

KEEP UP WITH CONSTANT CHANGE

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Facebook Tips & Tricks



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11th January 2011

The Goal Posts Changed

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The Acropolis

- AWAY FROM FINDING RELEVANT CONTENT

- CREATING MEANINGFUL INTERACTIONS

Facebook Founded in 2004, Facebook's mission is to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

Trusted Digital Media The logo for Trusted Digital Media features the letters 'TDM' in a stylized, pink, cursive font. A yellow starburst graphic is positioned to the right of the 'M'.

People don't care how
much you know, until
they know how much you
care

Marie Smith

Trusted Digital Media

"2017 was a strong year for Facebook, but it was also a hard one," said Mark Zuckerberg, Facebook founder and CEO. "In 2018, we're focused on making sure Facebook isn't just fun to use, but also good for people's well-being and for society. We're doing this by encouraging meaningful connections between people rather than passive consumption of content. Already last quarter, we made changes to show fewer viral videos to make sure people's time is well spent. In total, we made changes that reduced time spent on Facebook by roughly 50 million hours every day. By focusing on meaningful connections, our community and business will be stronger over the long term."

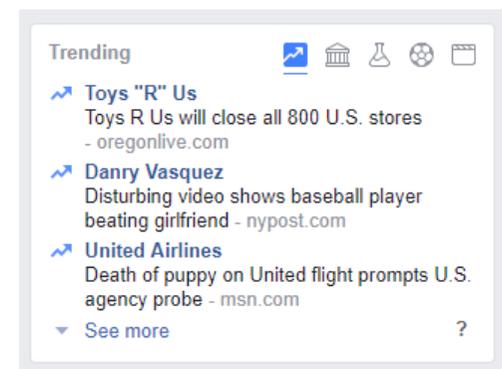
- Earlier this year we made [a commitment to show more high quality news](#) on Facebook. People tell us they want to see informative news about what is happening around them, when it happens, on Facebook.
- Small is the NEW big, the right content and right audience
- If you own a page you are a publisher and creator
- <https://www.facebook.com/facebookmedia/get-started/facebook-journalism-project>

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Research

- Google Alerts
- Trending articles & topics
- Social Media Examiner
- Laurel Papworth

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- Hashtags relevant to your business
- Celebrity's of interest – Kardashians

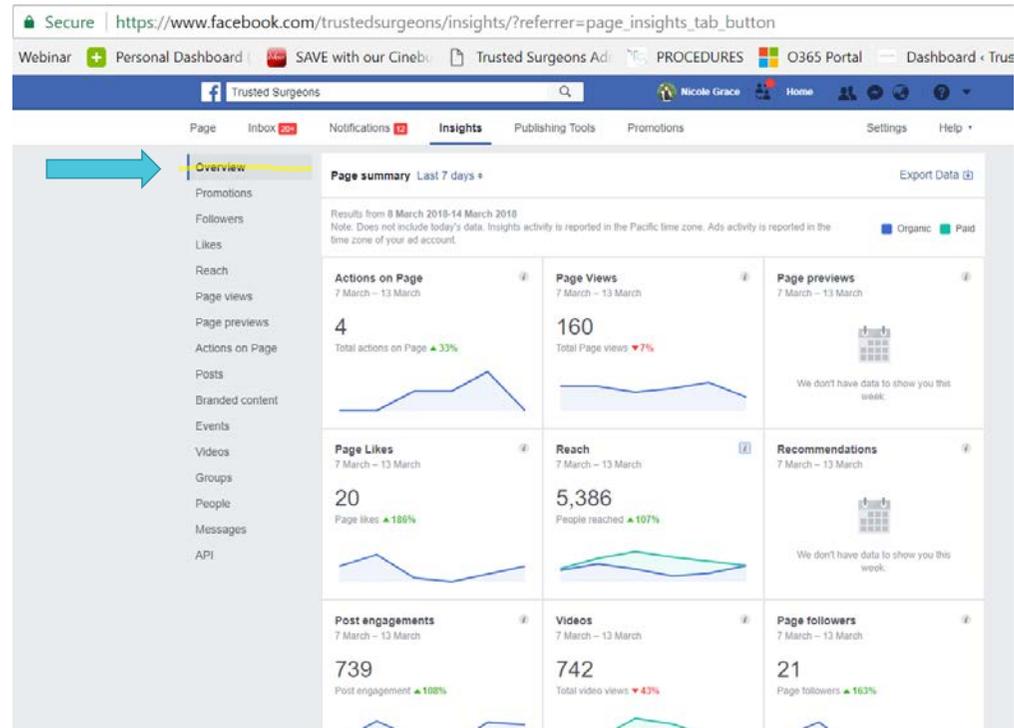
FREE CONTENT CALENDAR

<https://promoplan.slide.ly/march-18/>

utm_source=intercom&utm_medium=email&utm_campaign=smmw_emailtw

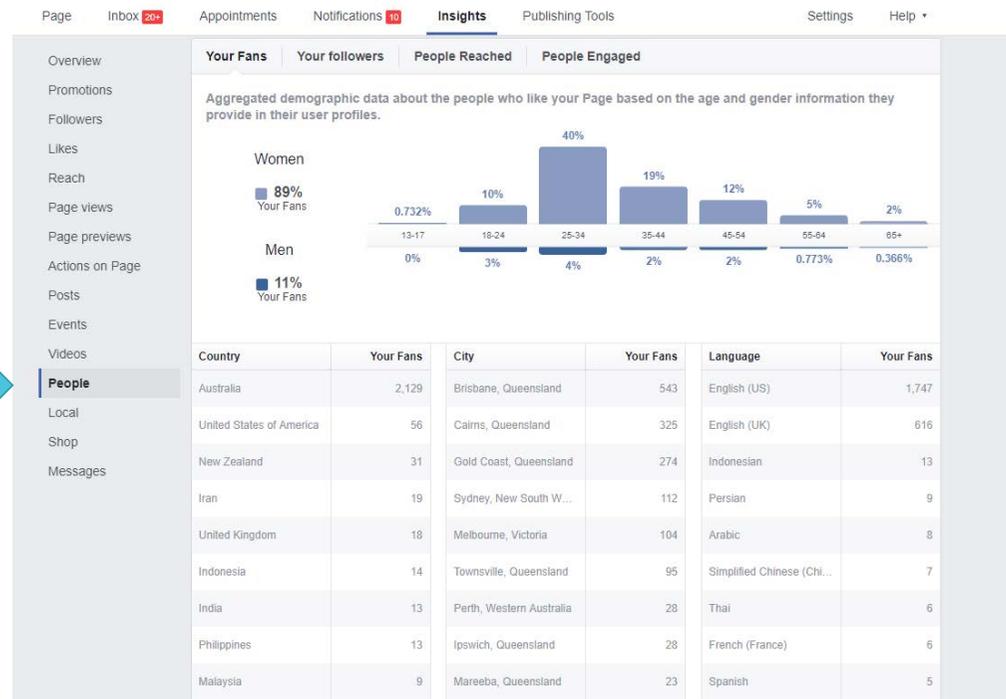
o

NEVER
POST FOR
THE SAKE
OF POSTING



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Who are your people?



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Never copy
but always
watch.

Page | Inbox 20+ | Notifications 12 | **Insights** | Publishing Tools | Promotions | Settings | Help

Overview | Promotions | Followers | Likes | Reach | Page views | Page previews | Actions on Page | Posts | Branded content | Events | Videos | Groups | People | Messages | API

See All Posts

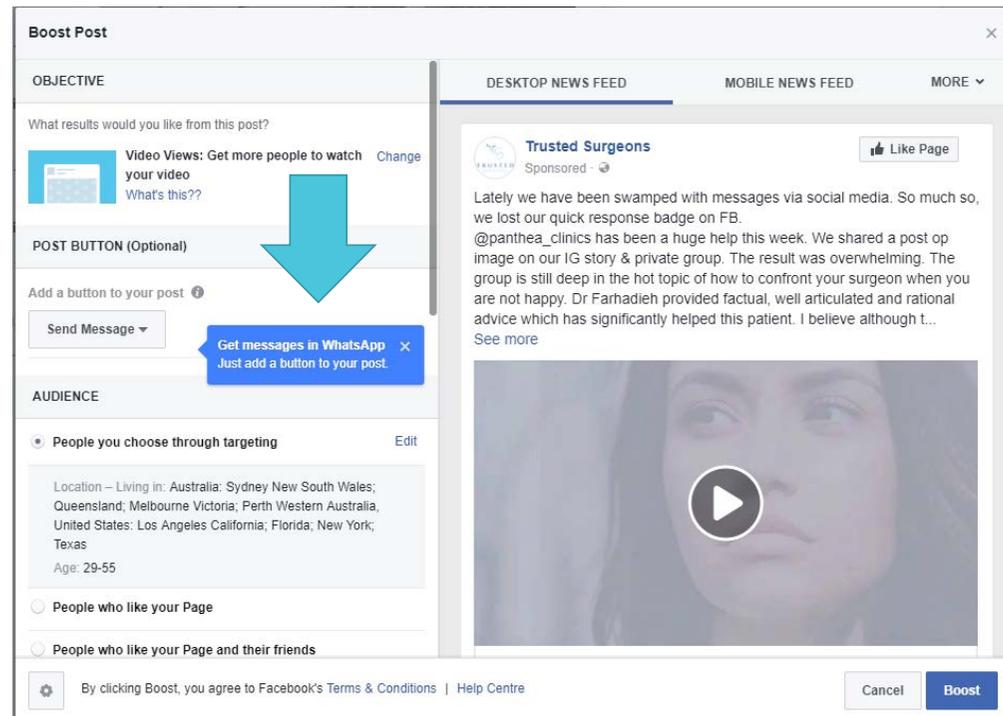
Pages to Watch
Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#) Reactions, comments & shares

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1 Cosmetic Evolution	167.8K	0%	4	44
YOU 2 Trusted Surgeons	19.5K	▼0.1%	29	78
Keep up with the Pages you watch. Get More Likes				
3 Plastic Surgery Hub	14.7K	▼0.1%	18	51
4 WhatClinic.com	6.1K	0%	8	35
5 Cosmetic Journey	1.3K	▲0.2%	0	0
6 Clarify Clinic	1K	▲0.3%	0	0

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To Boost or Not to Boost



Boost Post

OBJECTIVE

What results would you like from this post?

Video Views: Get more people to watch your video Change
What's this??

POST BUTTON (Optional)

Add a button to your post

Send Message

Get messages in WhatsApp Just add a button to your post.

AUDIENCE

People you choose through targeting Edit

Location – Living in: Australia: Sydney New South Wales; Queensland; Melbourne Victoria; Perth Western Australia, United States: Los Angeles California; Florida; New York; Texas
Age: 29-55

People who like your Page

People who like your Page and their friends

By clicking Boost, you agree to Facebook's Terms & Conditions | [Help Centre](#)

Cancel **Boost**

DESKTOP NEWS FEED **MOBILE NEWS FEED** MORE

Trusted Surgeons Sponsored **Like Page**

Lately we have been swamped with messages via social media. So much so, we lost our quick response badge on FB. @panthea_clinics has been a huge help this week. We shared a post on image on our IG story & private group. The result was overwhelming. The group is still deep in the hot topic of how to confront your surgeon when you are not happy. Dr Farhadieh provided factual, well articulated and rational advice which has significantly helped this patient. I believe although t... See more



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Direct Messaging

Did you know there is a
83.5% chance you will
open this message?

- Attract
- Nurture
- Convert

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BOTS

- A Bot has a natural conversation with users, multiple choice and
- Where are your clients?
 - - checking emails & the spam folder?
- Or on Whats App (also owned by FB) and/or messenger
- Messenger Bots (automated sales funnel) will completely replace email marketing funnels
- You can use messenger or what's app to sell product, educate and build rapport with new and existing followers

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Create a message ad

The screenshot shows the Facebook inbox for a page named "Trusted Surgeons". The interface includes a search bar at the top, navigation tabs for "Page", "Inbox", "Notifications", "Insights", "Publishing Tools", "Promotions", and "Settings". The "Inbox" tab is active, displaying a list of messages on the left and a detailed view of a message from "Robby Therese" on the right. A blue arrow points to a "Create Promotion" button at the bottom of the message list, which is accompanied by the text "Want to start conversations with more customers?".

Message List:

- Chloe Jones (03/08/2017): You: Hi Chloe, I was just wondering how you ended up going? Did you have...
- Amparo Olga L Blancas (23/07/2017): You: absolutely 😊 thank you for the like
- Peace Mitchell (05/07/2017): Thank you, good luck! ❤️
- Ben N Kim Masters (7/2017): You: @FormandFunctionClinic
- UncleSam Chipulumutso's (7/2017): You: Cosmetic surgery is undergoing surgery to enhance your natural bod
- Facebook User (7/2017): You: im sorry
- Facebook User (7/2017): You: Thank you, you look 😊

Message from Robby Therese (Unassigned):

obviously the excess skin is very disappointing and has to go. This experience has confirmed my suspicious about the before and after photos on the internet because you can't really see what is going on under the breasts at the cease.

Thanks Alfie for clues on questions to ask. I now feel confident to take a typed list of questions to the appointment. I'll keep you informed of the outcome. I can't say thank you enough, you guys do an amazing job and I hope only good things happen to you.

Regards
Robby

If you can believe at least some things you read on the Internet I have found that Trilogy rosehip oil is a great product. Ethically sourced, pure and reasonably priced at Chemist Warehouse.

Thanks 🙏 for the tip. Always

Whoa! this discussion is starting to get rather heated. I'd like to just wait and see how the surgeon responds to my problem. Promise to keep you informed.

Write a reply

https://w

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-Copy
-Target
-Graphic

The screenshot shows the Facebook ad creation interface for the campaign "Encourage people to message you". The interface is divided into two main sections: "AD CREATIVE" on the left and a preview on the right. The "AD CREATIVE" section includes fields for "Headline" (Trusted Surgeons), "Text" (Trusted Surgeons is a voice for patients and we need your support), and "Image" (Add a video instead). Below these are buttons for "Upload", "Select Image", and "Edit Image". A "How it works" section explains that a "Send Message" button will appear on the ad. The "AUDIENCE" section shows "People you choose through targeting". The preview on the right shows the ad as it will appear on a desktop news feed, featuring the "Trusted Surgeons" logo, a "Like Page" button, the text "Trusted Surgeons is a voice for patients and we need your support", a large image with the text "The Patient's VOICE Cosmetic & Plastic Surgery", and a "Send Message" button. At the bottom, there are "Cancel" and "Promote" buttons, along with a disclaimer: "By clicking Promote, you agree to Facebook's Terms & Conditions | Help Centre".

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Video Content

Over 500 million people are watching Facebook video Everyday
(Forbes 2017)

Internet video traffic will be over 80% of all internet traffic in 4 years
(Forbes 2017)

In just a few years, it will take an individual more than 5 million years to watch the amount of video that will cross global IP networks each month. Every second, a million minutes, or almost 17,000 hours of video content will cross the network by 2021, according to Cisco.

85 percent of Facebook videos are watched without sound.

Video is changing how businesses or brands communicate with customers and how we communicate with one another.

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How can you create amazing videos?

- Shakerr
 - Wavve
 - Promo
 - Animoto
 - Rippl
 - Camtasia
 - E Camm
 - You tube buddy
 - Smartsuit – video pricing survey
-
- Live Video (or Live Streaming). Cisco states that **Live Internet video** will account for 13 percent of the total video traffic mentioned above.
 - Square video grows in popularity. Square videos take up 78% more space in the Facebook News Feed, and get more engagement, than horizontal videos, according to Animoto.
 - Video Content Increases Trust ONLY if it resonates is what matters.

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Story Telling & Influencer Marketing

Rick Rubin, 150,000 views



3,472 views



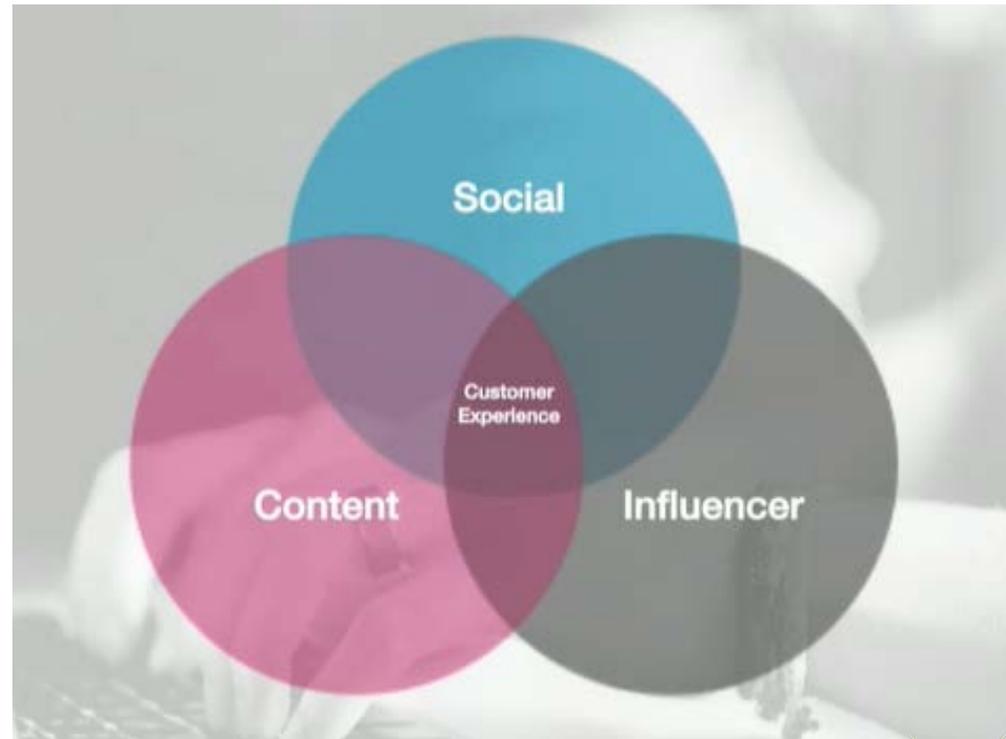
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Hashtags

- Use of Apps
- Comments
- Trending

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Strategy



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Expectations

Seamless Experiences

Hyper Relevant Information

Personalised Interaction

Real time communication



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- <https://htmlcolorcodes.com/> Selecting the perfect colours for social and websites
- <http://colorzilla.com/> - Add on for chrome (also for colour)
- <https://coolors.co/> - Finding the perfect colour combination
- <https://spark.adobe.com/> - creating videos
- www.Lettercount.com A study done by @CoSchedule found the ideal amount of characters for each platform – Facebook: 111, Instagram: 241, Twitter: 103, Pintrest: 215, LinkedIn: 149
- <https://www.gimp.org/> - free photo editor on PC
- http://www.photopos.com/PPP3_BS/Default.aspx - free photo editor
- www.faststory.io – Immersive stories via drag and drop
- App store (iPhone) –
- **CutStory** – cuts video to exact length you need for each platform – can also combine images into a slide show (free or \$1.99 to remove logo)
- **Be Funky** – Web and phone app editor. Can tie to google folder (\$2.99 for pro version)
- **Lumafusion** (\$30.99) Professional multi track video editing on your iphone
- **Filmic pro** – advanced video camera for your phone
- **Boomarang** – short video app

Create an experience, don't just sell a product or service

Never post for the sake of it

Think about how your visuals make the audience feels

Better to have quality over quantity

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THANKYOU

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Please email me for a copy of the slides

Trusted Digital Media The logo for Trusted Digital Media features the letters 'TDM' in a stylized, purple, cursive font. To the right of the 'M' is a yellow starburst graphic.