



tourism
northernireland

Facebook page management for beginners



Like

Promote Page



Page

Messages 1

Comment

Share

Notifications

Insights

Publishing Tools

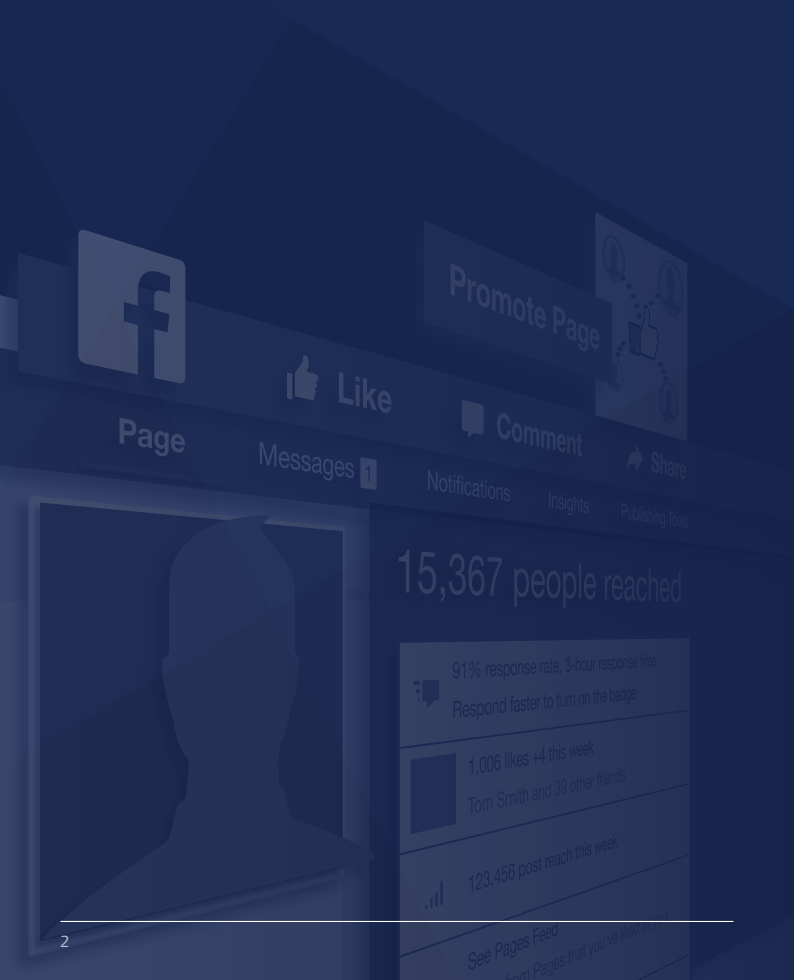


15,367 people reached



91% response rate, 3-hour response time
Respond faster to turn on the badge

1,006 likes +4 this week



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Executive summary

The following guide provides an introduction to Facebook Page Management for beginners. Covering a complete introduction to Facebook, its size and its audience, this guide will provide you with a greater understanding of the network itself and the key management activities which will have to be undertaken on a regular basis.

These management activities include everything from logging in, adjusting page settings and adding admins, to posting status updates and photo albums. This manual also advises on key ways to monitor the performance of your Facebook Page and some best practice tips.

Introduction to Facebook

Facebook was founded in 2004 with the aim of giving people the power to share and to make the world more open and connected. Today, Facebook is the largest of all the social networks.

We have outlined some statistics which provide an insight into the scale of this social network.

Facebook statistics

- There are currently 1.5 billion monthly active users on Facebook.
- There are currently 38 million Facebook users in the UK alone.
- 1.09 billion people log on to Facebook daily.
- The 25-34 age demographic represents the largest group of users (29.7% of total users.)
- Every 60 seconds on Facebook: 510 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded.
- Five new profiles are created every second.

(source: Zeephoria Digital Marketing)

Facebook pages

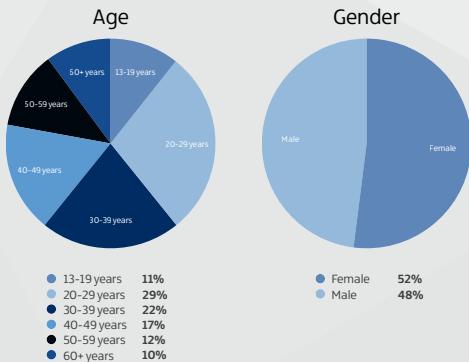
Pages are used to communicate messages to fans who have 'liked' the organisation. Any business can create a page for free and invite other users to become a fan of it.

- 49% of consumers like a Facebook page to support a brand
- 30 million businesses now have a Facebook Fan Page.
- 19 million businesses have optimised their pages for mobile use.
- 1.5 million businesses spend money on Facebook ads.

(source: sproutsocial.com)

Facebook demographics

When considering the fundamentals of marketing, before choosing to market your business on any channel, it is important to consider your target audience. Therefore, one should be aware of the breakdown of Facebook's audience within the UK.

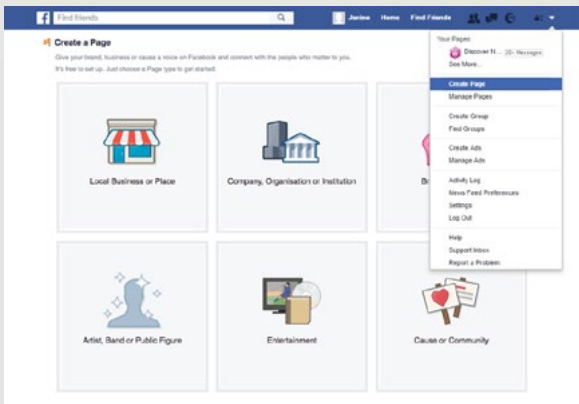


This data illustrates that:

- The majority of Facebook users within the UK fall into the 20 - 29 years' age bracket and this is closely followed by the 30 - 39 years' age bracket.
- Facebook is slightly more popular with women in the UK but this is only a marginal difference.

Creating a Facebook page

1. To create a Facebook Business Page, you'll firstly need to have a personal profile.
2. Log in with your personal profile and click on the arrow icon at the right hand side of the top menu.
3. Select '**Create Page**'
4. Select '**Local Business or Place**' and complete the relevant details for your business.



Logging in and using Facebook as the page

1. To log in to Facebook, type www.facebook.com into your browser



2. Go to the top right of the page and enter the email address and password associated with your personal account followed by 'Log In.'

When you log in to Facebook you will land on the 'Home' page, also known as your timeline. If you are an admin for the Page (i.e. your business has assigned you a management role), within the left hand menu you will see the names of any Facebook Business pages you have the ability to manage. To navigate onto your business page, simply select the relevant page from this menu.

When using your business page, the default setting should always be 'Post as [business name]' however to ensure this is correct you can check this setting. To do this, visit your page settings, select 'Post Attribution' and make sure the Post as [business name] is selected.

Editing your page and settings

1. Navigate to your business page.
2. Within your page, below the main cover image, you will see an option to 'Edit Page Info'. Select this option and a pop up menu will appear allowing you to update information within your page including general details, contact information, location details and opening hours.
3. You can access Page Settings, from the menu above your page cover image. Within this section you can control who can comment on your page, tagging abilities, page moderation and profanity filters, how notifications are received, page roles and more.

The screenshot shows the Facebook Page Settings interface for 'Discover Northern Ireland'. The page is in the 'Settings' section, with a navigation menu on the left and a list of settings on the right. The settings are organized into sections: General, Favorites, Page Visibility, Page Identification, Visitor Profile, Reviews, Messages, Tagging Ability, Other Tagging this Page, Country Restrictions, Age Restrictions, and Page Moderation. Each setting has a description and a toggle switch.

Setting	Description	Toggle
General		
Messaging		
Post Attribution		
Notifications		
Page Roles		
People and Other Pages		
Preferred Page Audience		
Apps		
Instagram Ads		
Featured		
Page Support		
Activity Log		
Favorites	Page is not added to Favorites	Off
Page Visibility	Page published	On
Page Identification	Page is not verified	Off
Visitor Profile	Choose who can publish to your Page timeline	Off
Reviews	Reviews are turned off	Off
Messages	People can contact my Page privately	Off
Tagging Ability	Only people who I like can tag my Page on my photos posted on it	Off
Other Tagging this Page	People and other Pages can tag my Page	Off
Country Restrictions	Page is visible to everyone	Off
Age Restrictions	Page is shown to everyone	Off
Page Moderation	Posts containing these words are blocked	Off

Adding administrators to the page

All Page admins can have a different role assigned to them, depending on what they need to work on. Page admins can have 5 different roles, each with different abilities. The following table outlines the 5 admin roles (across) and what they're able to do (down).

	Admin	Editor	Moderator	Advertiser	Analyst
Manage Page roles and settings	✓				
Edit the Page and add apps	✓	✓			
Create and delete posts as the Page	✓	✓			
Send messages as the Page	✓	✓	✓		
Respond to and delete comments and posts to the Page	✓	✓	✓		
Remove and ban people from the Page	✓	✓	✓		
Create ads	✓	✓	✓	✓	
View insights	✓	✓	✓	✓	✓
See who publishes as the Page	✓	✓	✓	✓	✓

To add a new administrator:

Page roles can be determined within the Page Roles section of Facebook page settings.

1. Type the name/ email address associated with Facebook, of the person you would like to add in the open field at the top of the page.
2. Select the appropriate admin role for that person from the drop down menu and click 'save' at the bottom of the page.

Facebook timeline

The timeline layout

Facebook timeline includes a number of features which assist with the management and promotion of the Page's content.

Admin Panel

The admin panel is located along the top of your Facebook Page and allows Page Managers to quickly and easily see how the Page is performing.



From your admin panel, you can:

- View notifications (likes, comments and shares in posts)
- Respond to private messages from Page fans.
- View your Page insights which detail the performance of your Page
- Access your activity log to curate content on your Page
- Access your Page's settings

Please note that non-admins who visit your Page won't see the admin panel. It's only available to your Page's admins.

The cover photo

A cover is the larger photo at the top of your timeline, right above your profile picture.



Note: Like your profile picture, cover images are public, which means anyone visiting your Timeline will be able to see them.

A cover photo is used to portray your brand identity and research suggests that people have a better experience viewing your timeline when they see a cover that is unique to your company and represents it well. This also helps people learn more about you.

Cover photo restrictions

The new cover photo can be up to 828px by 315px and is subject to several restrictions. It must not contain any of the following:

- Price or purchase information, such as discounts or “Download it at our website” call to actions.
- Contact information including a web address, email, postal address or other information intended for your Page’s About section.
- References to user actions such as ‘Like’ or ‘Share’ or any other Facebook site features.
- Calls to action, such as “Get it now” or “Tell your friends”.

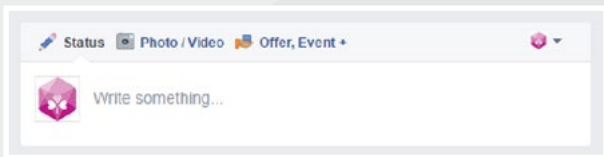
To add or update a cover photo

- Hover the mouse over the camera icon in the bottom right hand corner of the cover photo and click 'Change Cover.'
- Select 'Choose From Photos', 'Select Photos', 'Take Photo' or 'Remove'.
- Once you choose a photo, you can reposition it by clicking on the image and dragging it up or down.
- Click Save



Composer

The composer tool sits at the top of your timeline on your Facebook page and makes it easy to post different types of engaging content to your page timeline.



Status updates

- Status updates let your fans know what your business has been up to lately. Use the status update box to share news and interesting information with your fans.
- To add a status update, simply type your message in the field and click 'Publish.'
- Avoid text speak on Facebook – try to maintain a professional tone of voice, regardless that this is an informal channel of communication.

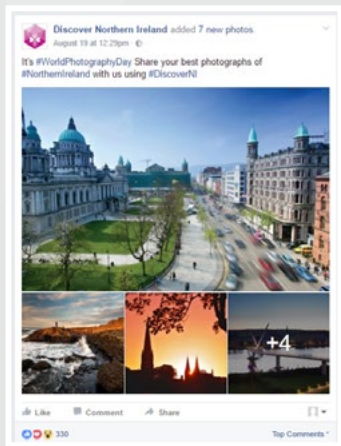
To add a link to a status update, for example to a news story on your own website or on another website, you can simply copy and paste the web link into the status field after your comment.

Best practice would be to use a link shortener such as Bit.ly, to reduce the length of the url and paste this shortened URL into the status update. Facebook will recognize that this is a link and will be triggered to pull in a snippet of information from the page you have linked to. You can edit this snippet by clicking on the text and adjusting the page title and intro lines.

Share photos

Photos in status updates generally gain the most interaction. To post an image, follow these steps:

1. Within the status update box, add your update and click on the camera icon.
2. Browse to where you have saved the appropriate image file from your computer.
3. Once you have completed this, click publish.

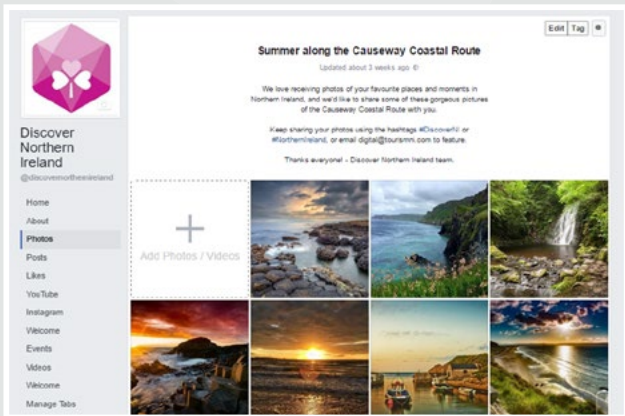
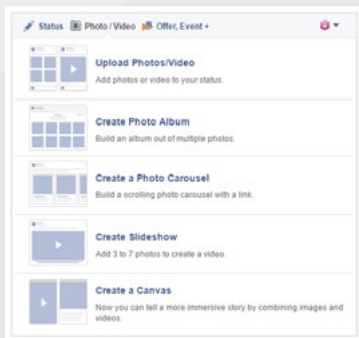


Scheduling Posts

The Publish button provides a number of options, accessed by the drop down menu which appears when the arrow beside 'Publish' is selected. You can publish your post straight away, you can schedule a post to go out at another time or you can save a draft of your post so that you can go back and edit it at a later date.

To create a photo album

1. Within the status update box select 'Photo/Video' from the menu along the top.
2. Select 'Create Photo Album'
3. Select the photos you want to upload from your computer.
4. While your files are uploading:
 - Add an album title and description
 - Add captions, tags, and locations to photos as each one finishes uploading
5. Once the upload is complete, click post.



To create an offer/event

To create an offer:

1. From the Status Update Box within your page, select 'Offer/Event' from the top menu.
2. Select the 'Offer' option.
3. Select the kind of offer you want to make: 'In Store' or 'Online'.
4. If your offer can be redeemed online, complete the web address/URL where people can redeem the offer and the type of offer available i.e. percentage off.
5. Include a strong title for your offer and a description of what the offer provides.
6. Upload a photo for your offer.
7. Include an expiration date for your offer as well as a discount code if necessary and any necessary terms and conditions.
8. As you update your offer details you'll see a preview of how your offer will look on the right hand side of your screen.
9. Once complete, click create offer and your offer will be posted to your Facebook page timeline.

To create an event:

1. From the Status Update Box within your page, select 'Offer/Event' from the top menu.
2. Select the 'Event' option.
3. Upload your event image
4. Add an event name, location and start and end dates and times for your event.
5. Add a description of your event and tags to best describe your event
6. Add a ticket URL, if tickets are available to purchase online.
7. Once complete, click publish.

Interacting with fans and other pages

It is important to interact with Page fans and with other Pages on Facebook.

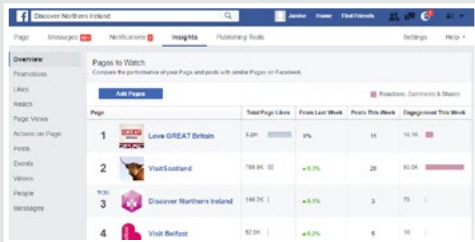
To search for pages and 'like' them on Facebook simply:

1. Type a company name into the search box at the top of your page. This will bring up a number of search results.
2. Select the one you want to become a fan of to land on their Facebook page.
3. Click 'Like' underneath the cover image. The company will receive a notification that you have 'liked' their page

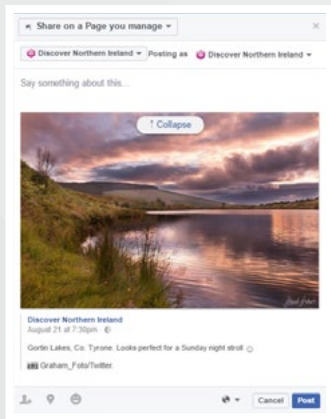
You also have the option to 'watch' a number of Facebook pages, such as competitors, which allows you to easily compare the performance of your Page with similar Pages. If at least 100 people like your Page, you can create a list of Pages to watch via Facebook Insights. Keep in mind that you need to choose at least 5 Pages to watch to see insights about them.

To create a list of Pages to watch:

1. Click Insights at the top of your Page
2. Scroll down to Pages to Watch and click Add Pages
3. Search for a Page you want to watch or choose from suggested Pages and click + Watch Page
4. After choosing at least 5 Pages, click Done.



Page	Total Page Likes	Fans Last Week	Posts This Week	Engagement This Week
1 Love GREAT Britain	3.2M	0%	15	16.1K
2 Visit Scotland	788.9K	+6.2%	26	81.0K
3 Discover Northern Ireland	148.7K	+6.0%	3	79
4 Visit Belfast	52.0K	+6.2%	5	1K



Sharing on Facebook

To 'Share' a post from another Page, click on 'Share' below the post in question. You will then be able to share the post on your Page. When sharing, make sure that you are sharing as your business page rather than your personal Facebook account. When sharing, you also have the option to add text to the post, before you add it to your page timeline.

Responding to comments on Facebook

If you would like to respond to a comment posted on your page, or if you want to respond to a comment on another Page, there are three ways in which to do so. Below the comment you will see options to 'Like,' 'Reply,' and 'Message' in blue text.

1. To 'Like' a comment click on the button – you will then see a blue 'thumbs up' appear. You will notice that the button you originally clicked on has now changed to 'Unlike.' To 'Unlike' a comment you will have the option to click 'Unlike.'
2. To reply to a comment either on your own or another page, click on 'Reply' below the post in question. A field with your profile picture will appear below it, type the message in this field and press enter on your keyboard.
3. To respond to a comment with a private message, simply click on 'Message' below the post in question. A pop up will appear on your screen allowing you to send a message to the person who has commented on your page in relation to the particular post on which they have commented.

Deleting posts on Facebook

If you want to delete your own post:

1. Navigate to the top right corner of the post where you will see an arrow symbol.
2. Click on the arrow and select 'Delete from timeline'.
3. Rather than delete the post you also have the option to hide it from your timeline. To do this, simply select 'Hide from Timeline' from the drop down menu.

If you want to hide a comment by a user:

1. Navigate to the top right corner of the comment where you will see an arrow symbol.
2. Click on the arrow and select 'Hide comment' – this will mean the comment will no longer be visible on the post.

Pinning a post:

If you have a particular important post which you wish to highlight to anyone who lands on your Facebook page you can 'pin' a post to the top of your timeline. To do this:

1. Hover over the arrow in the top right hand corner of the post you wish to pin.
2. From the drop down menu select 'Pin to Top'.
3. Your pinned post will stay at the top of your Page's Timeline for 7 days. After that, it'll return to the date it was published on your Page's Timeline.

Reporting and measurement

What are insights?

Facebook Insights provides Facebook Page admins with metrics on the performance of their Page. By understanding and analysing trends within user growth and demographics, consumption of content, and creation of content, admins and developers are better equipped to improve their business with Facebook.

You won't be able to access Facebook Page Insights if your page has less than 30 likes but you can achieve this quite quickly by simply asking people to like your page. A couple of hours after getting that 30th like, Insights will be available at the top of your Facebook Page.

Pages insights helps you to:

- Understand the performance of your Page
- Learn which content resonates with your audience
- Optimise how you publish to your audience so that people will tell their friends about you.
- Export data at page or post level to Excel.

To see metrics on your Facebook Page, go to the Insights Dashboard in the Admin Panel. Only Page admins can view insights.

Understanding page insights

The main sections to Facebook Insights include:

- Overview : Stats on Total Likes, Friends of Fans, People Talking About This & Total Reach.
- Likes: Stats on total likes, unlikes and where likes came from.
- Reach: How many people you are reaching with your posts, both organic and paid.
- Page Views: When, where and how many people are viewing your page.
- Actions on page.
- Posts: A summary of how your posts are performing and also when your fans are online.
- Events: Stats on how any event posts performed including engagement and tickets purchased.
- Videos: Stats on videos your Page has published or shared including the number of times videos were viewed for 3 seconds / 10 seconds or more and your Page's top videos by views.
- People: Stats on who your fans are in terms of age, gender, location etc.
- Messages



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