



THE BEGINNER'S GUIDE TO: FACEBOOK

Creating Your Page

Facebook will guide you through the steps! We recommend matching your page name to your business name exactly (Ex: Lumbermen's) as often as possible, and adding all pertinent business information like: hours, location, contact information, and other social handles.

Profile Picture

Use your logo as your profile picture so that anyone familiar with your business will be able to easily find you online!

Branding & Posts

Make sure that your posts align with your brand. Two important factors to consider are: is this consistent with my brand's messaging? And is it something you would want to see?

Show Off Your Team

Show more personality online by posting employee photos and shouting out your team members - create that sense of community.

Following Accounts

Be sure to follow Lumbermen's and Great American Spaces and reshare their content. You can do this with other relevant accounts as well to boost page activity!

Feedback

According to reports, 81% of U.S. online consumers' purchase decisions are influenced by their friends' social media posts. So ask for feedback from your audience, and chances are high you'll benefit your business.

Focus on Quick Blurbs

Copy should be short, concise, and SEO optimized. According to outside studies, your target word count should be around 110 characters.

Video Posts

Directly upload your video content to Facebook rather than linking to an outside source like Youtube.