



# Introduction to Facebook for small businesses

29 August 2024



**AWESOME**  
TECH TRAINING



# Housekeeping

All the attendee mics are muted – you can hear us but we cannot hear you.

This session is being recorded and we will send you a link to the recording and the slides after the event.

If you have any questions please use the Q&A function to ask them.



# Who we are



**Rachel Clinton**



**Steve Hanlon**



**Lorna Walker**



# Agenda

## Why Facebook?

- Difference between pages and profiles
- Making Facebook work as a marketing tool

## Understanding the algorithm

- How Facebook decides what to show people

## Boosting your reach

- Getting your content seen
- Creating content of real value

## Overview of Facebook ads

- When to consider paid options
- Risks of relying too heavily on Facebook



# If anything isn't clear...

Please ask a question.

There are no stupid questions!



# About us

- We're a small business based in Ireland and the UK
- We each worked in sales, marketing and web development for many years before forming Awesome Tech Training
- Our focus is on using our own experience to help small businesses take control of their own web presence
- Digital marketing / WordPress advice and support
- Book sessions by the hour – [contact us](#) to talk about how we can help you
- [Other webinars](#)





# Why Facebook?





# What is Facebook?

- Facebook is a massive, highly targeted database of billions of consumers
- Level of targeting possible is beyond what can be done through other media
- More people are on Facebook than anywhere else
- Facebook gives you insights into what's working and what isn't
- Active social media profiles help you 'own' more of the page when people Google you







# Facebook helps you 'own' more of the search results page


Awesome Tech Training

Images Videos Review News Products Maps Books Flights Finance

All filters Tools

About 48,800,000 results (0.46 seconds)

Results for **United Kingdom** Use precise location

 **Awesome Tech Training**  
https://www.awesometechtraining.com

**Awesome Tech Training**  
About **Awesome Tech Training**. Over the past few years we've build a range of webinars and other training courses firmly based on our own experiences of marketing ...

[See all our webinars](#)  
This hands on session will equip you with the latest strategies ...


[Digital marketing resources](#)  
We have a range of free bite-sized videos designed to help you ...

[Read more about us here](#)  
We offer digital marketing training and support to small businesses ...



[Training courses](#)  
This hands on session will equip you with the latest strategies ...

[Contact us](#)  
We offer WordPress training, courses and consulting to small ...

[More results from awesometechtraining.com »](#)

 Facebook · **Awesome Tech Training**  
180+ followers

**Awesome Tech Training**  
**Awesome Tech Training**. 169 likes · 8 talking about this. We offer digital marketing training to small businesses and start ups to help them take control.  
★★★★★ Rating: 4.9 · 34 votes

 [See photos](#) 

**Awesome Tech Training**

[Website](#) [Save](#) [Call](#)

4.8 ★★★★★ 103 Google reviews

**Service options:** Online classes  
**Phone:** 020 7416 6738  
**Hours:** Open · Closes 5 pm

[Suggest an edit](#)

**Appointments:** awesometechtraining.com Providers

**Questions & answers**  
Be the first to ask a question [Ask a question](#)

**Reviews** [Write a review](#) [Add a photo](#)

4.8 ★★★★★ 103 Google reviews

Reviews aren't verified

From **Awesome Tech Training**

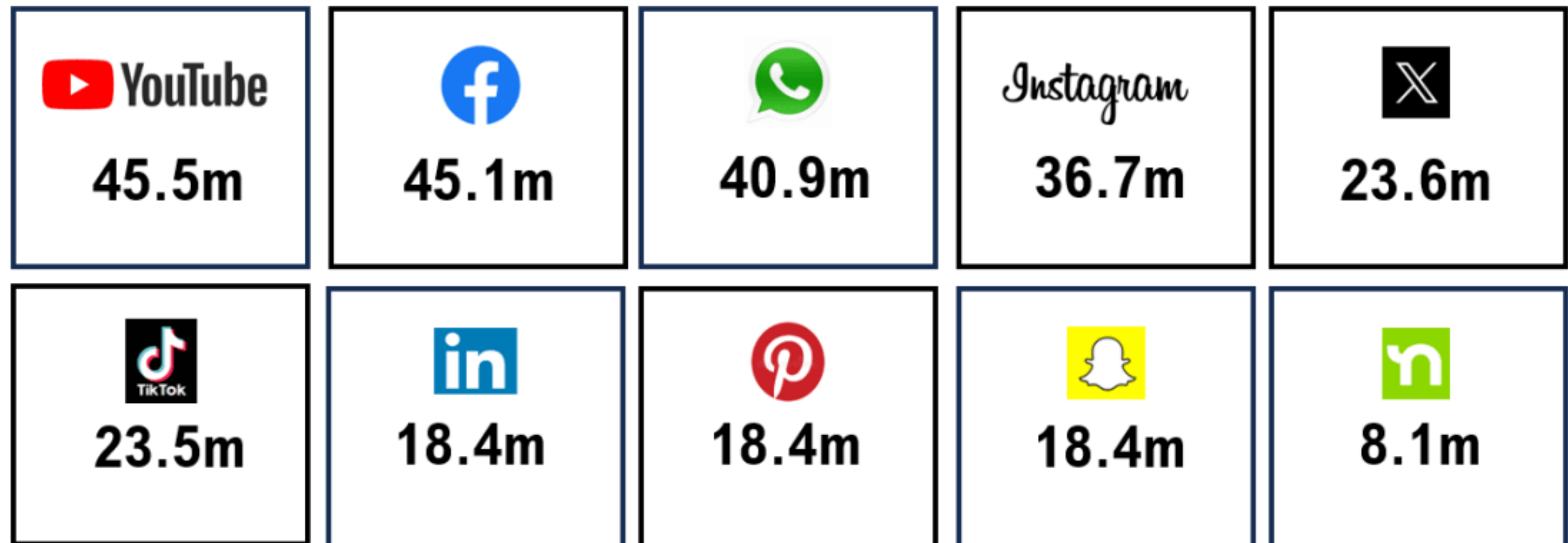


**Your  
customers  
are on  
Facebook**

## UK social media 2023

**dan slee**

Future comms made easy



Source: Ipsos Iris UKOM 2023



# Facebook pages vesus profiles





# Profile v page

## Profile

- Profiles are for individuals
- Users will only receive your content if they are your friends
- Very limited analytics
- Can only have one manager
- Permanently linked to you as an individual
- Limited business features

## Pages

- Pages are for businesses
- Users just have to 'like' or 'follow' to potentially see your content
- More detailed analytics
- Managers have to have a profile
- Can have more than one manager
- Not permanently linked to you as an individual
- Can't be sent an invitation to join a group – can only request to join
- [Video guide to setting up a Facebook page](#)



# What makes a good Facebook page?





# 'View as' to see how your page looks to visitors

The screenshot shows the Facebook interface for the 'Smart Vision Europe' page. The page header includes the Facebook logo, a search bar, and navigation icons. The left sidebar contains 'Manage Page' options: Professional dashboard, Insights, Ad Centre, Create ads, and Settings. Below that are 'More tools' like Leads Centre and Meta Business Suite. The main content area shows the page profile with a cover photo, profile picture, name, and stats (98 likes, 119 followers). A 'View as' menu is open over the 'What's on your mind?' text box, listing options: Add to story, View as (highlighted), Edit Action Button, Search, Page status, Story Archive, Activity log, Page and Tagging Settings, Invite friends, and Start tour. The page content includes an 'Intro' section with a bio, contact information, and a 'Promote Website' button. A post from 'Smart Vision Europe' is visible at the bottom, mentioning SPSS Statistics video guides.



# Up to date cover and profile picture

Profile picture missing



The screenshot shows a Facebook business page for 'Teddies Nursery'. The top section, which would normally contain the cover picture, is a solid grey rectangle. Below it is the profile picture area, which contains a grey location pin icon instead of a photo. The page name 'Teddies Nursery' and the category 'Local business · Unofficial Page' are visible. Below the header are navigation tabs for 'Home', 'About', 'Photos', and 'Reviews', along with a 'Like' button and a menu icon. The main content area is split into two columns: 'About' on the left and 'Posts about Teddies Nursery' on the right. The 'About' section includes a map showing the location 'OL1 2 Oldham' and lists statistics: 5 likes, 5 followers, 21 check-ins, and 'Always open' status. The 'Posts' section shows a post from 'Kaizen-Do Karate' dated 1 February, mentioning a karate lesson at the nursery. A map at the bottom of the post shows the nursery's location on a street map.

Cover picture missing





**Cover pic  
needs to  
fit the  
space**



The image shows a Facebook profile page for "Little Explorers Daycare & Afterschool - Belleek". The cover photo is a vibrant illustration of children playing in a park, viewed through a magnifying glass. The magnifying glass's lens is centered on a girl in an orange dress flying a kite. Other children are playing nearby, and the scene is filled with butterflies and a bright sun. The text "LITTLE EXPLORERS" is written in large, colorful letters around the magnifying glass. The handle "littleexplorersltd" is visible at the bottom right of the cover image.

**Little Explorers Daycare & Afterschool - Belleek**  
2.4K followers · 147 following

[Message](#) [Follow](#)

[Search](#)





**Image  
should be  
of good  
quality**



**Little Blessings Daycare Ltd**

★ 5 12 reviews ⓘ · Childcare service

 [Book Now](#)



# The cover picture is an opportunity

- [Advice on Facebook image dimensions here](#)
- Use a picture of your facilities
- Use a picture of your staff
- Avoid stock photography





# Profile picture shows up in search

Is it legible when showing in searches?



**Bright Horizons Families UK**

Childcare · **Open now** · 86 likes · 4 posts in the last two weeks

Like



**Teddies Day Nursery**

Crèche & nursery · **Open now** · 1K followers

Teddies Day Nursery is a high quality nursery situated on the grounds of Oldham Hospital.

Follow

Missing profile pic looks unprofessional



**Teddies Nursery**

Local business · **Always open** · 5 likes

Like

Can you see what it is when it's small?



**First Steps Day Care Nursery**


Crèche & nursery · 5 out of 5 · 1.5 km · **Open now** · 1.5K followers · 1 post in the last two weeks

First Steps Day Care is a locally operated independent day care nursery. We pride ourselves in provi

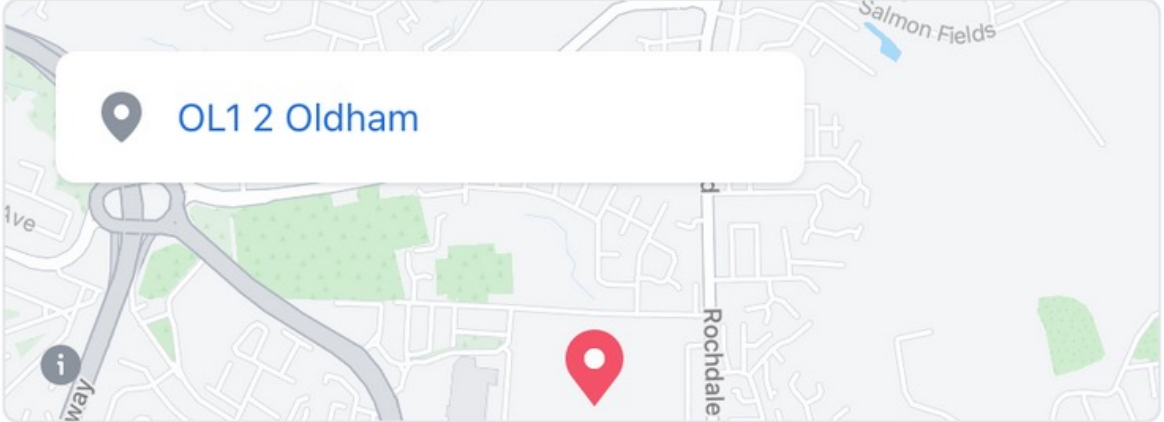
Follow









# 'About' section fully populated

 **Teddies Nursery**

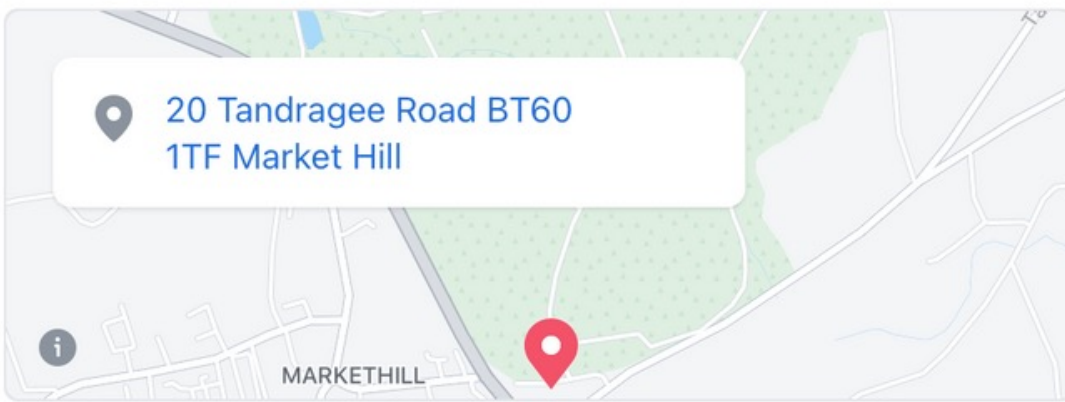
**About** [See all](#)














 **OL1 2 Oldham**

-  5 people like this
-  5 people follow this
-  21 people checked in here
-  **Always open**
-  **Local business**

**About** [See all](#)



 **20 Tandragee Road BT60 1TF Market Hill**

-  Little Blessings is a purpose built Daycare situated in Markethill. We open from 7.30am - 5.30pm. Full time places for babies, toddlers and preschoole... [See more](#)
-  562 people like this
-  591 people follow this
-  18 people checked in here
-  028 3755 2879
-  [Send message](#)
-  [littleblessingsdaycare20@gmail.com](mailto:littleblessingsdaycare20@gmail.com)
-  [Childcare service · Nursery](#)
-  [See menu](#)
-  [Book Appointment](#)



# Which one would you click on?

## Pages



### Carly's Childminding Services

Childcare · 5 out of 5 · 146 followers

Childminder

Follow



### Sasha's Childminding Services

££ · Childcare · 5 out of 5 · **Open now** · 346 likes · 1 post in the last two weeks

Ofsted registered child minder, enhanced DBS, paediatric first aid trained, early years foundation stage trained and many more certificate in childcare Accepts tax...

Like



### Playtime Juniors Childminding

Childcare · 16 followers

Home based childcare setting - Offering loving and nurturing care for your child from a warm and car

Follow



## Be consistent

- Claim personalised username
- Use same business name wherever possible
  - Web address
  - Email
  - Other social channels
- This helps with SEO
- Helps reassure customers that they're in the right place

The screenshot shows a Facebook profile for 'Rebecca's Childminding'. The browser address bar at the top shows the URL 'facebook.com/RebeccasChildmindingSurrey', which is circled in red. The profile picture is a circular logo featuring a stylized tree with colorful leaves. The page name is 'Rebecca's Childminding' with 165 likes and 177 followers. Below the name, there are navigation tabs for 'Posts', 'About', 'Mentions', 'Reviews', 'Followers', and 'Photos'. The 'Intro' section contains the following information:

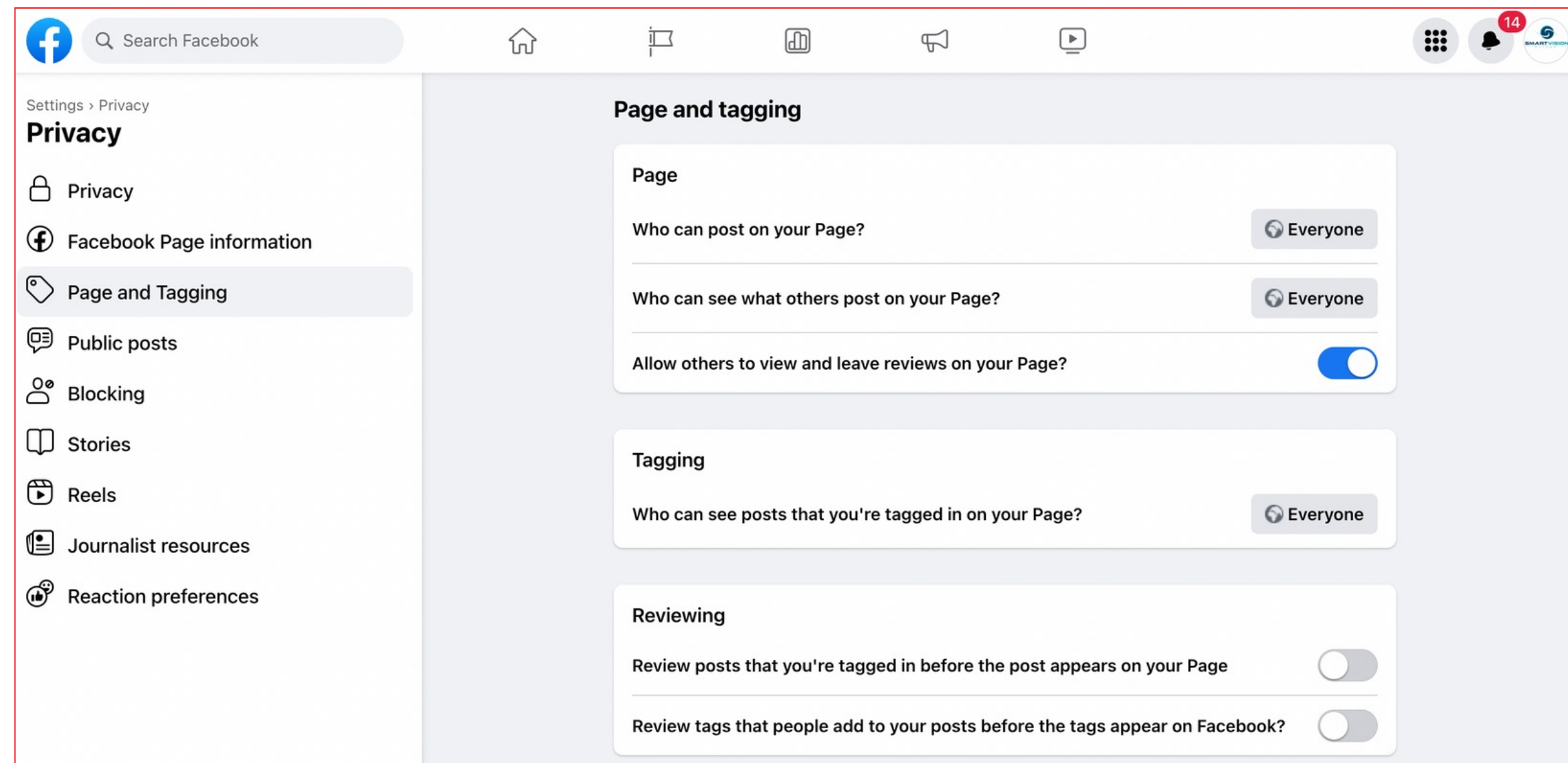
- Space available September 2023
- Addlestone, Surrey
- 10 years+ Primary school teacher
- Page · Childcare service
- Location: <<not-applicable>>, Addlestone, United Kingdom
- Phone: 07545 564042
- Email: rebeccaschildmindinguk@gmail.com
- Website: [rebeccaschildminding.co.uk](http://rebeccaschildminding.co.uk)
- Rating: 5.0 (6 reviews)

The email address and website URL are circled in red, matching the red circle around the URL in the browser address bar.



# Are reviews turned on?

- Click your page's profile pic in the top right hand corner
- Click 'Settings and privacy'
- Click 'Settings'
- Click 'Privacy'
- Select 'Page and tagging'
- Toggle 'Allow others to view and leave reviews of your page' to on





# Ask for reviews

- Respond to them all – even (especially) the negative ones
- Reviews get picked up by Google

Do you recommend Rebecca's Childminding?

Yes

No

Rating · 5.0 (6 reviews)



**Ruth Mojzis** recommends Rebecca's Childminding.

13 March ·



Super Professional and Reliable!

We highly recommend Rebecca's childminding service. Rebecca helped with school pick up and afterschool care for our 4 year old when he started school and helped to make the transition to school life so much easier. Rebecca was always reliable, and always on time for pick up and communicative with any feedback which is really important in the early days of school life.

We would 100% recommend Rebecca for her services!



1

1 comment



Like



Comment



Share



**Rebecca's Childminding** · [Follow](#)

**Ruth Mojzis** Thank you! It was a pleasure looking after Sebastian x

Like Reply 7 w



Write a comment...



**Tania Marston** recommends Rebecca's Childminding.

3 January ·



Amazing! My son loved going to Rebecca's. She is so responsible, super organised and fantastic with communications. Always messaging me when she had collected my son safely from school, sending me daily photos, what he'd eaten and always gave me an update when I collected him from their gorgeous house. Couldn't have asked for more! An all round awesome human-being ❤️❤️❤️



1

1 comment



Like



Comment



Share





awesome tech training

All Images Shopping Videos News More Tools

About 64,700,000 results (0.38 seconds)

Awesome Tech Training  
https://www.awesometechtraining.com

### Awesome Tech Training

We help small businesses take control of their digital presence through a combination of digital marketing training, advice and consultancy.

#### Upcoming Events

Sign up for this one hour training webinar to learn how to make ...

#### Digital marketing resources

We have a range of free bite-sized videos designed to help you ...

#### About us

We offer WordPress training and support to small businesses to ...

#### Introduction to Google Analytics

Google Analytics is one of the most widely used tools for measuring ...

[More results from awesometechtraining.com »](#)

Facebook  
https://www.facebook.com › AwesomeTechTraining

### Awesome Tech Training

Awesome Tech Training. 158 likes · 2 talking about this. We offer digital marketing training to small businesses and start ups to help them take control.

★★★★★ Rating: 4.9 · 32 votes

United Kingdom Government  
https://find-and-update.company-information.service.gov...

### awesome tech training limited - Companies House - GOV.UK

AWESOME TECH TRAINING LIMITED - Free company information from Companies House including registered office address, filing history, accounts, annual return, ...

Thinkific  
https://awesometechtraining.thinkific.com › collections

### All Courses - Awesome Tech Training

Courses. All Courses. Search. All Courses. Introduction to Google Analytics 4. 3 Lessons £30.00. All Courses. Introduction to Twitter for small businesses.



## Awesome Tech Training

Website Save Call

4.8 ★★★★★ 79 Google reviews

Service options: Online classes

Hours: Open · Closes 5 p.m.

Phone: +44 20 7416 6738

Appointments: awesometechtraining.com Providers

[Suggest an edit](#)

#### Questions & answers

Be the first to ask a question

[Ask a question](#)

#### Reviews from the web

4.9/5 Facebook · 32 votes

#### Reviews

[Write a review](#) [Add a photo](#)

79 Google reviews

Reviews aren't verified

#### From Awesome Tech Training

"We offer a range of different WordPress training, advice and consultancy options, from self-paced video training courses to fully customised one-to-one training and support. We aim to give you the tools you need to build and maintain your own... [More](#)



# Customise the sections

Smart Vision Europe  
96 likes · 116 followers

Posts About Mentions Reviews Followers Photos More

Intro  
Solving business problems and making sense of big data using predictive analytics and SPSS.  
Edit Bio

Page · Software company  
info@sveurope.com  
sv-europe.com  
Promote Website

Not yet rated (0 reviews)

Events  
Music  
Check-ins  
Sports  
Films  
TV Programmes  
Books  
Likes  
Reviews given  
Manage Sections

You can control what tabs appear here

Using these settings here



# Customise the call to action button

The screenshot shows the Facebook page manager for 'Smart Vision Europe'. The left sidebar contains navigation options: Professional dashboard, Insights, Ad Centre, Create ads, Settings, and Meta Business Suite. The main content area displays the page profile with 96 likes and 116 followers, and a 'Promote' button. A dropdown menu is open over the 'Live video' button, with 'Edit Action Button' highlighted and circled in red. Other menu options include 'Add to story', 'View as', 'Search', 'Story Archive', 'Activity log', 'Page and Tagging Settings', and 'Invite friends'. A 'How healthy is your Page?' notification is also visible.








# Action button options

## Action button




Choose an option

Tell people how to engage with you by customising the action button at the top of your Page.

### Help people support you

-  **Book now**   
Connect a scheduling tool so that people can book appointments
-  **Sign Up**   
Opens a website with a sign-up form
-  **Start Order**   
Opens a website for a restaurant
-  **View shop**   
Choose where people can find your products
-  **Get tickets**   
Choose where people can find tickets

### Get people to contact you

-  **Send message**   
Starts chat on Facebook Messenger
-  **Send WhatsApp message**   
Starts chat through WhatsApp
-  **Call now**   
Starts a phone call


[Back](#) [Next](#)



# Use all relevant features

Ofsted Good Provider **CherryBrook Day Nursery**

**Book Now** Like Message



0:11

👏👏👏🌈 We are usually in bed at 8pm so we made sure ...

👍❤️👶 52

880 views · 3 years ago


**Appointment availability**

Tues, 2 May

16:30 17:00 17:30

All times are in Europe/London (UTC+01)

[See all times](#)





Use the chat feature (make sure you respond!)

Ofsted Good Provider

**CherryBrook Day Nursery**  
@cherrybrooknursery · 5 21 reviews · Nursery

Book Now  
cherrychildcare.co.uk

Home Reviews Photos Videos More

Like Message

**Ask CherryBrook Day Nursery**

- "What are your enquiry fees?" Ask
- "Can I book a viewing?" Ask
- "Where are you located?" Ask

Type a question Ask

Create Post

Photo/video Check in Tag people

CherryBrook Day Nursery  
17 April at 10:40 · 🌐

What School? 🏠 📅

It's that time of year again where our Pre-schoolers find out what School they are going to in September! 🎉 Exciting times! 🥳

Ofsted Good Provider CherryBrook Day Nursery

Nursery

16:00

What are your enquiry fees?

Hi Lorna, thanks for messaging us. We try to be as responsive as possible. We'll get back to you soon. If you wish to enquire, please visit our website:  
<https://www.cherrychildcare.co.uk/cherrybrook>

Ofsted Good Provider

+ 🖼️ 🗨️ GIF |Aa 😊 ☰



# Turning on chat

- From your page click on the profile picture
- Select 'Settings and privacy'
- Click 'Settings'
- Click 'Privacy'
- Next to 'Messaging' click edit to turn chat on / off

The screenshot shows the Facebook Privacy Settings and Tools page. The left sidebar lists various privacy settings, with 'Privacy' selected. The main content area shows a list of settings under 'Privacy Settings and Tools'. The 'Messaging' setting is circled in red, indicating it is the focus of the tutorial. The 'Messaging' setting is currently set to 'On' and has an 'Edit' button next to it.

Setting	Description	Current Status	Action
Privacy shortcuts	Manage your Page Go here to update your contact information and more.		
Your activity	Who can see your future posts?	Public	Edit
	Review all your posts and things you're tagged in		Use Activity Log
	Who can see the people, Pages and lists you follow?	Public	Edit
How people can find and contact you	Do you want search engines outside of Facebook to link to your Page?	Yes	Edit
	Recommended similar Page	On	Edit
<b>Messaging</b>	Allow people and Pages to message your Page?	On	Edit



# Use the 'featured' section

- You can pin up to six items in the featured section
  - Events
  - Videos
  - Reels
  - Groups
  - Posts
- Highlight photos and stories to help people get to you know better

**Wild Sunflower Childcare**  
37 likes · 38 followers

WhatsApp Like Search

Posts About Mentions Reviews Followers Photos More

**Intro**  
Welcome to Wild Sunflower Childcare

**Page** · Childcare service · Child development  
Woking, United Kingdom  
+44 7946 488404  
wildsunflower-childcare@outlook.com  
Wild Sunflower Childcare  
Not yet rated (4 reviews)

**Featured**

**Wild Sunflower Childcare**  
17 November 2022 ·

Hi! Welcome to Wild Sunflower Childcare 🌻

We are a home from home childminding service based in Knaphill, Woking.

We are Ofsted registered with all relevant qualifications. We have created a safe, welcoming, learning environment for all children from birth to 8 years old.

We currently have limited space available so please do not hesitate to get in touch!...

**Photos** See All Photos





# Editing the 'featured' section

**Smart Vision Europe**  
96 likes · 116 followers

[Promote](#) [Manage](#) [Edit](#)

[Posts](#) [About](#) [Mentions](#) [Reviews](#) [Followers](#) [Photos](#) [More](#)

**Intro**  
Solving business problems and making sense of big data using predictive analytics and SPSS.  
[Edit Bio](#)

**Page** · Software company  
info@sveurope.com

**Featured**  
People won't see this unless you pin something. [Manage](#)



# Controlling access to your page

- It's important to make sure you control access to your page
- Make sure you know who else has access and what level of access they have
- Other admins can remove people from the page including you
- If you lose access to your Facebook page it can be VERY difficult to get it back
- [Advice from Facebook on what to do in this situation](#)



# Finding page access settings

- Go into your page
- Click 'Manage'
- On the left scroll to 'Your tools'
- Select 'page access'

Smart Vision Europe  
**Professional dashboard**

📣 Ad Centre

👤 Invite friends to follow

Your tools ^

- 🏆 Earn achievements for creating reels
- 🦋 Inspiration hub
- 💬 Comments manager
- 📅 Events
- 👤 Page access**
- 🧪 A/B tests New
- 🛡️ Moderation Assist
- 🔗 Linked accounts

**Welcome to professional dashboard**  
Insights, management tools and ad creation – all in one place.

**Page overview**  
Followers: 116  
Last 28 days

🌐 Post reach ⓘ <b>39</b>	👥 Post engagement ⓘ <b>1</b>
-----------------------------	---------------------------------

Invite people to help manage your Page and control who can access it.

Recent content  
Last 28 days

	This free webinar shows you how easy it is to get started with SPSS Statistics. We'll go through the three key areas th... Mon, 28 Aug	Post reach <b>3</b>	Engagement <b>0</b>
--	---	------------------------	------------------------



# Using Facebook as an effective marketing tool





# Post regularly

- Regular posts show that your business is active
- How often you post appears in searches



## Free to Learn Childminding

Childcare · 143 followers · 10+ posts in the last two weeks

We are a small childminding setting in Leeds, UK. We love outdoor play!

[Follow](#)



## Childminding UK

Childcare · 5 out of 5 · **Closed now** · 5K followers · 10+ posts in the last two weeks

Childminding UK-membership, information, resources and Princess Royal Training  
Award winning training

[Follow](#)



**Biggest challenge  
on social media =  
getting your stuff  
seen**



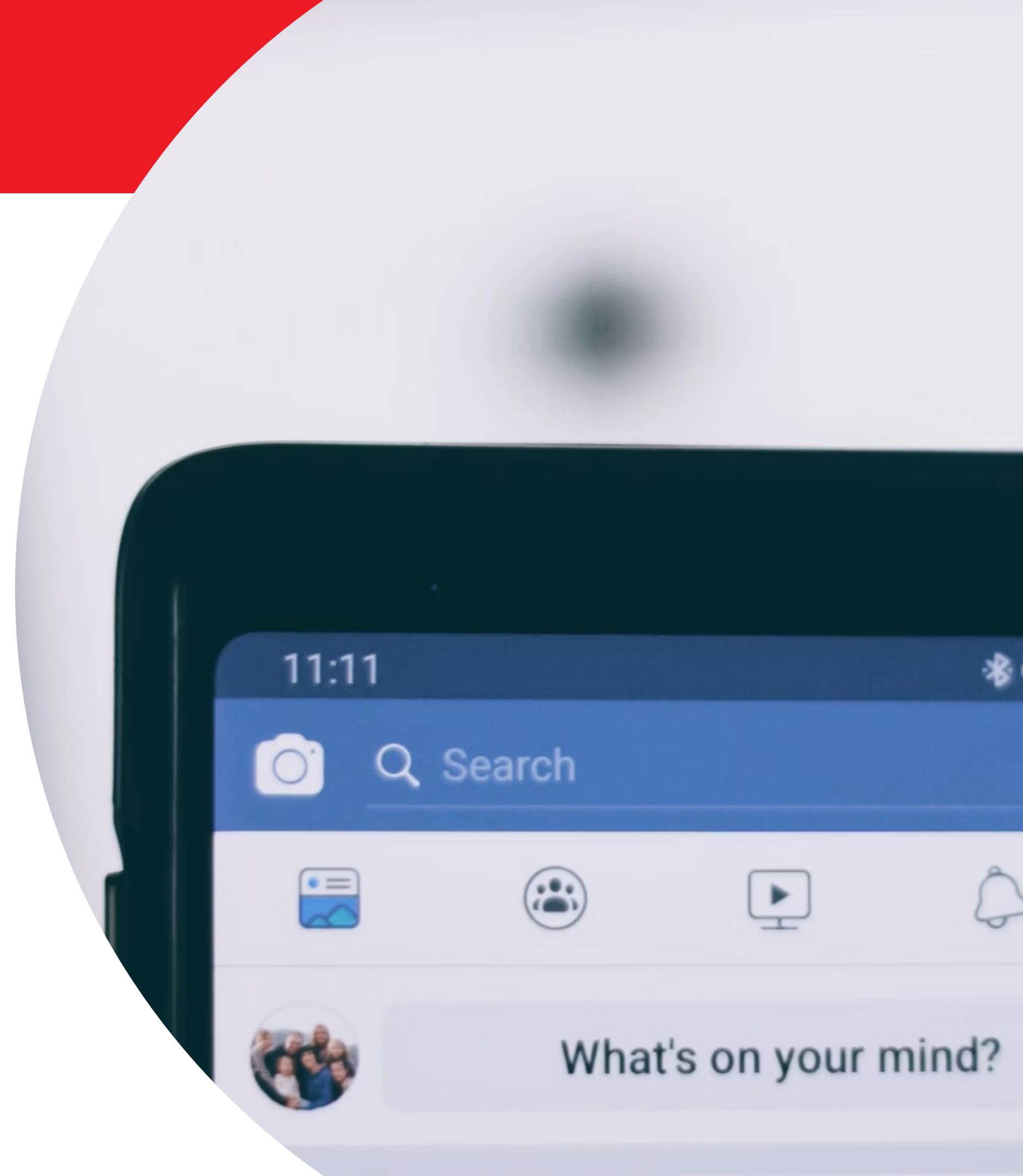


# Organic reach is hard to get

- Average reach for an organic post in 2022 was 8.6%
- Reach = number of your followers who see a post
- Fewer than 1 in 10 of your followers will see your posts
- Average engagement for an organic post in 2022 was 1.4%
- Engagement = % of people who saw the post who did something with it
- [Source of data](#)



# How the Facebook algorithm works





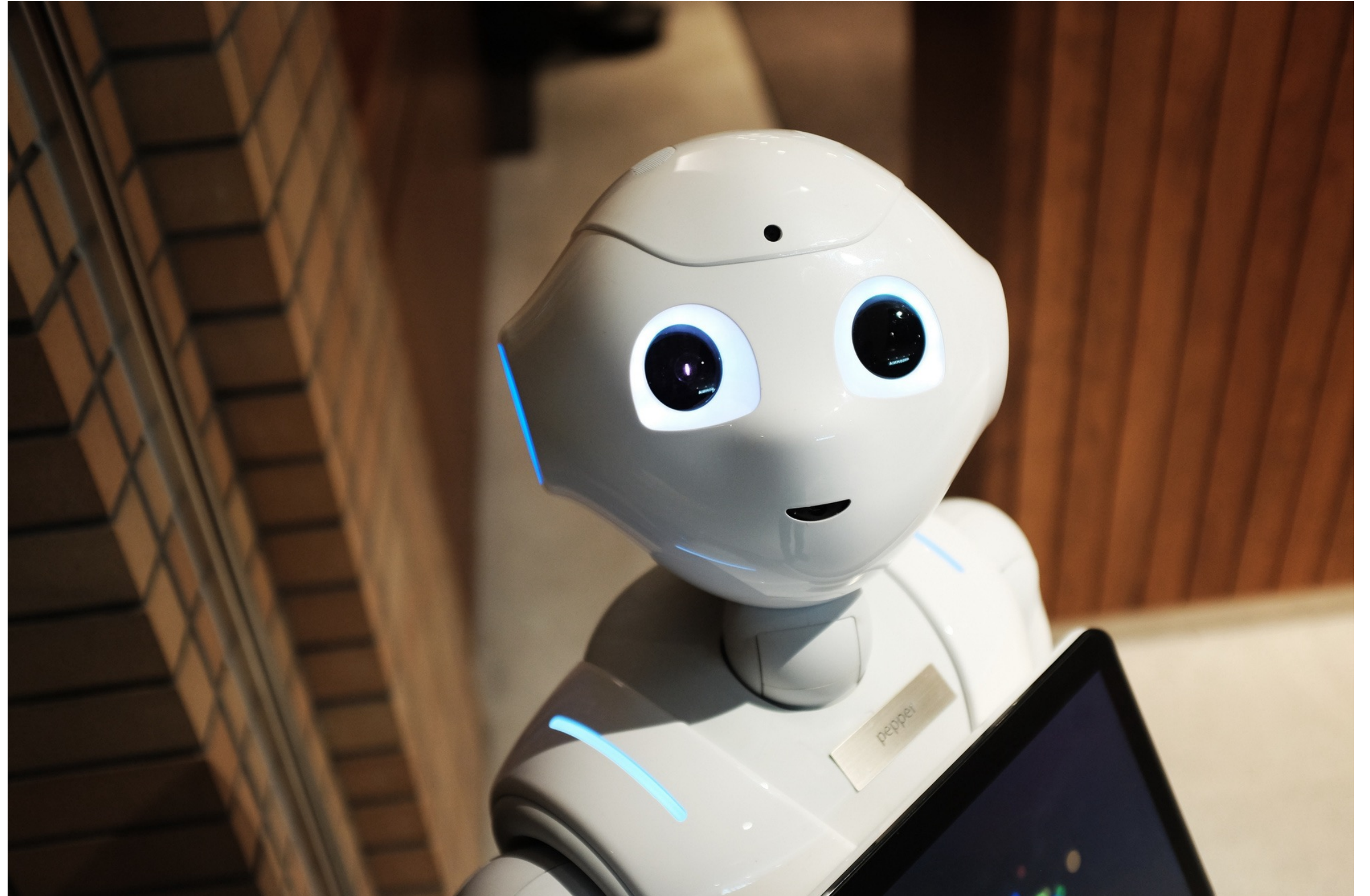


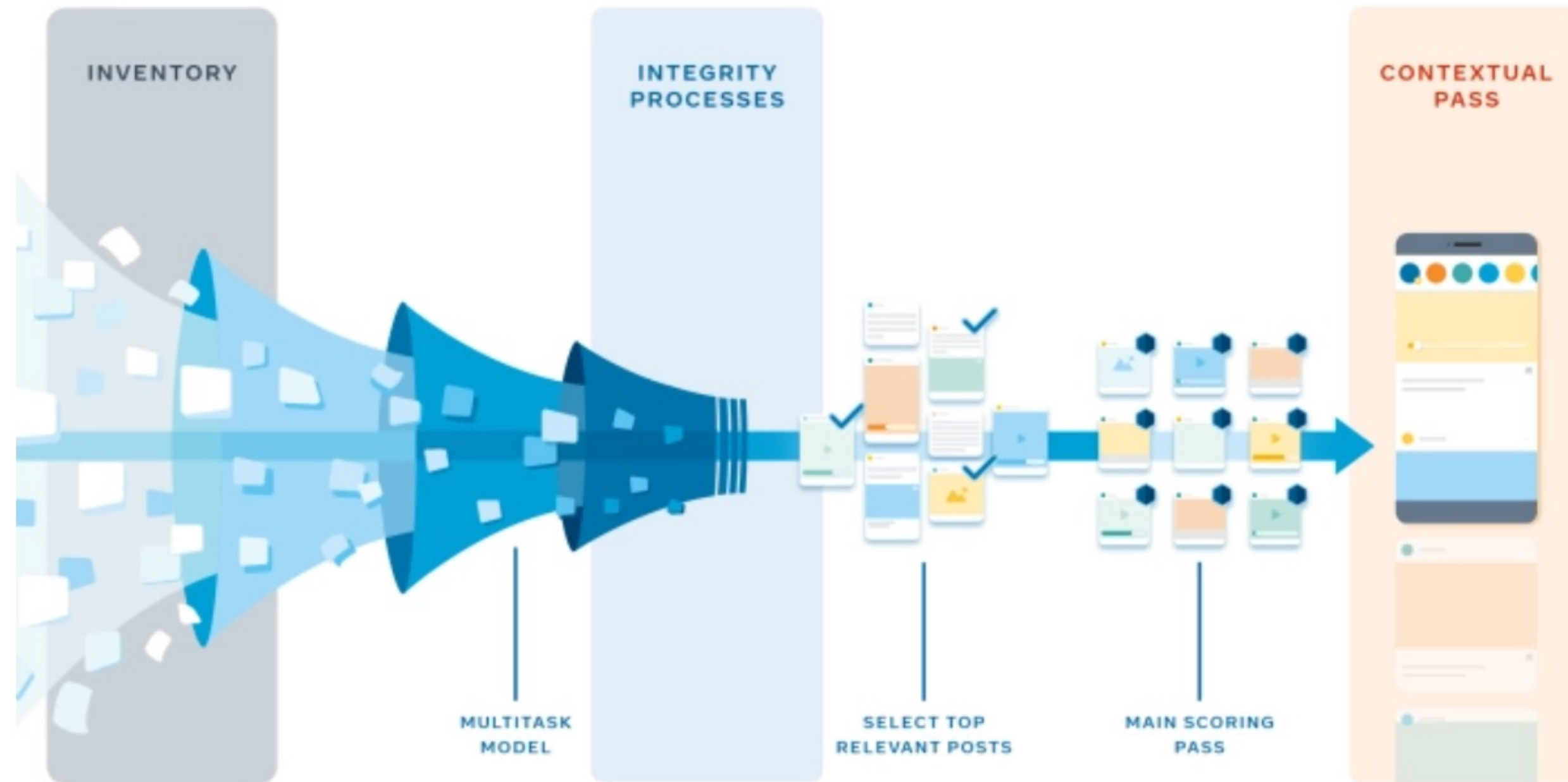
**It isn't practical  
to show you  
everything in  
your newsfeed**





**Facebook uses  
AI to decide  
what to show  
you**





All the posts you could possibly see

Scored and ranked according to what you've interacted with in the past, type of post, similarity to other items

Contextual factors e.g. content type diversity rules applied

[Facebook's own explanation of how its algorithm works](#)









**Facebook  
rewards  
engagement  
above all else**





**Active interactions have much more value than passive ones**

Active Interactions vs. Passive Interactions				
Active (Positive)			Passive (Neutral)	
• Commenting			• Clicking	
• Sharing			• Watching	
• Reacting			• Viewing / Hovering	



# Curating a feed that encourages engagement





# Facebook's recommended posting strategy

- Understand your audience – post things you know they'll be interested in
- Create interesting and valuable content using diverse tools
  - Photos, video, live video, reels
- Encourage people to engage by inserting calls to action
- Use high resolution videos and pictures
- Experiment with different style templates, formats and lengths
- Post frequently and make your posts timely
- Use third party content – two thirds your own stuff / one third other peoples'
- Build relevance, credibility and trust with your audience
- Respond to comments – acknowledge interaction
- Use post analytics to see what works and do more of that
- Cross pollinate between Facebook and Instagram
- Encourage people in your organisation to engage
- Only link to good quality, fast, informative web pages



# Tips for video content

- Make your video's first few seconds count
- 85% watched with sound off – use captions if you can
- Tag people, places, events
- Use captions – most people watch with sound off
- Don't repost YouTube videos – load your video into Facebook directly
- Include a call to action with each video





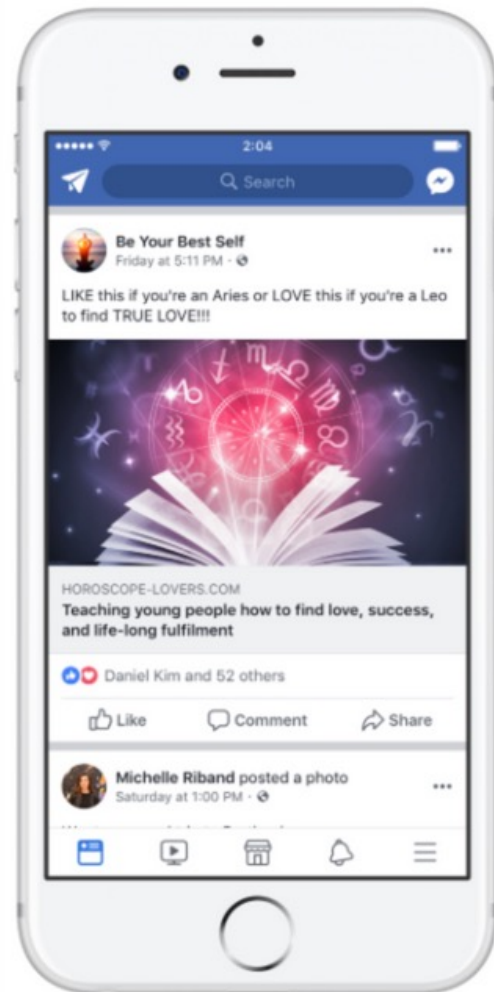
# Things to avoid

- Do not post links to low quality web experiences
- Don't use clickbait headlines
- Facebook defines as “a link with a headline or body text that encourages people to click to see more without telling them much information about what they will see. Clickbait intentionally omits crucial information or exaggerates the details of a story to make it seem like a bigger deal than it really is.”
- Do not post misleading content e.g. stories that aren't accurate, posting or sharing unverified information
- Do not mislead users through deceptive actions
- Don't present other people's content as if it was your own

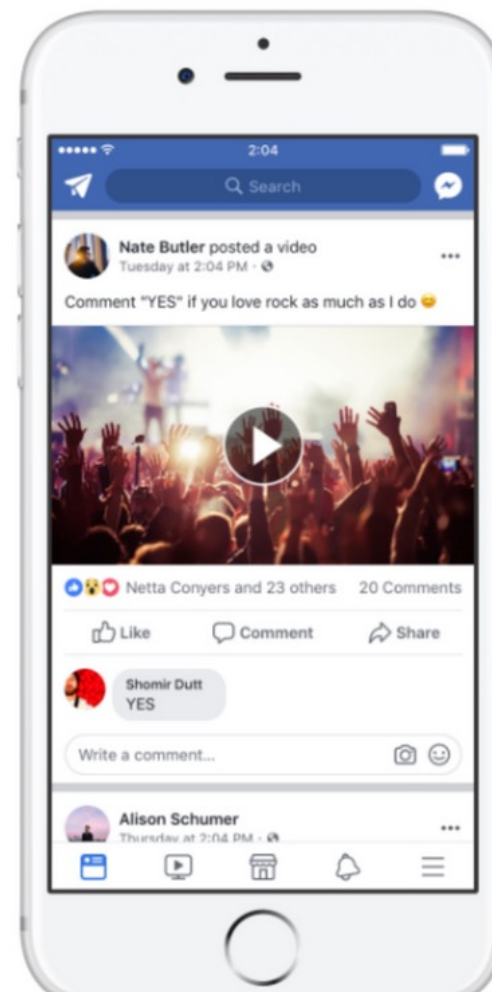


# Facebook does not like clickbait

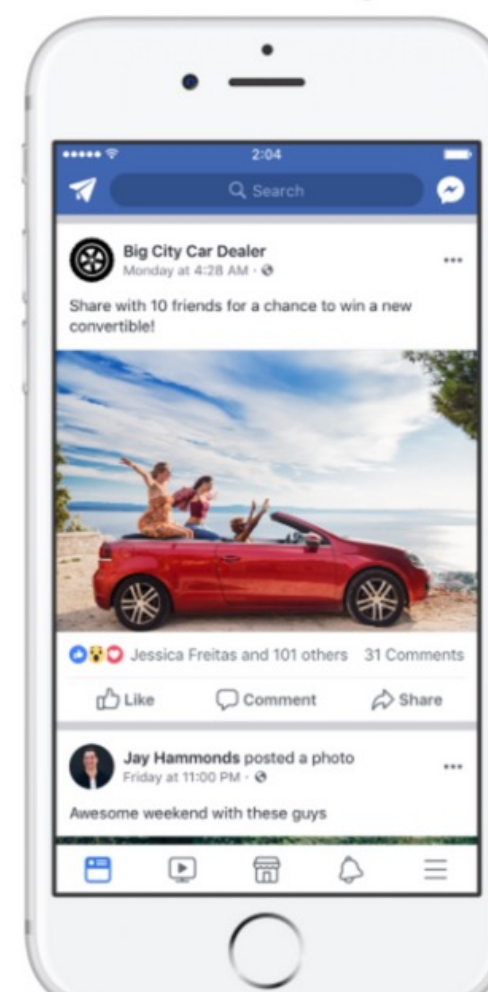
React baiting



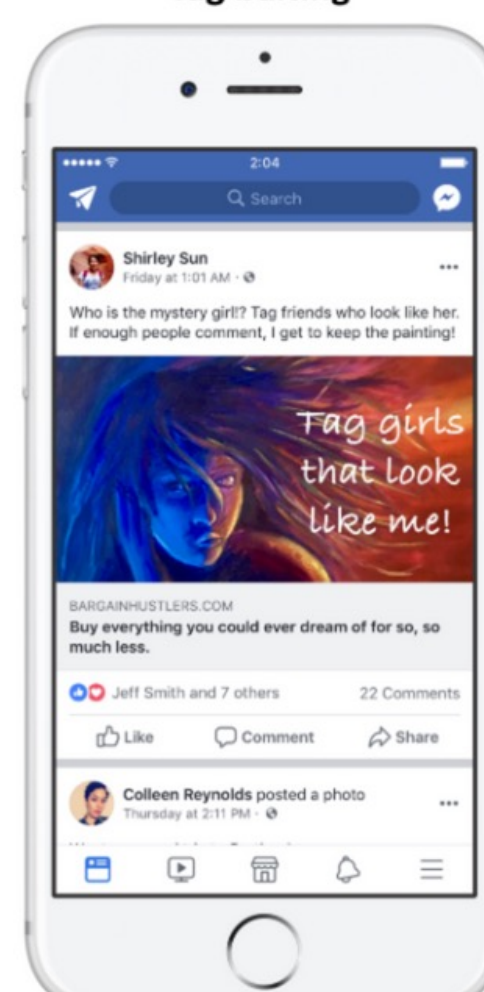
Comment baiting



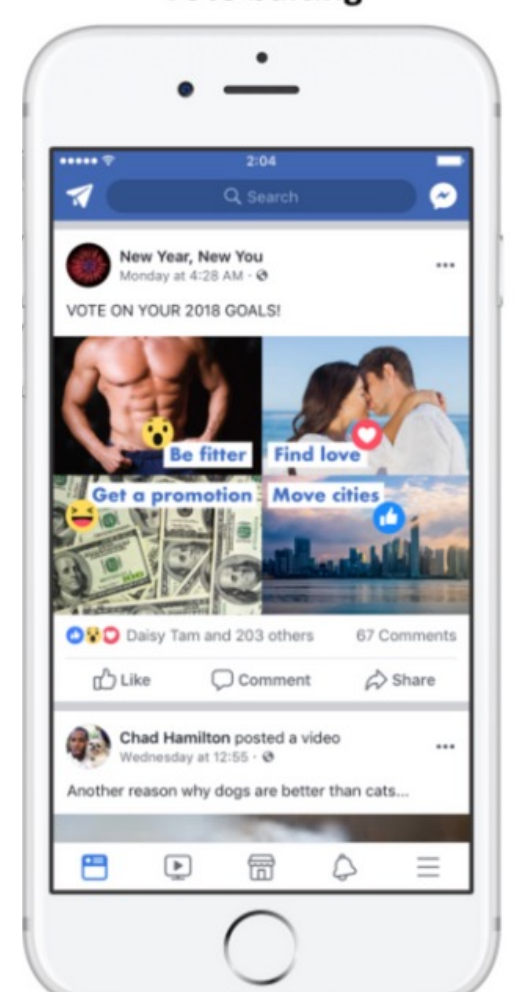
Share baiting



Tag baiting



Vote baiting





# Facebook analytics tells you what's working and what isn't

Smart Vision Europe

## Professional dashboard

 Overview

Insights 

 Home

 Your Page

 Content

 Audience




# Key metrics

- Page views = number of times a page's profile has been viewed by people, including those who are logged into Facebook and those who aren't
- Post reach = number of people who saw your post at least once (estimate)
- Impressions = number of times content from your page entered a person's screen
- Engagement = number of people who performed an action on your content



### Top post

Last 28 days [See all](#)

Boost this post to reach up to 243 more people with every £14 that you spend.



**In this two-part video series we explore how to work with the Neural Networks module in SPSS Statistics. <https://www.sv-...>**

Published by SocialPilot  · 9 August at 15:55 · 

Post impressions	Post reach	Post engagement
23	23	1

[See insights](#) [Boost post](#)



# More detailed analytics in Meta Business Suite

**Content**  
Schedule, publish and manage posts and stories, and more.

Export Data Create Reel Create

Content

Posts and reels

Stories

A/B tests

Feed and grid

Mentions and tags

Clips

Collections

Creative a...

Published Scheduled Drafts Expiring Expired

Post type Filter Clear Search by ID... Last 90 days: 1 Jun 2023 - 29 Aug 2023 Columns

Title	Date published	Reach	Engagements	Likes & reactions
<input type="checkbox"/> What do so called 'significance tests' ... Smart Vision Europe	30 August 10:37	0 Accounts Centre acc...	0 Post engagements	0 Reactio
<input type="checkbox"/> This free webinar shows you how easy... Smart Vision Europe	28 August 16:07	3 Accounts Centre acc...	0 Post engagements	0 Reactio
<input type="checkbox"/> Many data analysis projects fail becau... Smart Vision Europe	25 August 16:14	7 Accounts Centre acc...	0 Post engagements	0 Reactio
<input type="checkbox"/> If you're running an old version of SPS... Smart Vision Europe	23 August 16:16	5 Accounts Centre acc...	0 Post engagements	0 Reactio
<input type="checkbox"/> In this four-part blog series, we... Smart Vision Europe	21 August 16:12	6 Accounts Centre acc...	0 Post engagements	0 Reactio
<input type="checkbox"/> Sometimes you might need to install S... Smart Vision Europe	18 August 16:02	6 Accounts Centre acc...	0 Post engagements	0 Reactio



# Using Facebook groups

## Groups



### Childcare Vacancies In Surrey UK

Public · 2.5K members · 2 posts a day

Looking for a Childcare in Surrey or have a childcare vacancy to advertise then look no further

[Join](#)



### The Childcare Hotspot - Guildford & Woking

Private · 86 members

This group is for local Ofsted registered Childminder's, nurseries and nannies in Guildford and Woking to advertise their current availability to local parents looking...

[Join](#)



### Parents who need childcare

Public · 1.7K members · 3 posts a day


This group is to help parents who need Au-Pairs / Nannies / Mother's helpers / Housekeepers in finding solution for any sort of problems they might have related...

[Join](#)

[See all](#)



# Using Facebook groups

 **Woking Mums** · [Join](#)  
Caroline Auld · 11 November 2019 · 🌐

Good morning ladies,


I am new to this group, and wanted to share with you all that I will be childminding from January next year.

I'll be based in Bisley, and still have space for full time, and wrap around care, my childcare profile is <https://www.childcare.co.uk/profile/2849310>


Please reach out with any questions you might have.  
Best wishes

Caroline

---




DBS Check  
Full Driving Licence  
Newborn Experience





## Childminder in Surrey Heath

5.00 from 2 reviews



from  
**£6.00/h**

CHILDCARE.CO.UK  
**Babysitter in Bisley, Childminder in Bisley - Caroline - Childcare.co.uk**  
Hi there, my name is Caroline Auld, I am fully Ofsted registered, I have all relevant certificat...

  3



# Facebook groups advice

- You can join some groups as your company page but some will only let you join as an individual using your personal profile
- You might only want to use groups where your page can post but lots of individuals do share their company posts to groups
- Many groups have rules e.g. businesses can only post on certain days or about certain topics.
- Stick to them or moderators will remove your post (and possibly also you from the group)
- Check the quality of groups by joining and then lurking to see how they are used
- Engage with other people's content on the group wherever you can to give your business a bit of personality
- Don't post too often, particularly if the group is small
- Focus on being helpful (genuinely) rather than on selling directly, unless the group explicitly invites sales posts or has a set time for them





# Paid options on Facebook





# Boosting posts

- Good way to broaden your reach beyond your existing Facebook audience
- Facebook suggests that you regularly boost your best performing organic posts
- Boost posts, events, videos etc
- This gets most engagement for best price
- Can boost an existing post or create a new post just for this purpose
- Leads to steady page growth
- Increase in reach and awareness
- Quick and easy to do
- BUT less control over optimisation of ad delivery



# Boosting posts

### Goal

What results would you like from this ad?

**Automatic**  
Let Facebook select the most relevant goal based on your settings. Change

---

### Advantage+ creative

Leverage Facebook's data to automatically deliver different ad creative variations to **people** when likely to improve performance. Toggle on

---

### Button ?

Button label  
Send Message

---

### Special ad category ?

Ads about credit, employment, housing, or social issues, elections or politics Toggle off

---

### Messaging apps i

Choose where you want people to message you. Select at least one messaging app.

- Messenger** Checked
- Instagram** Connect account to use Instagram Connect
- WhatsApp** Connect account to use WhatsApp Connect

---

### Welcome message

Set up your greeting and frequently asked questions. Edit

### Ad preview

**Awesome Tech Training** Sponsored ... X

If you're using Google Analytics on your website you will no doubt be aware that the old Universal Analytics product is being removed in July 2023 and replaced with Google Analytics 4. Thus you need to ensure that you are running the Google Analytics 4 tracking tag on your WordPress site before that date. In this article we show you how to update from UA to GA4 on your website.  
<https://www.awesometechtraining.com/blog/how-to-upgrade-your-wordpress-site-from-universal-analytics-to-google-analytics-4/>

MESSANGER  
**How to upgrade your website from** Send Message

Like Comment Share

See All Previews

---

### Estimated daily results

i Estimated reach unavailable

---

### Payment summary

Your ad will run for 7 days.



## Paid promotion on Facebook

- An ad offers more targeting, placements and creative opportunities than a boosted post
- Facebook offers incredibly tight targeting so can be a very effective way of reaching your target audience
- Can be the only way to get your content seen
- Lots of different types of ads
- Very scalable
- Facebook minimum spend is \$1 per day
- If you want to test out a very small campaign you can
- Results very easy to measure
- BUT can be extremely time consuming to set up and run campaigns

**Ooni Pizza Ovens**  
Sponsored · 🌐

Order Ooni Koda 16 now!  
If you don't love it after 60 days, we'll BUY THE OVEN BACK. We're that confident. 🔥

**GREAT PIZZA GUARANTEED**  
**6 DAYS**  
**OR WE'LL BUY IT BACK**

**Ooni Koda 16 Gas-Powered Pizza Oven**  
Meet Ooni Koda 16 - Gas-powered Outdoor pizza oven, that can cook p... [Shop Now](#)

63 reactions · 34 comments · 3 shares

Like · Comment · Share



# Facebook ad formats



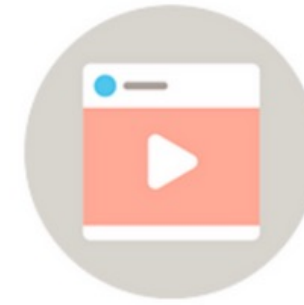
## Image ads

Drive people to destination websites or apps through high-quality and engaging visuals. Use your own images or create an ad with stock photos to tell your story.



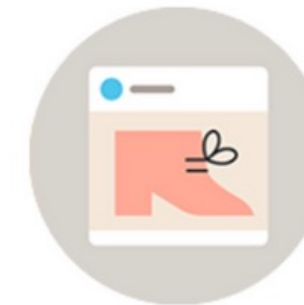
## Carousel ads

Display up to ten images or videos within a single ad, each with its own link. Use carousel ads to show different images of the same product, or create one long photo that people can swipe.



## Video ads

Show off product features and draw people in with sound and motion. Upload a video that you created or create one in Ads Manager using the Video Creation Kit.



## Collection ads

Encourage shopping by displaying items from your product catalogue – customised for each individual. Use our dynamic options to showcase your products in various ways.



# Facebook Pixel

- Code generated in your Meta Business Manager account which you add onto the pages of your website
- Facebook can see who visits your website and what they do while they're there
- You can then target ads to people who have been on your website - remarketing or retargeting
- You can advertise to other people who *look like* the people who have been on your website – this is known as creating a lookalike audience
- You can advertise without these tags
- These tags only influence how your ads are targeted, they don't affect how your organic social posts are displayed or to whom
- If you have the Pixel on your website you must update the privacy policy and have cookie consent working properly – the Pixel code can only be loaded AFTER consent is given



# Meta Business Manager

- Centralised dashboard giving snapshot of page and ad performance
- Manage everything from one central dashboard (page, pixel, ad account)
- Assign different levels of access to different people
- Link Facebook notifications to your work email
- Keep business separate from your personal Facebook
- Give access to people without having to friend them on Facebook
- More features than are available in just the page backend



# Risks of relying too heavily on Facebook







**Relying too heavily on Facebook is risky**

## Facebook outage: what went wrong and why did it take so long to fix after social platform went down?

**Billions of users were unable to access Facebook, Instagram and WhatsApp for hours while the social media giant scrambled to restore services**



▲ Facebook, Instagram and WhatsApp all went down, and reappeared online after a six-hour global outage.  
Photograph: Anadolu Agency/Getty Images



# **Relying just on Facebook (or any social network) is risky**

- You own your website – you don't own your social media profiles
- The algorithm can change at any time
- Facebook is a commercial business - there is no guarantee it will exist in the future
- You are restricted by Facebook's T&Cs and its design interface
- Consumers may move from Facebook to something else
- Use Facebook to build up your email list and push traffic to your website
- You DO own your email list and your website
- Don't neglect your website or put all your eggs in the Facebook basket



# The future of Facebook

- Meta is trialling subscriptions for Facebook and Instagram
- Likely to make it harder for non-paying accounts to get visibility
- In December the EU ruled that the company's legal justification for targeting users with personalised ads broke EU data laws
- In the future users may have to opt in to personalised ads



# Next steps





# Useful resources

- [Canva](#) - Social media post creation, lots of free templates for posts, stories, reels and much more
- [Social Pilot](#) - Social media management tool
- [CapCut](#) - Video editor and graphic design tool
- [Meta for Business](#) - Facebook's own advice



**Check out all the free social media resources on our website**

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The screenshot shows the website's navigation menu with 'Social media' highlighted in blue. A red arrow points from the right side of the image to the 'Social media' menu item. Below the navigation is a red button that says 'See all our webinars'. At the bottom of the screenshot is a photograph of three people (two men and one woman) sitting at a table with laptops, smiling and engaged in a discussion.



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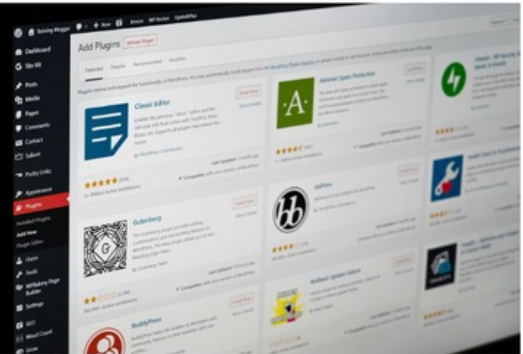
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This webinar will give you a general introduction to WordPress. It's aimed at people who either have an existing WordPress site that they're not confident using it, or those who want to build a new site using WordPress and want some guidance on how to get started. WordPress is the most widely used content management system in the world, but it's not always the most user friendly interface. Join us for this FREE webinar to learn more about WordPress, how it works and whether it's right for you.


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If you're thinking of setting up a new website, whether you're planning to build it yourself or hire someone to do it for you, then this webinar is for you. In this webinar we'll go right back to basics and walk you through the whole website development process from start to finish, outlining the key decisions you need to make at each stage. We'll help you understand what needs to be done, how much each element should cost, where you can do things yourself and where it's probably better to get expert help.

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