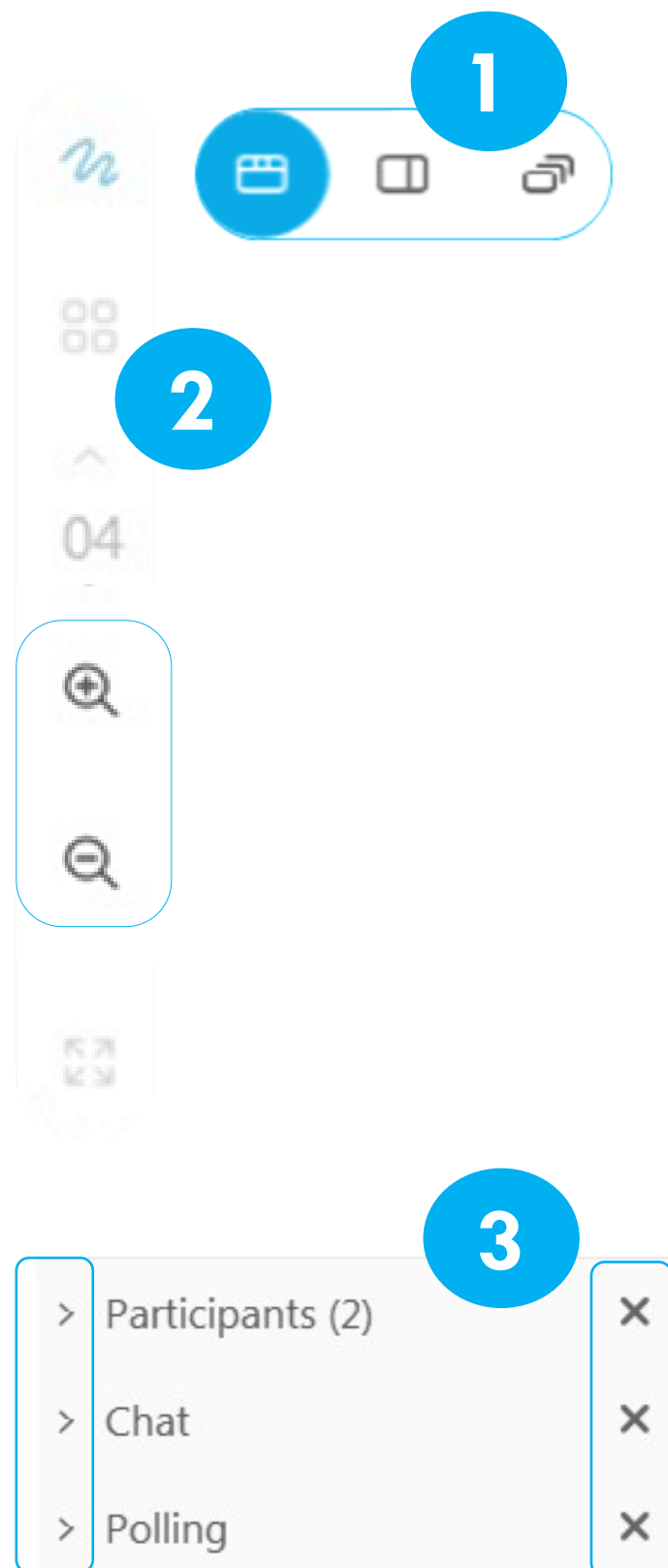# GET NOTICED: 7 STRATEGIES TO RAMP UP YOUR FACEBOOK PRESENCE

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.
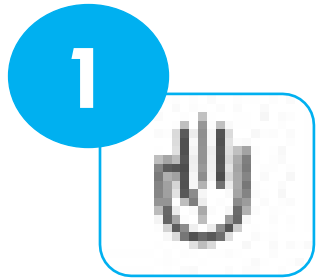
4 The **menu** at the bottom allows you to mute, open participant and chat panels, and leave the event.
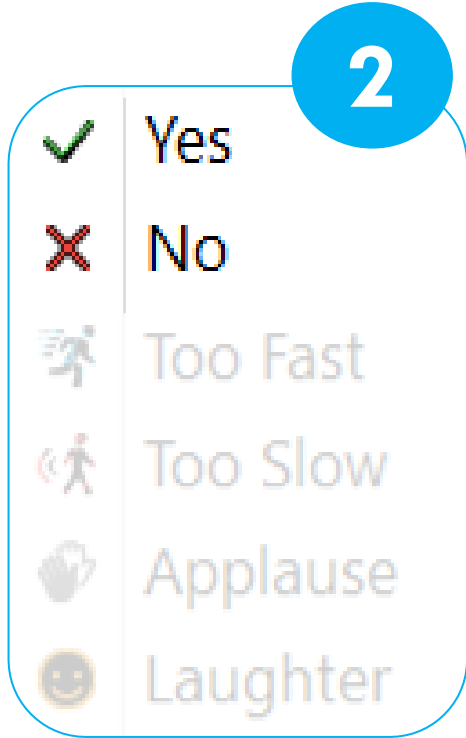
Tip: To raise your hand, open the participant panel, then click the hand icon in the lower right corner.
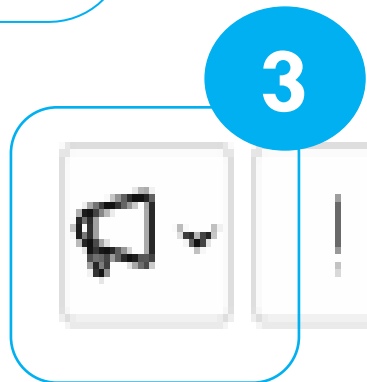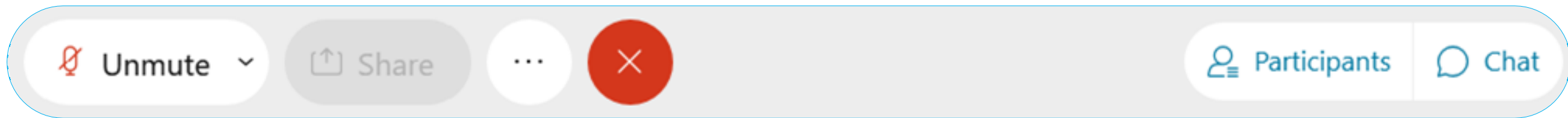
WEBEX SHARING OPTIONS

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

Yes
No
Too Fast
Too Slow
Applause
Laughter

Unmute   Share   ×   Participants   Chat

3

Welcome Networks!

Get Noticed: 7 Strategies to Ramp Up Your Facebook Presence

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
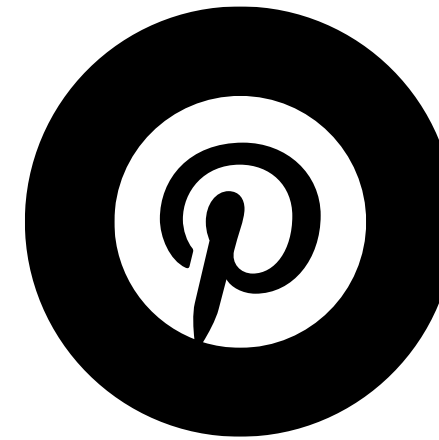- Analytics (leaving June 30)
- Polling
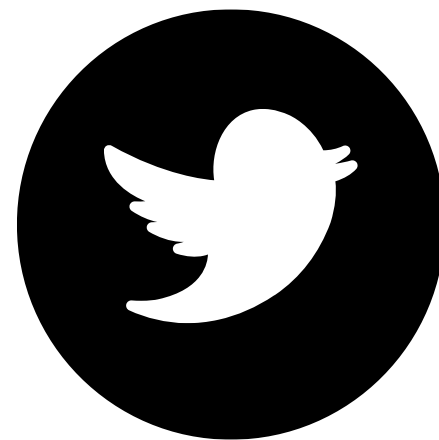- Removal of "gray accounts"
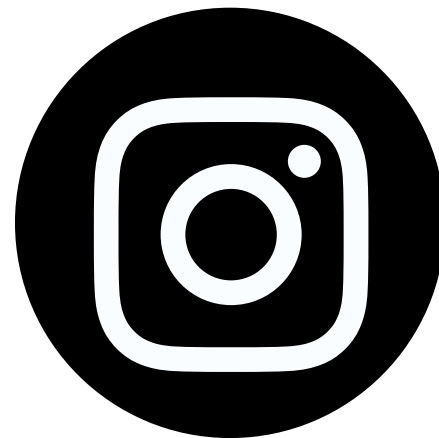
7

SOCIAL MEDIA PLATFORMS
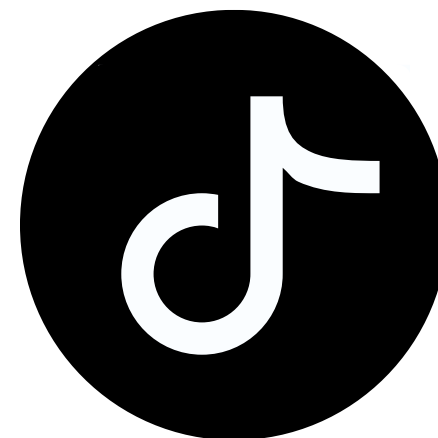
Facebook

Twitter

Instagram

LinkedIn

Tik Tok

YouTube

Pinterest

SnapChat
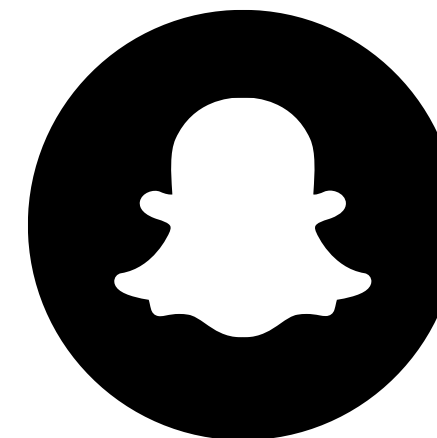
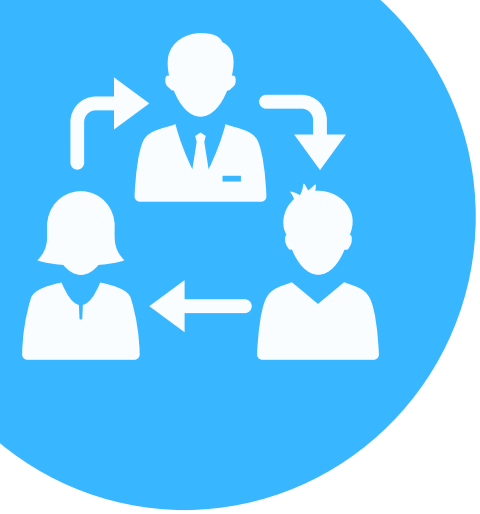WhatsApp

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:
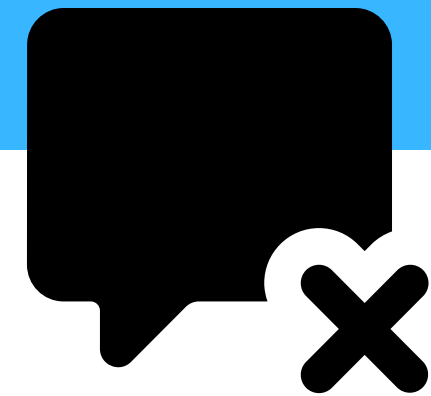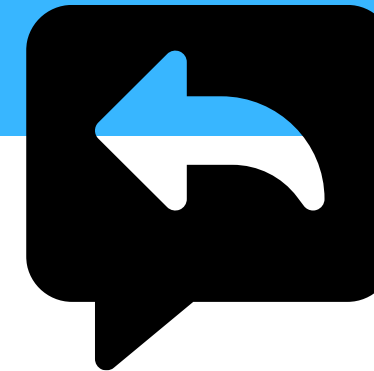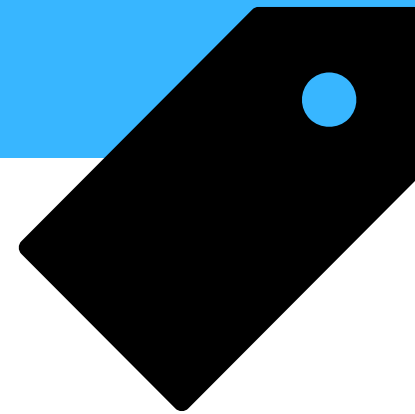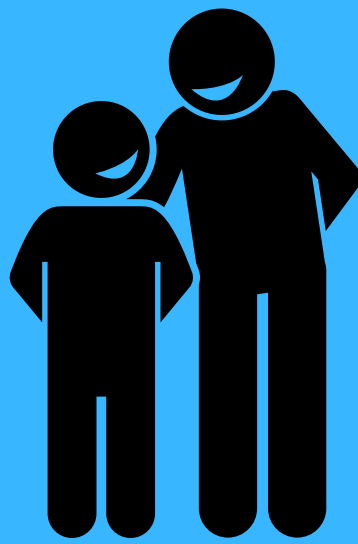
SETTINGS (Admin only)
Manage and edit all settings, such as Page information and deleting the Page.

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.
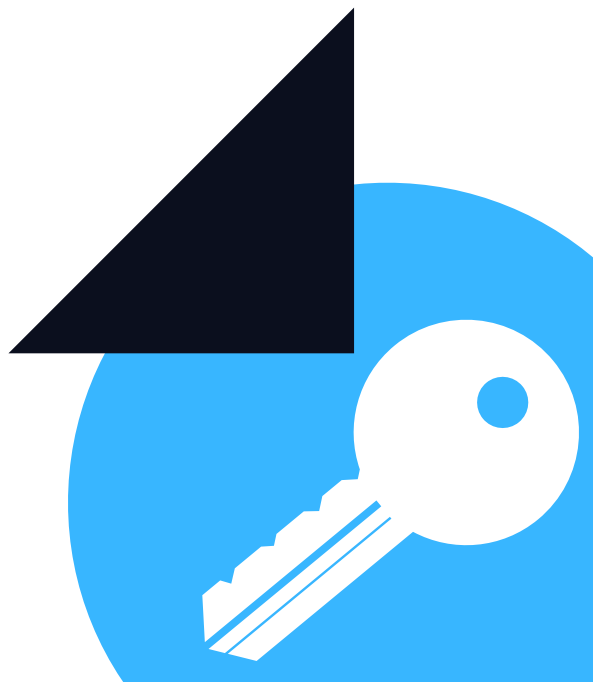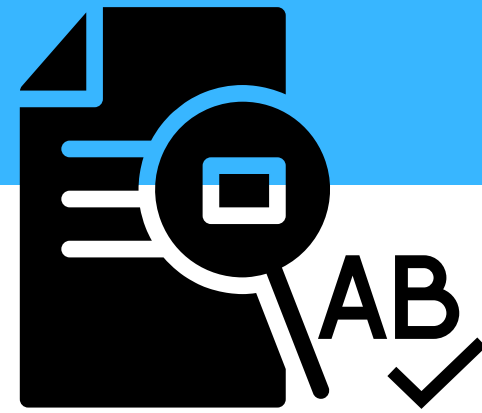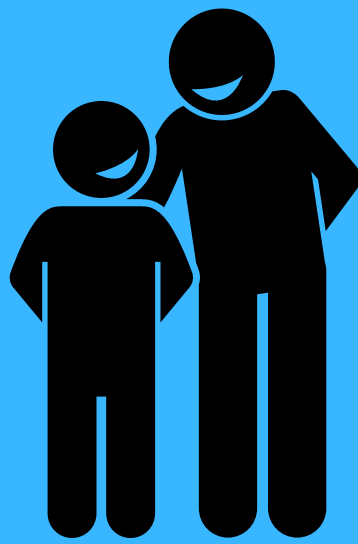
FACEBOOK ETIQUETTE

How to remain gracious on Facebook

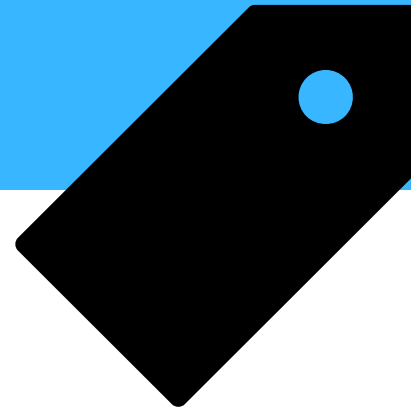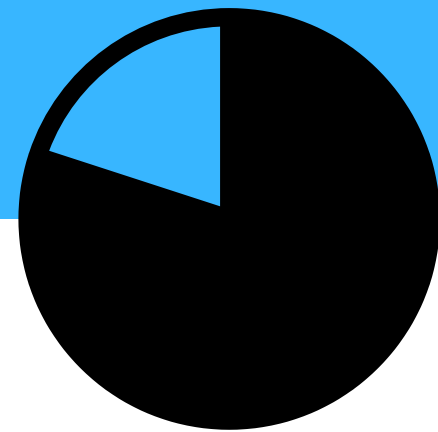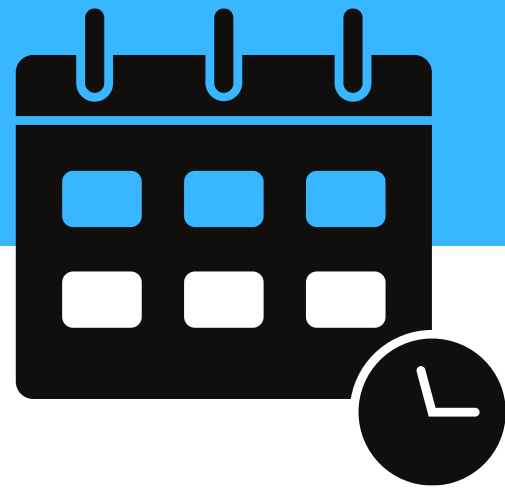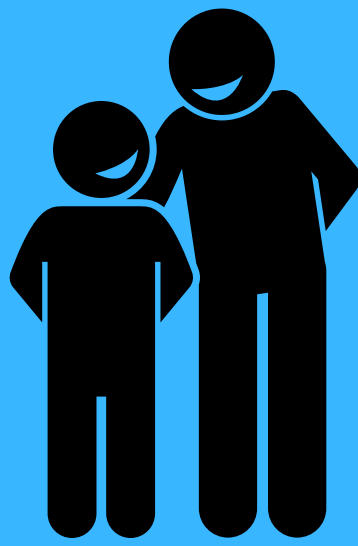Responding to comments and encouraging constructive conversation.

FACEBOOK ETIQUETTE

"Dress" & Manners

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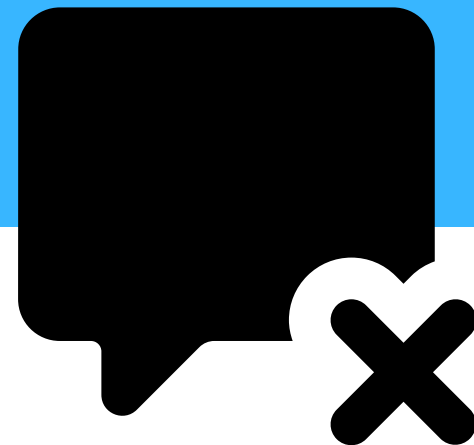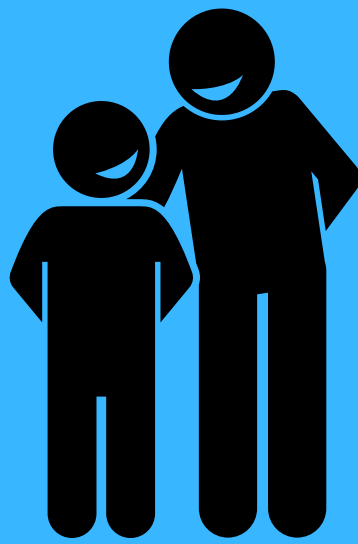- Spelling and Grammar!

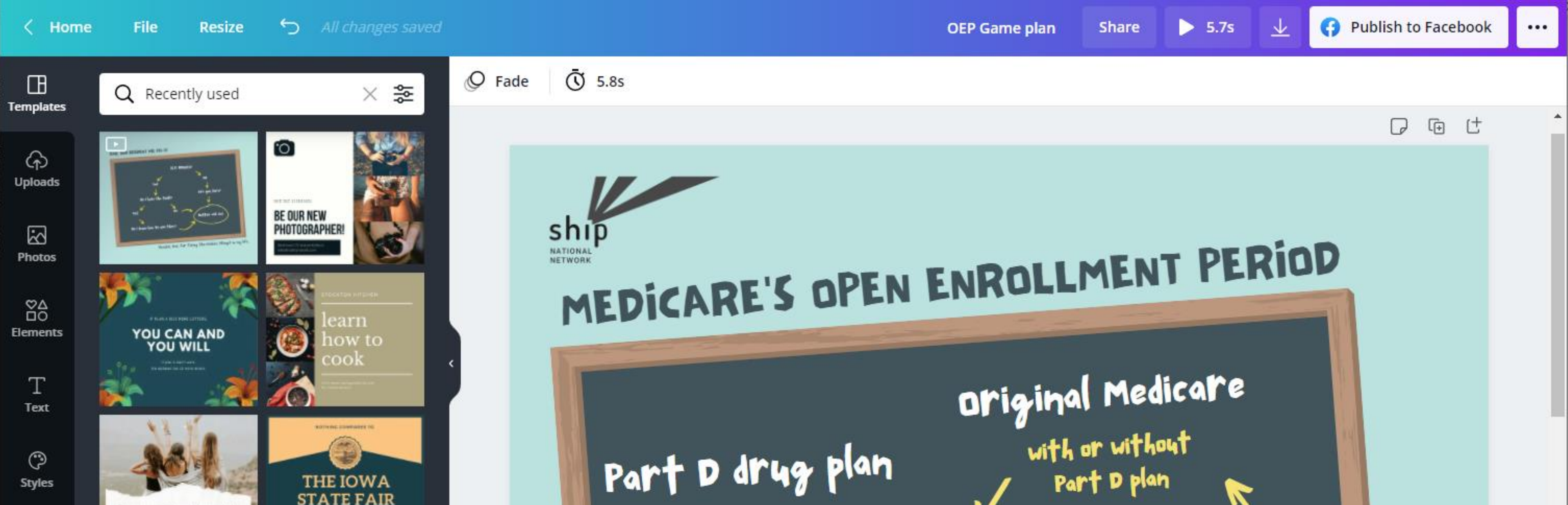# FACEBOOK ETIQUETTE

Proper Page Management

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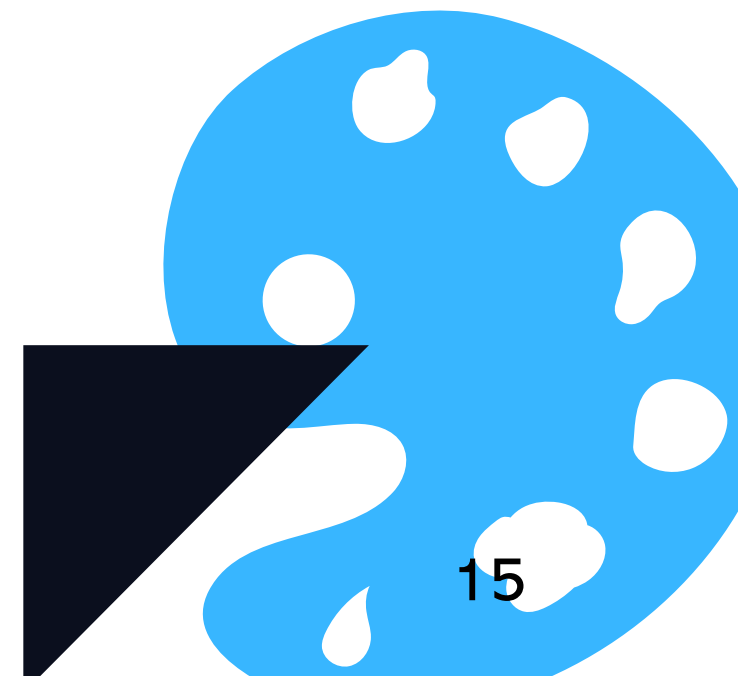- Tag, you're it!

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

15

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

CONTENT CALENDAR

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.

19

MONTHLY CONTENT CALENDAR

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.

20

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	https://www.youtube.com/watch?v=QgNLjtC_Qzk&feature=youtu.be	N/A	scheduled 4.12	scheduled 4.12 am	Understanding Medicare, Episode 2 of 4: Bi statements. Contact your SMP to receive a
Holiday Awareness	Boost Your Budget Week	N/A	Z:\NCPTRC\Social Media\Calendar\2021\April	scheduled 4.12	scheduled 4.12 pm	#DYK $30 billion in benefits go unclaimed e unaware that these programs exist or how BenefitsCheckUp is a free and confidential v managed by the @National Council on Agin been serving older adults for 70 years.
Infographic	If you see it report it: Genetic Testing	https://smpresource.news/genetictesting	Z:\NCPTRC\Social Media\Calendar\2021\April	scheduled 4.13	Scheduled with video 4.13	Scammers are offering Medicare beneficiarie their Medicare information for fraudulent bil If you see or hear of this type of offer, repo more here: https://smpresource.news/gene
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 you #GuardYourCard
Holiday Awareness	Boost Your Budget Week	https://youtu.be/L1DOvBO-1ig	N/A	scheduled 4.14	scheduled 4.14 pm	So many Americans, including older adults, economic issues throughout the COVID-19 BenefitsCheckUp 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.

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

Add a Fe

0 of 3 step

Completing more guests

➤ Shar

✏ Start

👥 Link

Host

SMP National Resource Center
Nonprofit Organization · Government Organization

FEATURES OF A FACEBOOK EVENT FOR HOSTS

- 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.

27

CREATING A FACEBOOK EVENT DEMO

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

INSIGHTS

68%
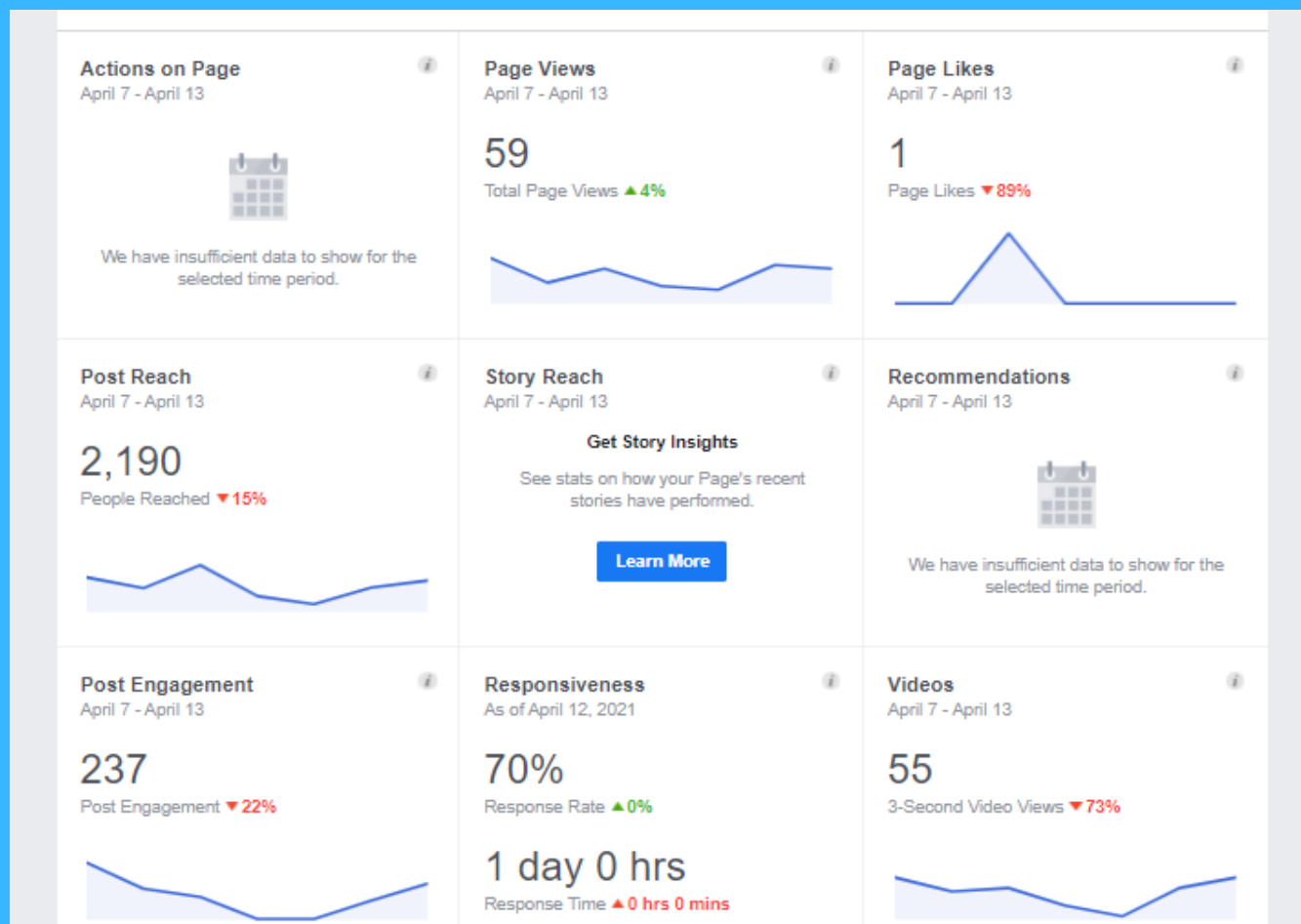
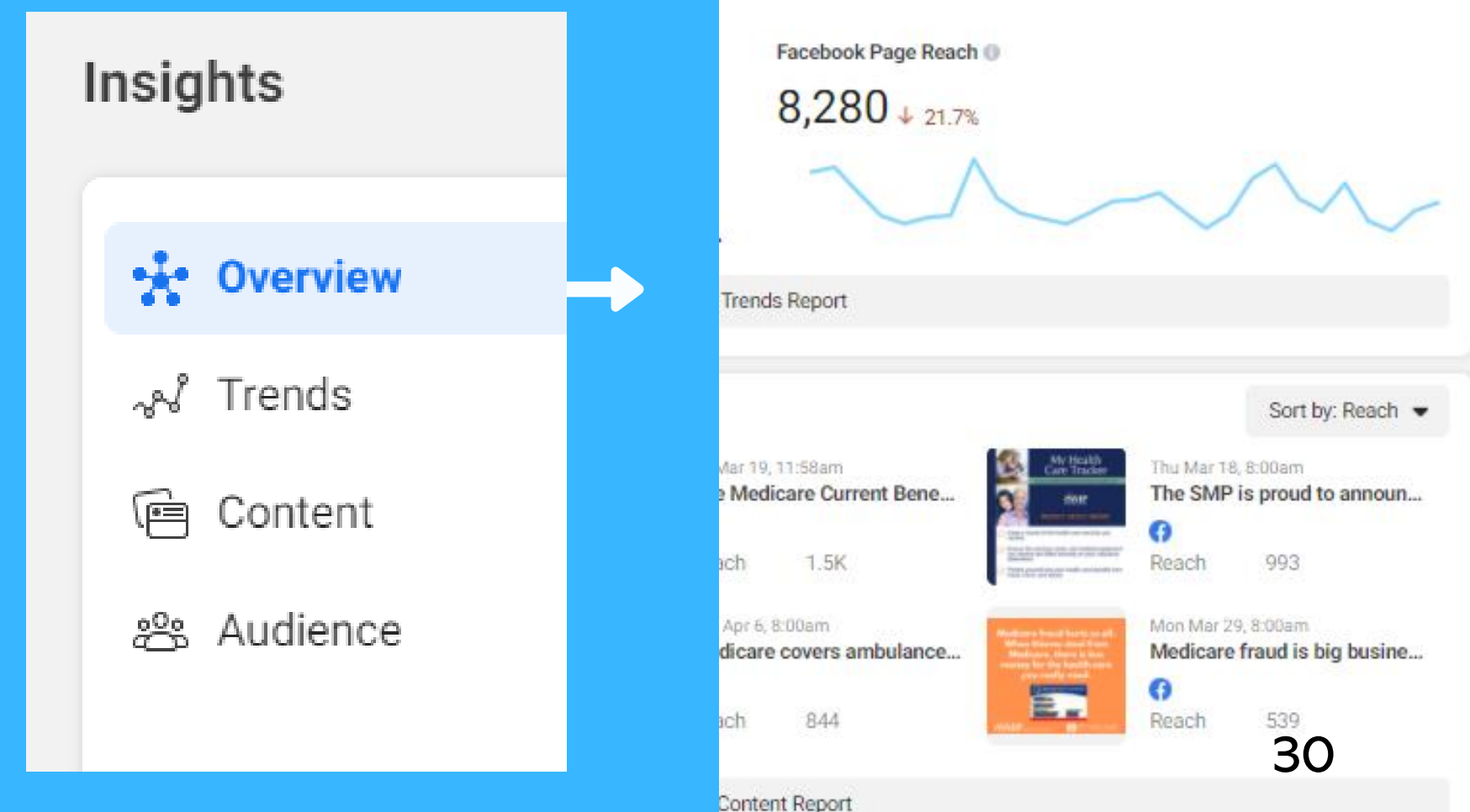OF THE US POPULATION IS ON FACEBOOK EVERYDAY

-STATISTA

INSIGHTS
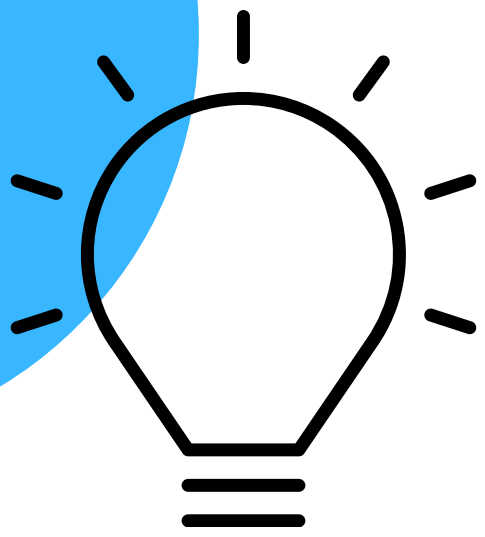
Tracking insights on your Facebook page allows you to:

-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

30

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

31

WEBINAR RESOURCES IN THE LIBRARIES

SHIPs

1. Login at
   www.shiptacenter.org
   (click the orange SHIP Login
   padlock). 🔒 SHIP Login
2. Go to the Resource Library.
- Search for keyword
  "Facebook."

SMPs

1. Step 1: Login at
   www.smpresource.org
   (click the blue SMP Login
   padlock). 🔒 SMP Login
2. Step 2: Search for keyword
   "Facebook."

MIPPA Grantees

- Resources will be emailed
  to the MIPPA listserv.

CONTACTS FOR QUESTIONS OR COMMENTS

Angela Burk - SHIP TA Center

aburk@shiptacenter.org

Abby Batterson - SMP Center

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

www.smpresource.org

QUESTIONS & DISCUSSION