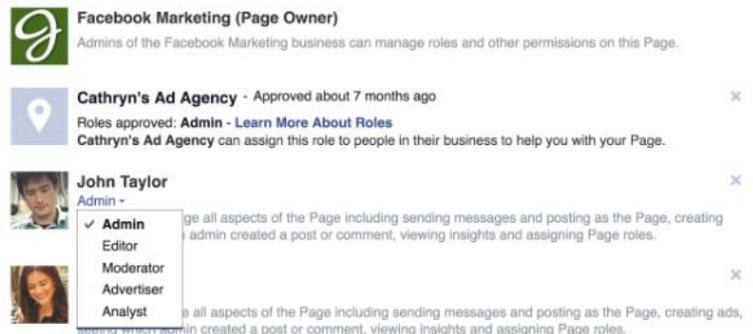


Social Media Monday: Social Media for Businesses



Facebook works a little differently for businesses and organizations than it works for individuals. If you have a Facebook profile, you can create a page for your organization by clicking on the arrow at the top right corner, then clicking on Create Page. You will be prompted to choose your type of business (local business or place, brand or product, entertainment, etc.) and more specific industry category (you can edit these later if you change your mind.) Add a description of your business, a link to your website, a profile picture, and cover photo. The profile picture is small in most instances and appears with all of your posts and comments. A logo or other instantly recognizable image works best here.

From your page, click on Settings, then click on Page Roles to add more people as Admins to your page. If you have more than one person posting as the page, this is how to give them access to do so. You can also designate someone as an Editor, Moderator, Advertiser, or Analyst. Each of these roles comes with a different level of access to the page.



Posting

Building an audience on social media takes time. Posting engaging content keeps your followers interested. This means not every post should be directly about the business. Rather, posts should give your followers an idea of who you are as a brand without trying to sell something every time.

- The 70/20/10 rule is commonly cited – 70 percent of posts should be original content, 20 percent should be shared content, and 10 percent should be promotional. Much more time should be spent trying to connect with your followers than trying to advertise to them. Facebook's news feed algorithm remains somewhat mysterious, but we do know that they prioritize posts from friends over posts from pages. When people like and share your post, it can reach a wider audience.
- Photos and videos tend to do better than plain text. If you use Instagram, sharing those posts through Facebook tends to reach more people.
- When posting about another page or person, tag them so they will get a notification about it and possibly engage with it. Respond to comments.
- Privacy settings trump hashtag functionality on Facebook. They have not been shown to increase engagement here. Hashtags are much more effective on Twitter (one or two hashtags) and Instagram (many hashtags.)
- Consider the best times to post. Schedule your posts directly on Facebook, or through Hootsuite, which allows you to schedule other social media posts as well. Scheduling posts also gives you a chance to preview them before they are public.
- These tips can help improve your organic reach. Facebook will also suggest that you boost your posts by paying for your posts reach a larger, targeted audience.
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- Look through your Facebook Insights statistics to see the posts your audience responds to the most, the most successful time to post, et cetera.



If you use Twitter personally, the setup process for a business or organization is no different. Businesses and individuals use the same kind of profile. You will need to choose a handle (the @username people use to tweet at you, which also appears with all your tweets,) a profile picture, cover photo, and add some basic information about your organization.

Twitter is built for discussions among users, whether or not they know each other. Unlike many other social networks, your posts and discussions on Twitter are not tied to a network of people you actually know. Twitter is set up to be very public, which is why hashtags are so effective on this platform.

Tweeting

- Using hashtags can increase the visibility of your tweets. Use one or two hashtags in a tweet to keep it focused. Search hashtags beforehand to see what exact hashtag people use frequently on a particular subject.
- Jumping on trending hashtags can be effective, but proceed with caution – make sure you know what the hashtag is actually about before using it.
- Keep your tweets short. Staying well under the 140 character limit allows people to add a comment if they retweet you.
- Maintain a balance of tweets that are explicitly promotional, original tweets, and retweets (see the 70/20/10 rule above.)
- When posting about another page or person, tag them so they will get a notification about it and possibly engage with it. Respond to comments.
- Consider the best times to post. Use Twitter Analytics to see the types of tweets and times of day that have been most effective with your audience.
- These tips can help improve your organic reach. Twitter also has the option to pay to promote specific tweets.

Hootsuite



[Hootsuite.com](https://hootsuite.com) Schedule your posts for Twitter, Facebook, and Instagram from one place. This can help you stay on a social media calendar and give you one more chance to proofread your posts before they are public. You can also add a stream to track keywords mentioned on Twitter.

Questions? Contact Adult Services at askref@elmwoodparklibrary.org or 708-395-1217.