Module 1:
Social Media Marketing Basics

Module 1: Lesson 1

Introduction to Social Media Marketing

What is social media marketing and why is it important today?

All organizations need good marketing. Social media is the fastest way today to spread information. Put those two together and you have social media marketing, one of the most valuable skills employers are looking for.

On a personal level, some people like to tweet and post on social media, and some don't.

But for an organization—whether for-profit, nonprofit, or community-building—using social media is essential.

Why is it important? Because social media marketing can help with four key things that all businesses need:

1. **Brand Awareness**
   You can use social media to help people learn about your business and what services and products you offer.

2. **Website Traffic**
   You can use social media to bring people to your website.

3. **Connect with your customers and audience**
   You can use social media to build relationships with your audience and potential customers.

4. **Drive more sales**
   You can use social media to sell your products and services.

Trying to promote an organization without social media is like opening a store without putting a sign out front. People need to know you're there!

How do I understand the social media marketing needs of an organization?

A public health clinic has different marketing needs than a new beauty salon or a small Girl Scout troop.

Understanding what those needs are is key to being successful in social media marketing.

3 key marketing needs

Create Awareness

✓ Let people know about about you

✓ Help them discover you

✓ Let them begin to engage with your organization

Pique Interest

✓ Help people understand more about you

✓ What do you offer?

✓ What is unique?

✓ Help people engage with you

Get Customers/Grow Sales

✓ Attract new customers to buy or use your services

✓ Attract new members to join your group

✓ Attract donors to your cause

Who needs this?
Usually a new organization, a small organization, or one new to Facebook needs to create awareness of themselves—that is, they need to let people know they exist and what their organization is about. But even established businesses have to spread awareness about themselves.

Who needs this?
Most organizations that are creating awareness usually also need to pique an audience's interest in order to get them to want to buy a product or try their services. It is safe to say that most organizations have this need.

Who needs this?
Most organizations need customers. While they may not directly "sell" something, many want new members, donors, attendees at their events, or volunteers. These all count as customers!

How do I understand an organization's audience?

An organization or business usually has a target audience—a set of people that they believe will most likely benefit from the product or service being provided. The more you know about that target audience, the more you can target your social media marketing to that set of people.

One of the best things about using Facebook for social media marketing is the suite of tools it has to help you really target a specific set of people. This is not a flier on a telephone pole that gets seen–or ignored–by anyone who walks by. Posts to a Facebook Page or Instagram reach the followers the organization has in its network, as well as some of the people they are connected to if it gets shared.

When you purchase ads, you can reach people outside your network– but again, it won't be just passers-by. Ads can be targeted to particular types of people who are likelier to want whatever your organization is offering. You'll learn more about how to do this later.

The best way to learn about your organization's audience is to ask! If you are a member of the organization, it's likely that you probably know something about who you want to target. But if you're not, it might be helpful to interview some of the leaders of the group to find out what they think. You can find some suggestions for doing this in one of the guiding activities that follow.
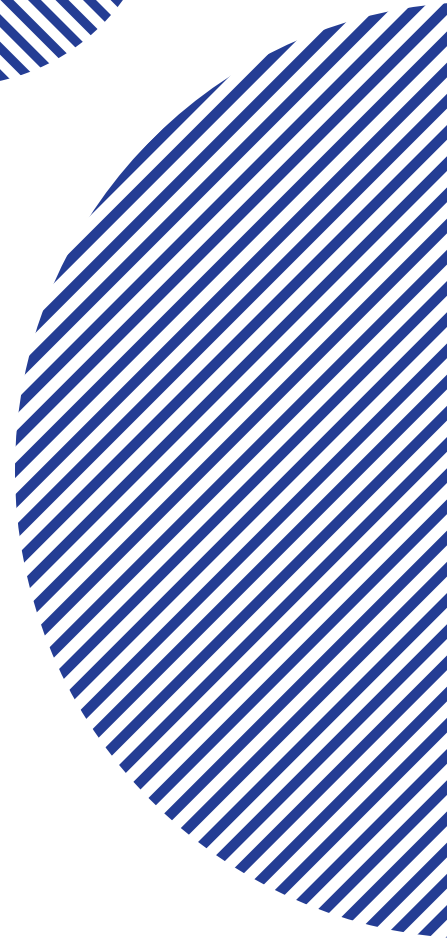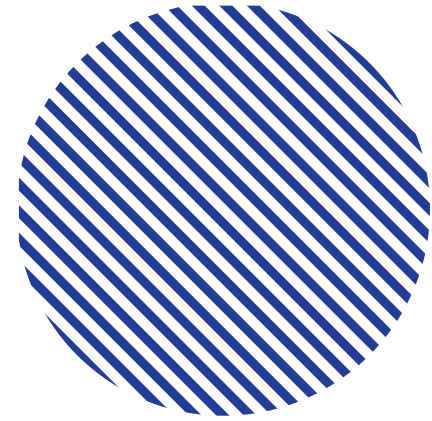
Create
Your Page

What information do I need to create a Facebook Page for my organization?

There are two main things you'll need to get started in creating a Facebook Page:

Create an Account

If you don't already have a personal profile on Facebook, you'll need to create one to get started. But don't worry, it's easy to set up, and all your personal information will be kept separate from the business Page. Check with the business or organization you're working with to see if there is anyone else they would like to have access to the business Page and make sure those people also have personal accounts. Everyone who will serve as an admin (who will monitor the account) on the business Page will also need an account. You can add those people when you create the Page or at any later time.

Basic Information

You will also need the basic information about the organization you are working with, such as their address, their mission, and the correct spellings of the names of the people who work there that they wanted listed on the Page. If you are missing some of this information, you can still go forward, then go back and add the rest later. However, make sure that any information you do include is ACCURATE.

What are the elements of a Page?

- Page name
- Cover image or video
- Profile image
- Call-to-action button

- Short Description:
  This is a description of what your organization does and/or sells. Make this a clear as possible

because it will also appear in search results when people look for you online.

This is a smaller image that you can also use to tell more about your organization. Often people use a logo as their profile image.

Most of the time, the name of the Page is the name of the organization or group.

This is the large image that people see when they come to your Page. If your organization is a church, the image might be of the physical building, but it could also be an exciting photo of a gospel choir that has sung there. If your organization is a food bank, a photo of people receiving the food could be very moving. Whatever you use, it should help people understand what your organization provides.

You can add a button to the top of your Page to make it easy for people to take specific actions, like to call you, send you a message, or go to your website.

What do I need to know to manage the Page?

Once you've created a Page, you'll need to publish relevant content and see if people are interested in your posts..

You'll learn more about each of these tabs later in this workshop.

- Messages
- Notifications
- Insights
- Settings

Using Messenger for your Page means that you can read messages, reply, archive messages, and more. You can manage all of that from one place on your page.

Notifications let you know when and how people are interacting with your Page, from liking to commenting to sending you a message. This helps you know when customers interact with your Page so that you can respond in a timely way.

With the Insights tab, you can monitor and track your posts—including likes and shares—so that you can make future posts more effective.

Settings gives you controls for your Page and allows you to set post visibility, who sees your Page, and who can make changes to your Page. You can also control the apps that you use on your Page, set up your Page to create posts through email, and even get suggested edits from the customers who like your Page.

Use the About section to display information about your business, such as your business address, phone number, website, and more. You can even display your services, products, menus, price ranges, and milestones for your business, such as events or promotions.

What About Security?

What security concerns are there?

Most organizations, whether business, nonprofit, or groups, are usually looking to get a lot of people to visit their Pages. But it is important to consider a few security issues for your organization:

- Who can see your Page?
- What can visitors do on your Page?
- What can visitors say on your Page?

Let's look at this more in detail. These are the ways you can control who can see your Page.

When you create a post, you can choose which people can see it in their News Feed by selecting your audience's interest, gender, age, and more. You also have the option to control who sees the post on your Page's Timeline by limiting the audience by location and language.

You can limit your Page to certain ages (over 21 if you are selling alcohol, for example) or certain countries.

You can block certain words, including profanity, from posts on your Page.

What security concerns are there?

Let's look at ways you can control what visitors can do on your Page.

While a little more advanced, you CAN also block certain words from posts and comments—including profanity and curse words.

You can allow visitors to directly post photos and videos on your page, or you can choose to review those posts before they get published. Reviewing posts can keep your page safe from random posts, but it can also keep people from engaging with you freely.

You can allow visitors to send you messages directly via Messenger.

You can allow visitors and other Pages to tag photos on your Page.

Module 1: Lesson 4

Engage Your Audience
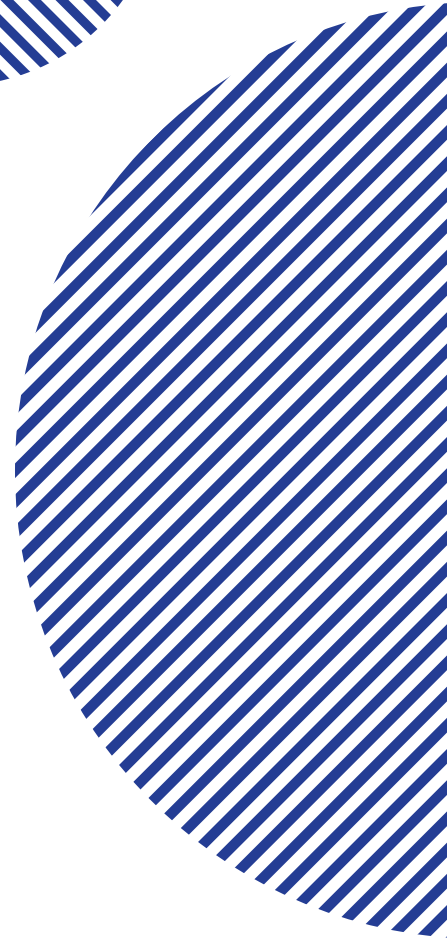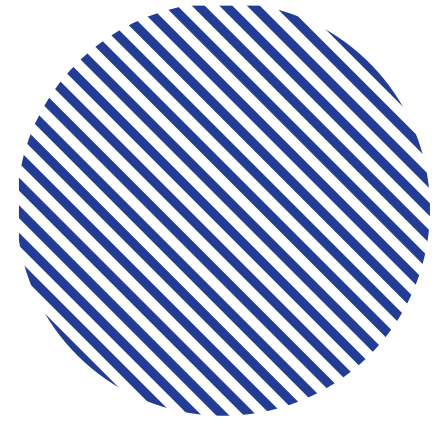
How do I promote the Page and attract people?

So, you have a Facebook Page. What do you need to do to start getting people to come to your Page? There are several things you can do to get started:

- **Post relevant content**
  The single most important thing you can do is to create relevant posts.

The more relevant the content, the more likely people will interact with it. For example, if you're a bakery, it may be relevant to post videos of how to bake a moist cake or decorate cupcakes.
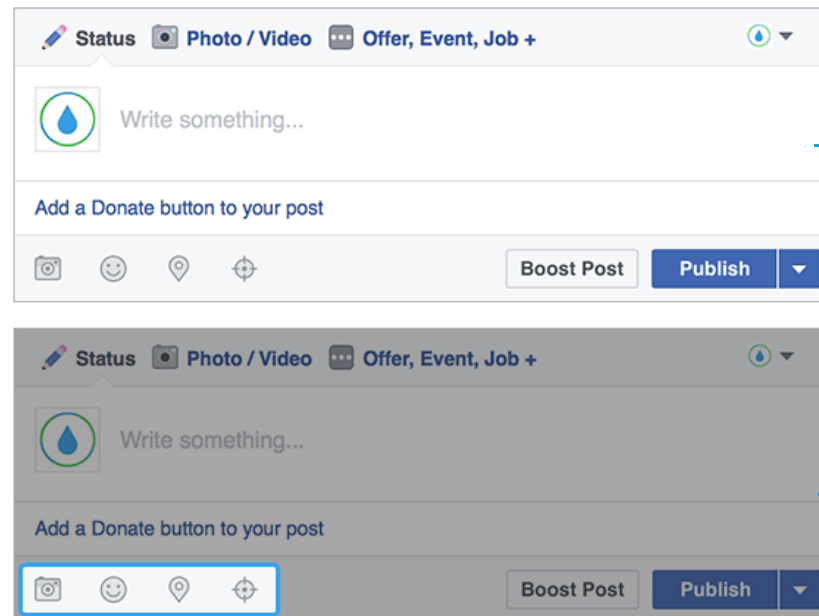
1 Write Something…

Posting is easy. Just start typing where it says "Write something…" Your update can be about anything you think supporters will be interested in, like announcing an event or showing photos of a project. All your posts are visible on your organization's Page and may show up in News Feed for people who've liked it.

2 User Post Features

Click the camera icon to add a photo or video to your post. Click the face icon to indicate what you're doing or how you're feeling. Click the location icon to add where you are, which is helpful if you're posting from different locations or an event. Click the down arrow next to Publish and select Schedule to schedule your post for later.

How do I promote the Page and attract people?

Status Photo / Video Offer, Event, Job +

Upload Photos/Video
Add photos or video to your status.

Create Photo Album
Build an album out of multiple photos.

Create a Photo Carousel
Build a scrolling photo carousel with a link.

Create Slideshow
Add 3 to 10 photos to create a video.

Create a Canvas
Now you can tell a more immersive story by combining images and videos.
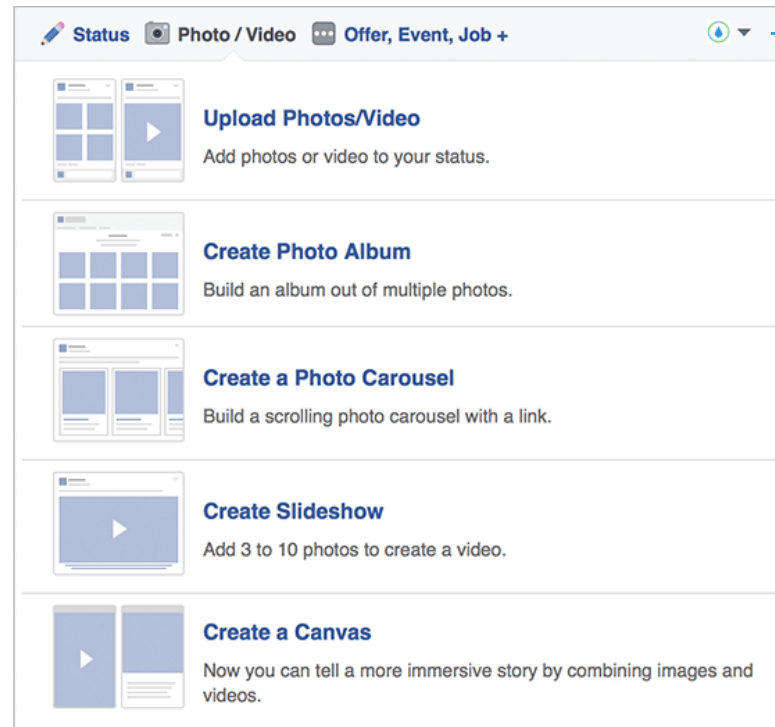
3 Insert Photos or Video

If you want to add photos or video to your post, click Photo/Video. When posting photos you have multiple options, including uploading a single photo or a series of photos across a carousel.

How do I promote the Page and attract people?

Purify H20
January 21 · 🌐

Good morning, from one of our water projects.

Boost Post

👍 Like   💬 Comment   ➡ Share

④ Publish Your Post

When you're ready, just click publish. Your post will be published to your page timeline and distributed to Page followers' personal News Feeds.
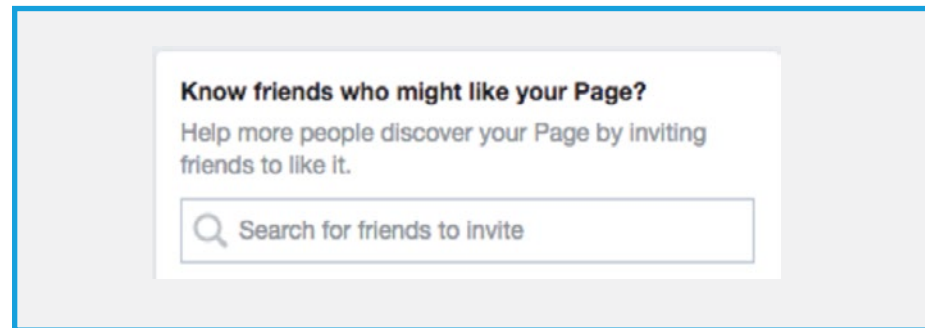
How do I promote the Page and attract people?

- **Invite people you know to like your page**
Building an audience on Facebook starts with inviting the people you already know to like your Page.

You want to invite people who are inclined to like and interact with what you're posting. As those people engage with your posts, their Facebook friends will see their interactions with your posts, creating exposure to new audiences. Invite your friends, email contacts, and other community members and organizations that can help spread the word.

Know friends who might like your Page?
Help more people discover your Page by inviting friends to like it.

Q Search for friends to invite

Invite your friends, email contacts, and other community members and organizations that can help spread the word.

- **Promote your Page in other places**
Give the people who visit your website the opportunity to join you on Facebook. You can start by adding a "Follow us on Facebook" button to your site.

If you have an email list, a blog, or accounts on other social media platforms, be sure to link them to your Facebook Page and remind people that they can get updates about your organization there.

And, of course, you can use ads to help promote your Page and business, but more on that in later modules.

# What are the key elements of successful Pages?

There are many, many elements that make a Page successful. Here are a few to think about:

- **Terrific cover image or video**
  A great photo makes so much difference. Spend some time thinking about and capturing a good photo that you'll use for your cover. You'll want this photo to communicate something about your business, and you want it to be visually inviting.

- **An interesting "About" section**
  Do as much as you can to give visitors information about what your organization does. Make sure your descriptions are clear, interesting, and even inspiring! For example, if you're doing something to help your community, say so— "The Hub of Detroit is a retail bike shop that raises funds for the community projects of Back Alley Bikes." And don't be shy about including an inspiring mission statement as well: "Back Alley Bikes' mission is to provide cycling education and services with a focus on youth development, sustainable practices, and community access."
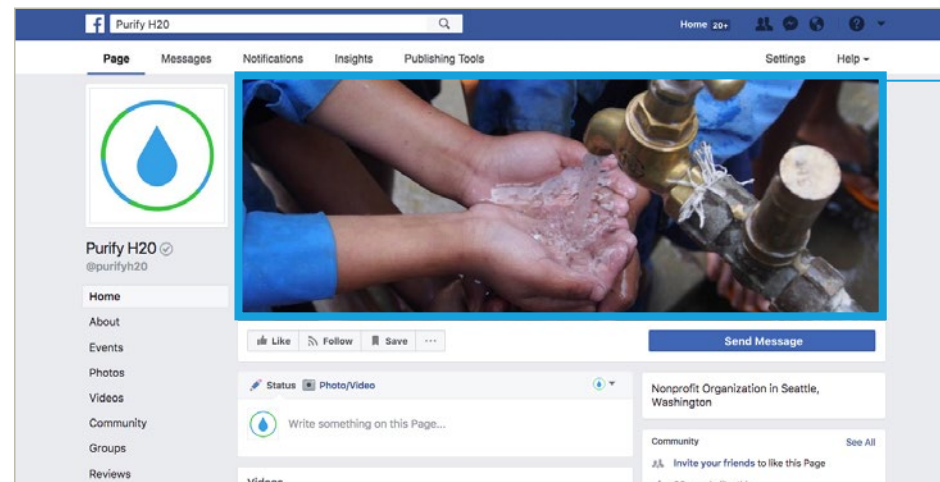
Great photo! Conveys the idea of Purity H2O in this single image.

Congratulations!

You have completed this module