

Guide to Using Facebook

Most people have heard of Facebook and it is a very useful for sharing and interacting as a creative business.

Basics:

A personal profile is the standard Facebook account for sharing between family and personal friends. You can easily set privacy settings so your posts can be visible to all or only to people you have accepted as friends, thereby controlling who sees what. You will need to set up a personal profile before you can set up a page for your business.

A Facebook 'page' is for businesses where you can share your updates and publicise upcoming events. When a Facebook user likes your page, they are allowing updates from your page to be shown in their news feed. But you can still keep your personal page private from this.

Getting started:

To set up a business page, you'll first need to have a Facebook profile. Head to <https://www.facebook.com/> and you will be guided through simple steps to setting up a profile - you don't need to upload any pictures if you don't want to.

From this Facebook profile, you can manage multiple pages and still retain the privacy of your personal profile.

Now create a page for your brand / business go to:
<https://www.facebook.com/pages/create/>

Follow the step by step instructions on the 'create a page' link. You will be asked options on the type of business and be asked to name your page. You are only allowed to change your name once, although all other settings can be edited so make it a name that tells people what you do, e.g. Wilmslow Art Trail, Fred Blogs Painter etc.

Terminology:

News feed: the news feed is what every Facebook user sees first when they log onto their account. A stream of activity from all the friends and pages they have liked. This is where other people / followers / friends will see your posts. There are things you can do to try to get your posts into as many news feeds as possible:

A Facebook friend can like, share or comment on your posts, each of these activities results in your post being seen by more users. These three activities are referred to as 'post engagement':

‘Like’: When a fan (someone who has ‘liked’ your page) likes your latest post by clicking the ‘like button’ beneath it, it creates a ‘Facebook story’ which may then be posted by Facebook in the News feed of the fan’s Friends. Because of this, Friends of that fan (who might not have been Friends of yours) may come and look at your page and interact with it, thus creating another ‘Facebook story’ which spreads your post out even further. This explains how some posts may go ‘viral’.

‘Comment’: If a fan comments on your post, it creates a ‘story’ and can be reported as ‘activity’ in the ‘news feed’. Facebook uses a very complex algorithm to determine how far and wide your post is seen. Facebook makes decisions on who to share the ‘story’ with based on past interactions between friends. Comments rank higher than likes in this calculation.

‘Share’: A fan can choose to ‘share’ a post with their own friends if they really like it; your post will then appear in their friends’ or fans’ news feed.

How to create a post:

On your page, you will see a little box that will either say ‘write something’ or ‘create a post’. Once you click in this box you can write your update. A camera icon should appear and if you click on this you can access the photos you have on your device. Select one (or a few) to add to the post and when you’re finished and ready to post, click ‘publish’.

Posts with visuals will always more successful in their engagement as they attract more attention in the news feed.

Tagging: If your text or your chosen image includes someone else or another business that you want to mention (e.g. another artist that you are sharing a venue with, or that you have visited.) you can ‘tag’ that person by adding @ in front of their name i.e. @wilmslowarttrail this creates a ‘link’. The other person mentioned in that ‘link’ will then automatically be notified of your post and anyone else who reads it can click on the link that has been created and easily find that other fan page too. This is a great way to build up connections and community. If you tag Wilmslow Art Trail in your posts whenever relevant then this helps us spot your posts so we can share and comment. Once we comment or share, other exhibitors and interested parties can also comment and share, boosting your posts and helping to spread the word about the Wilmslow Art Trail further.

Hashtags: By adding a # (hashtag) you can group together posts that share a link. e.g. any posts that are relevant to Wilmslow Art Trail I could add #wilmslowarttrail or #wilmslowmakers. Then you as a user could then search (search function is top left of your page) for a specific # and see all relevant posts under that #name.

Algorithm: Facebook uses a very complicated Algorithm to decide what posts and activities you see in your news feed. It changes often and is a mysterious business! There are things you can do to try and boost your posts’ chances of

being seen. The more interaction or 'engagement' you have i.e. likes, comments and shares the better for your posts.

To encourage more engagement, think about how you word your posts. Anything that prompts a reaction is good, you could ask questions or ask for advice eg " I'm designing new business cards, which do you prefer A or B?" or "Does anyone know of any local printers who can do small print runs?".

You can also schedule a post to appear at a time that you think might see more users. So, you could write it at 10pm but have it posted out at 7.30am the next day when people are just turning on their devices, or 4pm when mums are back from the school run! To do this, simply write a post and then in the bottom right of the box there is a drop-down list under 'Publish' and you can opt to 'schedule' and simply set the time.

Editing: You can go back and edit a published or scheduled post by clicking the tiny arrow in the top right corner of the post box. This shows a drop-down list of various options, click Edit, make any changes and click Done.

Etiquette: If people comment, reply to their comments. If you're in a 'community' and others from that community are liking, commenting and/or sharing your posts it's good manners and good business practice to reciprocate the engagement with their posts. This is especially helpful for all exhibitors and interested parties connected to the Wilmslow Art Trail.