

10 Best Practices in facebook



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DRUNK ON SOCIAL

Founding: 2004
User Count: 2.9 Billion
Revenue: \$85.9 Billion Per Annum



How To Be Your Own Social Network Tycoon

Needless to say, Facebook is perhaps the premiere platform when it comes to social networking. People, companies, even entire industries use Facebook as a channel to communicate, market, and integrate their operations into. Facebook's best practices revolve around the platform's core feature of being an effective network builder - it provides you with an environment in which you can easily and actively build a following, along with a suite of tools that help monitor and manage strategies and progress.

Before we head into the actual practices, here are a few facts and figures to keep in mind. These should provide you with the needed information to better assess the viability of choosing Facebook as your build-your-business platform:

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Strengths:

- Solid branding
- Market dominance
- Effective marketing strategy
- Thriving environment for advertising
- Built-in management tools and analytics

Setbacks:

- User-Privacy concerns
- Potential for the creation and rapid spread of false information



BEST PRACTICES

KNOW THESE FACEBOOK BEST PRACTICES
TO EQUIP YOU FOR SUCCESS!

1 Audience Engagement

To get an audience, you must engage people. The very essence of Facebook is to allow you to effectively communicate with groups and individuals in order to create and share information. For a businessman and/or entrepreneur, Facebook functions as an avenue in which you can seek out and better connect with a target audience through a variety of ways.



2 Create and Deliver Personalized Content

You'll be able to form a deeper connection with your audience if you give them content that they can better relate to. One way to generate buzz and to also build more trust with your brand is to show people that you care what they care about and that you can provide whatever it is they're interested in.



3 Video Is Your Best Friend

Video is slowly becoming the go-to method in conveying messages and sharing information. In fact, Facebook doesn't deny that video is actually among their top-performing content. To put this into perspective, Facebook gets an average of about 8 billion video views daily, almost 3 times the amount of its total active users!

Videos are also better for capturing attention as opposed to other media types, increasing the likelihood of follow-through events (click-through, views, and successful call-to-action). Stuff like Facebook video posts and Facebook Live give you the means to produce quality video content outside the need of having to hire expensive production services.



4 Promote Relevant Content

When catering to different targeted audiences, it pays off to promote relevant content. For example, say you address a tech-savvy audience; while most of your content will revolve around sharing different hardware and software, such as computers, programs, and gadgets; you can also create and share content pertaining to recent changes in the tech market or maybe include promotions about the latest video games or links to articles with topics such as discussing the future of next-gen consoles.



5 Capitalize On the Prevalence Of Building Networks

Facebook is a great place if you want to create and expand your circles. Facebook Groups and fan pages make it rather easy to find like-minded individuals and create a sort of niche market that makes engagement smoother and easier. It was Facebook that led to the monumental leap of liking and commenting, which, in reality, is a virtual summary of the phrase "Hey, I really dig your offer and would like to be more involved."

Facebook's affinity for building networks allows you to take advantage of one particular element that greatly affects profit potential - influence. With designated groups, influence is better spread, and the likelihood of landing a sale or acquiring quality leads is significantly increased.



6 Share

This is perhaps one of the most clicked buttons on the platform. By now, you already have a decent understanding of Facebook's uncanny ability to engage and quickly build up networks and audiences. This characteristic is further solidified by Facebook's ability to rapidly spread information via the share button. Think of it this way, the more you share or, the more that your post or group gets shared, the greater your visibility. The more people know of you, the better your chances of meeting your business goals.



7 Quality Customer Service

With the level of engagement and seamless communication that the platform offers, delivering the best customer service should be a no-brainer. After all, every successful business is one that takes care of its customers. As a Facebook businessman, since you give your customers the ability to personally reach out to you via comments and messages, then you should respond in a timely, courteous, and purposeful manner.

In posts, you can dictate rules, such as asking visitors to refrain from posting specific things or that interested buyers should leave a certain reaction or a direct message. Make things clear and also be sure to set and define boundaries so as not to have a conflict of interests.



8 Make Use Of Intuitive Messaging Features

In line with prompt response, Facebook's messaging system has a couple of neat features such as instant replies and canned messages that allows the messenger to directly interact with users even in the absence of human representatives. This at least opens up operations and allows you to respond to your audience 24/7. If you've not set up instant and automated replies, then we suggest doing so ASAP!



9 Advertise!

Almost all of Facebook's features allow you to advertise. Posting, sharing, engaging in a post via reactions and comments - all these elements basically let you share more about your products and services. The Facebook Marketplace allows you to set up product listings and technically sell online, while Facebook's Ad Systems further monetizes digital advertising.



10 Utilize Facebook Analytics

Especially as a page administrator, not only do you have full, direct control over page management, but also access to information analytics. For a social networking platform, information is very important as it helps provide insight and an overview of the current trends that depict the status and progress of your marketing efforts.

Use Facebook Analytics to uncover possible pain points, focus on effective strategies, as well as predict future trends based on existing numbers. Incorporating regular analytic checks will make sure that your running strategies are fine-tuned and up-to-date, and should changes need to be made in the future, they will be based on acquired data.



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