

Social Media Training Session



What is Social Media?





Facebook Basics



Facebook Profiles

- Also called “personal account”
- Must have to create groups or pages
- Under Facebook Terms of Service – must be a real person
 - Use of business as identity leaves your pages and groups vulnerable to deletion
- Maximum of 5000 friends

Personal Profile





Facebook Profiles

- Don't want friends?
- Don't want to look at profiles of folks that "like" your pages?
- Don't want to add applications to your pages?
- Business Account
 - Very limited

Personal Profile



Profile Privacy Controls

- What are we sharing online?
- Are our customers contacting us?
- What can our customers see?
- Is this the image we want to portray?

Personal Profile



facebook
Privacy



Using Facebook Profiles for Businesses



Personal Profile

- Under Facebook TOS (the short version)
 - Profiles must be a real person
 - You are not supposed to have more than one!
 - Use of business as identity leaves your pages and groups vulnerable to deletion
 - “Maintaining multiple accounts, regardless of the purpose, is a violation of Facebook’s Terms of Use.”
FAQ 12840
- Additionally, your customers do NOT want to be “friends” with a business!



Facebook Groups

- Can be public, closed or private
- Best for moderated conversations
- Anyone can post on wall
- Posting shows as “you” – your profile – not the business identity.

Group
managed under personal profile



Using Facebook Groups for Businesses



Group
managed under personal profile

- Not recommended as your business presence on Facebook
- Can't tag pages
- Can't "like" other pages or add to favorites
- Very limited options



Kentucky Proud Marketing Group

Central place to share information to Kentucky Proud companies.





Facebook Pages

- Best used for business
- Seamlessly streams on user walls (except if hidden)
- Can have great ROI for brand building
- Unlimited number of fans/likes!
- Indexed by search engines
- “Like” your own page!

Pages
managed under personal profile



Facebook Pages For Your Business



- Purpose
 - Connecting to Clients
 - Are you wanting them to have more ownership in your business?
 - Direct line of communication?
 - Advocacy
 - Showing how you produce your products?
 - What's your story?
- Target Audience



KDA Facebook Pages



Making Facebook Pages work for YOU

- Page Basics
 - Compelling Content
 - Avatars/Page Picture/Icon
 - Getting “Likes”/Connecting with customers
 - “Liking” other businesses/Adding to your Favorites
- Advanced Tricks
 - Tagging Posts
 - “Vanity” URL
 - Custom Tabs
 - Google Analytics
 - Link your business page as your employer on profile



Making compelling Facebook content

- Relevant to your message and your audience
- Posting too often
- Posting time of day for your demographic
 - Getting lost in the noise of users' walls
 - Watch analytics or “View Insights” dashboard for tracking interactions
- Tie in with other pages for greater exposure (tagging)



Creating compelling content for.....

Farmers' Markets

- Feature vendors
- Pictures of each vendors' farm and set up at market
- “Like” vendors' pages
- List hours, location
- Weekly offerings
- Specials events
- Close of season
- What is done in off season to prepare for next year
- Do you offer atypical season? IE open in winter (eggs, shelf stables, proteins?)



Creating compelling content for.....

Farmers' Market Vendors

- Pictures of YOUR booth at market
- Pictures of YOUR farm
- "Like" pages of where you sell or your products are sold
- List hours, location
- Weekly offerings
- Specials events
- Close of season
- What is done in off season to prepare for next year
- Do you offer atypical season? IE open in winter (eggs, shelf stables, proteins?)



Creating compelling content for.....

Orchards, On Farm Markets, Roadside Stands

- Pictures of your market
- Pictures of YOUR farm, crops at all stages (seeds, growing, ripe)
- "Like" pages of where you sell or your products are sold
- List hours, location
 - Close of season
 - When to expect back at market or to open
- What is done in off season to prepare for next year
 - Pruning of trees
 - Seed selection
 - Describe varieties you grow; benefits and features
- Do you offer atypical season? IE open in winter (eggs, shelf stables, proteins?)
- In season, post
 - Weekly offerings, include clear pictures
 - What you are picking, and in the fields doing so
 - Recipes
 - If you post recipes, use notes feature or continue in comments NOT a new post
- News and events
- Who's who in your operation



Page Examples



- Inactive group
- No icon
- Great identity
- Don't get it going and let it stale
- Great content
- It's up to date
- Where's the identity or the market? Use a close-up picture of market offerings, if no logo
- Wiki article
- Don't let someone else create your content



Looking at further options

More Advance Users





Page Updates

- Affects ALL pages as of March 10, 2011
- Updated “Dashboard” for managing your pages
- Tabs are gone
- Notifications of comments and likes!
- Random Banner images



Change Page category

EDIT Page "settings"

Only YOU can see admins

Sign In AS your Page

INSIGHTS

Admins ONLY can "suggest to friends"

Your friends (up to 1000) who LIKE your page, PLUS pages YOU liked as your page and profile

Adds DO NOT show if you are signed in AS your page

NO TAB BAR

Photo Banner "RANDOM" So far we can't "get fancy!"

New Fans & Notifications just like on your Profiles

Smaller Sidebar 180x500

TABS you can have up to 8 & drag/arrange them easily

LIKES Fans

FEATURE pages your Page has LIKED great for networking!

Quick Tips
Get more people to like your Page with Facebook Ads today!
Get More Connections

Sample Ad: Fan Page Envy
The "Best of 500 Pages"

Come to Fan Page Envy for New Designs, Tips, Tricks and How to Use the New Page Designs to your Advantage
facebook.com/FanPageEnvy
SHARE this with Facebook Friends!

Page Dashboard/Settings

The screenshot shows the Facebook Page Dashboard/Settings for 'Kentucky Proud'. The page is categorized as 'Companies & Organizations' and 'Food/Beverages'. The 'Basic Information' section is expanded, showing the following details:

- Category: Companies & Organizations (Food/Beverages)
- Username: You can now direct your fans to www.facebook.com/kentuckyproud. Learn more.
- Name: Kentucky Proud
- Founded: 2002
- Address: 100 Far Oaks Lane 3th Floor
- City/Town: Frankfort, KY
- Zip: 40601
- About: The Official Kentucky Proud Page. Nothing Else is Close to It!
- Company Overview: Kentucky Proud is the trademarked brand for Kentucky's agricultural products grown and produced in our great commonwealth. It is the marketing identity of the Kentucky Department of Agriculture put into place by Commissioner Ritchie Farmer.
- Description:
- Mission: Kentucky Proud means many things to many people – delicious blackberry jam, rich-tasting Kentucky country ham, mouth-watering tomatoes and more, and much more – all produced with the greatest care to offer a special treat to
- Awards: Kentucky Proud companies: join our group at <http://www.facebook.com/groups/kentuckyproud> to receive updates and marketing information.
- Products: Kentucky Proud members produce many different agricultural commodities and local products. Find your favorite products at <http://www.kiproud.com>.

The 'Kentucky Proud' logo is visible in the bottom right corner of the dashboard.

Page Profile Picture

Avatars / Page Picture / Icon

- Can be **180 x 540 px**
- Relevant to your business
- Company logo



Random Banner Pictures

- Last 5 pictures added
- Random order
- For specific fit, 97 x 68 px or crop in tagged photos



Tagging Posts Step 1

“Like” the pages you are posting.

- Can be done under your **PERSONAL** profile or
- Use Facebook as your Page, can tag any that you “Like” or “Add to Favorite” under the page





Tagging Posts Step 2



Tagging Posts Step 3





Tagging Posts Step 4

The screenshot shows the Facebook page for 'Kentucky Proud'. A post is visible with a share menu open. The share menu includes options for Status, Photo, Link, and Video. A dropdown menu is open, showing a list of suggested tags: 'Kentucky Proud', 'Kristen Branscum', 'Katie Dehner', 'Kate Browne', and 'Michele Payne-Krooper'. The page header includes the Facebook logo, search bar, and navigation links for Home, Profile, and Account. The page content includes the Kentucky Proud logo, a wall with a post, and a list of related pages on the left and right sides.

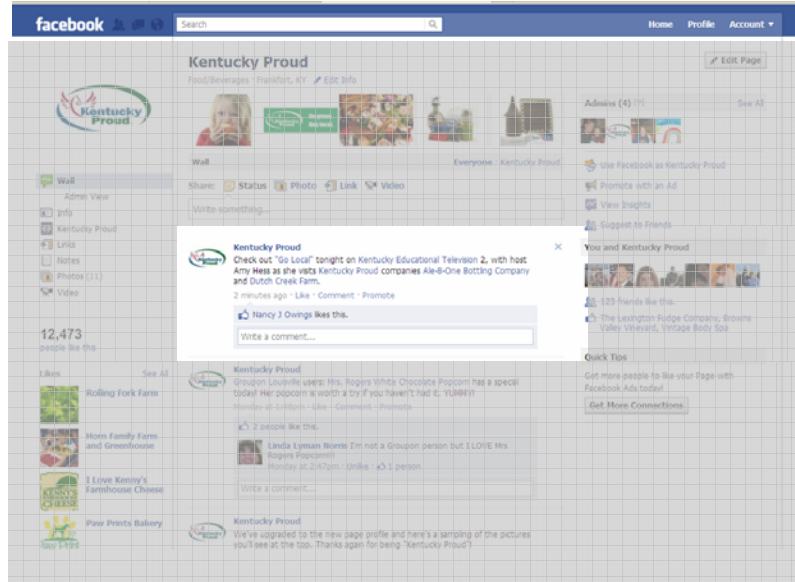


Tagging Posts Step 5

The screenshot shows the same Facebook page for 'Kentucky Proud'. The share menu is now closed, and the text 'Kentucky Proud' is entered into the share field. The dropdown menu is no longer visible. The page content is the same as in the previous screenshot, showing the post, the share menu, and the page layout.

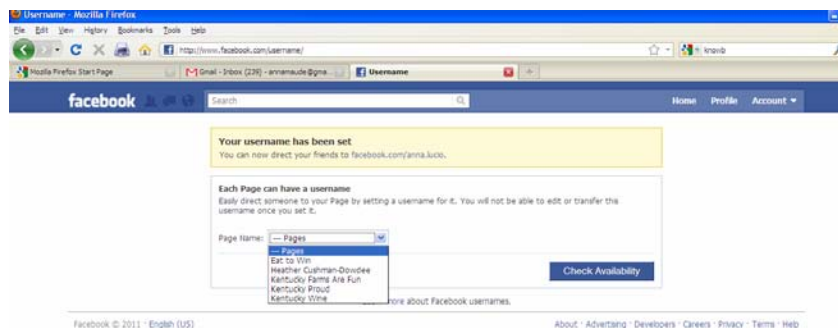


Tagging Posts Step 6



Vanity User Name

- www.facebook.com/YOURCOMPANY
- Must have 25 Fans



Automation – On the Go

“weaving the web”



Covering the Internet



Update on the Go!

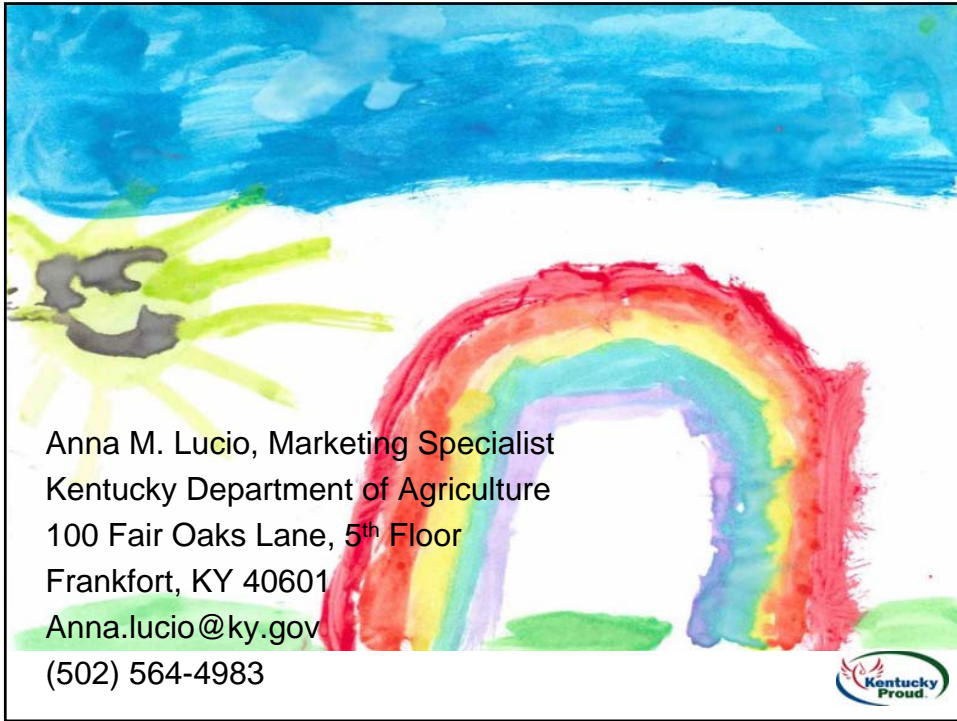
- Use of mobile devices will continue to grow.
- Quickly update your pages, without a computer!



Kentucky Proud Member Resources

- “Kentucky Proud Marketing Group”
 - Look for ‘Docs’ in right column
 - Will post Resources links to additional reading and relevant how-to posts/articles





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