

FACEBOOK 101

Workshop presented by:



HALIBURTON COUNTY
DEVELOPMENT CORPORATION
A Community Futures Development Corporation



Haliburton Highlands
CHAMBER of COMMERCE

Creating a Page

- Make sure to include:

- *Username*
- *Short Description*
- *Our Story*
- *About*
- *Services/Shop/Offers*
- *Events*

- Profile Picture – 360 x 360 pixels

- Cover Photo – 851w x 315h pixels

Creating a Post

- Use background colours for small text posts
- Photos and videos are key
- Audience Reach and Engagement
- Engaging with your audience
- Post 2-4 times a day
- Share content from other pages
- No promotional posts – careful of language you use
- Facebook Story – similar to Instagram & Snapchat

What to Post

- Who you are is your brand – be authentic
- Be a spy
- Photos should be eye catching and original
- Not a lot of text
- Videos – at least 90 seconds
 - *Remember: videos play on newsfeeds without sound so use something to catch people’s attention and use scripts if there is talking*
- Use Facebook Live
- Leverage popular events and hashtags
- Photos and Videos!

Insights

- Track the success of your posts individually and your page as a whole
- Trial and error – find out what works
 - *What days and times work for your audience?*
- Creator Studio

Facebook Ads

- Use Facebook's Business Manager
- No more boosting posts
- Target your ads to a specific audience
- You do not need to spend a lot of money
- Start with organic posts, see what your audience engages with and use that as a starting point for your ads

Thank you for coming!

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