ask them to put their phone on vibrate and answer calls outside the classroom.
* Inform students that they can sit back and watch if the class is too advanced.
* Inform students they can go to the bathroom, they don’t need permission.
* Show order in which class will happen. Explain scope of class.

**1. (5 min) What & Why of Business Pages**

* What **exactly IS a Page?**
  + For any account whose primary purpose is to promote something.
  + Page is usually attached to a personal account (can have a Page w/o having a personal account but it has limited functionality.)
    - If your Page is attached to your personal account, it doesn’t have its own unique password.
* **What is the point of having a Page?**
  + FB gives business pages special resources that help you understand and target your audiences.
  + Businesses, non-profits, fan pages and brand pages must use Facebook Business Pages; if you make a personal page for your enterprise you run the risk of being shut down.
  + Use your Page as a powerful FREE marketing tool. You don’t necessarily have to spend a single dime to wage a successful Facebook marketing campaign.
  + **Your goal** with your Page is to get as many Likes as possible, and to get as much engagement with your posts as possible. We’ll go over this extensively later in the class.
* Is a Facebook Page right for you?
  + Throughout the class, ask yourself:
    - Is your target audience on Facebook?
    - Are you going to be able to master the technology? (be confident but realistic.)

**2. (10 min) How to Create a Page**

* *Have students follow along:* Go to any Page and click on Create Page, top right. Refer to handout.
  + Your Page will not be connected to the business next to which you clicked the Create page button
    - Eg: if you click Create Page next to the Chipotle Page, your Page won’t have anything to do with Chipotle.
  + Don’t actually fill out the form to create the Page. That’s for them to do on their own.
* How to access your page
  + Gear top right -> select Use Facebook as \_\_\_\_, and see your profile name & image change.
  + When the name on the blue bar is your Page name, it means everything you do on Facebook you will be acting as your Page, not your personal self.

**3. (35 min) Your Admin Panel**

* *Have students follow along:*
* **Brief Overview**
  + Point out notifications, Edit Page, View Insights, messages (if they’re there).
    - The boxes of the admin panel shift a fair amount.
    - We’ll cover each of these topics in more depth
* **Edit Page**
  + - *Note: we can’t cover all this in class today- this is to show you what’s there for you to explore later on your own. We’ll look at the Help Page so you have the resources you need.* 
      * **Update Page Info**
    - *Discussion*:What info is most important to list?
      * (depends on the type of business, but in general:) Name, address, web address, hours (if brick n mortar), phone, description
      * Note the View Page button, to see your Page through another’s eyes
      * **Edit Settings**
      * This is where you manage your Settings. We’re not going to go over all of these; I’m just showing you where they are and how to edit them.
      * To make changes: Edit button to right of the line you want to access. Read the screen. Make the change you want, and click Save.
        + *Demo then Do:* make change to Notifications line.
      * We’ll look at the Help Center in a moment, where you can educate yourself on all these settings and what they mean.
      * **Manage Admin Roles**
      * You can have multiple people with admin privileges for your Page.
      * *Discussion*: Why would you want to have more than just you able to post on your Page?
        + For someone to help with the workload!
      * *Demo*: Click Learn More about the different kind of admin roles. -> What are the different kinds of Page admins? (chart)
      * Only you or people you really trust should be managers. Everyone else who posts for you should be a content creator.
* **Tiles next to About section** 
  + Photos, notes, Likes, map, events are standard
  + You can customize them! Called “apps”
    - Be careful when selecting Apps- it sends message to fans that you’re aligning yourself w/that company. Also, users tend to not trust Apps b/c privacy is unclear.
* **Help Center (is super helpful!)** 
  + Help Center ->Managing a Page (in lower left column)
    - Show all the topics
    - Recommend that people browse this section on their own time to inform themselves- use Help not just in emergency, but as learning opportunity.
  + *Teacher Demo*: asking a question in Help search bar
    - Do a search for a question that someone in the class has recently asked or How do I ban someone from my Page?
* **Build Audience** 
  + This is FB asking you to buy promotion from them. We don’t cover this- this class is only about free FBing; if you’re interested, pursue it in the Help section.
  + We’ll talk about how to build audiences w/o clicking on this button.

**4. (15 min) Build Your Audience (for Free)**

* When you post on FB, it only goes to the people who Like you (your Fans)
* Your goal = Get more Likes, so you can reach more people. How do you do this?
* Tell your customers to “like” you on Facebook.
* **Invite your current personal FB friends to like your page!** 
  + *Demo then Do:* 1. Using FB as yourself, visit your Page
  + 1. Click on Build Audiences (top right) -> Invite Friends

This only works if you’re a Page admin, and you can only directly invite your Friends.

* **Discussion:** what other ways can you think of to get people to like you on Facebook?
  + Put it on your email signature,
  + Put it on your Business card.
  + Have a contest or coupon or discount for people who like you on FB.
  + Write good posts!
    - Plug Marketing with Social Media class, all about creating engaging content & beefing up your online presence.

**5. (15 min) Posts – How to Post**

* Emphasize: the point of posting is to get lots of engagement. This spreads your message beyond your Fans to Friends of Fans and increases your chances of being Liked. Which is the ultimate goal. ☺
  + Note: videos and images get 2x the engagement of word-based posts. So up the visual factor.
    - **Demo**: create a post with words and a link (copy and paste the URL, then delete the URL once the preview comes up)
* **Schedule a post for a future Time**
  + **Demo**: Schedule the above post for a few days from today’s date at 11am
    - **Step 1**. Write post
    - **Step 2**. Click on clock icon beneath post and select time.
    - **Step 3**. Click on Schedule.
      * Peak FB time is M-F 9-9, so plan to post to leave lots of hours in the day and days of the week for engagement.
  + **Discuss**: Why would the scheduling function be useful in managing your social media workflow?

**6. (30 min) Insights: How to Assess Your Success**

* Now that you know how get some Likes and you know how to Post, let’s look at FB’s awesome tool for quantifying your success and failures: Insights!
* Open Insights
  + - * + 1. Admin Panel 🡪 Insights (either top right or lower middle)

Note: you only get Insights once you have 30 Fans. Before then, FB can’t pull data from your Page.

Disclaimer: You’ll need to explore these in depth on your own. This will give you an overview of what’s out there and what’s possible.

* + - * + **Overview**= Weeklong snapshot of how your engagement is doing

Define: engagement = likes, comments, shares

* + - * + **Likes** = number of people who have Liked you

Note: for each tab you can adjust at the top what time period you’re looking for – 1 wk, 1 month or 1 quarter.

* + - * + **Reach**= number of people who see your Posts

Organic = by non-paid means

Reach is important. You want as much reach as possible!

* + - * + **Visits** = where people are coming to your Page from

External Referrers is useful if you’ve been written up someplace else, have a blog or website that directs people to FB

* + - * + **Posts**= Time of day and level of engagement with your content.

Super useful!

**Group Activity:** Find the posts with the most and least reach listed. Visit each post- why do you think one was popular while the other was not?

Visuals**?** Subject matter? Time of day? Current issue? Tone?

* + - * + **People**= Demographic information about the people who Like you (super important info)

**Group Activity:** Compare your total Fan demographics v. Engaged Fan demographics. Are they the same or different? If they’re different, how would you use that info to drive engagement?

**(x)** **Conclusion**

* Go over handout, review material, and emphasize contact info & further resources on handout.
* Any questions? Final comments?
* Remind patrons to practice; assign take-home-practice - remind them they can ask for help
* Remind to take survey.

What This Lesson Does Not Cover

* This class does not cover Facebook account creation for either business or personal accounts.

Key Decisions

1. [Insert larger, topical key decisions here. Don’t sweat the little nomenclature details, etc.]

Appendix

* + - * 1 Comment = 4 likes
      * Visual posts get double the engagement of text posts
      * Suggestions
        + Tell your customers’/followers’ stories
        + Don’t just promote yourself- share content related to your topic.

News, educate, form bonds w/ other people/organizations

* + - * + Ask questions, fill in the blank, caption contests
        + Give “inside view” of yourself/staff/works pace
        + Don’t just advertise!!
        + Backlash against “like if \_\_\_” “share if \_\_\_”
      * Write a post then check the Insights a few days later to see how it went. Adjust accordingly.