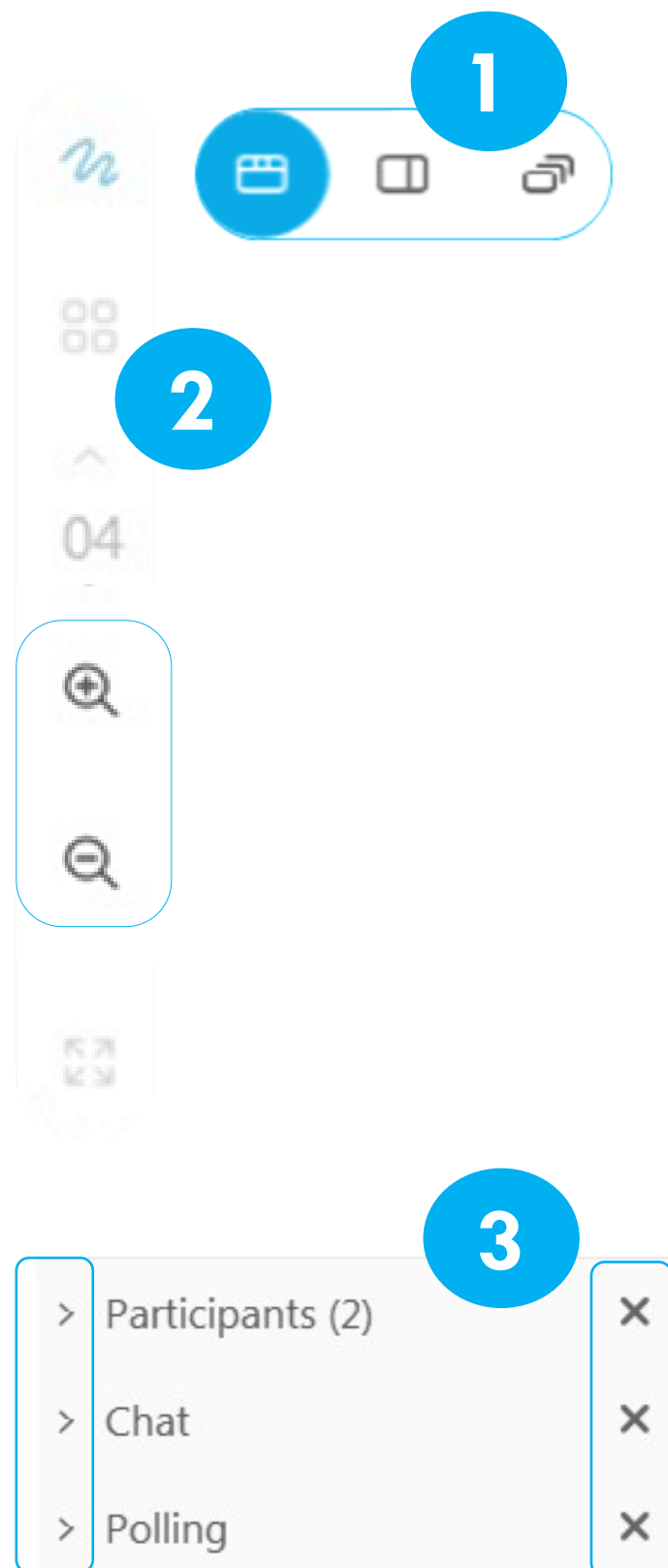


# GET NOTICED: 7 STRATEGIES TO RAMP UP YOUR FACEBOOK PRESENCE

for the SHIP, SMP, and MIPPA Networks  
April 22, 2021

# WEBEX TOOLBARS, MENUS, AND PANELS



1 The **view icon** in the upper right corner changes your WebEx view.

2 The **toolbar** on the left allows you to zoom in and out.

3 The **panels** on the right show participants, chat, and polling. Click the **>** or **x** to open and close panels.

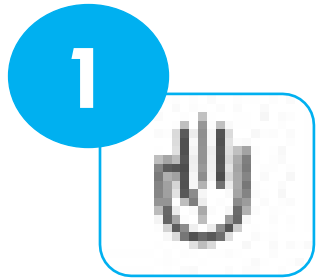
4 The **menu** at the bottom allows you to mute, open participant and chat panels, and leave the event.



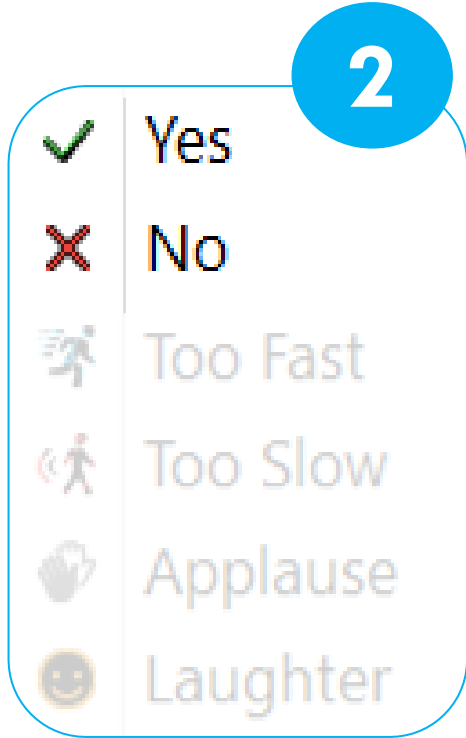
**Tip:** To raise your hand, open the participant panel, then click the hand icon in the lower right corner.



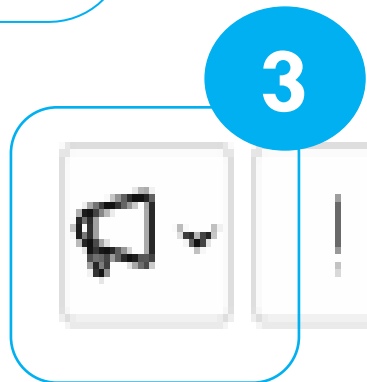
# WEBEX SHARING OPTIONS



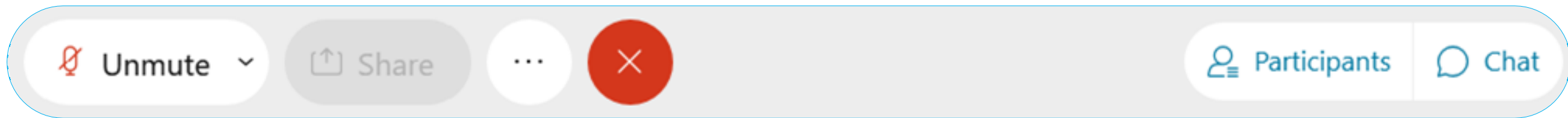
**1** **Raise hand.** To raise your hand, open the participant panel, then click the hand icon in the lower right corner.



**2** **Polling.** (Which I will open on the right side of your screen)



**3** **Yes and No.** Click on the megaphone on the bottom right of the screen about the Chat bubble, and the Yes/No options will open



# Welcome Networks!





# Today's Panelists



**Angela Burk**  
SHIP TA Center  
Communications  
& Technology  
Manager



**Abby Batterson**  
SMP National  
Resource Center  
Interactive Media  
Manager



**Sue Choplin**  
SHIP TA  
Center  
Training  
Coordinator

# TODAY'S AGENDA

## Topics covered

- 1 Social Media Platforms
- 2 Page Roles
- 3 Facebook Etiquette
- 4 Content Creation/Creator Studio
- 5 Strategic Planning/Business Suite
- 6 Utilizing Facebook Events
- 7 Insights

 Future Ideas





# "THE ONLY CONSTANT IS CHANGE"

- GREEK PHILOSOPHER HERACLITUS

## **New to Facebook in the last two years:**

- Creator Studio & Business Suite
- Facebook Live Studio
- Overall look/layout update (option of dark mode)
- Automated alt text added to images

## **No longer available or leaving soon:**

- Scheduling posts from your timeline
- Analytics (leaving June 30)
- Polling
- Removal of "gray accounts"

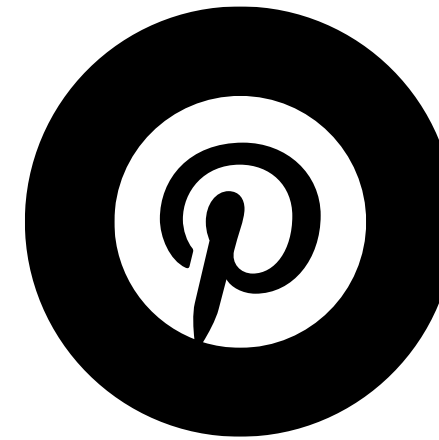
# SOCIAL MEDIA PLATFORMS



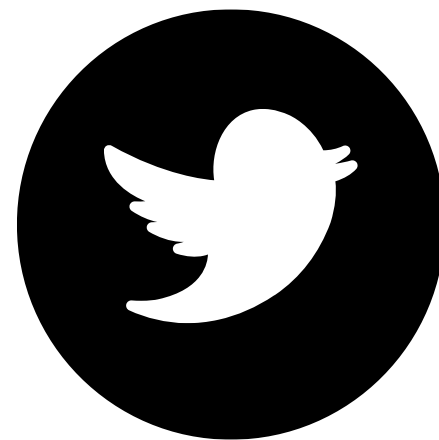
Facebook



LinkedIn



Pinterest



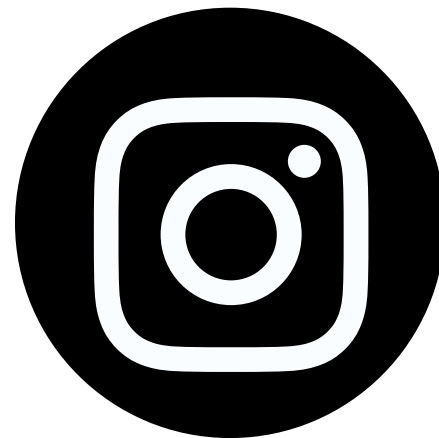
Twitter



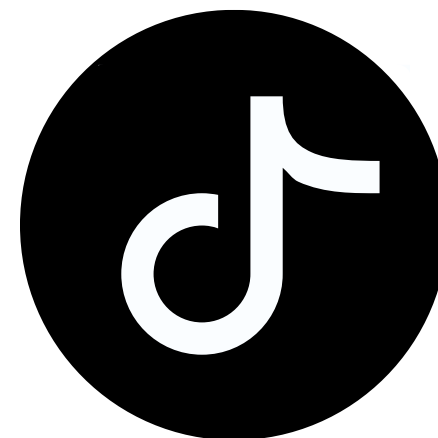
YouTube



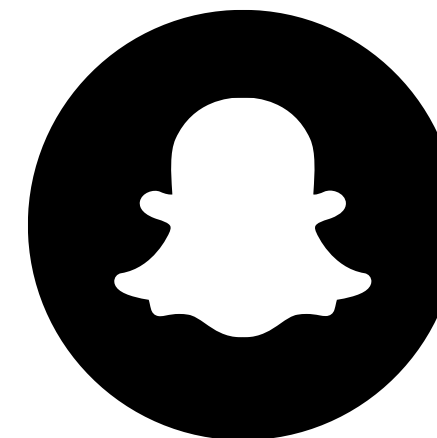
WhatsApp



Instagram

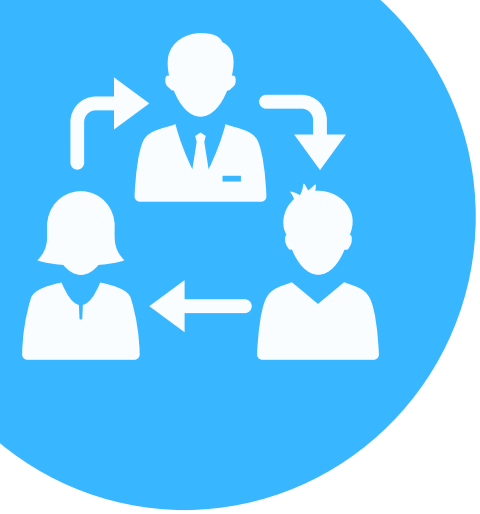


Tik Tok



SnapChat





# PAGE ROLES

Facebook / Task Access

## What are the different Page roles and what can they do?

The five Classic Page roles you can use to utilize the variety of talents and skills of your staff and volunteers.

Classic Page Roles	Page Access in the New Pages Experience
Admin	Facebook access with full control
Editor	Facebook access with partial control
Moderator	Task access for Message Replies, Community Activity, Ads, Insights
Advertiser	Task access for Ads, Insights
Analyst	Task access for Insights

# FACEBOOK TASKS

## CONTENT (Editor & up)

Create, manage or delete any content on the Page, such as posts, stories and more.

## MESSAGES (Editor & up)

Respond to direct messages as the Page in Inbox.

## COMMENTS (Moderator & up)

Respond to comments on the Page and edit or delete existing comments made by the Page.

## ADS (Advertiser, Editor & up)

Create, manage and delete ads.

## INSIGHTS (Analyst & up)

Use Page, post and ad insights to analyze the performance of the Page

## EVENTS (Editor & up)

Create, edit and delete events by the Page.

## REMOVAL/BANS (Mod. & up)

Remove or ban people (spammers) from the Page.

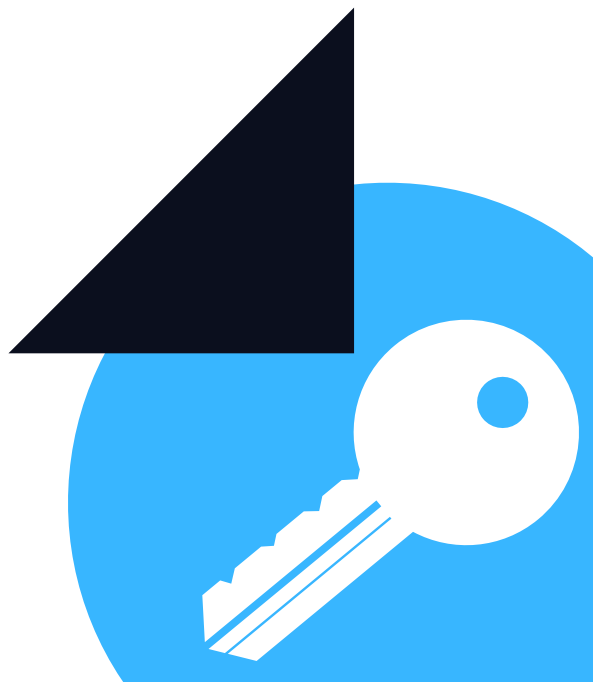
Additionally, Administrators with full control can manage:

## SETTINGS (Admin only)

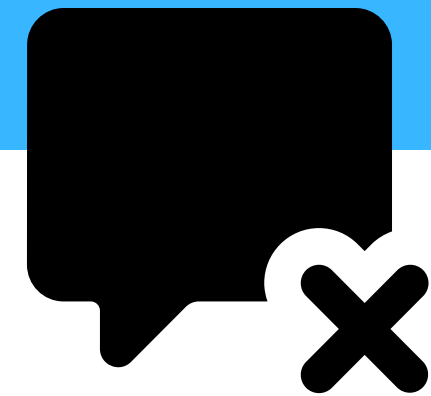
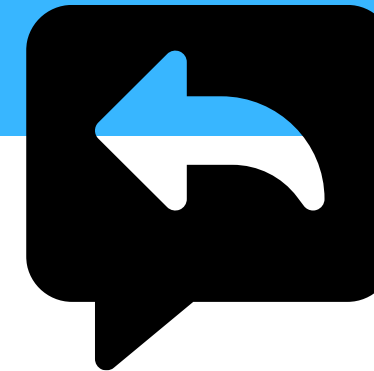
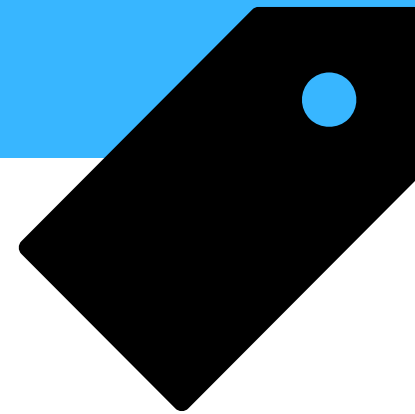
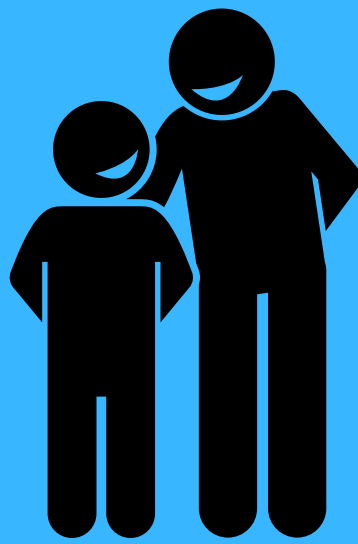
Manage and edit all settings, such as Page information and deleting the Page.

## ACCESS (Admin only)

Give or remove people's Facebook or task access to the Page or linked Instagram account, including people with Facebook access with full control.



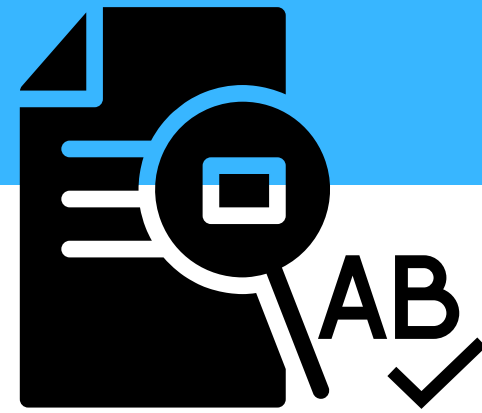
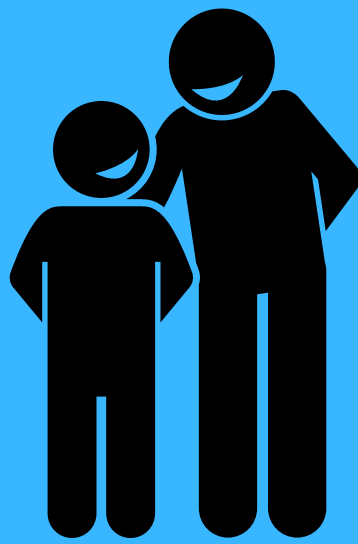
# FACEBOOK ETIQUETTE



## How to remain gracious on Facebook

Responding to comments and encouraging constructive conversation.

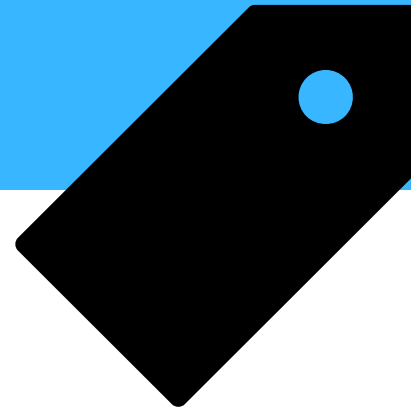
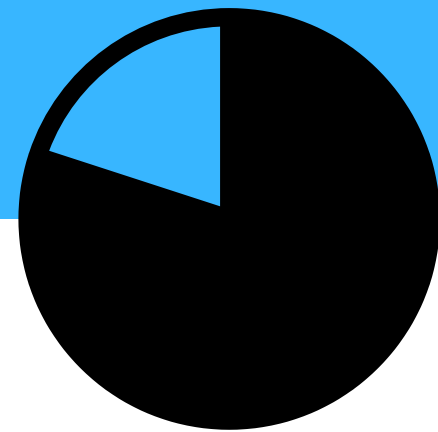
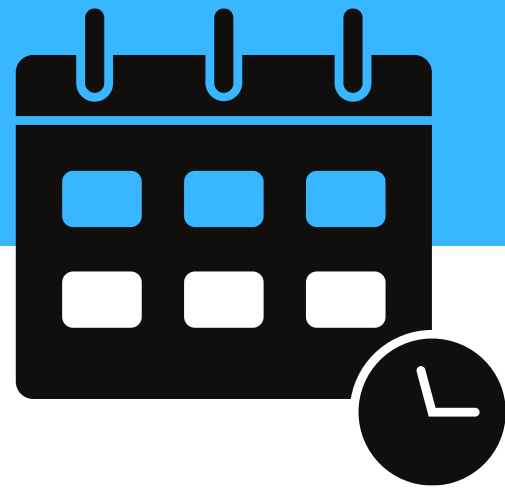
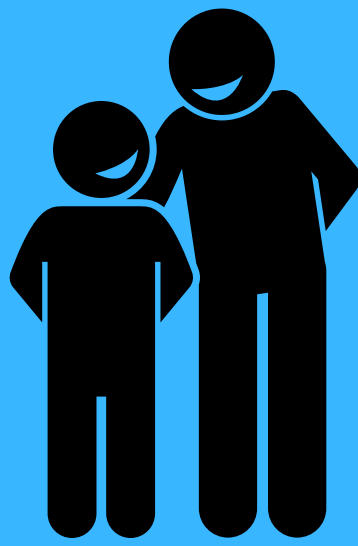
# FACEBOOK ETIQUETTE



## "Dress" & Manners

- Always have a profile picture and cover photo
- Take the Time to completely set up your Page.
- Spelling and Grammar!

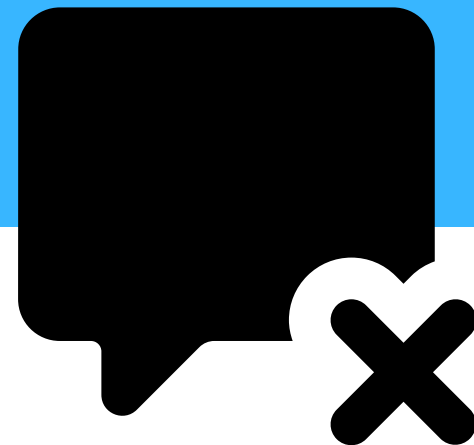
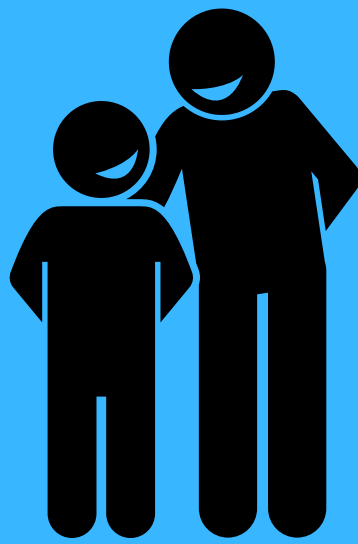
# FACEBOOK ETIQUETTE



## Proper Page Management

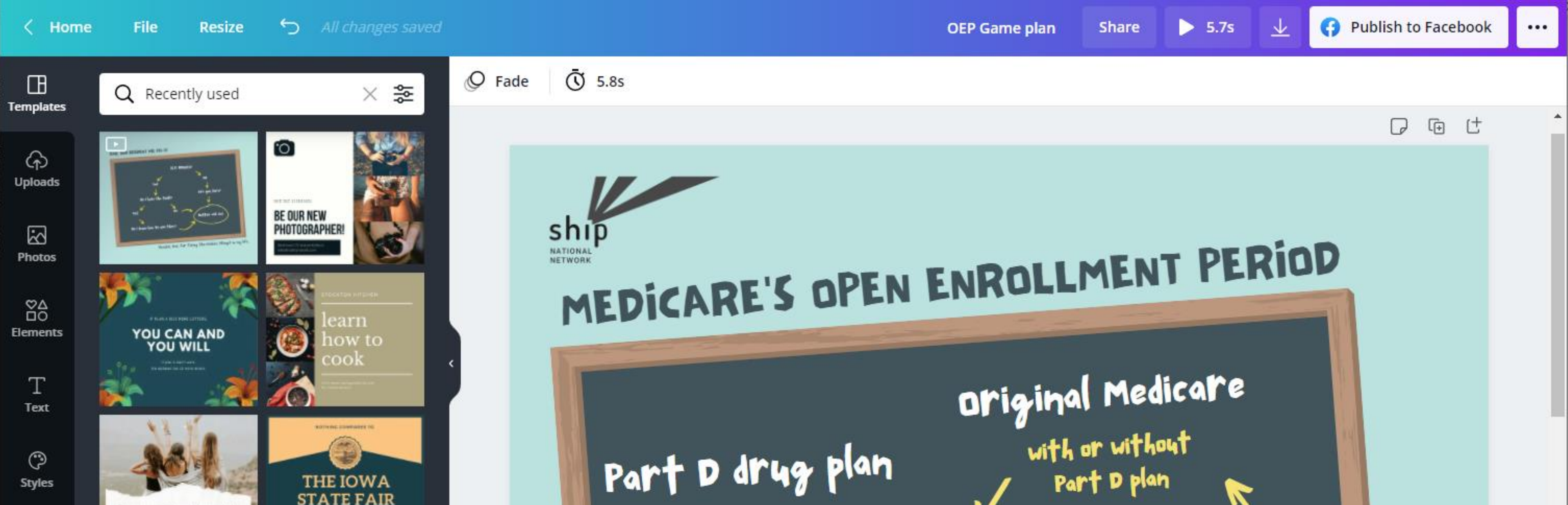
- Don't dump posts.
- Follow the 80/20 rule
- Tag, you're it!

# FACEBOOK ETIQUETTE



## Correspondence

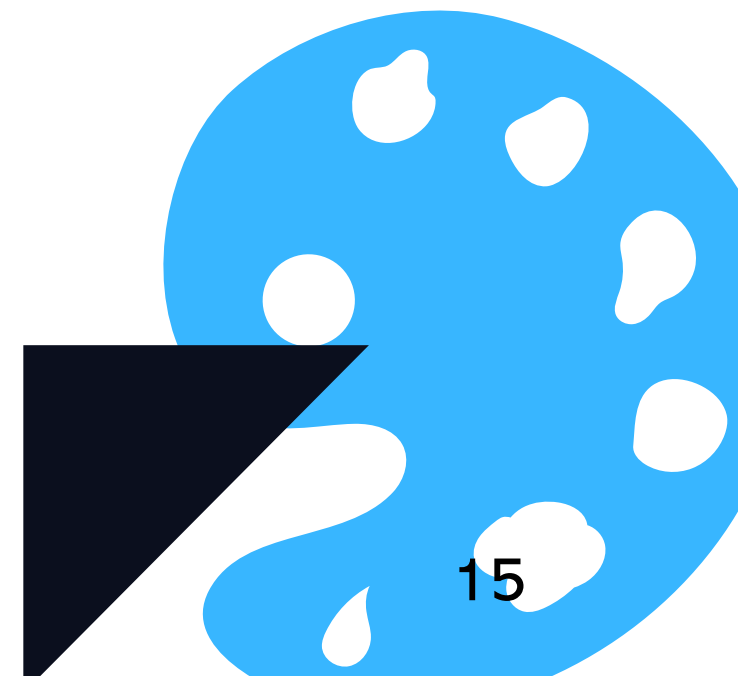
- Provide Response Timeline
- Always address Facebook comments
- Remove inappropriate comments



# Content Creation

Social media graphic design tools on the web can help both amateur and advanced designers.

Canva • Biteable • Easil • Pablo • Spark





# CREATOR STUDIO

## Target market and competitors

One place with all the tools you need to effectively post, manage, and measure content across all your Facebook Pages.



CREATE

Upload, compose and post content.



HOME

Get important updates.



CONTENT LIBRARY

Manage your content.



INSIGHTS

Get insights.



INBOX

Streamline engagement.



PAGES

Manage your Pages.

# CREATOR STUDIO DEMO



- Create and schedule posts
- Upload video
- Add a story
- Content overview
- Quick insights review

# STRATEGIC PLANNING

CREATING A CONTENT  
CALENDAR

SCHEDULEING IN  
BUSINESS SUITE

UTILIZING FACEBOOK  
EVENTS





## **LOOK OVER MONTHLY AWARENESS EVENTS**

What is relevant to your mission/message? Incorporate # (hashtags) that would be trending.

## **PLAN CONTENT IN A CALENDAR**

Mix up topics, type, and sources to create interest and keep people interested.

## **SCHEDULE IN ADVANCE**

Be prepared, schedule as far out as you can.



# **CONTENT CALENDAR**

# MONTHLY CONTENT CALENDAR

[April + 2021]						KEY:
						Holiday/Awareness
						Share
						Article
						Partner
						Medicare Minute
						Infographic
						Video
						Website
						Reshare
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY 1	FRIDAY 2	SATURDAY 3
				April Fool's Day	COVID-19 Vaccine Covered by Medicare	
					National Minority Health Month	
SUNDAY 4	MONDAY 5	TUESDAY 6	WEDNESDAY 7	THURSDAY 8	FRIDAY 9	SATURDAY 10
Easter	The Talk	Ambulance Fraud	Understanding Medicare: Episode 1 - Bill Learns About SMP	Medical Identity Theft website	SMPresource.org	
	National Social Security Month		World Health Day			
SUNDAY 11	MONDAY 12	TUESDAY 13	WEDNESDAY 14	THURSDAY 15	FRIDAY 16	SATURDAY 17
	Understanding Medicare: Episode 2 - Bill Learns About Keeping Track of His Medicare Statements	If you see it report it: Genetic Testing	Medicare Fraud Prevention Tips	Spoofing: Don't Trust the Caller ID	Fraudsters Social Media Hacking for COVID-19 Related Scams	
	Boost Your Budget Week		Boost Your Budget Week			
SUNDAY 18	MONDAY 19	TUESDAY 20	WEDNESDAY 21	THURSDAY 22	FRIDAY 23	SATURDAY 24
	Welcome to Medicare Virtual Event	Medicare's Coverage of Care at Home	Protect Yourself Against: Hospice Fraud	Nursing Home Fraud	SMPresource.org	National Drug Takeback Day
	National Volunteer Week		National Volunteer Week	Understanding Medicare: Episode 3 - Bill Learns How to Read His MSN	National Volunteer Week	
SUNDAY 25	MONDAY 26	TUESDAY 27	WEDNESDAY 28	THURSDAY 29	FRIDAY 30	SATURDAY
	People who talk about scams	Scammers method of contact: email, web, social media	Understanding Medicare: Episode 4 - Bill Finds a Quick Fix	OlG Brace Scam	Insurance Fraud, Why Care?	
					SMP The Mission	

**All content should educate or entertain.**

Everyone is drawn to different styles and types of content, using a mix of images, video, short form posts, long form, etc. is a good idea to reach and appeal to your audience.

# ORGANIZING POSTS

The Center's calendars are filled out with a title, the link or image file location that goes with the post, the date it was posted, the platform it was posted on, then the actual post content.

CONTENT TYPE	Title	LINK	IMAGE	Date Posted fb	Date posted Twitter	Posts/Infographic Message
Video	Understanding Medicare: Episode 2 - Bill Learns About Keeping Track of His Medicare Statements	<a href="https://www.youtube.com/watch?v=QgNLjtC_Qzk&amp;feature=youtu.be">https://www.youtube.com/watch?v=QgNLjtC_Qzk&amp;feature=youtu.be</a>	N/A	scheduled 4.12	scheduled 4.12 am	Understanding Medicare, Episode 2 of 4: Bill Learns About Keeping Track of His Medicare Statements. Contact your SMP to receive a #DYK \$30 billion in benefits go unclaimed every year. Many older adults are unaware that these programs exist or how to access them. BenefitsCheckUp is a free and confidential website managed by the @National Council on Aging. We have been serving older adults for 70 years.
Holiday Awareness	Boost Your Budget Week	N/A	Z:\NCPTRC\Social Media\Calendar\2021\April	scheduled 4.12	scheduled 4.12 pm	
Infographic	If you see it report it: Genetic Testing	<a href="https://smpresource.news/genetictesting">https://smpresource.news/genetictesting</a>	Z:\NCPTRC\Social Media\Calendar\2021\April	scheduled 4.13	Scheduled with video 4.13	Scammers are offering Medicare beneficiaries to give up their Medicare information for fraudulent bill discounts. If you see or hear of this type of offer, report it to the FBI. More here: <a href="https://smpresource.news/genetictesting">https://smpresource.news/genetictesting</a>
Reshare	Medicare Fraud Prevention Tips	N/A	Z:\NCPTRC\Social Media\Calendar\2021\April	scheduled 4.14	scheduled 4.14	Here are a few tips to help you protect your Medicare card. #GuardYourCard
Holiday Awareness	Boost Your Budget Week	<a href="https://youtu.be/L1DQvRO-1io">https://youtu.be/L1DQvRO-1io</a>	N/A	scheduled 4.14	scheduled 4.14 nm	So many Americans, including older adults, are facing economic issues throughout the COVID-19 pandemic. The BenefitsCheckIn website from @NCOA.

# FACEBOOK BUSINESS SUITE

**Connects Facebook and Instagram accounts to manage posting, insights, ads and messaging in one place.**

- View Activity
- Use Messenger and Instagram Inbox
- Create Posts and Stories
- Access Commerce Manager
- Create Ads
- View Insights
- More tools - Ads Manager and Business/Page Settings



# Accessing Business Suite

The tab to enter Business Suite is located along the left hand side of your Facebook page. Similar to Creator Studio, once you click this tab, you will be taken off of your page and into Business Suite.

A screenshot of the Facebook page management sidebar. At the top is the Facebook logo and a search bar labeled "Search Facebook". Below that is the "Manage Page" section for "SMP National Resource Center". The sidebar contains several navigation options: "Page", "Updates" (with 59 new items), "Business Suite" (highlighted in blue), "Ad Center", "Inbox", "Business App Store", "Events", "Resources & Tools", and "Notifications" (with 19 new items).

A screenshot of the Facebook Business Suite interface. The top left shows the "Facebook Business Suite" header and the "SMP National Resource Center" page name. Below this is a "Create New" dropdown menu. The main content area is divided into several sections: "Updates" (showing "You don't have any new updates."), a notification for "See an Overview of What's New" with a "Continue" button, and "Recent Posts" (showing two posts with engagement metrics like "People Reached", "Reactions", and "Comments"). On the right side, there is an "Insights" section with "Trends" (Last 28 Days: March 15 - April 11) showing "Facebook Page Reach" at 8.3K (down 19%) and "Audience Lifetime" showing "Facebook Page Likes" at 1.3K. A "See All Insights" button is located at the bottom of the Insights section.

# BUSINESS SUITE DEMO



- Creating a scheduled post
- Creating a story
- Check messages
- Check Insights

# USING FACEBOOK EVENTS

**Facebook events promote in person or online events through the Facebook platform.**

Strategically converting in person presentations to a Facebook event through using Facebook Live or Zoom to continue outreach during the pandemic and to reach hard-to-reach populations.

# FEATURES OF A FACEBOOK EVENT FOR ATTENDEES

- Attendee's RSVP to by selecting interested, going, or not interested.
- If they select interested or going, they will receive notifications around the event to remind them to attend.
- They can also invite and share the event with others.
- Attendee's can comment with one another or the hosts of the event through the discussion tab.
- Attendee's who join the event can comment in real time and ask questions.

THURSDAY, APRIL 22, 2021 AT 2 PM CDT

## Get Noticed: 7 Strategies to Ramp Up Your Facebook Presence!

Free · Online Event

About Discussion Invite


### Details

- Event by **SMP National Resource Center**
- Online Event
- Price: Free
- Public · Anyone on or off Facebook

This is a Facebook event template for our webinar!

Networking Online

### Host

 SMP National Resource Center  
Nonprofit Organization · Government Organization

Add a Fe  
0 of 3 step  
Completing more guests

Shar  
Start  
Link

# FEATURES OF A FACEBOOK EVENT FOR HOSTS

The screenshot shows a Facebook event page. At the top, there is a banner with the text "RAMP UP YOUR FACEBOOK PRESENCE" and "for the SHIP, SMP, and MIPPA Networks". Below the banner, the date "22" is displayed in a red box, followed by "THURSDAY, APRIL 22, 2021 AT 2 PM CDT". The event title is "Get Noticed: 7 Strategies to Ramp Up Your Facebook Presence!" and it is labeled as a "Free · Online Event". There are buttons for "Insights" and "Boost Event". Below the event title, there are tabs for "About" and "Discussion", and buttons for "Invite", "Edit", and a share icon. The event is hosted by "SMP". In the "Details" section, it lists: "Event by SMP National Resource Center", "Online Event", "Price: Free", and "Public · Anyone on or off Facebook". At the bottom, there is a section for "RECENT ACTIVITY" showing a post from "SMP National Resource Center" published by Abby Batterson. A footer banner says "GET NOTICED:".

- Allows multiple hosts (ex: SMP and SHIP could host an event together).
- Can pay to boost the event to reach a broader audience.
- Can make posts in the discussion board.
- Can check insights on who is seeing the event as well as attending.



# CREATING A FACEBOOK EVENT DEMO



- Where to create an event
- The steps to set up an event
- Inviting guests

# INSIGHTS

68%

OF THE US POPULATION IS ON FACEBOOK EVERYDAY  
-STATISTA

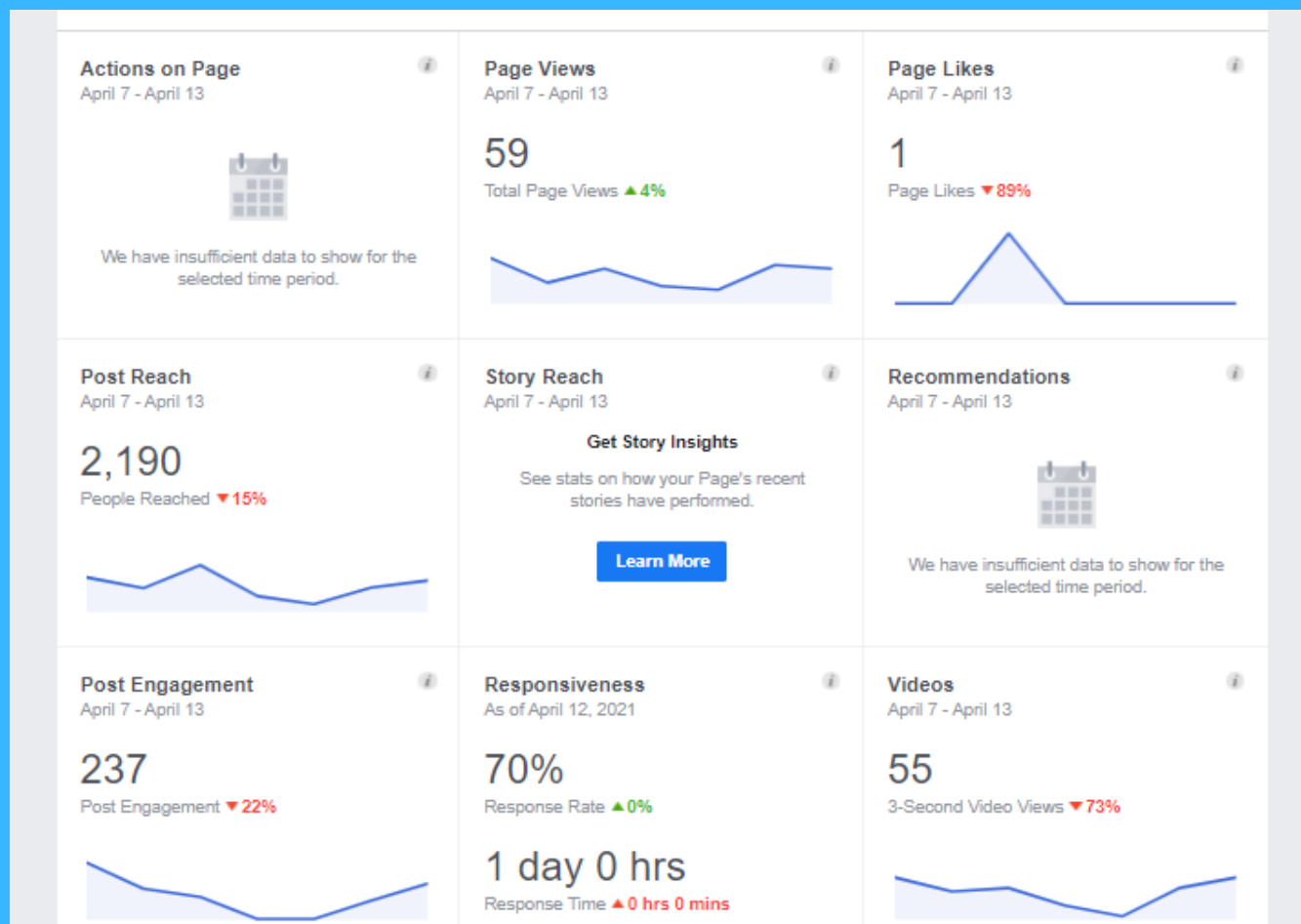


# INSIGHTS

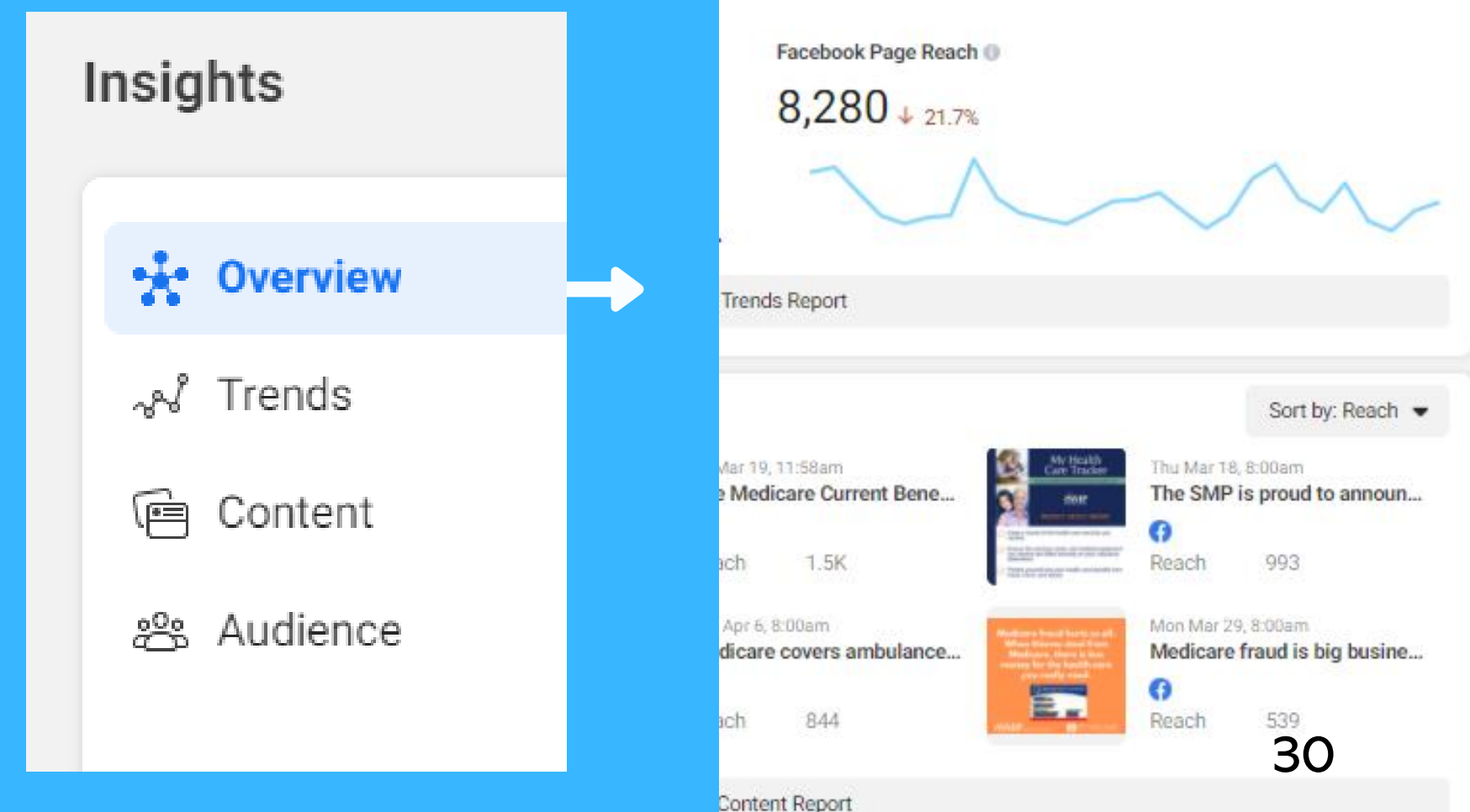
Tracking insights on your Facebook page allows you to:

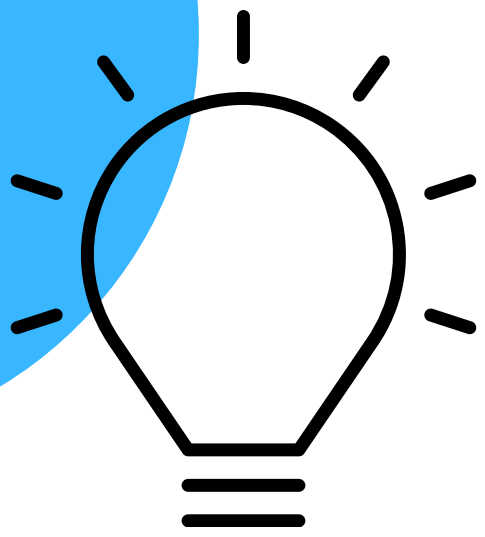
- keep up on trends
- shows you what content or types of content are your followers responding to.
- track how many new followers you gain in a time period.
- track impressions, reach, and engagement on your page.

## Insights Tab View



## Business Suite View





# Poll: What future social media topics are you interested in?

Or provide other ideas in the chat.



Facebook Live

- > Participants
- > Chat
- > Polling

When the polling has ended, click the arrow to re-open the Participants panel



Facebook Ads/  
Boosting Posts




Content creation  
platforms like  
Canva & Biteable

# WEBINAR RESOURCES IN THE LIBRARIES

1. Login at [www.shiptacenter.org](http://www.shiptacenter.org) (click the orange SHIP Login padlock).  SHIP Login
2. Go to the Resource Library.
  - Search for keyword “Facebook.”

SHIPs



1. Step 1: Login at [www.smpresource.org](http://www.smpresource.org) (click the blue SMP Login padlock).  SMP Login
2. Step 2: Search for keyword “Facebook.”

SMPs



- Resources will be emailed to the MIPPA listserv.

MIPPA Grantees



## CONTACTS FOR QUESTIONS OR COMMENTS

Angela Burk - SHIP TA Center  
[aburk@shiptacenter.org](mailto:aburk@shiptacenter.org)



Abby Batterson - SMP Center  
[abatterson@smpresource.org](mailto:abatterson@smpresource.org)



The slides from this event, a Content Calendar Template, and an Awareness Events calendar are available in the SHIP & SMP libraries.

[www.shiptacenter.org](http://www.shiptacenter.org)

[www.smpresource.org](http://www.smpresource.org)

# QUESTIONS & DISCUSSION