

Facebook

DO'S & DON'TS



VARIETY

Use a variety of posts with text only, links, pics and videos.



POST CONSISTENTLY

Follow your insights and post at the appropriate times.



BE ORIGINAL - BE YOU

Connect with your followers in a conversational way.



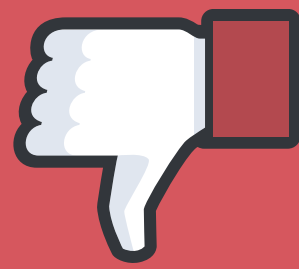
USE A STRATEGY

Knowing what you are posting and when keeps you on top of your game.



ENGAGE

Acknowledge and engage with comments and questions you receive.



SELL SELL SELL

Use the 80/20 rule, 80% content, 20% product.



SPAM YOUR FOLLOWERS

Don't overpost. Also avoid oversharing or ranting about employees or customers.



AUTOMATE EVERYTHING

Automating replies to comments and messages is a sure way to turn off followers.



GO SILENT

Your followers have clicked 'Like' for a reason - don't forget them.



FOCUS ON THE NUMBERS

It should be about more than just the number of 'Likes' on your page.