

Up next at 9.30am...

Is Facebook Still a thing? –
Minyi Zheng (Communication Officer)

Is Facebook still a thing?

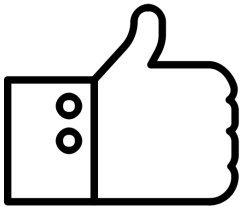


Yes, it is!

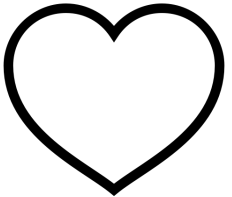
- Facebook is still one of the most popular social media platforms in Australia, with over 16 million users online.
- Facebook is Australia's 3rd highest trafficked site after Google and YouTube.
- Facebook has an estimated 80% market share of the Australian social media advertising market.

Let's get down to business!

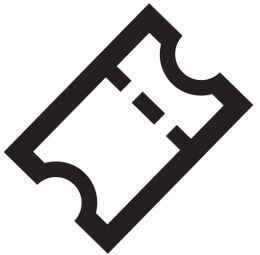
- What is your social media goal?



Increase brand awareness



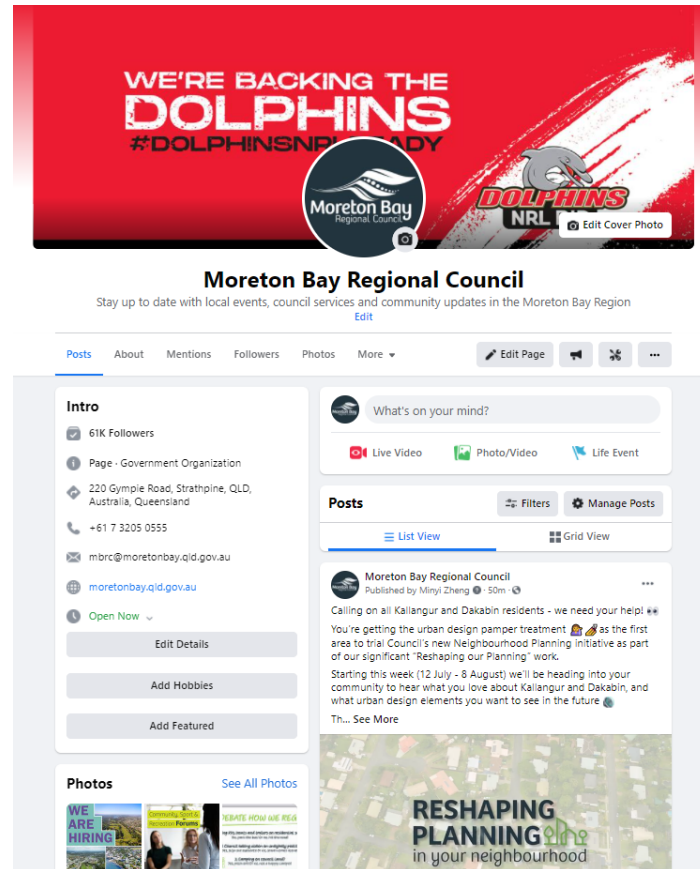
Engage with existing members and attract new members



Drive conversions/sales/sponsorships

What is a Facebook Business Page?

A Facebook Business Page is where you manage your brand's presence on the social network.



Do you have a Facebook Business Page?

It's so easy to set up!

1. Go to facebook.com/pages/create.
2. Click to choose a **Category**.
3. Fill out the required information.
4. Click **Create Page**.
5. Add an optional profile or cover photo, then click **Save**.



How to grow audience and engagement?

- Know your audience and post relevant content of interest
- Post quality, accessible content aligned with your brand
- Be consistent with messaging and posting schedule but mix up content format
- Engage with page members
- Integrate across communications and marketing channels
- Advertise, where appropriate



Facebook Content Best Practice

- Define the objective of the post
- Voice – always be friendly and helpful
- Be relevant, appropriate and engaging
- Use high-quality native creatives
- Keep it short and sweet - write a brief caption to catch people's attention right away. Lead with the most important information first.
- Give a clear Call-To-Action



Facebook Content Ideas

Engage, Educate and Excite

Engage

Ways you can engage your audience:

- Share the story of how your community club got started.
- Show how you give back to your community.
- Take people on a virtual tour of your organisation using photos or video.
- Share interesting facts and stats about your organisation (Did you know...?)



Facebook Content Ideas

Engage, Educate and Excite

Educate

Ways you can create posts that educate:

- Explain what makes your community organisation different or special.
- Take people behind the scenes at your community club.
- Show how to use your service.
- Share industry tips or discussions



Facebook Content Ideas

Engage, Educate and Excite

Excite

Here are a couple of ways you can create posts that excite:

- Announce a new event or service.
- Share promotions.
- Celebrate special events or occasion.
- Create user-generated content.
- Create throw-back content
- Host a contest or giveaway



Facebook Event!

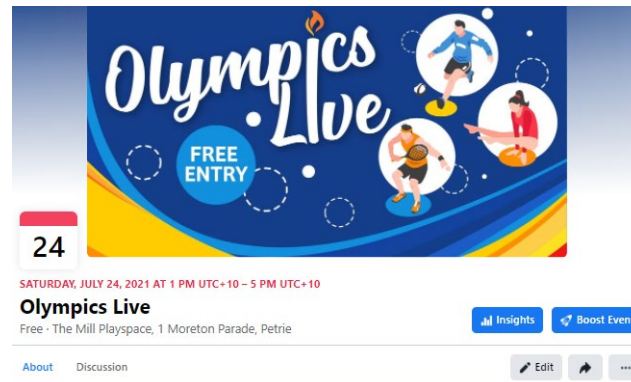
Facebook events are great for organising and promoting your gatherings in the real world with people on Facebook.



Facebook Event!

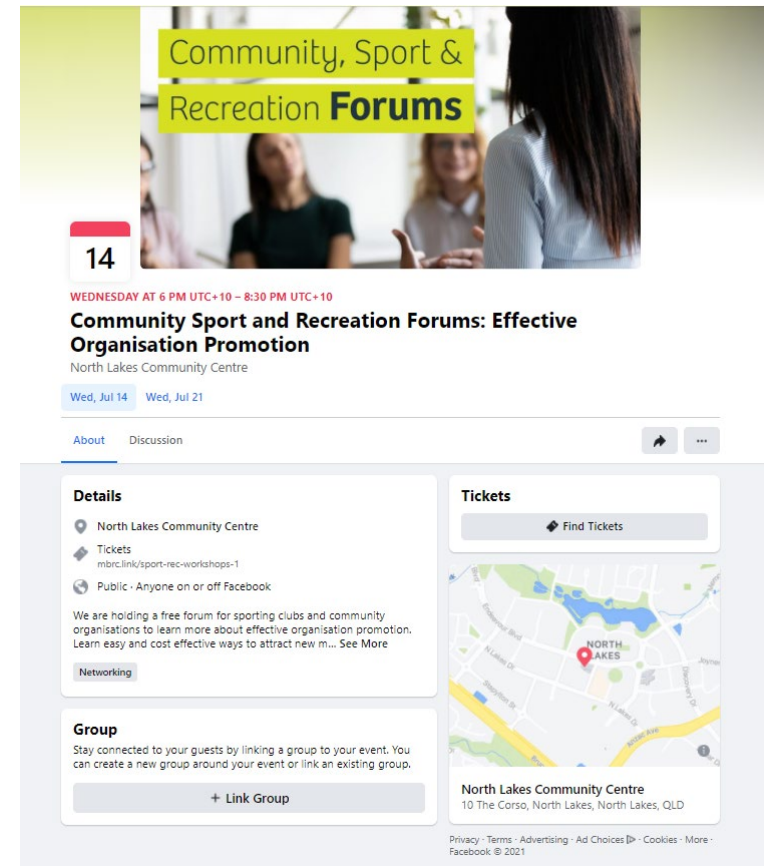
It's so simple to create an event on Facebook!

1. In the top right of Facebook, click **+**, then **Event**.
2. Click **In Person** or **Online**.
3. Add the event details.
4. Tap **Create Event**.

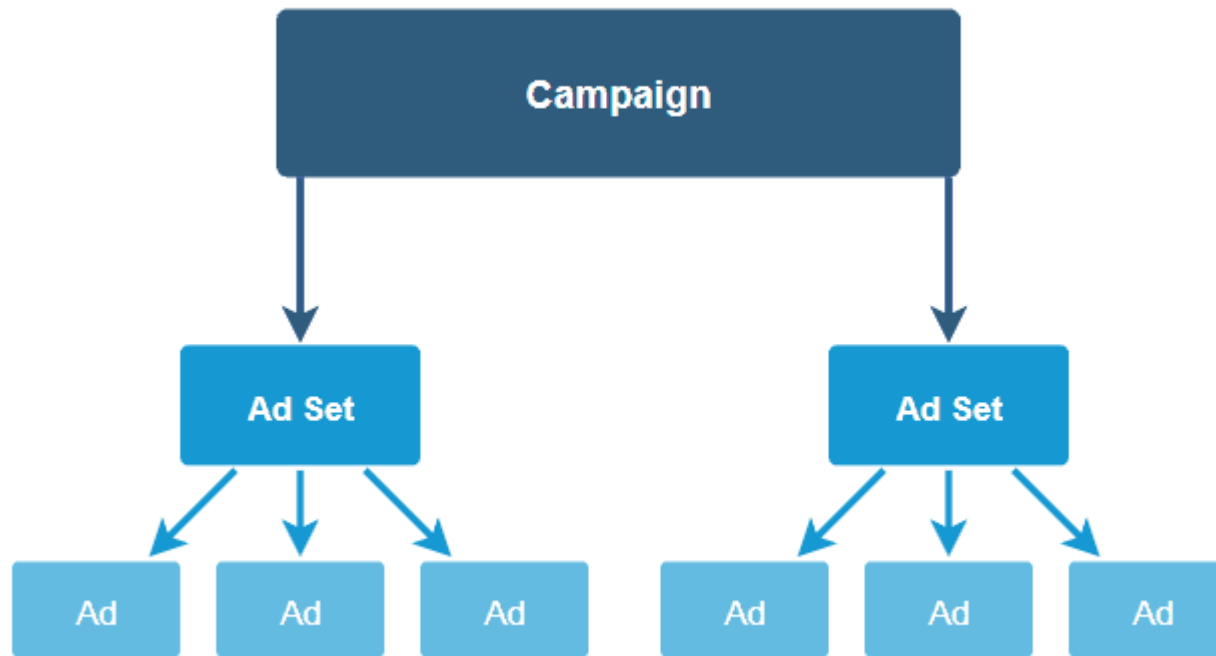


Facebook Event!

1. Give your event a unique name
2. Write a clear & thorough description
3. Use Facebook's recognised venue locations
4. Use an eye-catching event photo
5. Manage permissions for posting on your event
6. Promote your Facebook event with ads
7. Partner up with co-hosts



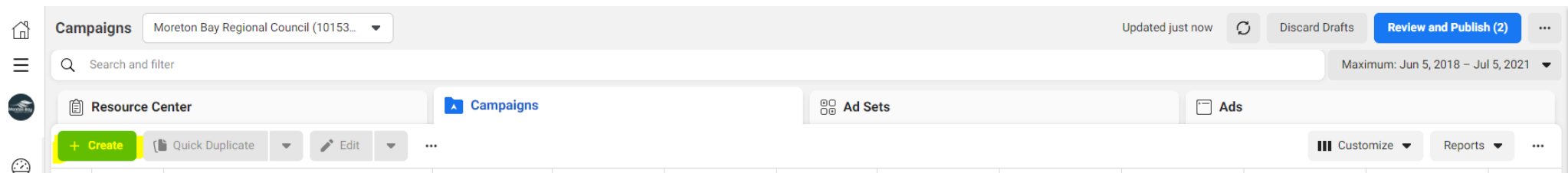
Facebook Advertising 101



Facebook Advertising 101

To put it simply:

1. Head to <https://business.facebook.com/adsmanager>
2. Start creating your ad by hitting “Create”



How to create a Facebook ad

Choose your objective

Ask yourself:

What's the most important outcome I want from this ad?

Most common objectives:

- Reach
- Traffic
- Engagement



How to create a Facebook ad

Select your audience

Ask yourself:
Who do you want to reach?

- Age
- Location
- Demographics
- Interest
- Behaviours

Audience

Define who you want to see your ads. [Learn More](#)

[Create New Audience](#)

[Use Saved Audience](#) ▼

Custom Audiences

[Create New](#) ▼

[Exclude](#)

Locations

Location:

- Australia

Age

18 - 65+

Gender

All genders

Detailed Targeting

All demographics, interests and behaviors

Detailed Targeting Expansion:

- Off

Languages

All languages

[Show More Options](#) ▼

[Save This Audience](#)

How to create a Facebook ad

Set your budget

Enter your daily or lifetime budget, and the time period during which you want your ads to run.

Budget & schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Auction Predictable reach and frequency

Budget ⓘ **Daily budget** ⓘ
\$11.00 USD

Actual amount spent per day may vary. ⓘ

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

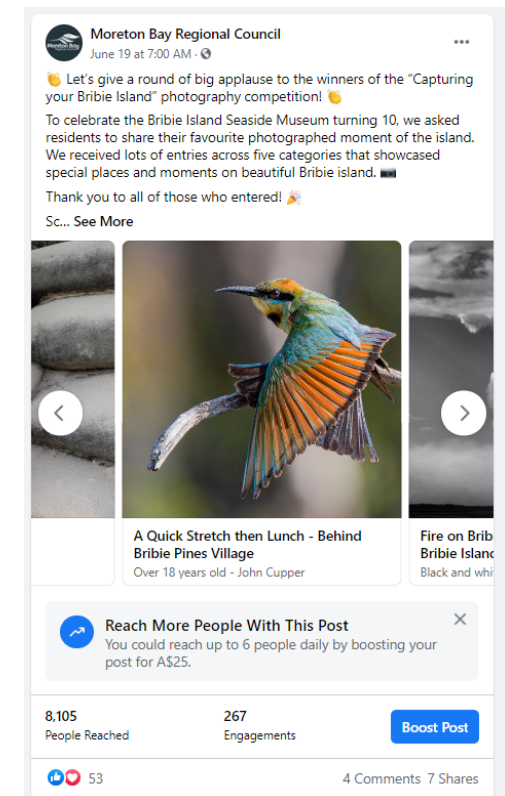
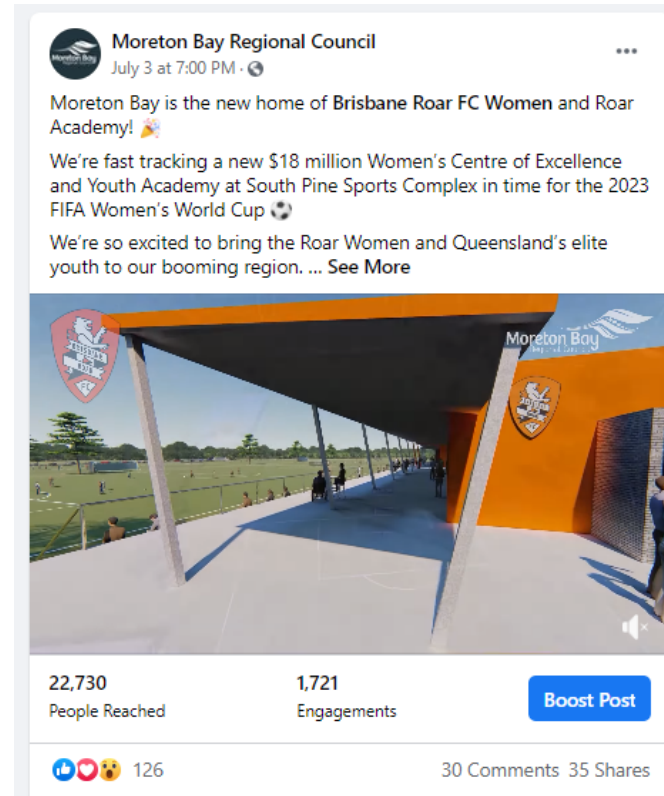
You'll spend no more than **\$77.00** per week.

[Show advanced options](#) ▾

How to create a Facebook ad

Pick a format

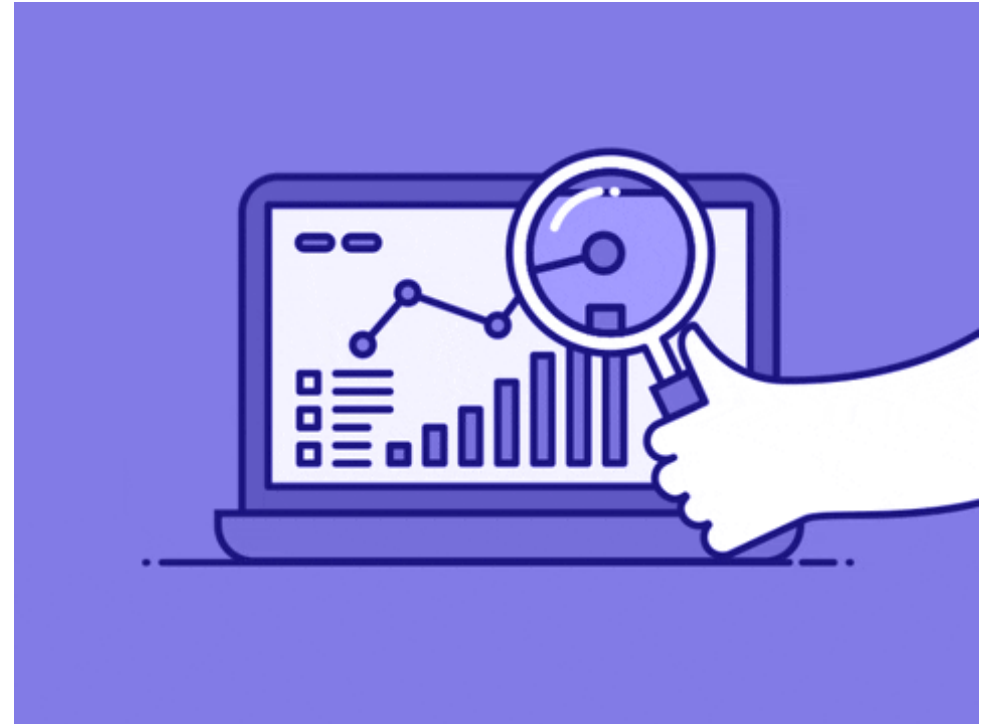
- Single image
- Video
- Multi-image format (carousel)
- Collection



How to create a Facebook ad

Measure and Manage your ad

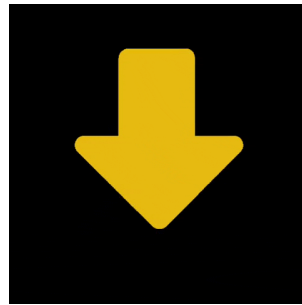
- Report and analyse on campaign performance regularly
- Use data insights to guide your decision on the next campaign



Facebook Blueprint

Interested in learning more about Facebook?

Facebook Blueprint offers FREE online courses to help you get the most out of its marketing platforms!



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

Questions?



Thank
you