

The Do's and Don'ts of How to use Facebook for Business

Facebook is at the forefront of social media, by a country mile. As the largest social media network in the world, it has more than 1.23 billion active users. 62% of whom log in daily, *wow!*



Facebook can help promote your business, organisation or charity and attract new people to your website. *The biggest challenge you face is being seen in your audience's news feed.* With millions of posts every day fighting to be seen, yours is just one of many!

Here are some tips on how to make the most of Facebook for your organisation with these tips:

DO use a recognisable profile picture. Being recognised is important for being found by new people and for brand awareness. Your profile picture is at the top of your Facebook page and is used as your thumbnail for all your posts.

DON'T leave your organisations 'about' section blank! A preview of your 'about' section is shown beneath your profile picture and it's one of the first places people will look when they find your page. Make sure it displays relevant and useful information about your organisation.

DO post during strategic times of the day. Using your Facebook and website analytics, you can see when your audience are most active and schedule your posts to reflect this. You want that fantastic content you have created to be seen!

DON'T forget about video posts! Your content can generate up to 90% more views if you add videos and visual elements also, [such as social images](#).

DO use tracking URLs and [Facebook Insights](#) to analyse your page performance. You can then tailor your content strategy to post more of what is working and less of what isn't.

DON'T post too often! Don't overwhelm your audience by posting more than a few times each day. Instead, spend more time crafting high quality Facebook posts; they will have more impact and engagement.

DO try Facebook advertising. [Facebook advertising](#) is something that many people still haven't discovered. At the moment, Facebook advertising remains very reasonably priced and easy to understand, how refreshing is that? You can set a budget from as little as between £4-£5 a week!

DON'T be slow to respond. Whether your audience posts positive or negative comments on your Facebook page, ignoring them only creates disappointment.

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your social media. You can also email us at marketing@365itsupport.co.uk – we are always happy to help and provide advice for your IT requirements, including your social media.