



Facebook Business Page Best Practices-Basic

We want you to get the most views, shares, & interactions on your Facebook Business page as possible. Here are just a few tips & tricks for best visibility. This is on the basic level, there are more advanced features available that are not mentioned here. Please note that Facebook tends to update their platform quite often.

Cover Photo & Profile Pic: Keep current & within the correct size.

- Profile Picture size: this is a square picture. Minimum 170 px x 170 px. Ideally 360 px x 360 px
- Cover Photo size: this is a rectangle picture. Minimum 940 px wide & 352 px tall. Ideally 1800 px wide & 704 px tall. Keep the majority of the important information of this design in the center, as the edges of the design will not always display on smartphones.

Consider updating these when you have a big event coming up. This is another way to promote current events & news. A free graphic design website can help you design eye-catching photos in the correct format & size. Considering using one, like [canva.com](https://www.canva.com)

About info: Keep this info up to date. Current hours, description, address, phone number, web address, mission, etc. Milestones & awards can also be listed here.

Daily Posts: A good rule to follow is have at least one daily post for each business day you are open. Mix up the content of your posts & make it visual. Try to always include a picture, video, or if you are attaching a link, a link preview. Some examples include:

- Jokes & funny memes
- Single product/collection features
- Artist & employee spotlights
- Sponsor spotlights

- Sharing what other businesses are doing (both featuring local businesses, & other business/organizations in your field)
- Audience interaction & engagement: asking questions to your facebook audience on a subject (ex. “Who is your favorite author”); fill-in-the-blank, etc.
- Facebook Live Videos
- Funny videos & gifs
- Community & local announcements
- Newsletter promotion
- Staff recommendations & favorites
- Services offered spotlight
- Historical posts
- Specific website features
- Current & upcoming events & contests
- Birthday features
- Support us posts (ex. Amazon Smile)
- Changes in policies & service
- Call to boost “Likes” & to invite friends to like your page
- Mix it up; it does not always have to promote your specific business. Avoid “me me me”

NEVER include personal content & opinions on your Facebook business page. When in doubt (if this is applicable to your page), “stay Switzerland”.

Creating a Facebook Event: As soon as you have basic information for an event, create a Facebook event for it. This includes Event Title & day/time. The description can be something similar to “Stay tuned for more information”. Update the info on this event as you have it ready. Do not wait to create an event, even if it’s months & months away, create it ASAP then update & edit it as needed. Facebook only allows events to be 14 days long, so as the event time passes, you can go in and extend the end date as needed. Include an event cover photo specific to your event (1920 x 1080 px). Also immediately start inviting friends to the event. This acts as a save the date, & then when the event is updated in the future, those friends

will receive notifications. Never delay on creating an event & inviting friends to it. This includes asking others to invite their friends in an e-mail blast by sending them the event link.

Promoting a Facebook Event: Schedule posts when an event is coming up. For example: 4 weeks out, 3 weeks out, 2 weeks out, 1 week out, & the day before. The specifics of your event will determine what promotional timeline is best for you. Also, share in an email blast (plenty of time in advance, never last minute) by sharing the event web address link. Make it easy for your audience to share an event by providing them a single link to share.

Scheduling posts: Take the time to plan out your posts in advance. Try to stay about a month ahead on scheduled posts. In the newest version of Facebook, on the left side there is a menu; click Publishing Tools, then Scheduled posts to create a post to go up in the future. In the older version of Facebook this can be found by clicking More at the top of the page. Create the post as normal, then scroll down to “Schedule Post” & enter the day/time you wish it to go up. Avoid being robotic & always scheduling posts at the same time each day. Mix up your post times.

Set a weekly review day: Set a day (or even two) each week to stick with going in to review Facebook scheduled posts & Facebook events. It is also good to check your basic info, & current profile & cover photos. You must check these things at least once a week. Double check that your upcoming scheduled posts are final and ready for the public, & that all event information is current. Planning & organization, as well as plenty of notice, is key to a great Facebook business page.

Replying to comments: Use the commenters name (tagged) when replying to a comment. Stay respectful & show empathy. At the very least, react positively to a comment. Kill people with kindness!

Facebook Business Suite: This is a new feature recently launched by Facebook. It is a single place across mobile & desktop for businesses to access the tools they need to thrive across Facebook & Instagram (if you choose to link your accounts). Currently, Business Suite includes tools like

posting, messaging, insights & advertising capabilities, improving the experience of managing a business across facebook apps & desktop.

Getting Started with Business Suite:

To get the most out of Business Suite, it is recommended you first link your Facebook & Instagram business accounts if they aren't already. Once you do that, here are a few ways you can take advantage of key product features:

- View updates at a glance: See all critical alerts, messages, comments & other activity across Facebook & Instagram that need your attention within the Business Suite home screen, allowing you to easily prioritize & manage your business activity throughout the day. Try setting up a personalized saved reply for common questions & create a shortcut to streamline responses.
- Share with your Facebook & Instagram communities: Draft a new feed post for both Facebook & Instagram, & then schedule it to be published at a time that makes sense for your core audience.
- Understand what's working: Navigate to the "Insights" tab to view insights on reach, engagement & post performance across Facebook & Instagram. See what's resonating with customers & optimize your efforts for each platform.
- Grow your audience: Consider boosting a post or creating an ad to get more people to see & engage with your content.

Accessing Business Suite

To access Business Suite, log into the Facebook account associated with your business. Then, if you're eligible, you'll automatically be redirected to Business Suite when you visit business.facebook.com on desktop.

If you're already using the Pages Manager App on mobile, you'll automatically see the option to opt into Business Suite. If you aren't currently using Pages Manager App, you can visit the iOS or Android app stores to download the Facebook Business Suite app.