

KEEP UP WITH CONSTANT CHANGE

NICOLE GRACE MONTGOMERY

Instagram: [trusteddigitalmedia](https://www.instagram.com/trusteddigitalmedia)

The logo for Trusted Digital Media features the company name in a black sans-serif font. Behind the text is a stylized, light purple script 'TDM' monogram. To the right of the monogram is a small yellow starburst graphic.

Trusted Digital Media

www.trusteddigitalmedia.com.au



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.

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

Marie Smith

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"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."

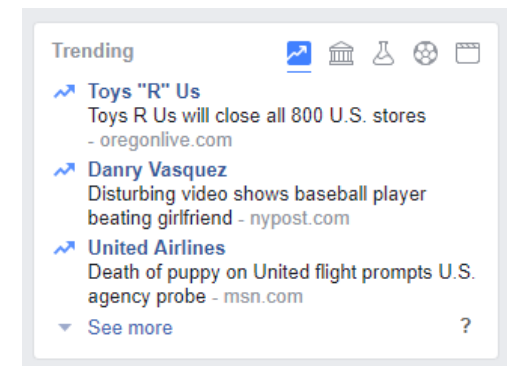
- Earlier this year we made a commitment to show more high quality news on Facebook. People tell us they want to see informative news about what is happening around them, when it happens, on Facebook.
- Small is the NEW big, the right content and right audience
- If you own a page you are a publisher 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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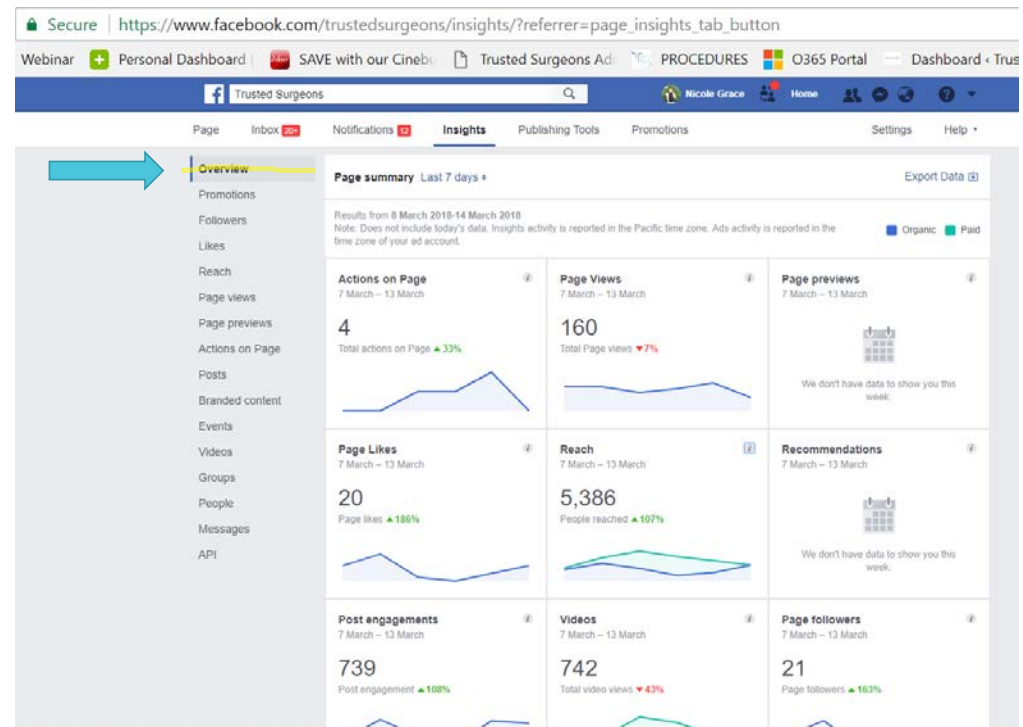
- Hashtags relevant to your business
- Celebrity's of interest – Kardashians

FREE CONTENT CALENDAR

[https://promoplan.slide.ly/march-18/?](https://promoplan.slide.ly/march-18/?utm_source=intercom&utm_medium=email&utm_campaign=smmw_emailtw)

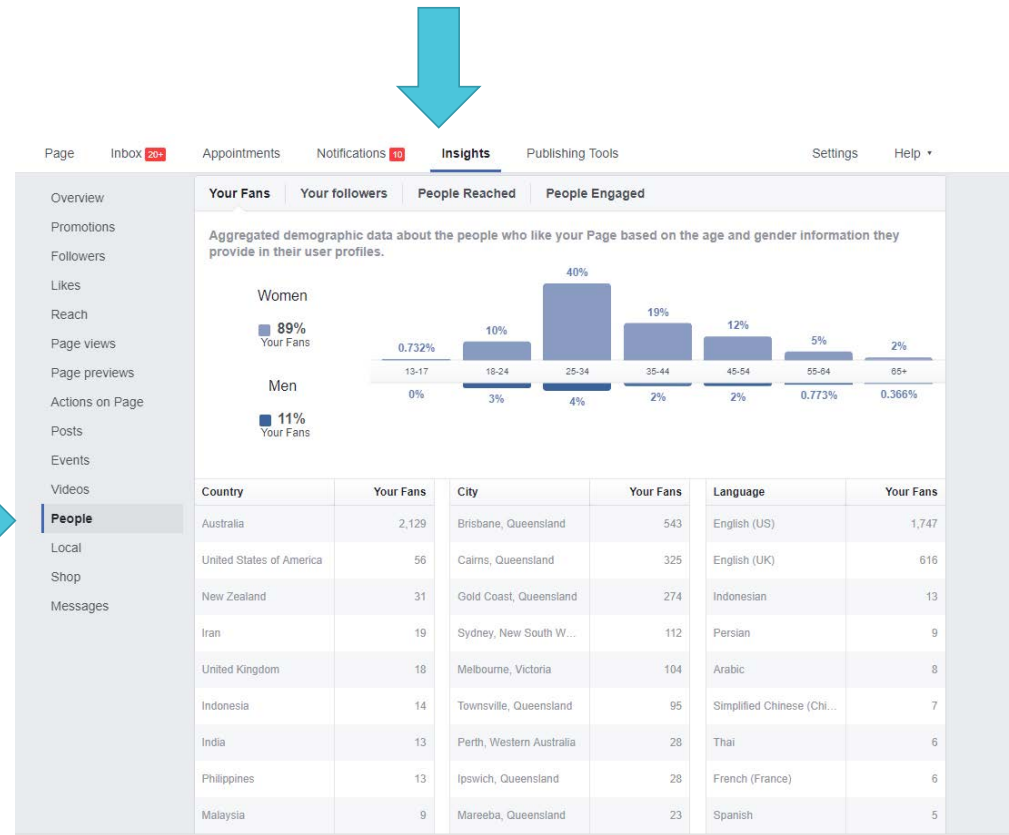
[utm_source=intercom&utm_medium=email&utm_campaign=smmw_emailtw](https://promoplan.slide.ly/march-18/?utm_source=intercom&utm_medium=email&utm_campaign=smmw_emailtw)
o

NEVER
POST FOR
THE SAKE
OF POSTING



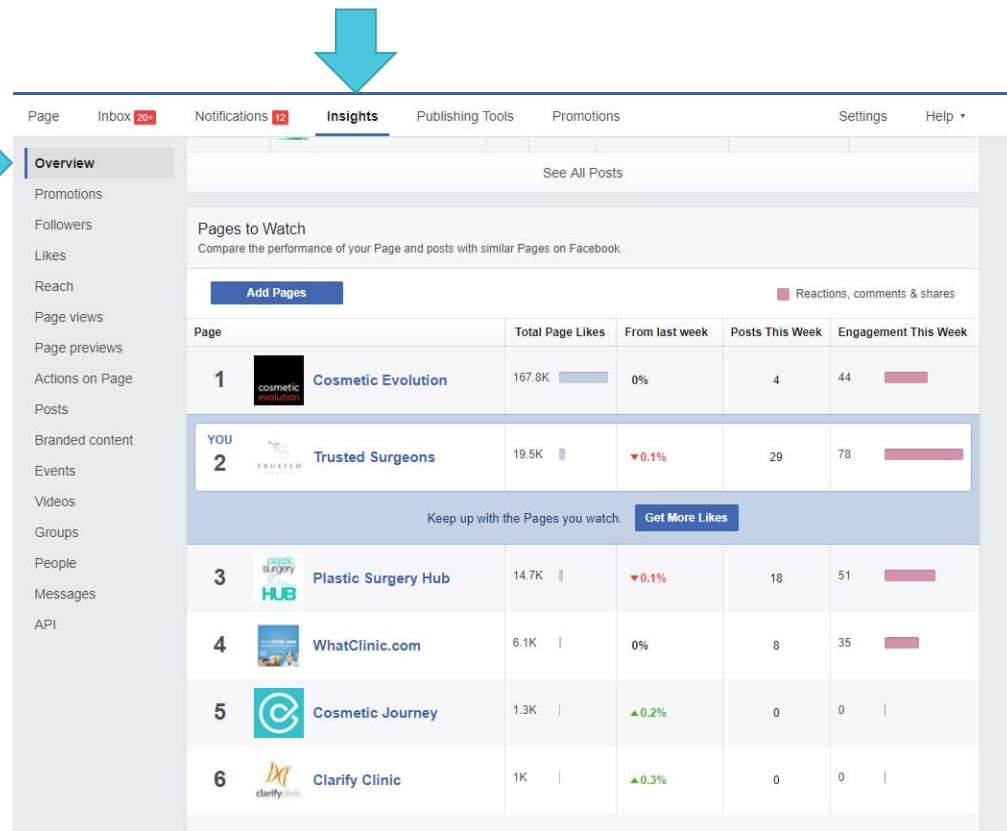
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Who are your people?



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Never copy
but always
watch.



The screenshot shows the Facebook Insights interface. A blue arrow points to the 'Insights' tab in the top navigation bar. Another blue arrow points to the 'Overview' section in the left sidebar. The main content area displays 'Pages to Watch' with a table of competitor pages.

| 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

What's this??

Change

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

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

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



By clicking Boost, you agree to Facebook's Terms & Conditions | Help Centre

Cancel

Boost

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Direct Messaging

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

- Attract
- Nurture
- Convert

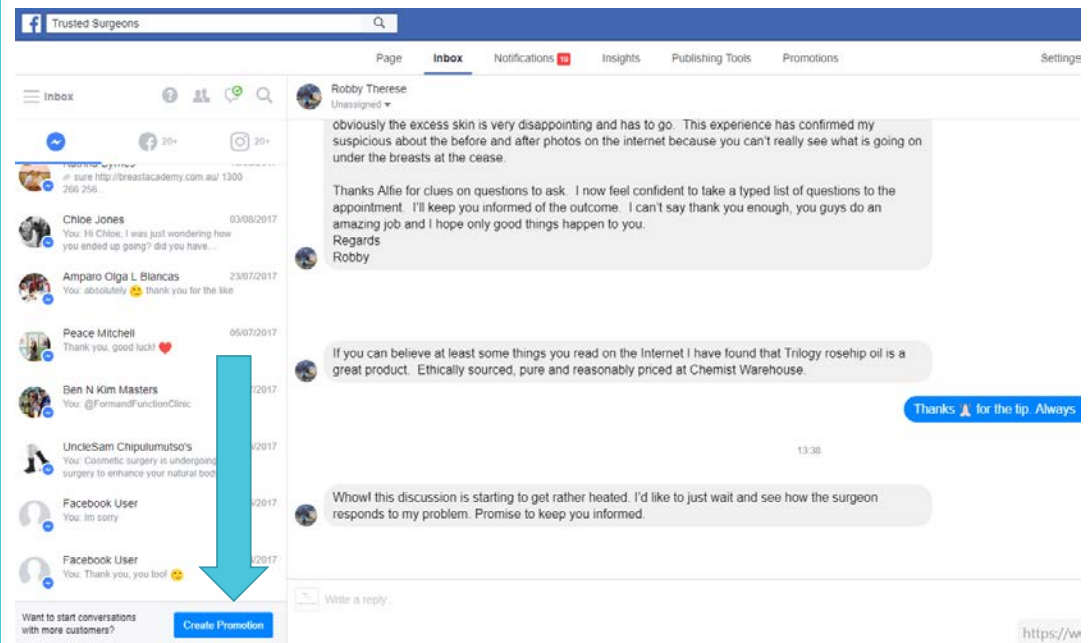
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BOTS

- 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



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- Copy
- Target
- Graphic

The screenshot shows the Facebook Ad Manager interface for creating an ad to encourage people to message the page. The ad is titled 'Trusted Surgeons' and features a graphic with the text 'The Patient's VOICE Cosmetic & Plastic Surgery'. The ad is set to be promoted on the desktop news feed. The interface includes sections for 'AD CREATIVE' (Headline, Text, Image) and 'AUDIENCE' (People you choose through targeting). A large blue arrow points to the 'Encourage people to message you' header, and two smaller blue arrows point to the 'AD CREATIVE' and 'AUDIENCE' sections respectively.

Encourage people to message you

AD CREATIVE

Headline 16/25
Trusted Surgeons

Text 65/90
Trusted Surgeons is a voice for patients and we need your support

Image Add a video instead
Upload Select Image Edit Image

How it works
Your Send Message button will appear on an ad for your Page. If you'd like to change the button, edit it on your Page.

AUDIENCE

People you choose through targeting Edit

By clicking Promote, you agree to Facebook's Terms & Conditions | Help Centre

Cancel Promote

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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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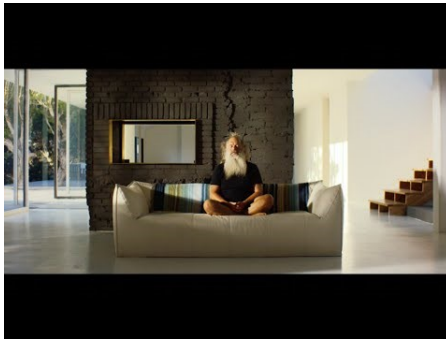
How can you create amazing videos?

- 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



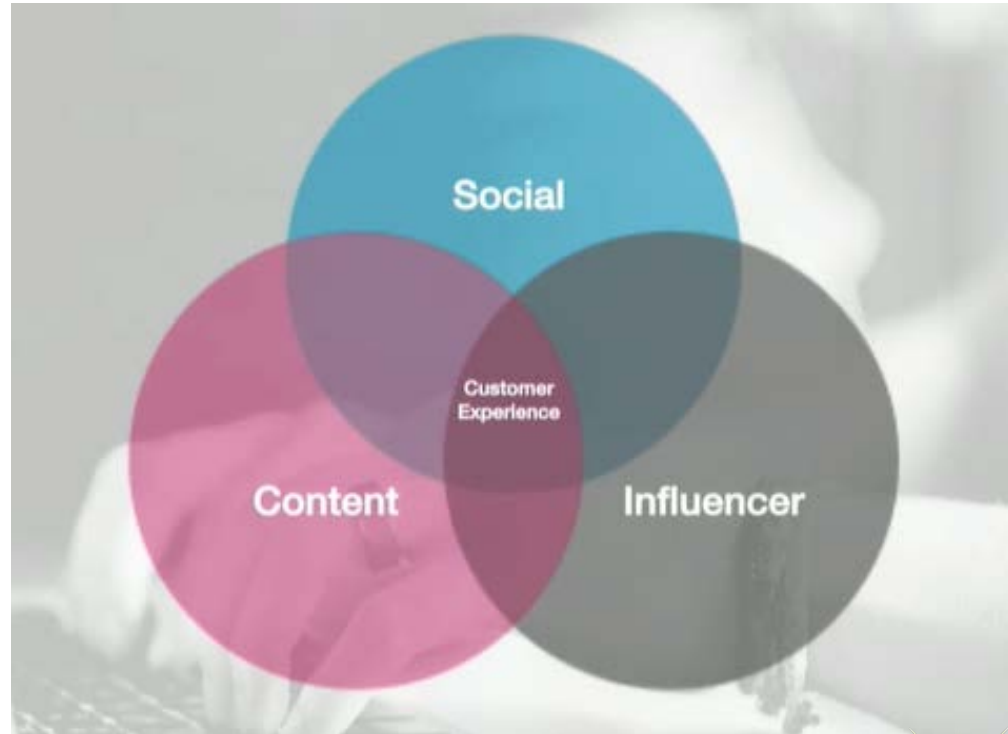
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Hashtags

- 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://coolers.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, Pinterest: 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
- **Boomerang** – 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 letters is a small yellow starburst graphic.