

The logo features the word "social" in a large, bold, white sans-serif font. Above the letter "i" is a cluster of seven small, colored dots (blue, red, green, purple, yellow, cyan, and magenta) arranged in a circular pattern. To the right of "social" is the word "club" in a smaller, white, lowercase sans-serif font. The entire logo is set against a dark grey background with large, overlapping geometric shapes in shades of grey and black.

**social** club

**FACEBOOK**  
SURVIVAL GUIDE

## Club Social Mission Statement

Our mission is to help you navigate the social media landscape by giving you the tools you need to successfully manage your own social media platforms. Club Social was created in an effort to encourage and educate businesses on how to create a social media strategy, engage your audience, connect with your customers and brand advocates, and improve your online presence — all in an effort to increase your bottom line.

## Before You Go Any Further...

It's important to be committed before launching a Facebook Fan Page, or any social media profile, for that matter. If you start something and walk away, it will be much harder to regain fans you may have already lost than it was to gain them in the first place.

The Facebook marketing tips and ideas in this guide are recognized best practices for businesses by industry professionals. There is no one-size-fits-all when it comes to social media. What works for some businesses may not work for others. It's up to you to find your restaurant's social media voice, and find the right mix of content and messages based on what your unique fan base reacts to and engages with. Social media is all about trial and error, so don't be afraid to try new things. If you don't, you won't find that sweet spot.



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**MAINES**

PAPER & FOOD SERVICE, INC.

 [facebook.com/MainesFood](https://facebook.com/MainesFood)

**There are certain things you can easily do to improve the appearance of your Facebook Fan Page in a matter of minutes.**

## 1 Profile Picture

The profile picture for your business's Facebook Fan Page should always be your logo. If your logo is too wide to fit inside the square, try using a picture of the outside of your business with your name on it. Once you select a good profile picture, don't change it. You want your fans to become familiar with this picture and be able to recognize it.

## 2 Cover Photo

The Cover Photo is the large image that spans across the top of your Fan Page. The picture you use should be relevant to your business and tells the story of what your business is about and what makes you stand apart from the competition. It's always good to keep your page looking fresh, so try updating your cover photo once or twice a month.

Suggestions of good cover photos:

**Old Time Pictures:** For businesses with a history, use any old-time pictures you have. A good time to use these pictures would be during special anniversaries or events.

**Inside of your Restaurant.** Be careful when using this type of picture, you may be tempted to take a picture of an empty restaurant with the tables set, but a picture of an empty restaurant is uninviting. Take a picture when your restaurant is lively and full!

**Outside of your Restaurant:** If you put a lot of care into maintaining the outside of your restaurant, especially with landscaping, show it off! You can do various pictures of all the seasons, during the day, and at night to give your page a different look.

**Your Dishes:** Take a close-up of one, or a few, of your best looking dishes and showcase what you do best! This is always great to do with seasonal dishes.

**Your Staff:** If your staff is lively, loved by your customers, and what makes you stand out, showcase them! Your customers will see their familiar faces on your Facebook page and they will instantly feel connected to your business.



### ③ Tabs & Applications

The Tabs on your Fan Page are the boxes that appear under your Cover Photo. 4 apps are always displayed on your profile. If you have more than 4, a dropdown will allow fans to view the rest of the apps you have installed on your page. Every page has a 'Photos' and a 'Likes' app.

#### Menu Tabs

Menu Tabs integrate your restaurant's menu as one of these Facebook Tabs on your Fan page. By using one of these Apps, a quick link to your menu will always be prominently displayed at the top of your page. By using one of these apps, you won't need to keep posting your regular menu to keep it at the top of your page. The apps also integrate directly with Facebook, so fans won't even have to leave your Facebook page to view your menu.

There are many versions of the applications, but 2 free ones that are easy to install and use are:

#### MenuPro Menu App

Advantage: You can simply upload a picture of your current in-house menu without having to re-type it.

Disadvantage: If your menu is quite large, the font size may be too small for some people to read, so you may want to consider using the second app, Menutab for Restaurants

<http://www.softcafe.com/facebook-menu-app.htm>

#### Menutab for Restaurants

Advantage: The app allows you to segment your menu into different categories, add a description of your dishes, and add prices for each offering. Rather than just an image with a small font size, the menu can be easily read by anyone.

Disadvantage: This app requires you to re-type your menu in order to display it.

[www.menutabapp.com](http://www.menutabapp.com)



### 3 Tabs & Applications (cont.)

Facebook only lets you display 4 apps at the top of your page at all times without users having to select an app from a drop-down menu. If you have more than 4 applications, you can switch the order in which they appear on your Fan Page. If you decide to use one of the Menu Tabs, make sure that is always displayed at the top of your page.

#### HOW TO: REARRANGE THE ORDER OF YOUR FACEBOOK APPS

1. Expand the views and apps menu by clicking on the ▼ to the right of your Page's views and apps



2. Hover over the position you'd like to put a view or app and click the pencil icon ✎ that appears

3. Choose the view or app you'd like to swap into that spot from the menu

To remove a view or app, select 'Remove from Favorites' in step 3.

*Note: You can't move the photo tab, which will always appear first.*



## 4 Vanity URL

Personalize your Fan Page with a vanity URL with a customized web address. By default, your Facebook Page will get a randomly assigned number and URL, such as facebook.com/pages/yourbusiness/123456789.

A vanity URL gives you a shorter, more memorable web address for your business page and makes it easier for new fans to find your Facebook page.

### HOW TO: SET YOUR USERNAME

Go to [www.facebook.com/username](http://www.facebook.com/username). You will have the option of selecting a username for any page that you are an administrator of.



*TIP: Don't make your username too long, otherwise people looking for you won't be able to remember it. Try using your business name, or some variation that on the shorter side, and catchy or easy to remember.*

## Before you start thinking about your social media strategy, answer these questions:

Why should people connect with you?

What are you going to offer them? Entertainment, coupons, specials, contests, or all of these?

Who is your typical customer?

Is your audience a younger crowd or are they families?

The answers are different for every business and should be used to shape your social media strategy and guide what you are posting online. Always keep these in mind when deciding what you'll be posting about, and keep your content in line with the answers to these questions.



## Engagement

Many brand page Admins make the mistake of thinking of Facebook users as “friends” who will look at company posts simply because a company posts them.

### The 80/20 Rule

One of the most important things to keep in mind when it comes to social media is finding a balance between entertainment and branding. People turn to social media for entertainment, and if you are constantly bombarding fans with posts that seem more like advertisements, you'll quickly lose them.

With that in mind, follow an 80/20 Rule:

- 80% should be entertaining, branding, etc. This can often be, and should be, related to your brand in some way.
- At most, 20% of the content you create should be a ‘hard sell’ promoting your specific products, services, etc.

Your business is not automatically friends with your audience. That only changes if you engage with them. Engagement on Facebook is reflected in three forms: likes, shares, and comments. Engaging with your audience is more important than the number of fans you have. If your fans aren't talking with you, then what's the point of having them? It is better to have 100 fans who are actively going to your page and talking with you than 100,000 fans who aren't listening to what you say or look at what you post.

Here are a few ways to drive fan engagement on your Facebook Page:

### Photos

A picture is one of the simplest ways to catch someone's attention, as it is more visually appealing than the average post. When fans are scrolling through their news feed, the large, colorful, images are the ones that get them to stop.

### Fill in the Blanks

Fill-in-the-blank posts are great at sparking engagement. The blanks are essentially ‘platforms’ for people to share their creativity. These types of posts often garner fun and short comments, which then encourage your audience to react and interact. Typically, these types of posts will garner more comments than likes.

## Photo Captions

Photo captions bring the best of the two items above. All you have to do is post a photo and ask fans to come up with a caption.

## Questions

Asking questions is probably one of the easiest methods to get fans to comment and share their thoughts. You will get more engagement by keeping questions short and simple. Questions that require the audience to choose — which would you prefer? Left or Right? — generate a large amount of comments. The easier the question, the more people are likely to comment.

## Tips

Social media is a great for posting short tips, ideas and information for your fans. People love to share little pieces of information online, especially if it makes their life easier.

## Call to Action

Tell your fans what you want them to do - they will listen! By simply using any of these words, the engagement of your posts will naturally be higher than posts without them:

Like

Share

Tell Us, Comment, etc.

## Videos

Videos offer a very high level of engagement on social media. Although this may be a little more time consuming than the other ideas, the investment will be worth it if properly executed. If you have a staff that is good in front of a camera, why not make a few short videos. Instead of simply posting your specials for the night, take a short video of your chef preparing the dish, explain what makes it unique, and a final shot of the finished dish. When making a video, keep it as short as possible so you won't lose your audience.

## Activate Your Fans

Make your fans feel important and create an emotional connection with them online by letting them pick a contest winner or decide on a new dish for your restaurant. If you are going to put your fans in charge, be sure to follow through with what you have promised them.

## Inspiration for Posting: What Should You Post?

### Specials, Features, Seasonal Dishes and Drinks

Take a picture of your special for that evening and post with a brief description. Using an app like Instagram can give you a great looking picture that you can upload onto Facebook. Remember to keep it short and simple when posting about a special. Try different things, such as asking customers if they can guess what the special is for the picture, what sauce is used, or ask if they would try it.

### Events

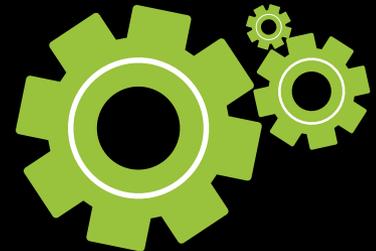
Take pictures of any events you cater and create a special album on your Facebook for the events.

*TIP: Don't forget to add any events you are hosting at your restaurant to the 'Event' App on your Facebook page.*

### HOW TO: CREATE AN EVENT ON YOUR FACEBOOK FAN PAGE

You can create new events from the events app below your Page's cover photo. If you don't see an events app, go to it from your Page's settings:

1. From the top of your Page, click Edit Page
2. Select Update Info
3. From the left column menu, select apps
4. Under Events, click Go to app
5. From the events app, click Create Event in the top right corner.
6. Enter the Details of Your Event
7. Once you've completed the details to your event and save it, the event will appear on your Fan Page Wall.



## Entertainment

Post pictures of any entertainment and try to get a conversation going. Also, try to connect with the entertainment on their Facebook Fan Page. Have your business 'Like' their Facebook page, tag them in posts and pictures, and write on their wall before and after their event. If you are posting about another business that has a Facebook Fan Page, be sure to tag them in your post. This creates a hyperlink to their Facebook Fan Page and lets them know you are talking about them.

### HOW TO: TAG OTHER FACEBOOK FAN PAGES

To tag a brand or other Facebook page in a status update, begin writing your post as you normally would. When you get to the part you would like to tag another page in, type “ @ ” and begin typing their name as it appears on Facebook (no space between the @ and the username). An auto-generated list will come up with brand pages whose name starts with the letters you've typed.

Hit the name you want, complete the update, click share and the name will become a hyperlink (you won't see the “ @ ” symbol) and will appear in blue text.

*Note: As a business, you can only tag other brand pages in your status updates, not personal profiles.*

## Community Involvement

Talk about community events you are involved with. People love to know that businesses give back to the community, so make sure to post if you sponsor any community events or fundraisers or make any donations.

*TIP: If you are working with an organization, make sure to tag their Facebook Fan Page in your posts!*

You can even tie this in with your specials or dishes. For example, for every one of a certain drink that is bought in one night, you can donate \$1 to a charity. Even better, let your fans pick what charity to donate to.

## Trivia

Try doing some fun forms of trivia with your fans that's related to your business. If your business has a lot of history, come up with some trivia questions around that. If your business is an Italian restaurant, focus your questions around that. If you run a Sports Bar, use sports as your basis for trivia. You don't need to stick with trivia about food, just make sure your trivia questions are related to your business in some way, whether it's the type origin of food you're serving, the type of restaurant, or the city that your restaurant is in.

*TIP: Make sure you answer your fans when they are commenting or asking questions. You are working to get them to interact with you, so it's important to respond to your fans. You can even spice things up every once in a while and give away a free drink or appetizer to the first person to answer a question correctly, or do a random drawing for anyone who guesses.*

## Sourcing Your Ingredients

If you buy local or fresh ingredients, post about it on Facebook. You can post a picture of any farms that your products come from, or if you get a fresh delivery of produce, take a picture and tell your fans what you'll be making with it. People are very supportive when local businesses are supported, so if this is something a lot of your customers don't know about, let them know!

## New Menu Items

If you are adding new dishes or drinks to your menu, take a picture and post about it on Facebook to entice your fans to try it. You could even offer a Facebook special for anyone who came in and mentioned the Facebook post.

## Current Events

Don't be afraid to post about current events on your Facebook page. They are a great way to get conversations going and they give the impression that there are actual people behind your page. Posting about sports, such as the Super Bowl or the World Series, are always a good idea, as long as your fan base is interested in sports. Weather and holidays are also good topics to post about.

*TIP: Try to stay away from political or serious topics. You don't want to rub customers the wrong way by bringing up certain topics, and stay neutral as a brand if such topics do come up. As a brand, you have some control over the conversations by avoiding posting about certain subjects (politics, religion, etc.) You don't want customers having a serious debate on your Facebook page.*

## Quotes

People love to share quotes on social media. Post foodie quotes on your Facebook Fan Page to drive engagement.

## Behind the Scenes

Offer a behind the scenes video or picture of your staff or chef in the kitchen. Your fans will appreciate the exclusive inside scoop on what's going on.

## National Holidays

If you are looking for a little inspiration, [www.punchbowl.com](http://www.punchbowl.com) lists a holiday for every day of the year, many of them being food related. Whether it's April 5th (National Caramel Day) or May 28th (National Hamburger Day), you will have a reason to celebrate (and post about your food)!

*TIP: Create a list of websites or even other Facebook pages that can serve as sources for you to post content from or places you can go for a little inspiration. A list of handy websites such as [www.punchbowl.com](http://www.punchbowl.com) (National Food Holidays) will save you time when you're not sure what to post for the day.*

A few website you may find useful:

[www.buzzfeed.com/food](http://www.buzzfeed.com/food)

[www.punchbowl.com](http://www.punchbowl.com)

[www.huffingtonpost.com/food](http://www.huffingtonpost.com/food)

[www.delish.com](http://www.delish.com)

[www.seriousseats.com](http://www.seriousseats.com)

Misc.

Reasons to Celebrate

Food Related News

Cooking Tips, Quotes, Misc.

Food Trends



## Writing Effective Facebook Posts

How you say something is just as important as what you are saying. Keep these things in mind when crafting your posts:

### Personality

It's important to respond online as you would in person, such that, if you wouldn't use foul language with a customer in your establishment, don't use it online. It's more than OK to add personality into your posts. Remember, on social media, you're telling a story, and you're building a relationship with people.

*TIP: Don't let the fear of making a mistake hold you back. If you make a typo on a post, or do something wrong, we promise your computer won't blow up. Fans are understanding when it comes to social media. Businesses often feel pressure to be the embodiment of a perfect professional: insightful, interesting and sharp. The truth is, the only person you have to be on social media is yourself. Social Media is about trial and error.*

### Timing

Timing is important. Post when your fans are on social media. This is different for all businesses, so try posting at different times and see when you get the most engagement and reach the most people online.

*TIP: The average 'shelf life' of a Facebook Post is 4 Hours. This means that unless your post has gained many more likes or comments than your normal posts do, your message will not be in your fans' newsfeed 4 hours after you've posted it. The only way your fans will see that post, is if they actively seek out your Facebook Fan page.*

### Frequency

So how often should you be posting? This is up to you as a business. As a rule of thumb, it's a good idea to be posting about once a day. This all depends on what content you have to share with your fans, and how often they want to hear from you. If you post 4 times a day, you may overwhelm them, but your 4 posts that day are all good quality content that your fans enjoy, they may appreciate hearing from you that often.



## Responding to Comments

Always respond to posts made on your Facebook page. If fans leave you a compliment, like their post and say thank you. If you are spending the time and energy to get fans to comment on your posts, be sure to engage back with them in a conversation.

- 95% of wall posts are not answered by businesses
- 84% of customers expect a reply on social networks
- 90% would be less likely to buy from a company that does not reply to posts comments or reviews on social networks

If you ignore your fans comments, in extreme cases it could cost you a customer. . .

Here is a real example we found of a comment left on the Facebook Fan Page of a national brand:



*After 2 days of no answers from the brand, this customer stated, "You should've answered. If you had answered yes or no I'd still be a customer" Since you refuse to answer I'll no longer spend my money on your products."*

## Handling Negative Comments

At one point or another, someone will probably leave a complaint or negative comment on your Facebook Fan Page. By having a presence on Facebook and engaging with your customers, you are essentially building a relationship with them online. If a complaint or negative comment does arise, in some cases your Fans will come to your defense.

However, you should always have a strategy in place if any negative comments should come up. This is important especially if other people are handling your social media. We usually recommended not removing any negative comments as long as they aren't inappropriate. This gives you a chance to demonstrate your customer service publicly, in front of all of your Facebook Fans. You could simply post something along these lines and communicate via email with the customer if there is a complicated issue, etc.

Ex: If a customer had a bad experience in one of your locations, post under their comment: "Name, we are sorry to hear about your experience, could you please email us at [exampe@yourdomain.com](mailto:exampe@yourdomain.com) with more information."

**If you are looking for a way to make a splash with a new menu, celebrate an anniversary, or just get your fans excited about your business, creating an engaging social media campaign can be a great way to get the word out about your business. In order to make the most of any social media campaign, be sure to keep these things in mind.**

A successful social media campaign will:

- Engage Fans
- Make Fans feel important
- Be fun
- Be simple
- Be relevant to your brand or business

Here are some examples of successful social media campaigns, how restaurants pulled them off and why they were successful. The examples range from the simple to more complex and time consuming. Use these as a little inspiration when planning your own social media campaigns and adapt the ideas behind them so they can work for your restaurant, your audience and your social media goals.

*TIP: If you are new to social media and are just starting out with your campaigns, start with something simple. If your campaign isn't wildly successful the first time around, be consistent and give them a few more tries so your Facebook fans can get the hang of it. Pulling off a detailed campaign, such as an actual scavenger hunt, takes a lot of planning and promotion, but can be very successful if executed correctly.*

## Ritter's Frozen Custard

Ritter's turned to Facebook to promote and create excitement around the new flavors by asking fans to review them. By posting one flavor every 2 days, they were able to focus their social media efforts on a particular flavor and create a social media campaign that extended over a longer period of time.

By asking fans to review the flavors, fans had a reason to come in within a certain time frame (when the flavor was available). Fans also had a reason to connect with them and engage with their Facebook page. Ritter's selected one review of each flavor to win a \$10 gift card.

### Why It Works

- Asking for your fans opinions makes them feel important
- Introduces a new menu item
- Sense of urgency gets people in the doors
- True reviews from fans encourage others to come in and try the new menu item
- Fans have the opportunity to be rewarded
- If advertised inside if a business, it gives customers a reason to connect with a business online
- Focuses campaign on one flavor at a time creating an extended social media campaign

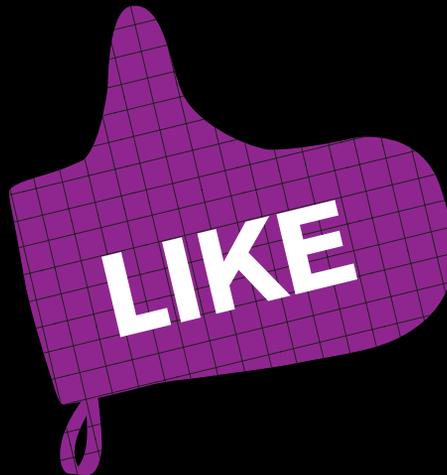


## Lenny's Sub Shop

Every week, Lenny's Sub Shop posts a 'Social Wednesday' special just for their Facebook fans. This is simply in the form of a coupon that their Facebook fans can print out on Wednesdays. Coupons range from a free drink with the purchase of a sub, to a free regular-size sub when you buy a second sub and drink at regular price. Putting out this "social Wednesday Special" gives fans a reason to keep coming back to their Facebook page every week to see what the next coupon is for.

### Why It Works

- Keeps fans coming back
- Fans appreciate the special offer
- Fans look for the deal every week
- Gives fans a reason to connect with Lenny's on Facebook

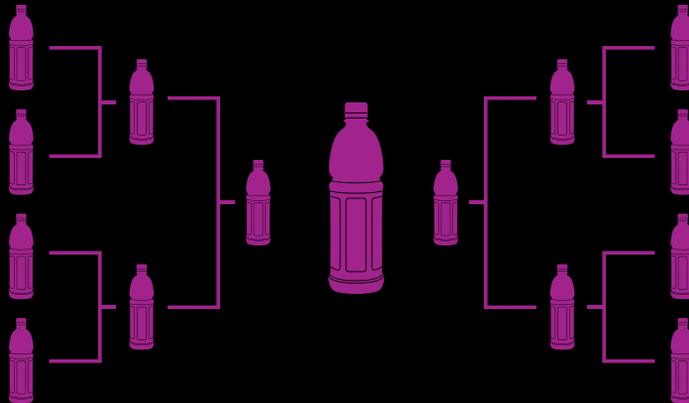


## Wawa

Wawa created a 'March Madness' bracket out of all their flavored Ice Teas. Each day, they would pair 2 flavors against each other and ask fans to vote for the winner by commenting on their post. Wawa filled out the 'Parched Madness' bracket accordingly, and had a final winning tea. This campaign was fun for fans while branding all of the different flavors of tea. This was a fun way to encourage engagement on their Facebook page, and extended over a long period of time. This campaign could easily be done by any restaurant that has a variety of drinks.

### Why It Works

- Plays off of "March Madness"
- Brands products
- Simple
- Asks for fan-input
- Receives a lot of fan engagement
- Focuses campaign on 2 flavors at a time creating an extended social media campaign



## Souplantation

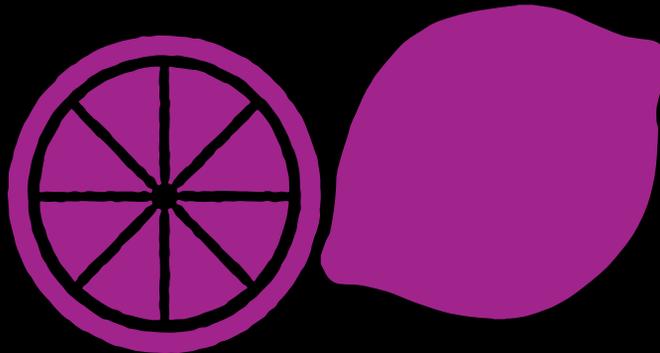
Souplantation does an excellent job with creative and relevant social media campaigns. Their monthly promotions drive customers to their Facebook page and encourage them to engage with the brand. Each promotion ties into what's happening at the restaurant, where the menu changes each month:

**Pucker Up** – In April, Souplantation releases their Lemon Menu full of citrus-inspired dishes. All month long, fans were asked to post pictures of themselves puckering from eating a lemon. The silly social campaign was fun for fans, easy and was focused around the new Lemon Menu.

**Celebrate Salad** – July's campaign got customers' creative juices going with dozens of salad works of art. Fans were asked to take pictures of their 'Salad-Art' on Souplantation's Facebook Wall

### Why They Work

- Campaigns are relevant to the brand
- Simple
- Fans appreciate the chance to win
- Fans feel important by picking the winner
- Advertises new menus without a 'Hard Sell'



## Canlis

**Key Scavenger Hunt** – Before the scavenger hunt was announced, a photo of the classy and expensive Canlis restaurant appeared on the internet with a sandwich sign that said “Free”. No one understood what it meant. The owners wanted to create an innovative social media puzzle and bring people together for a common cause.

The pictures they took and posted on Facebook became clues to hidden keys. However, no one knew what to do with the keys after they were found. So, all of the key-finders connected on social media where the locations of the keys were plotted on a map. A pattern emerged, pointing to the downtown office of the Washington Federal Savings Bank. Key-finders brought their keys down to the bank, used their keys to open a safe-deposit box, and found out what they won. The prize was a free dinner for 2 at Canlis.

All winners and their guests filled the restaurant for one night. This leads us back to the original photo posted on Facebook: An entire restaurant eats for free, if you find a key.

### Why It Works

- Capitalizes on the history of the city and the restaurant
- Creates excitement and mystery for fans
- Requires people to work together
- Opens the expensive restaurant up to new customers



## Have you looked into your Facebook Insights Data?

There might be some key information that you could use to improve your social media presence.

The best way to get your audience to engage with your content and share it with friends is to understand what the people you're reaching are interested in. Facebook Insights gives you the data you need to gather these consumer insights.

With Page Insights, you can:

- Assess the performance of your Fan Page
- Learn which content resonates with your audience
- Learn who your audience is
- Optimize how you publish to your audience so that people will tell their friends about you

For example, you can look at each of your posts and see the ones that are getting the most virality. Post more of this type of content if you want to increase the number of people talking about you.

You can assess the size and performance of your page with these four metrics:

1. Total Likes: The number of unique people who like your Fan Page.
2. Friends of Fans: The number of unique people who are friends with your fans (including your current fans)
3. Talking About This: The number of unique people who have created a story about your Page. A story is created when someone:
  - o Likes your Page
  - o Likes, comments on, or shares your Page post
  - o Answers a question you've asked
  - o Responds to your event
  - o Mentions your Page
  - o Tags your Page in a photo
  - o Checks into or recommends your Place
4. Total Reach: The number of unique people who have seen any content associated with your Fan Page.

facebook

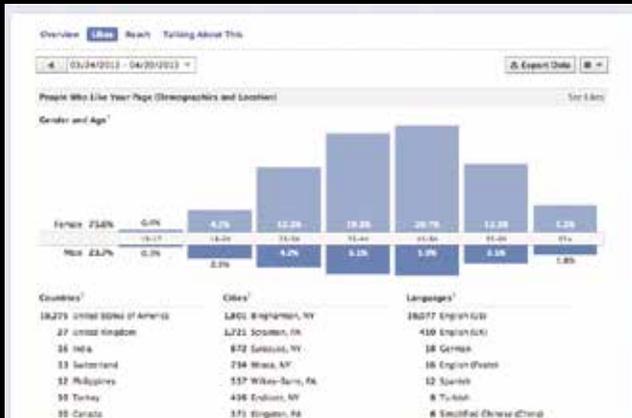
Market Paper & Food Serv... Timeline

Date	Post	Reach	Engaged Users	Talking About This	Virality
11/11/13	Worried Experiences from Eng... [Image]	275	11	2	3.7%
11/11/13	It's just a few weeks away from... [Image]	399	24	0	5.9%
11/05/13	It's getting excited for Market... [Image]	212	6	0	2.8%
11/05/13	It's just a few weeks away from... [Image]	318	15	11	3.2%
11/01/13	Check out our video of Market... [Image]	234	10	0	4.3%
11/01/13	It's getting ready for the Marke... [Image]	335	20	6	2.9%
11/01/13	Do you see anything market... [Image]	390	19	0	4.9%
11/01/13	Do you see food for your Market... [Image]	242	6	2	2.4%

## Virality

Judge the success of your posts by looking at their virality. Virality is the number of people who have created a story from your post as a percentage of the number of people who have seen it. Virality takes into account the number of fans your page has, and the number of people who engage with your post by liking, commenting or sharing it.

1-2% virality is very good for a Facebook Fan Page. Do your posts get more or less? Which types of posts have the highest virality? Rethink the content you're posting based on these insights. Try posting things that seem to get you a higher virality to increase engagement and naturally grow your fan base.



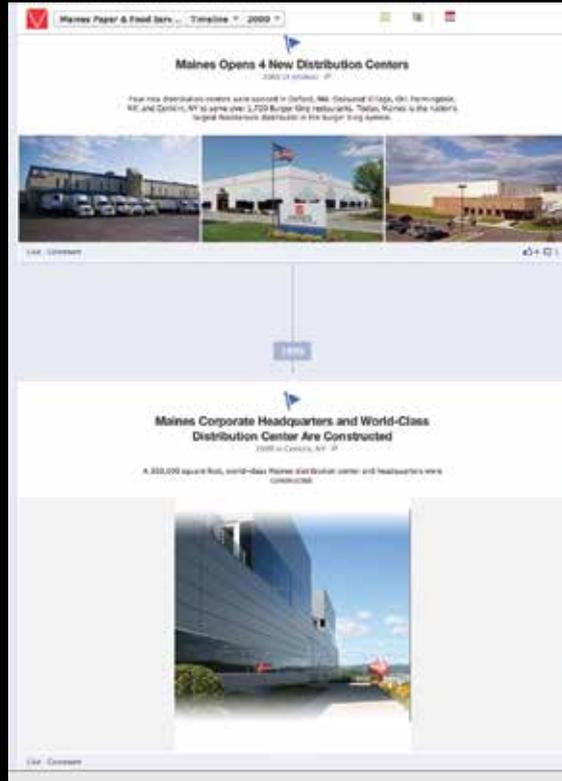
## Demographics

Take a look at the demographics of your fan base every once in a while. Do the majority of your fans match your average or ideal customer? Remember, people use Facebook for entertainment, and something that's entertaining to a twenty-something year old is different than content that appeals to a mom of 3.

Make sure your social media strategy is targeted to the type of customers your restaurant is geared towards. If the fans on your Facebook page are mostly 18-24 years old, but the majority of your customers are 55-64, then your social media strategy needs a little work.

Facebook Insights provides key information on the gender, age, and location of your fans.

## Facebook provides many opportunities for brands to showcase themselves on their Fan Page with various features of the Timeline. Are you utilizing these Facebook Timeline Features?



### Milestones

You can set milestones for your business for current or past dates. This is a great way to highlight key events such as a grand opening, launch of new products, new partnerships, business milestones and achievements or awards.

#### HOW TO: CREATE A FACEBOOK MILESTONE

1. Click Milestone in the sharing bar at the top of your page
2. Add a headline, date, location and details
3. Choose to add a photo
4. Click Save

*TIP: If your restaurant has been in business for a long time or has a strong family history, be sure to upload some details or stories for your fans. Don't forget to add in any pictures you have.*



## Highlighted Posts

You can set any post to be highlighted which means it will take up both sides of the page. This feature enables you to bring special attention to a particular post within the timeline.

### HOW TO: HIGHLIGHT A POST

1. Hover over a story on your Page's timeline
2. Click ★
3. To 'un-highlight' the post and return it to the original size, just click the ★ again.

*TIP: Don't highlight too many posts, otherwise your page will look cluttered and the feature will lose its effectiveness. The highlight tool is great for important announcements, or if you have a wide image that gets cut off as a regular post.*



## Pinned Posts

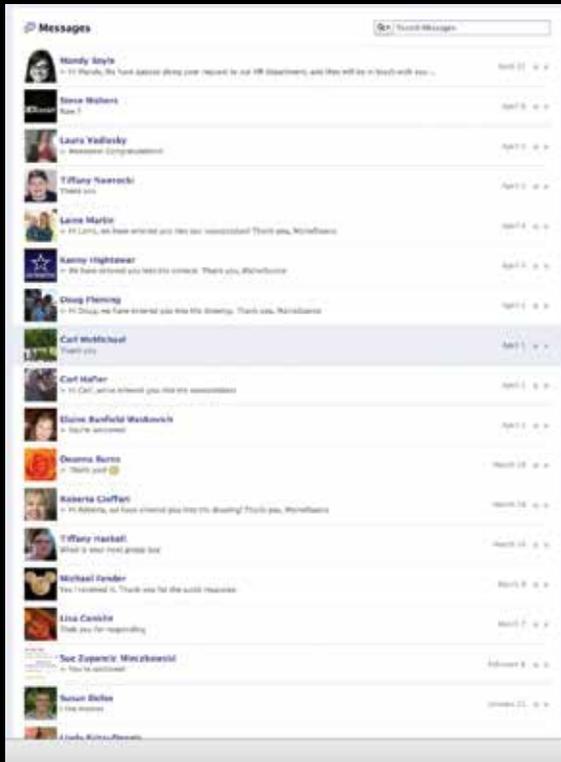
You can set a post to be pinned to the top of the page. Pinned posts will stay on top of your timeline for up to 7 days.

### HOW TO: PIN A POST

1. Click the  pencil icon in the upper-right corner of your Page's post
2. Select Pin to Top

Your pinned post will move to below the sharing tool in the top left of your Page's timeline, and an orange  flag will appear in the upper-right corner.

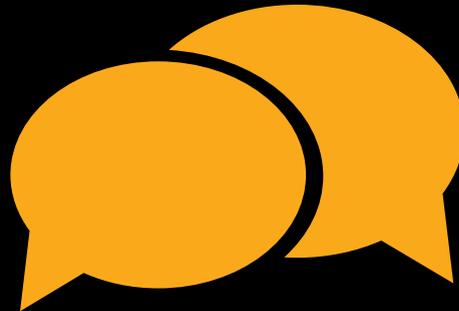
*TIP: It's best not to wait the full 7 days before you change out the post unless you have a very important message to share. Chances are, you have repeat visitors coming to your page throughout the week. Give them something new and fresh to check out.*



## Private Messages

Facebook allows fans to send you private messages on your Fan Page. These are essentially a private email between you and the customer without ever having to leave Facebook. These appear right next to your notifications. Make sure there are no new messages or questions that need to be answered. Only fans can initiate this private communication between business pages and fans on Facebook.

*TIP: Don't forget to check your private messages. If you would answer an email from your customers, you should answer the private messages from them as well!*



## So you are spending the time and maybe some money to improve your Facebook Page and you may be seeing a return in the engagement (likes, comments and shares). How do you get those fans into paying customers?

Think of Facebook as the first step of your sales cycle. The ultimate goal is to funnel fans back into direct marketing channels. Through coupons, offers, or limited-time specials, you can draw fans right to your business or push fans toward your website to input email addresses, and add them to the list of email marketing. But before you can do that, you need to first build trust and identify your customers. In order to build trust and relationships with your Facebook fans, you need to follow the 80/20 Rule:

- 80% of your content should be fun, branding, entertaining.
- 20% of your content can be a hard sell.

Step 1 is to engage with your fans. Facebook is a powerful community hub, giving your brand a human face and a personality. It is not, however, a venue for spamming your fans. They're on Facebook for fun and human interaction, not to be sold to. This is why 80% of your content should be the fun, branding, entertaining posts.

Step 2 is to draw customer in with what you offer as a business, which in most cases is your food! Be consistent about posting, but make sure to change the content so you don't lose the interest of your fans. Post your dishes, but not the same ones all of the time. The 20% of 'Hard Selling' Content is the direct marketing you are doing to your fans on Facebook. You can entice them to come in for tonight's special, offer a coupon for over the weekend, or just post a picture of a regular dish. By consistently interacting and engaging with your fans on a daily basis, you will create top of mind awareness for your brand.



Facebook users are typically a highly active and engaged audience. Successful social media marketing will capitalize on this and convert their audience into customers. Below are some of the most common reasons brands miss out on turning Facebook fans into paying customers.

### 1. Failure to Get Past the First Step

Most fans won't ever come back to a brand's page unless they feel they have good reason to. This is not totally different from how they interact with their friends' pages when you think about it. Unless the new friend has great content to go back to, there's not much of a reason to go directly to their page very often, if at all. Offer immediate and easy ways for customers to engage with you, such as email lists, coupons and special offers. Try different methods to determine which ones actually have a positive impact for your fans.

### 2. Poor Text and Visuals

A successful Facebook page must have concise, engaging text that's relevant to both the brand and the fans' interests. Overly long copy will fail to capture fans' attention. Eye-catching visuals that clearly speak to those things visitors like about the brand in the first place, will draw them in for more. Try different lengths of content, types of images and subject matter.

### 3. Old Page Content

Update your Facebook Fan Page frequently. If fans stop by more than once only to find the same old Facebook page, they might assume the page is outdated—or worse, abandoned. It's important for marketers to give fans new ways to connect and advance their relationship with the brand or product being promoted. Keep to a consistent schedule with fresh content and ever-improving offers.

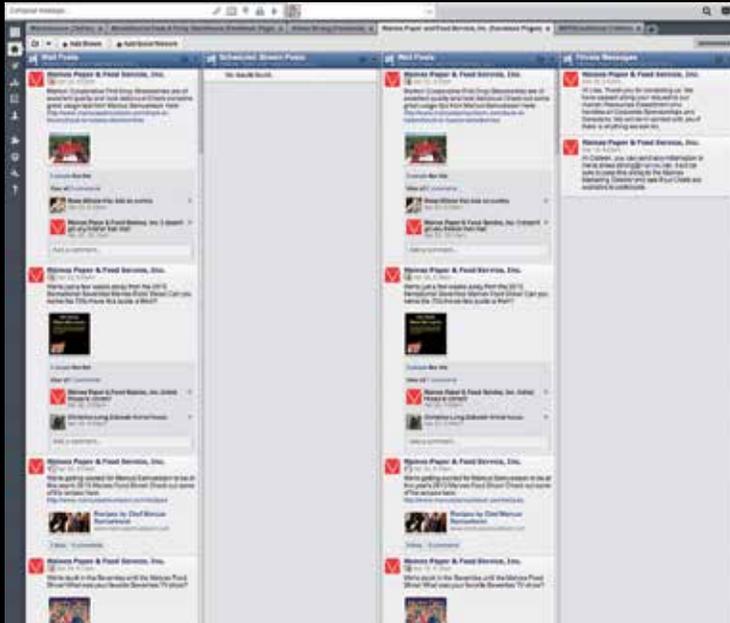
### 4. Inconsistent Branding

Keep cover photos and brand elements consistent between your Facebook Fan Page and other marketing efforts. If there is no stylistic connection between a business's Facebook page and its website, visitors may not trust that the page is legitimate. Keep branding consistent across all marketing channels.

### 5. Confused Calls-to-Action

Once fans arrive at your Fan Page, they should have a clear idea of what to do and what's available to them. Offers and calls-to-action should be prominently displayed, and any associated instructions should be easy to follow. Try different Calls-to-Action and offer variations — in terms of design style, content, placement, and ease-of-use, to see which combos bring the most fans and are most effective.

There are a lot of social media marketing tools out there that are designed to help save you time and increase your Facebook Fan engagement. These are a few of our favorites:



## Hootsuite Scheduling Tools

HootSuite is a free social media management tool designed to make social networking more efficient for your business. Not only can you manage many of your social media outlets from one interface, but you can also schedule posts through HootSuite to save you time. Say for example, your business has just launched a new menu or you have a new drink and you want to be sure you make that information available to all your fans on a specific day. All you have to do is schedule that post on Hootsuite, and your Facebook page will automatically be updated. If you connect your Facebook Page to Hootsuite, your Facebook page will automatically update with the post you wrote, on the day and at the specific time you scheduled it for. Not only is this ideal for when you don't have access to your accounts, but it also means you can dedicate just a short amount of time each day to sort out all your social media postings for the day or the entire week, and you won't have to worry about it later! This will take away the stress of remembering to post about your special for tonight at 3, when you are busy in the kitchen. HootSuite also offers a handy auto-scheduling option that will update your Facebook page at the social network's most popular time, conveniently expanding the reach of your posts.

[www.hootsuite.com](http://www.hootsuite.com)

Cost: Free

*TIP: If you are using a scheduling tool to automatically update your Facebook page, don't forget to check your page for comments on your posts or questions!*

## Woobox Social Marketing Platform

Woobox is a popular social marketing platform that helps you easily create powerful contests, sweepstakes, coupons, and more to grow your fans and amplify your marketing. Contests and giveaways are a great way to gain a lot of fans quickly while keeping your fans happy and engaged. The contests are customizable and you can determine what information to collect from customers. You can even require customers to perform some sort of social action before gaining access to your promotion. For example, they may have to “like” your brand on Facebook in order to enter into your sweepstakes or get access to your coupon. Woobox apps are designed to give participants a reason to share and get friends involved using referral incentives like bonus

[www.woobox.com](http://www.woobox.com)

Cost: Ranges from Free to \$30/month

*TIP: Have you thought about email marketing for your business? You can require your fans to input their email address to enter in a sweepstakes you run. Once your sweepstakes is over, you now have access to all of the names and email addresses for the contest entries that you can import into any email marketing platform. This gives you the capability of reaching your fans more often and in a different way.*

## Facebook Fan Page Manager App

If you have an Android or iPhone, you can download the free Facebook Pages Manager App. The app was specifically created to help Admins manage Facebook Pages, connect with their audience and keep up with activity right from your phone.

Use the app to:

- Post new updates and photos and respond to comments as your Pages
- View and reply to private messages sent to your Page
- Get notifications about new activity on your Facebook Fan Page right away

To Download:

iPhone: Download from the iTunes Store

Android: Download from the Google Play Store

Cost: Free

