





facebook



 Introducing Facebook

 Learning Facebook Step by Step

 Twitter Basics

 Putting It All Together For a Successful Campaign


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INTRODUCING


facebook

What is it?



 Facebook is the most popular Social Media site on the Internet

 Facebook has about 1.23 billion members from around the world

 Every 20 minutes 1 million links are shared on Facebook




INTRODUCING

facebook

Why Create One?

 FREE Marketing Platform to engage with your audience directly &

Comment As Your Brand

 Create ads targeted to your demographic

 Gives your business another platform to display your work improving SEO

 Allows you to keep pace with the competition FREE of charge

LEARNING FACEBOOK







facebook

Signing Up



Create a Page
Create a Facebook Page to build a closer relationship with your audience and customers.

Pages I Like | Pages I Admin

 Local Business or Place	 Company, Organization or Institution	 Brand or Product
 Artist, Band or Public Figure	 Entertainment	 Cause or Community

Set up personal account first

Set Up Mos Media

1 About 2 Profile Picture 3 Add to Favorites






Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

*Add a description with basic info for Mos Media.

Website (ex: your website, Twitter or Yelp links) Add Another Site

Pages I Like | Pages I Admin

Create a Page
Create a Facebook Page to build a closer relationship with your audience and customers.

 Local Business or Place	<p>Company, Organization or Institution Join your supporters on Facebook</p> <p>Choose a category <input type="text"/></p> <p>Company Name <input type="text"/></p> <p><input type="checkbox"/> I agree to Facebook Pages Terms</p> <p>Get Started</p>	 Brand or Product
 Artist, Band or Public Figure	 Entertainment	 Cause or Community

organization, school or government? Yes No
is organization, school or government more easily on Facebook.

Save Info **Skip**

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<https://www.facebook.com/business/>

LEARNING FACEBOOK

Admin Panel

Create Post

Edit Page

Build Audience

Help

Hide

Notifications

See All



You have no new notifications

Share something on your Page

Messages

See All



No new messages.

When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your admin settings.

Get Clicks to Your Website

Get people you care about to visit your website.



Mos Media

www.mosmedi.com

Promote Website

Insights



You need 30 more likes on your Page to get access to insights about your activity.

Invite Friends

See All



Candelaria Marrero

Invite



Ashley Nicole Steelman

Invite



Christina McPartlan

Invite



Stacey Lynn

Invite



+ Add Profile Picture

Add a Cover

Mos Media

Be the first person to like this.

Update Page Info

Like

Follow

Settings

Organization

Social Media Solution for Small Businesses

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LEARNING FACEBOOK

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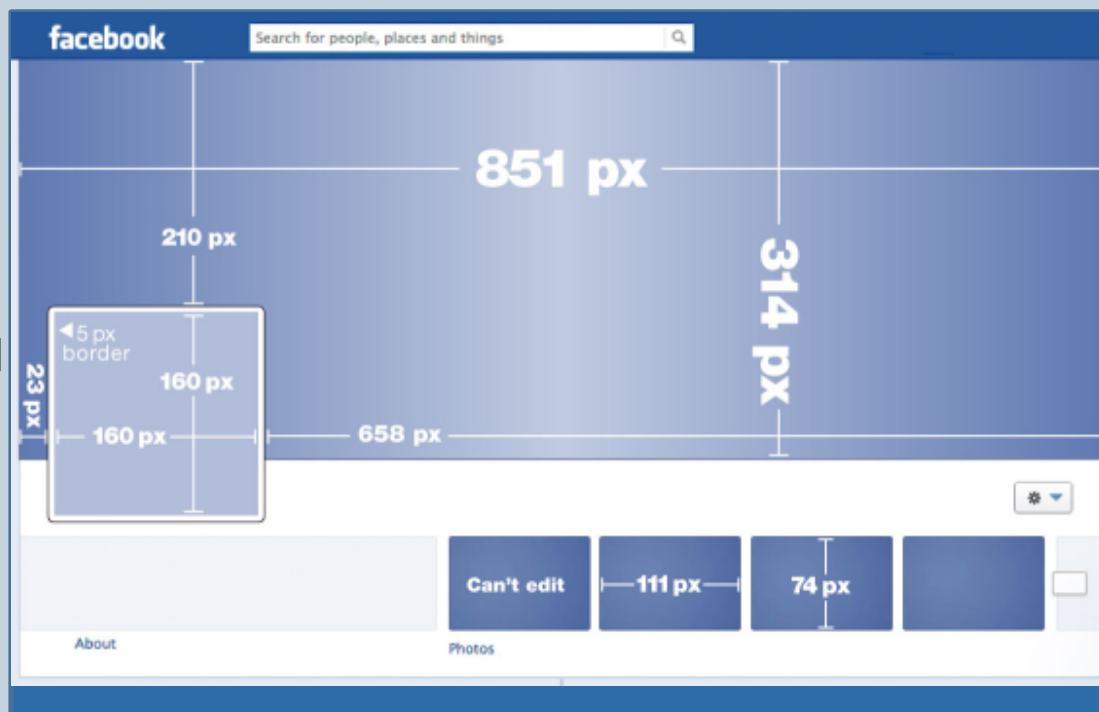
Photo dimensions for matching marketing materials



 **Cover Photo:**
851 pixels wide and 315 pixels tall

 **Profile Picture:**
160x160 pixels on your Page. Upload must be at least 180x180 pixels.

 **FREE SITE TO EDIT PHOTOS**
Paint.net if you don't have photo shop



LEARNING FACEBOOK

facebook

Adding your Business information



Admin Panel

[Create Post](#)
[Edit Page](#)
[Build Audience](#)
[Help](#)
[Hide](#)

Notifications

You have no new notifications

[Share something on your Page](#)

Get Clicks to Your Website

Get people you care about to visit your website.

Mos Media
www.mosmediamarketing.com

[Promote Website](#)

Insights

You need 30 more likes on your Page to get access to insights about your activity.

Invite Friends

[See All](#)

- Chris Cardillo** [Invite](#) ✕
- Candelaria Marrero** [Invite](#) ✕
- Cayla Lopes** [Invite](#) ✕
- Alex Robles** [Invite](#) ✕

Mos Media

[General](#)
[Page Info](#)
[Admin Roles](#)
[More...](#)

Name	Mos Media
Facebook Web Address	Enter a Facebook web address
Category	Companies & Organizations : Organization
Topics	Choose three words to describe your Page
Start Info	Joined Facebook
Address	⚠ Enter your address
Hours	⚠ Enter hours of operation
Short Description	Social Media Solution for Small Businesses
Impressum	Input Impressum for your Page
Long Description	Write a long description for your Page
General Information	Enter general information
Mission	Enter mission
Founded	Enter names of founders
Awards	Enter awards
Products	Enter products

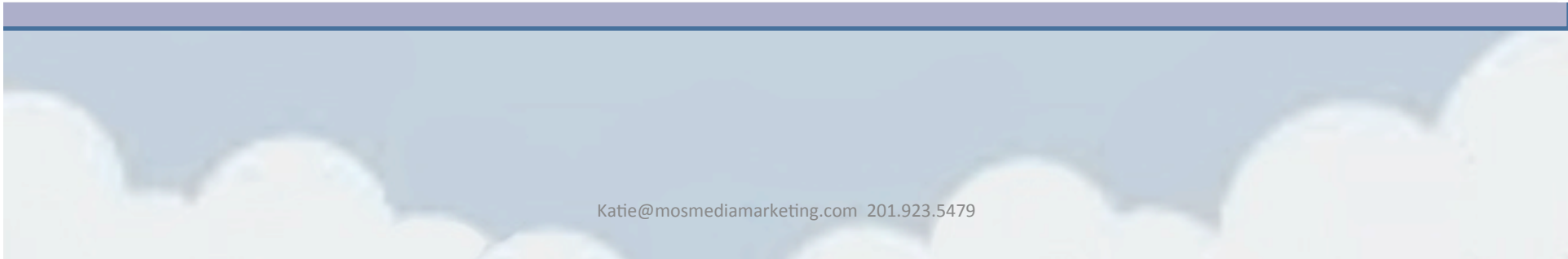


Mos Media

[← View Page](#)

General **Page Info** Admin Roles More...

Name	Mos Media	Edit
Facebook Web Address	Enter a Facebook web address	Edit
Category	Companies & Organizations : Organization	Edit
Topics	Choose three words to describe your Page	Edit
Start Info	Joined Facebook	Edit



LEARNING FACEBOOK

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Viewing your insights

You need 30 more likes on your Page to get access to insights

You are posting, commenting, and liking as Breast Healing Map — Change to Katie Maroldi

Admin Panel [Create Post](#) [Edit Page](#) [Build Audience](#) [See Insights](#) [Help](#) [Hide](#)

Posts · Notifications **1**

Post	Total Reach [?]	Paid Reach [?]	Promotion
The next season of Dancing with the S...	1,028	1,005	See Results
Sending complimentary Rub-On Nipple...	64	--	Boost Post
The team at BreastHealing.com, which...	42	--	Boost Post
It is our pleasure to be part of such a...	19	--	Boost Post
Picking the perfect pair! At the Grand-...	79	--	Boost Post

Messages [See All](#)

- Kim Richardson Emery**
← Just went back for weekend review of...
- Rachel Kirkland**
← @ Rachel. Thanks for the "like." No...
- Rita Rainsford**
Thank you!!
- Gail Lane Jones**
← Thanks, Gail, for your kind words that...
- Cameran Kundert**
← Thanks so much Cameran. I will speak...

Get More Likes [See Likes](#) **Insights** [See All](#) **Page Tips** [Next](#)

Reach your next milestone

600 Likes

Promote your Page to get to 600 likes.

[Promote Page](#)

Reach: People Who Saw Your Posts
1,065
▲ 1,096.6% from previous week

[Check out Page Insights](#) >

Get the Pages Manager App
Manage your Page on the go with Pages Manager for iOS.
[Send to Mobile](#)

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Breast Healing Map™

LEARNING FACEBOOK

facebook

Analyzing Insights



Breast Healing Map

Ads Manager

Export Data



Overview

Likes

Reach

Visits

Posts

People

Showing data from **03/28/2014 - 04/03/2014**

Page Likes

586 Total Page Likes
0% from last week

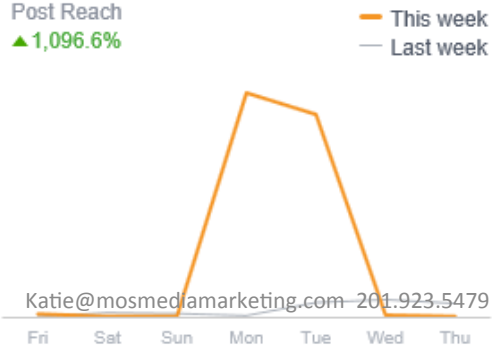
0
New Page Likes



Post Reach

1,076 Total Reach
▲896.3% from last week

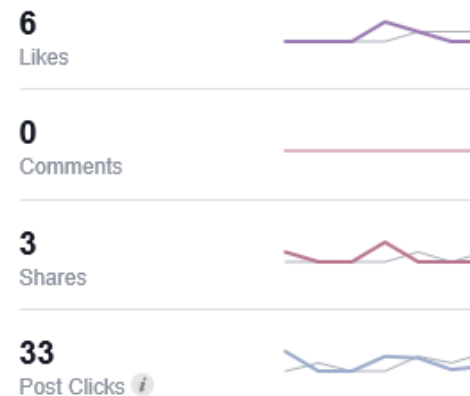
1,065
Post Reach
▲1,096.6%



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Engagement

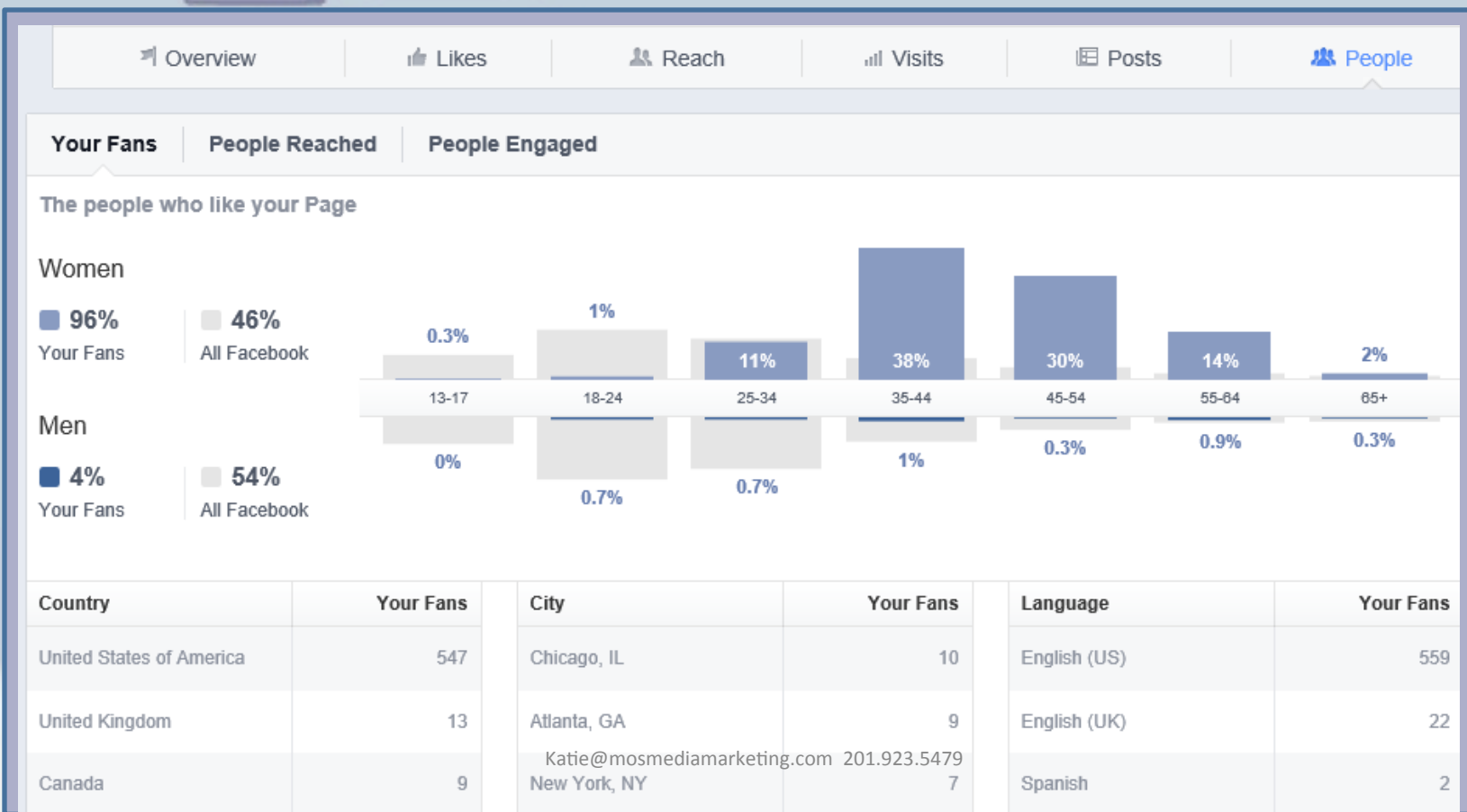
19 People Engaged *i*
▲35.7% from last week



LEARNING FACEBOOK

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Analyzing insights: People's Tab



LEARNING FACEBOOK

facebook

Analyzing insights: Post Tab



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facebook



Analyzing insights: Reach Tab, Likes Tab, & Visits Tab



Reach Tab: The number of people who saw your posts, and total reach.



Visits Tab: The number of times each of your Page tabs was viewed, and the number of times people came to your Page from a website off of Facebook. (External Referrers)



Likes Tab: Where your page likes came from, net likes, what changed, total page likes.

LEARNING FACEBOOK

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Posting



Reward your fans with deals and perks



Distribute coupons or link to promotions



Posts including a photo album, a picture, or a video generate about 100% - 180% more engagement than the average post.



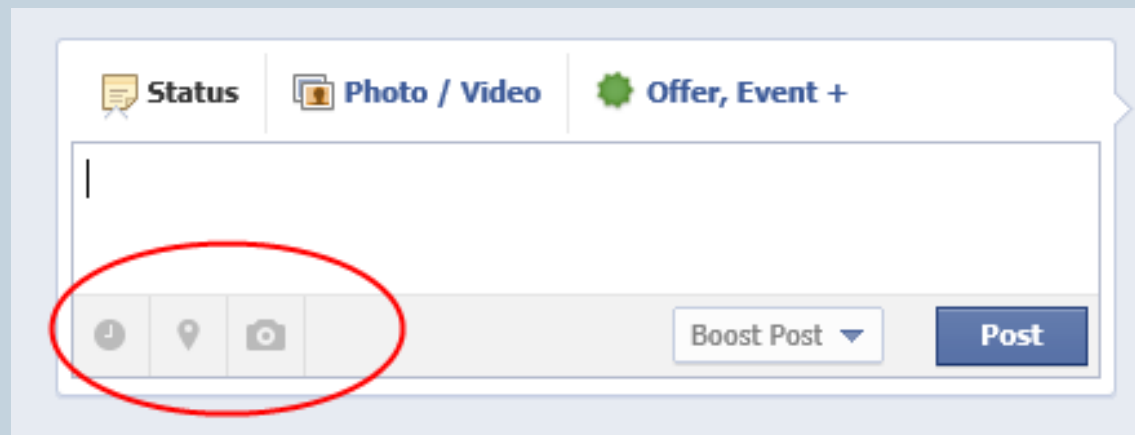
Content should be relevant but not promotional. The Facebook promotional posts rule of thumb is 80% / 20%

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Scheduling your posts



LEARNING FACEBOOK


facebook

Inviting friends



The screenshot shows the Facebook Admin Panel interface. At the top, there are buttons for 'Create Post', 'Edit Page', 'Build Audience', and 'Help'. The 'Build Audience' dropdown menu is open, showing options: 'Invite Email Contacts...', 'Invite Friends...' (which is highlighted), 'Share Page...', 'Create An Ad', and 'Promote Website'. Below the menu, there are sections for 'Notifications' and 'Messages'. The 'Notifications' section shows 'You have no new notifications' and a 'Share something on your Page' button. The 'Messages' section is partially visible with a 'See All' link.

 By Email

 By Inviting existing friends

LEARNING FACEBOOK

facebook

Creating tabs



You are posting, commenting, and liking as **Breast Healing Map** — Change to Katie Maroldi

Breast Healing Map Timeline Recent Admin Panel

Breast Healing Map
586 likes · 11 talking about this

Update Page Info Liked Following

Health/Wellness Website
Our mission is Mastectomy Empowerment!
All of our endeavors encompass Breast Healing.
www.breasthealing.com

About Photos Pinterest Embracing Mastecto... Join My List

Highlights

Status Photo / Video Offer, Event +

What have you been up to?

Breast Healing Map shared a link.
Posted by Katie Maroldi [?] · March 31

8 Friends Like Breast Healing Map

Invite Your Friends to Like This Page
Type a friend's name... Invite

FREE custom tabs can
be created at
www.woobox.com

LEARNING FACEBOOK

facebook

Advertising



Where do you want it to go?
Your website or your Facebook page?

- Use Facebook as:
 - Prince Nefew & Da... 8
 - The Kelli Rabke A... 7
 - MGD Jewels 7
 - Karen Dennis 7
 - Conva Does Fans 7
- Create Page
- Manage Pages
- Create Ads**
- Manage Ads
- Create App
- Manage Apps
- Activity Log 2
- Settings
- Log Out
- Help
- Report a Problem

Headline ⓘ 15

Mo's Media

Headline will not display in News Feed when image is larger than 600 pixels x 225 pixels

Text ⓘ 41


Your Social Media solution for small businesses.

Show Advanced Options ▾


AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed

Katie Maroldi likes this.

 **Mo's Media**
Sponsored

Your Social Media solution for small businesses.



Mo's Media
Arts & Marketing
140 likes

✓ Liked ▾

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Advertising



Locations ⓘ United States, New Jersey
Bergenfield + 50 mi
Add a country, state/province, city or ZIP

Age ⓘ 13 ▾ - No max ▾

Gender ⓘ All Men Women

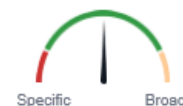
Languages ⓘ Enter a language...
More Demographics ▾

Interests ⓘ Search interests | Suggestions | Browse

Connections ⓘ All
 Only people connected to Mo's Media
 Only people not connected to Mo's Media
 Advanced connection targeting

More Categories ⓘ Search categories: Katie@mosmediamarketing.com 201.923.5479
▶ Custom Categories

Audience Definition



Your audience has been defined.

Audience Details:

- Location: Bergenfield (+50 mi), New Jersey, United States
- Not connected to: Mo's Media

Potential Reach: 11,200,000 people



What is it:

- ✓ Leading social media site
- ✓ 242 million active monthly users

Why is it useful:

- ✓ Free way to improve SEO and increase web traffic
- ✓ Can Import Matching Marketing Materials
- ✓ Talk directly to fans or brands
- ✓ Ads available

How to use it:

- ✓ 140 Characters available
- ✓ @ Symbol Let's you talk directly to any other twitter user
- ✓ # Symbol Let's you specify your topic

Link to Facebook

<https://www.facebook.com/twitter/>

Katie@crossmediastrategy.com 2012/2/14/79

PUTTING IT ALL TOGETHER

facebook



Create a Facebook Fan page with a specific demographic in mind



Import all your matching marketing materials



Gain organic and paid likes through advertising



Link Facebook to Twitter and use insights to post updates and engage with you audience!

