

# FACEBOOK MARKETING // THE BASICS

FRIENDS OF THE EARTH  
DECEMBER 2013  
PAIGE X. CHO

**FACEBOOK MARKETING**  
**// OUTLINE**

**FACEBOOK INSIGHTS //**

**CONTENT //**

**GRAPHICS //**

**SOCIAL MEDIA CAMPAIGNS //**

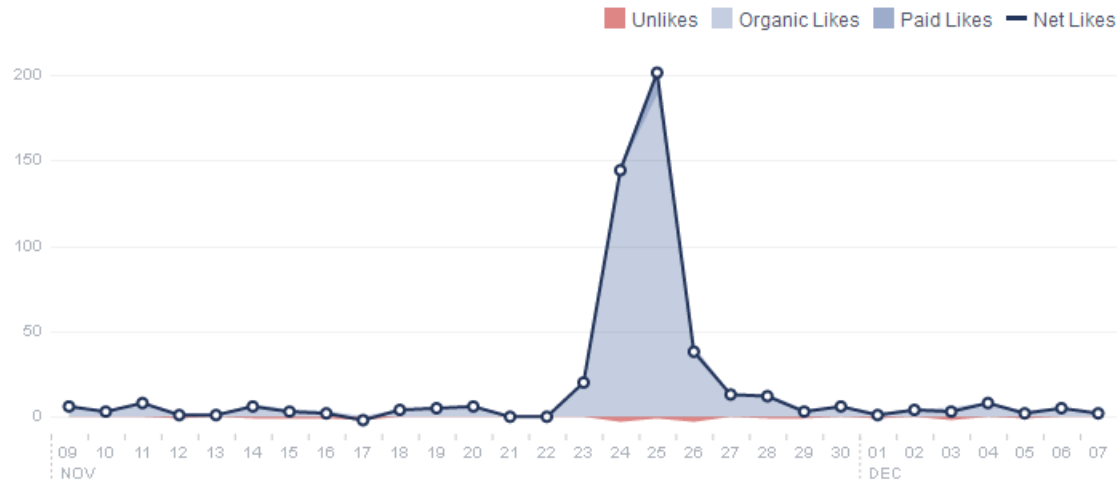
**Why do you want to be on social media?  
Who is your target audience?**



# FB INSIGHTS // FACEBOOK LIKES

## Net Likes: What Changed

Likes - unlikes = net likes

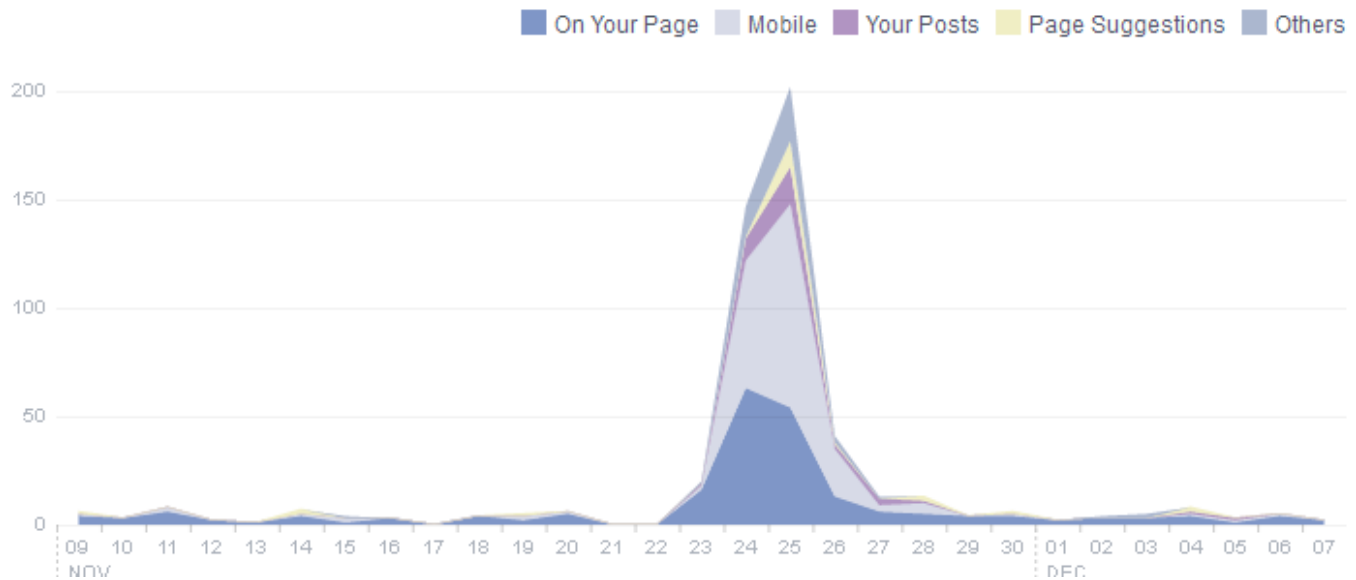


LIKES // NET LIKES: WHAT CHANGED

# FB INSIGHTS // FACEBOOK LIKES

## Where Your Page Likes Came From

The number of times your Page was liked, broken down by where it happened.



LIKES // WHERE YOUR LIKES CAME FROM

# FB INSIGHTS // LIKES & FANS

## The people who like your Page

### Women

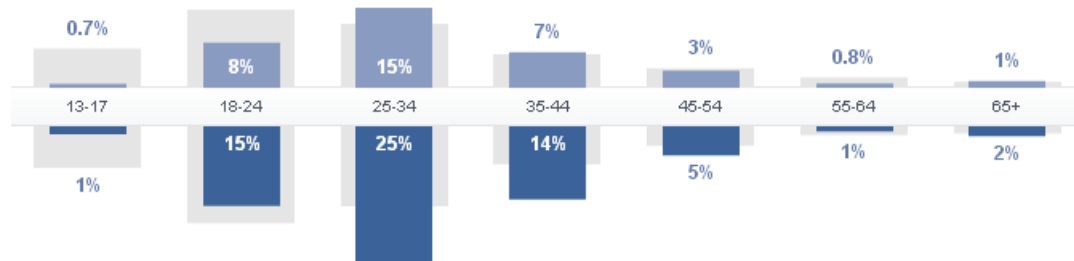
**36%**  
Your Fans

**46%**  
All Facebook

### Men

**63%**  
Your Fans

**54%**  
All Facebook



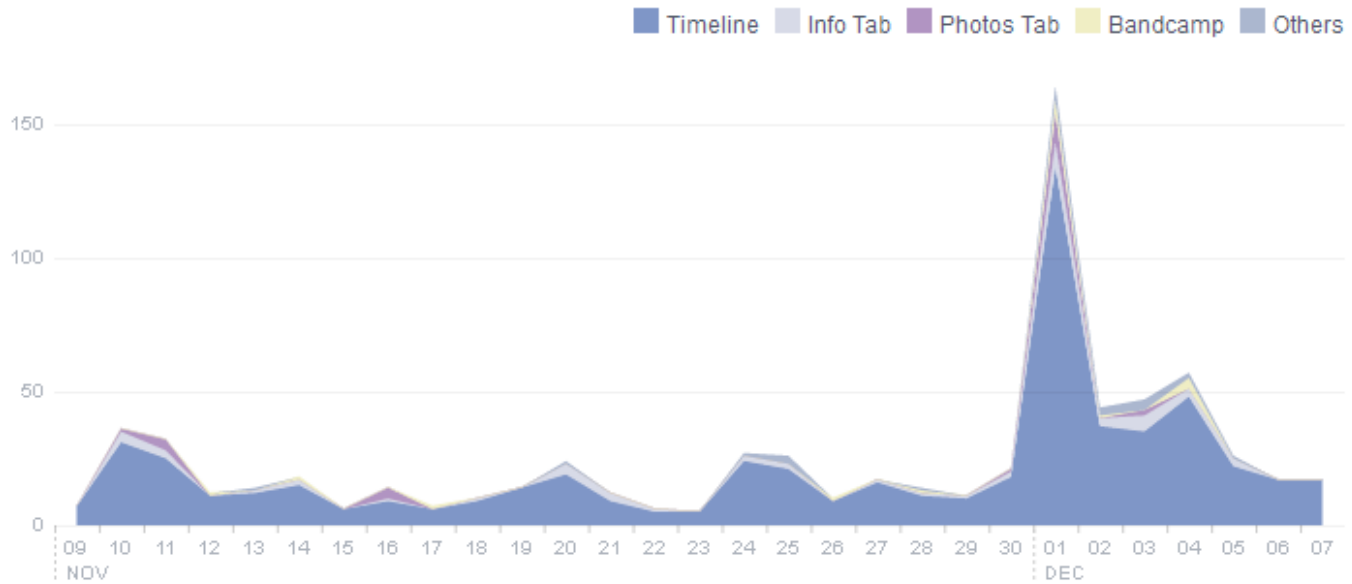
Country	Your Fans	City	Your Fans	Language	Your Fans
Australia	3,292	Melbourne, VIC, Australia	2,241	English (US)	2,060
United Kingdom	36	Brisbane, QLD, Australia	76	English (UK)	1,351
United States of America	33	Sydney, NSW, Australia	76	Italian	24
Germany	28	Adelaide, SA, Australia	63	German	18
New Zealand	27	Bendigo, VIC, Australia	60	French (France)	17

PEOPLE // THE PEOPLE WHO LIKE YOUR PAGE

# FB INSIGHTS // VISITS

## Page and Tab Visits

The number of times each of your Page tabs was viewed.

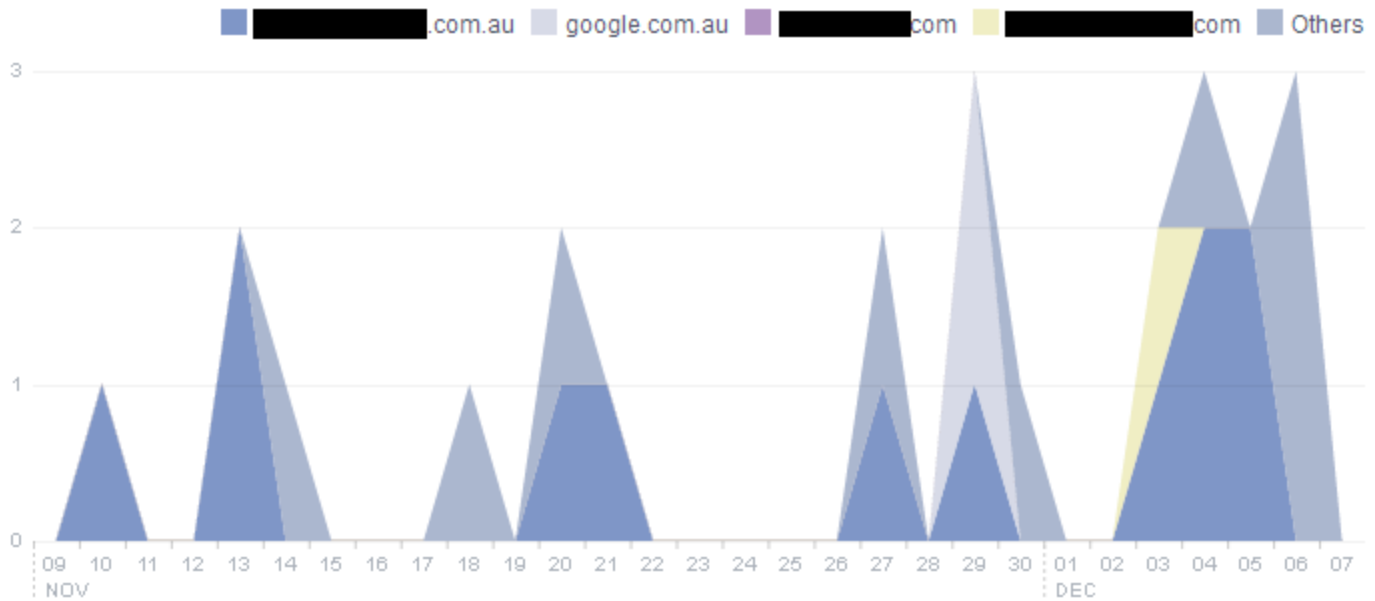


VISITS // PAGE AND TAB VISITS

# FB INSIGHTS // EXTERNAL REFERRERS

## External Referrers





















The number of times people came to your Page from a website off of Facebook.



VISITS // EXTERNAL REFERRERS



# FB INSIGHTS // POSTS

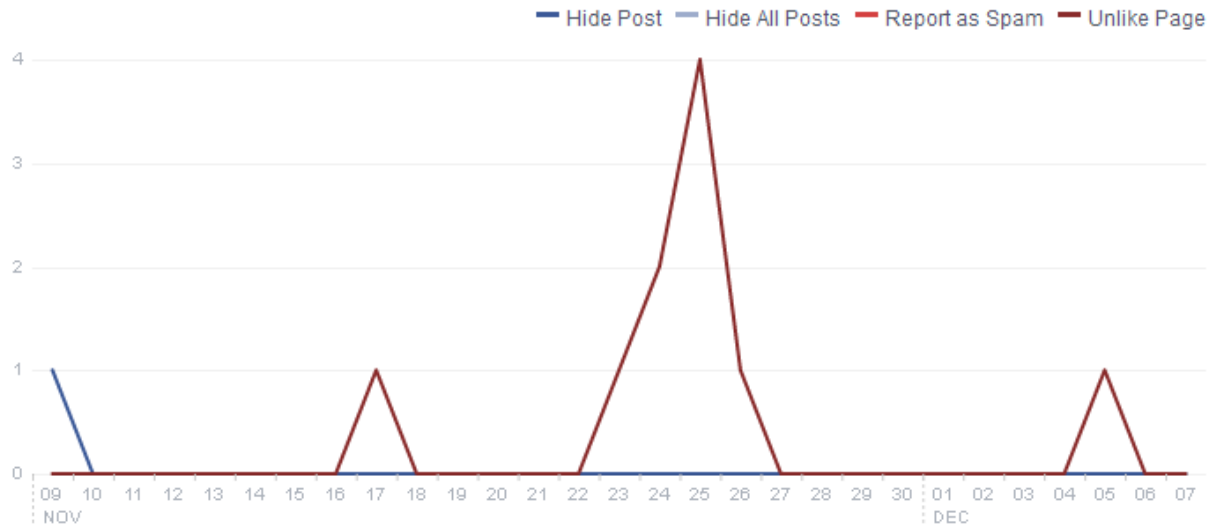
Published ▾	Post	Type	Targeting	Reach	Engagement	Promote
12/07/2013 10:00 am	[REDACTED]			183 	17 16 	Boost ▾
12/05/2013 12:56 pm	[REDACTED]			233 	61 12 	Boost ▾
12/03/2013 2:30 pm	[REDACTED]			123 	18 3 	Boost ▾
12/02/2013 2:05 pm	[REDACTED]			217 	41 11 	Boost ▾
12/01/2013 4:48 pm	[REDACTED]			305 	139 21 	Boost ▾

POSTS // ALL POSTS PUBLISHED

# FB INSIGHTS // HIDE, REPORT & UNLIKE

## Hide, Report as Spam, and Unlikes

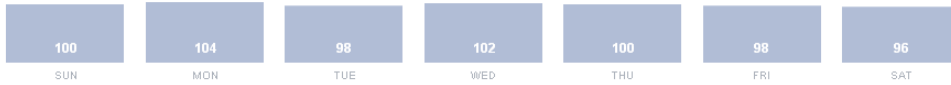
These actions will decrease the number of people you reach.



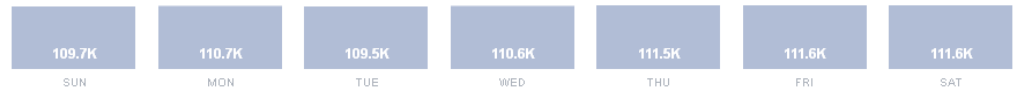
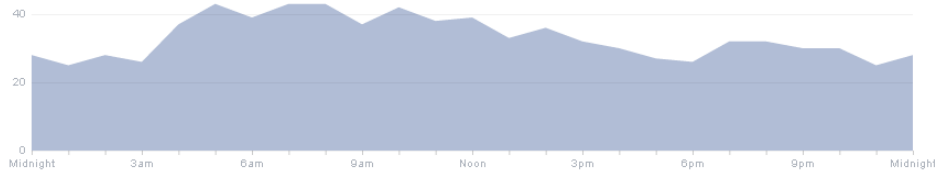
PEOPLE // THE PEOPLE WHO LIKE YOUR PAGE

# FB INSIGHTS // POSTS & TIMING

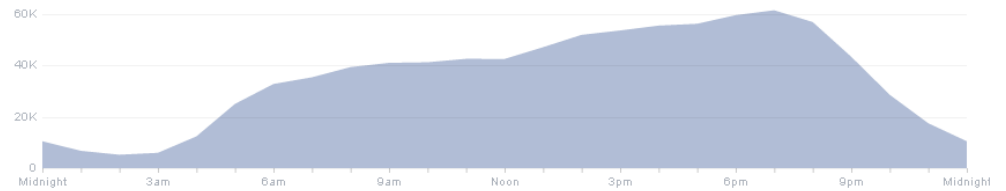
DAYS



TIMES



TIMES



POSTS // WHEN OUR FANS ARE ONLINE

# CONTENT // CONTENT SCHEDULE

- What time to post
- What day to post
- Frequency
- Mixing up content types

Y2R Social Media Planner ☆  
File Edit View Insert Format Data Tools Help All changes saved in Drive

	A	B	C	D	E	F	G
1	Day	Date	Events/Notes	FB #1	FB #1 notes	FB #2	FB #2 note
2	Mon	9-Dec-2013					
3	Tue	10-Dec-2013	Skill share workshop		News article		
4	Wed	11-Dec-2013			Post behind-the-scenes image of last skill share workshop		
5	Thu	12-Dec-2013					
6	Fri	13-Dec-2013					
7	Sat	14-Dec-2013			Link to a local e-friendly event		
8	Sun	15-Dec-2013					
9	Mon	16-Dec-2013			News article		
10	Tue	17-Dec-2013					
11	Wed	18-Dec-2013					
12	Thu	19-Dec-2013			Link to interview with XYZ		
13	Fri	20-Dec-2013					
14	Sat	21-Dec-2013					
15	Sun	22-Dec-2013					
16	Mon	23-Dec-2013			Event info		

# CONTENT // BEST PRACTICES FOR COPY

- Tone of voice
- Slang
- Technical terms
- Length
- Tagging



# GRAPHICS // THE BASICS

- Square vs. highlighted
- PNG
- Logos & branding
- Image credit

 Tetley Australia changed their cover photo.  
August 22

Introducing our NEW Infusions range! Now available at Coles and Woolworths Australia's Fresh Food People.

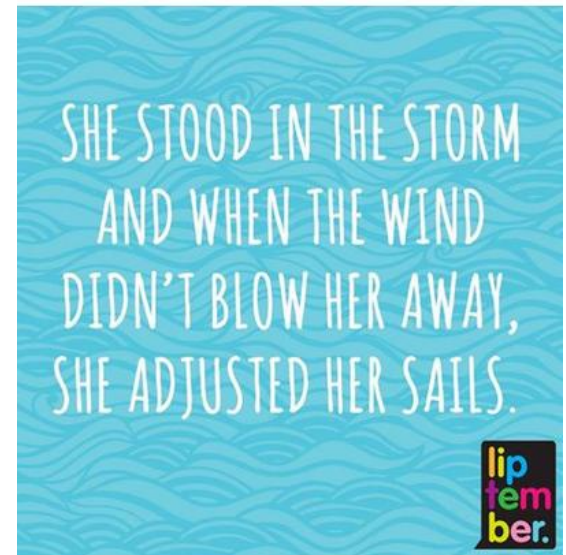


Like · Comment · Share

48 10 4

 Liptember  
October 2

Here's to all the brave Lipettes who live with mental illness each day. Click LIKE to show your support. x



Like · Comment · Share

404 37

# GRAPHICS // ENGAGING VISUALS



Looking for new ways to bring in donations? We've got some more fundraising tips to help you and your Mo make some change for men's health. <http://bit.ly/1aWJp5r>



Like · Comment · Share

5

46 people like this.

# COMMUNITY MANAGEMENT

- Strategy for replying to comments and questions
- Pre-approved FAQ responses
- Crisis management





# SOCIAL MEDIA CAMPAIGNS

## PLANNING

1 – 3 months prior

## TEASER

2 weeks prior

## MILESTONE // LAUNCH DATE

## PROMOTIONAL PERIOD

approx. 1 day – 8 weeks

## POST-ANALYSIS // FOLLOW-UP

1 – 2 weeks after

**THANKS //**

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