



The Loop Head Peninsula  
Digital Academy



Zucca Films



WEEK 4

# Facebook Marketing

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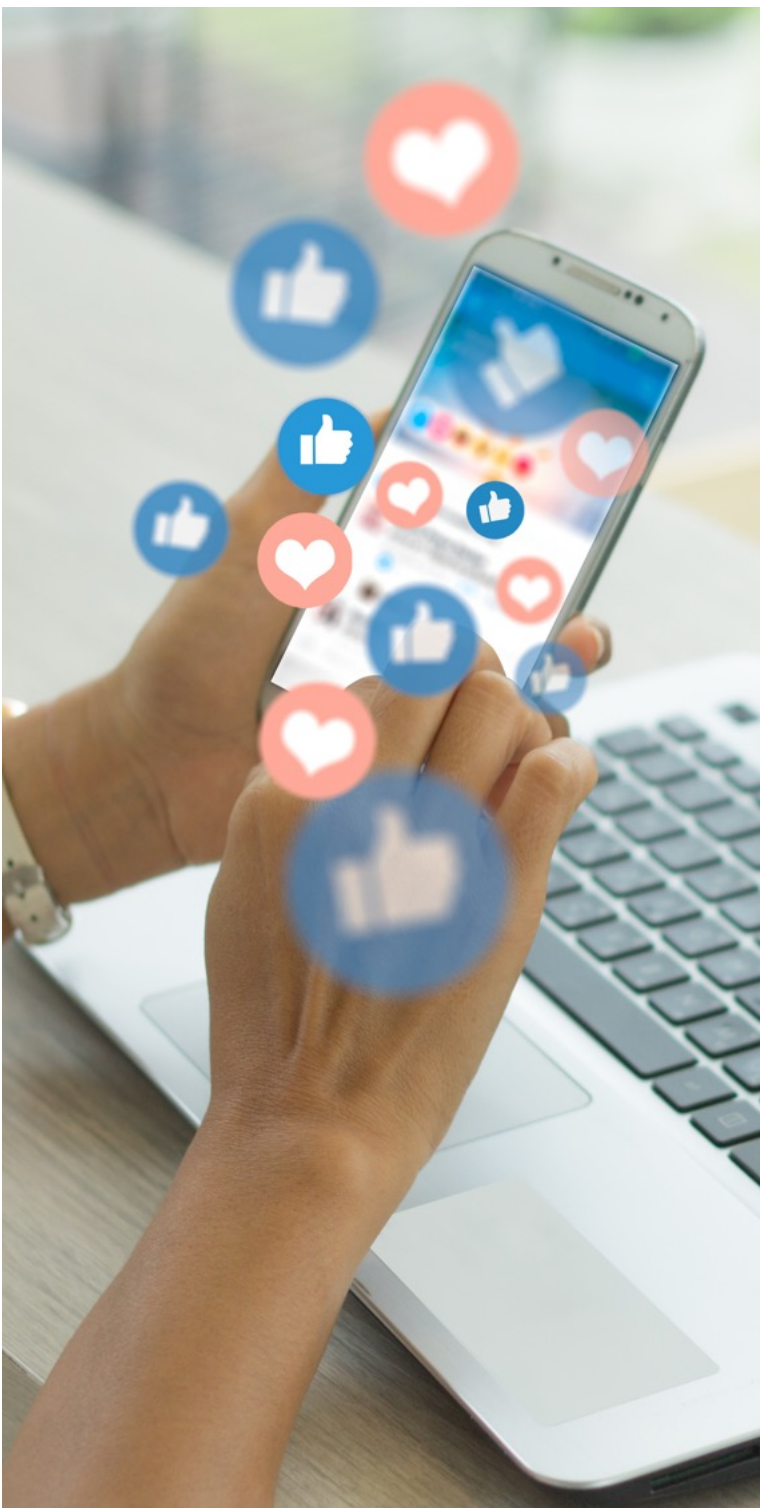


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Tionscadal Éireann  
Project Ireland  
2040



# Facebook Marketing Overview



# Facebook Marketing Overview

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- Facebook By The Numbers
- The Facebook Algorithm
- Facebook Audit
- Facebook Strategy
- How to Increase Organic Reach
- Facebook Creator Studio
- Facebook Business Manager
- Facebook Competitor Analysis

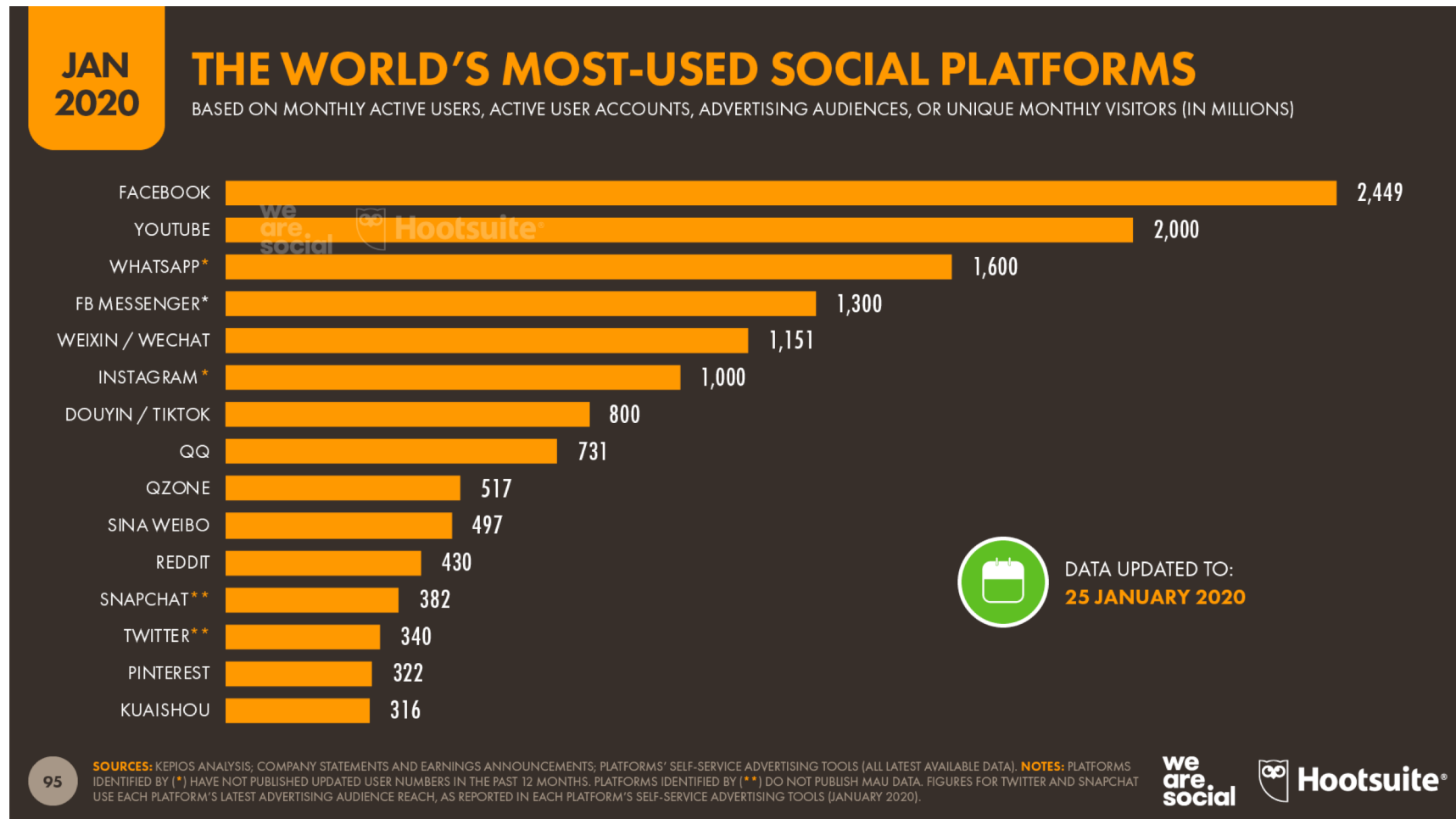


# The How-To Series

Put your requests in Chat



# Facebooks Dominates



Source: <https://wearesocial.com/digital-2020>

# Facebooks Dominates



Facebook users in Ireland  
September 2020



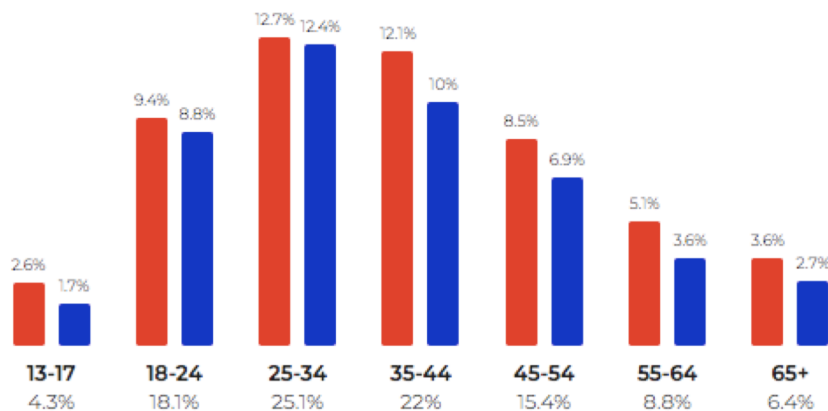
3 312 000



53.9%  
women



46.1%  
men



NapoleonCat.

Source: NapoleonCat.com

There were **3 312 000** Facebook users in **Ireland** in **September 2020**, which accounted for **67.3%** of its entire population.

The majority of them were **women - 53.9%**.

People aged **25 to 34** were the largest user group (**830 000**).

The highest **difference** between **men and women** occurs within people aged **35 to 44**, where **women** lead by **70 000**.

Source: <https://napoleoncat.com/stats>

# The Facebook Algorithm

# Understanding the Facebook algorithm

IF YOU TAKE AWAY **ONE THING** FROM THIS MODULE  
IT SHOULD BE THIS:

*The Facebook algorithm is focused on serving content and messaging with the **highest engagement and relevance**. Emotional resonance and sentiment around content matters on the platform as well.*

# FACEBOOK ALGORITHM RANKING FACTORS

INVENTORY (of all posts available to display)

SIGNALS (that tell Facebook what each post is)

PREDICTIONS (on how users will react to each post)

FINAL SCORE (assigned to the content based on all factors)



# Facebook prioritises meaningful interactions

- **Passive signals** include view time, story type, time posted, and other non-active metrics.
- **Active signals** are events that prompt engagement. Active signals that drive meaningful interactions are:
  - Comments
  - Replies
  - Likes
  - Shares
  - Video views
  - Link clicks



# 6 ways to prompt active signals



- 1) **Focus on your audience** with 'just like me' content
- 2) **Start conversations:** polls/require comments or reactions
- 3) **Invest in advertising** for posts that get early organic momentum
- 4) **Avoid clickbait** i.e. Like this post if... / share this post if....
- 5) **Produce more video and livestreams** as these lead to more engagement and discussion
- 6) **Review your content performance** to better understand what is working and why

# Setting Goals and Key Performance Indicators (KPIs)

# Facebook Goals & Key Performance Indicators (KPIs)

- **Grow:** 10%-15% growth
- **Engage:** 1% engagement
- **Watch:** 5,000 video views per month
- **Personalisation:** Daily behind the scenes activities on Stories
- **Traffic:** 30% of website traffic from Facebook
- **Behaviour:** €500 per quarter invested in targeted Facebook advertising to deliver 2% click through rate
- **Revenue:** €2000 per month in sales via Facebook
- **Content:** Launch exclusive content series to build email list 250 per month

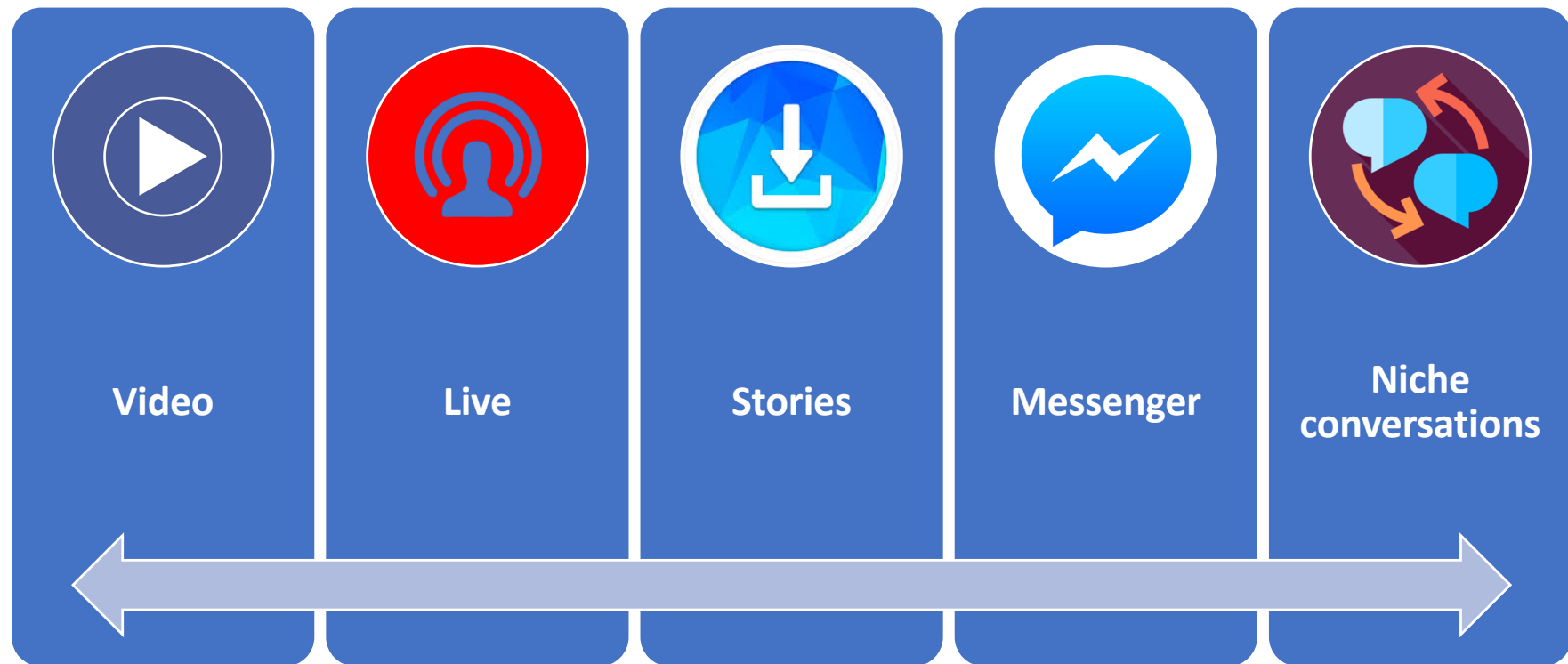
# Facebook Page Audit

## Let's take a look at competitors



# Essential Facebook features

# How to increase organic reach



# Facebook Tactics for Business Results

Facebook Asset	Why	Success Metrics
Page Post	Regular updates (text, video, GIF, photo, graphic, link)	Engagement, Beat the benchmark
Page Event	Collect registrations	Email addresses
Watch	Video storytelling	Video views/view through rate
Messenger	Sales / customer service	Enquiries/bookings/orders
Ads	Targeted messaging	Reach, engagement, conversion, video views, link clicks, leads generated
Livestream	Content series	Real-time mass audience broadcasting

# Facebook Tactics for Business Results

Facebook Asset	Why	Success Metrics
Premiere	Batch content production	Reach, engagement, conversion, video views, link clicks, leads generated
Creator Studio	Schedule content and link to Instagram	Post, manage and measure activity
Group	Niche conversations with a niche audience	Building a community to reach, engage & convert
COVID-19	Communicate your story	Proactive communications and keeping followers updated
Business Manager	Organise your Facebook and Instagram assets	Managing and protecting your business assets

# Anatomy of a high performing Facebook post

Tip	Example
Write engaging copy, start with a question, share a stat or a piece of information that is informative. Speaks to one group of customers/followers with a shared need or interest. Ask yourself: what's the hook? What's the 'so what'?	<i>Do you want to make one change to feel better during lockdown? This life hack will leave you feeling better, more alive and with more stamina for whatever life throws at you.</i>
Be personal and emotive, speak to one audience persona, step into their shoes.	<i>I use to think that baking wasn't for me. But since mastering the mixing bowl and the oven, I have turned a hobby into a business. Now I'm sharing my favourite recipes with baking beginners. Tag a friend and join my 5-day baking challenge.</i>
Photos speak a thousand words, they also do on Facebook. Combine a great photo with the voice of that person in the post copy. Tag people or page where relevant who might share it. Photos from events are also useful, or out on the place/space of your work. Use photos of real people that depict the audience that your message is broadly speaking to. Is that person active in the photo, does the context tell the full story?	<i>Standing at the edge of the world, our world. Until we meet again in person.</i>
Our brains are wired to remember stories more than facts and figures. So share a yarn or a tale.	<i>A story has a beginning, middle and end so you can capture this with your post caption, your photo and by tagging others.</i>
Video is proven to engage on Facebook but make sure it delivers on the 'compelling' story.	<i>We asked Sally to describe her stay at Loop Head Peninsula last summer. Here's why she's on the next flight back when we overcome COVID-19....</i>
Be shareable. Sharing valuable content on a livestream is a great way to evoke more reaction including shares.	<i>[EPISODE 5 – WALKING IN THE WINTER] It's wild, windy and the westerly rain falls sideways, but we are still walking. In this episode we get dressed for winter walking.</i>

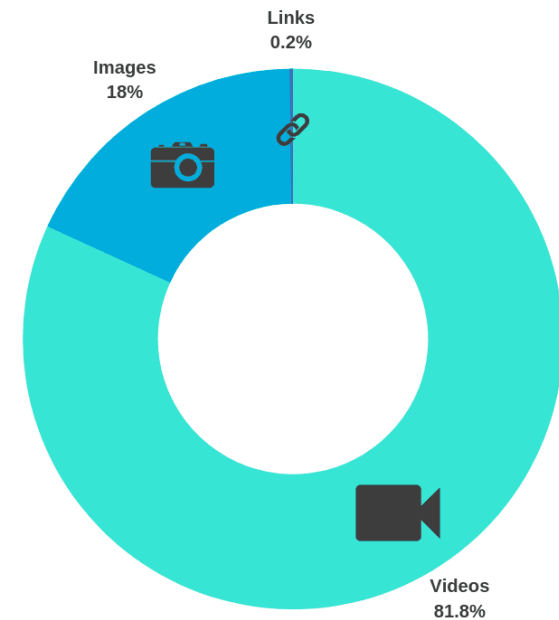


# Content that performs best on Facebook

- Facebook users are **4x more likely** to watch **livestreams** than recorded videos
- On average, video posts on Facebook get **at least 59 % more engagement** than other post types
- Square Facebook videos get 35% more views than landscape video
- In fact, when looking at what types of content made up the top 500 Facebook posts of 2018, **more than 81 % were videos**
- Images only accounted for **18 percent of the top posts**, while Links made up a **mere 0.2 percent**

*BuzzSumo analysed 777 million Page posts from 2018*

**Facebook Top 500 Posts of 2018 (Type)**



# Facebook Business Manager

# What is Facebook Business Manager?

- Business Manager is a Facebook tool that helps **organise** and **manage** your **Facebook assets**
- **Run** and **track** your ads
- **Manage** assets such as your **Pages** and **ad accounts**
- Add an **agency** or **marketing partner** to help manage your business

# What is Facebook Business Manager?

- When you join **Business Manager**, co-workers can't view your personal **Facebook** profile unless you approve their friend requests.
- **Co-workers** can only see your name, work email address and the Pages and ad accounts you have access to.

*Keep your work and personal life separate on Facebook*

# Why Facebook Business Manager?

- **Your organisation has a marketing team:** You have multiple people who work on your marketing or manage your Facebook or Instagram business presence.
- **You manage assets:** You manage multiple Facebook or Instagram assets such as Facebook Pages, ad accounts or apps.
- **You use an agency:** You work with an external agency or consultant to help create, run or manage your Pages or ads, but want your organisation to maintain ownership of all your assets.
- **You need control over access and permissions:** You want complete jurisdiction over your assets without giving ownership to people who assist your business operations.
- **You want your assets to grow:** You want to request access to other Pages, ad accounts and apps, or share your own with other agencies.
- **You want to keep your assets secure:** Business Manager is gradually introducing new safeguard tools through the new [Security Center](#) to help you maintain control of your assets.



# How to set it up?

- Go to **business.facebook.com** and click **'Create an account'**.
- From there just fill in all the details required - be sure to not to skip on the details as accounts that only have part of the needed information may encounter issues further down the line.



# Your Facebook Assets' 'Safe'

Start by setting up the Business Manager itself, by [following these steps on the Facebook Help Center](#)

Then, you should:


- [Add people to your Business Manager](#)
- [Add Pages to your Business Manager](#)
- [Add ad accounts to your Business Manager](#)
- [Request access to Pages in Business Manager](#)

# What you need to know about Facebook Events

- Can be local or “virtual”
- Cannot invite all fans – only personal friends
- Can create Events from Pages, personal profiles or Groups
- Can have a date range
- Can have multiple Event Admins

# Prepare your Event

- Event photo  
1920 x 1080 pixels (16:9 ratio)  
is best
- Ticket web address (if applicable)
- Title – 36 characters or less is best if possible
- Description  
can tag within the description
- Add category of event



The event photo shows a modern building at night with large glass windows reflecting city lights. A dark blue overlay on the left side of the photo contains the event title and date in white and red text.


**PUBLIC SECTOR Digital Marketing SUMMIT**  
**12 JUNE 2019**

12

WEDNESDAY, JUNE 12, 2019 AT 8:45 AM – 6 PM  
**Public Sector Digital Marketing Summit**  
Public Sector Marketing Pros

**Details**

9 people responded



Wednesday, June 12, 2019 at 8:45 AM – 6 PM

Public Sector Marketing Pros

Public · Hosted by Public Sector Marketing Pros, Digital Training Institute and Joanne Sweeney

Ireland's only dedicated digital marketing conference for government and public sector marketing professionals.  
One day out of the office will transform your whole year.

Networking

# Prepare your Event

- Add your event schedule

## Schedule • Wednesday, June 12, 2019

- 8:45 AM - 9:15 AM  
Registration & Networking
- 9:20 AM - 9:30 AM  
Welcome by Summit Founder, Joanne Sweeney
- 9:30 AM - 9:55 AM  
Digital and Crisis Management. A Curse or a Blessing? Dr Paul Connors, National Director of Communications, HSE
- 9:55 AM - 10:20 AM  
Personal V Professional: Mastering LinkedIn for Leadership in Public Sector, Melonie Dodaro, Author of LinkedIn Unlocked
- 10:20 AM - 10:35 AM  
Integrating Social Media Across our Organisation, Dr Sandra Buchanan, Communications Officer, Donegal ETB
- 10:35 AM - 10:50 AM  
Data Collection and Social Media, Aisling Heffernan, Heritage Services Promotions Officer, Office of Public Works
- 10:50 AM - 11:10 AM  
MORNING COFFEE & NETWORKING BREAK
- 11:10 AM - 11:35 AM  
P2P: Personalisation for Social Media Engagement, Chris Ducker, Best-selling Author and Founder of Youpreneur.com
- 11:35 AM - 11:50 AM  
P2P: Using Social Media To Share my Operation Transformation Story, Sergeant David Cryan, An Garda Síochána
- 11:50 AM - 12:15 PM  
Tackling Plummeting Organic Reach on Facebook, Muiriosa Ryan & Rachel Wright, HSE

# Invite participants

- Only friends, not followers

Invite

500 INVITES LEFT

Q Search for people to invite

Suggested

All Friends

Close Friends

EVENTS I HOSTED

Galway Run In The Dark 2019

Galway Run In The Dark 2018

Public Sector Digital Marketing Summit

JSB Talks Digital Podcast Christmas Special | Facebook LIVE


More...

EVENTS I ATTENDED


LIVE - Angela Merkel presents the German Presidency of the EU

Facebook Blueprint Certifications Q&A


FACEBOOK LIVE: Steps to e-commerce success with Shopify

Sinéad Carroll


☐

Jenny Brennan


☐

Linda Flynn


☐

Amanda Webb


☐

Eve McInerney


☐

Michelle Louise Baxter


☐

Sandra Louise Murphy


☐

John Walsh


☐

Stephen Mc Donagh


☐

Debbie Morone

☐

Declan Varley

☐

Joe Griffin

☐

Please only select people you know would like to attend

[Cancel](#)

[Send Invites](#)

# Benefits of Events

- Notifications for those who engage i.e. interested or going (if they have notifications turned on)
- All event posts can published here
- You can promote the event with ads
- You can publish video or go live in the event post
- Great opportunity to add all event details including the schedule
- Event booking option with a clickable URL
- Post event activity can be posted here
- Ask your attendees for a review
- Event is archived on your Page and doesn't disappear down News Feed















# Promoting your event

- Share the event on your Page
- Ask staff and stakeholders to share on their profile
- Go live to announce the event
- Share event updates in the event post frequently
- Pin your event to your Page
- Tell others who are attending to start networking in the event discussion
- Boost with targeted ads



# Advertising your Event

- Will be optimized to get more RSVPs
- Advertise the Event itself or focus on website
- Clicks to the registration Page
- Can only advertise events where you are an Admin

Awareness	Consideration	Conversion
 Boost your posts	 Send people to your website	 Increase conversions on your website
 Promote your Page	 Get installs of your app	 Increase engagement in your app
 Reach people near your business	 Raise attendance at your event	 Get people to claim your offer
 Increase brand awareness	 Get video views	 Promote a product catalog
	 Collect leads for your business	 Get people to visit your stores

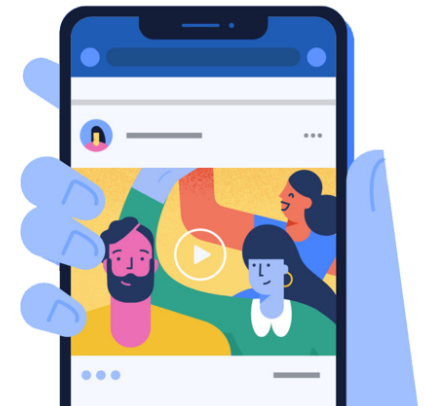
# Get more video engagement

1. Create square videos
2. Master the first 3 seconds
3. Add captions
4. Tell viewers to 'tap for sound'
5. One key message
6. Upload videos via Creator Studio
7. Catchy title
8. Informative description
9. Engaging post copy
10. Hint at what to expect in the copy
11. Strong thumbnail
12. Add a call to action
13. Tag other pages (if relevant)
14. Ask stakeholders/partners to upload your video and tag you
15. Use insights to review video performance
16. Go live
17. Embed Facebook videos on your website



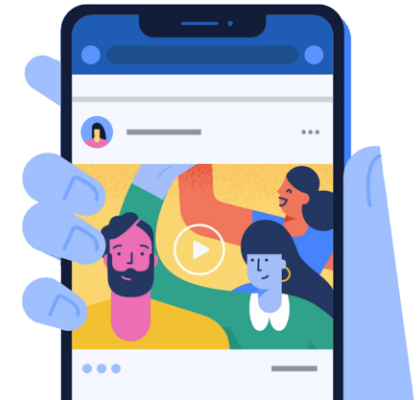
# Video stats on Facebook

- Facebook videos get **135%** more organic traffic engagement
- Facebook users are **4x** more likely to watch live streams than recorded videos
- The average engagement rate for Facebook video posts is **6.13%** (versus average post engagement rate 1-2%)
- Square Facebook videos get **35%** more views than landscape videos
- **45-60** seconds is the optimum video length
- Every **1 in 5** Facebook videos is a live broadcast



# Creating video for Facebook

- Design for **sound off**, but use sound to add **context**
- Add **captions**
- Keep the length to **under 90 seconds**
- Front-load your **main message** to the first 3 seconds
- Begin with an attention grabbing **image**
- Build **vertical** or **square** video
- Mix up the **video type**



i.e. on location, highlights, animation, piece to camera

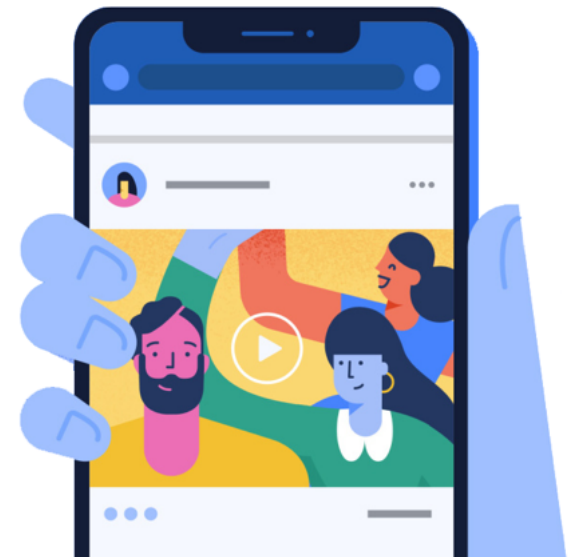
# Video to engage your audience at every stage of their journey

- **Awareness** > Who are you, what do you have to say?
- **Engagement** > That's relevant to me, I'm interested to hear more
- **Decision** > I understand I need to make a decision
- **Action** > I need to act on this



# Awareness videos (top of funnel)

- 15-20 seconds
- Delivered to a cold audience
- Capture attention within first 3 seconds (branding, logo, *'just like me'* message, strong visual)
- Make it clear to the audience that it's relevant to them
- Try to deliver the 'why' of the message
- Try to get an emotional connection



# Awareness video case study

*i.e. part one of the story*



NSW Public Transport - NSW GOV

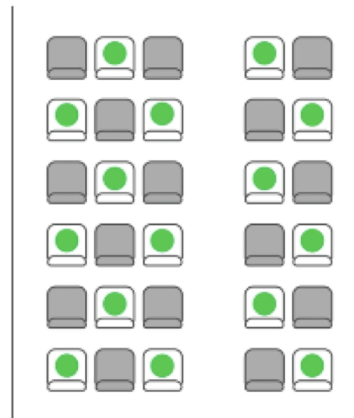
June 16 · 🌐

...

We've worked to increase public transport capacity while keeping our services COVID Safe.

From 1 July, extra green dots will show you where to sit or stand. Plan ahead, check capacity of your service at <https://transportnsw.info>

**Extra green dots  
will show you  
where to sit or stand**

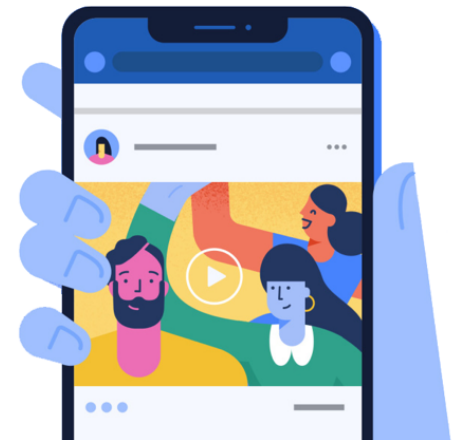


👍👎❤️ 146

59 Comments 42 Shares

# Engagement videos (middle of funnel)

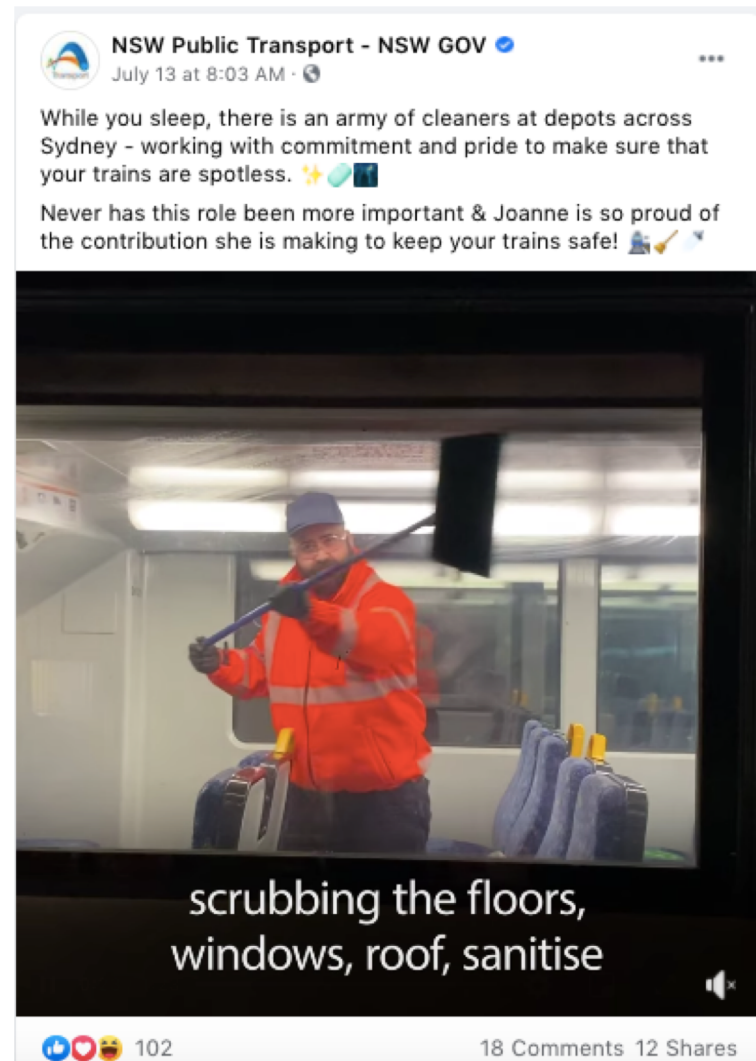
- 30-60 seconds
- Delivered to a warm audience
- It's like part 2 of the story (follow up from video 1 to reinforce your message)
- Citizens should see themselves in the video story
- Should prompt a response from your audience i.e.  
like, comment, share





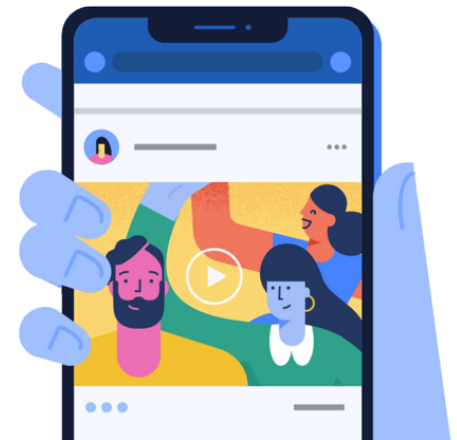
# Engagement video case study

*i.e. part two of the story*



# Decision/Action videos (bottom of funnel)

- 60-90 seconds
- Delivered to a very warm audience
- It's like part 3 of the story (follow up from videos 1 & 2 to reinforce your message)
- Having a spokesperson address citizens in your video at this stage is a good idea
- Have a defined call to action
- Should results in lots of engagement



# Decision video case study

*i.e. part three of the story*



NSW Public Transport - NSW GOV 

1d · 



It's a huge ongoing effort by NSW TrainLink staff to keep services clean and well-spaced so customers who are travelling to the NSW-Victorian border are as safe as possible.



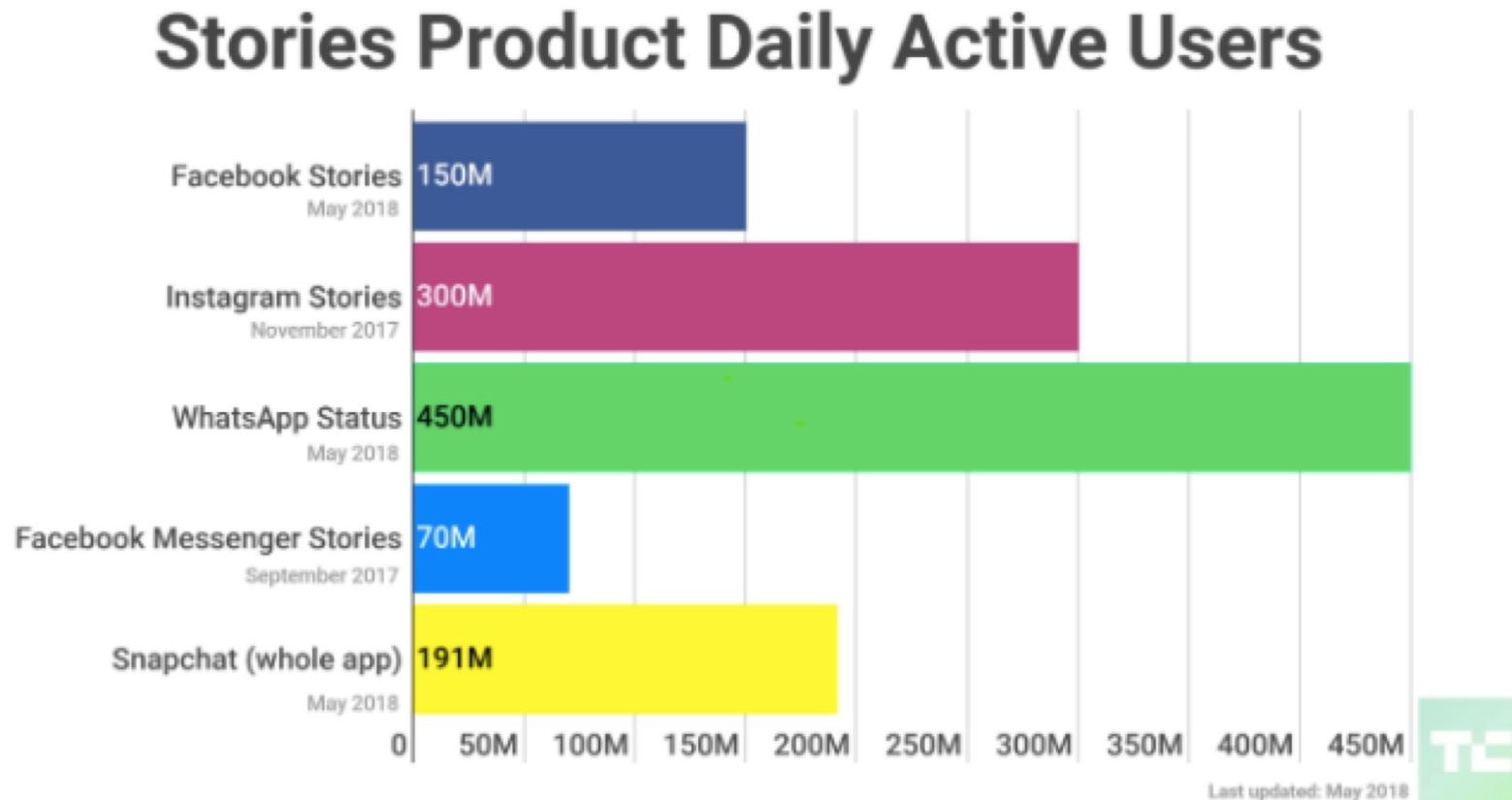
**Tayla Hallett**

Area Customer Service Manager, NSW TrainLink

but we are definitely working with safety first



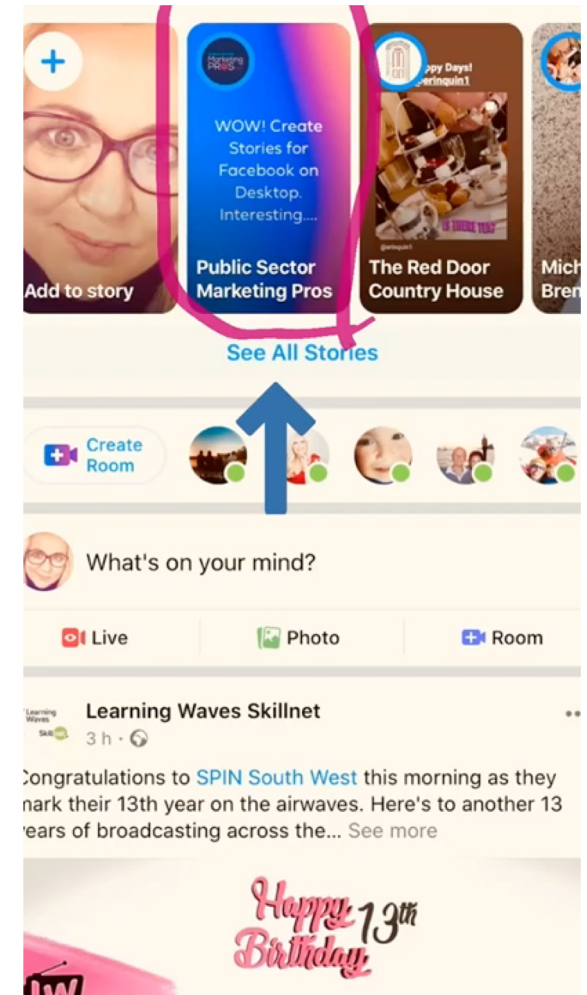
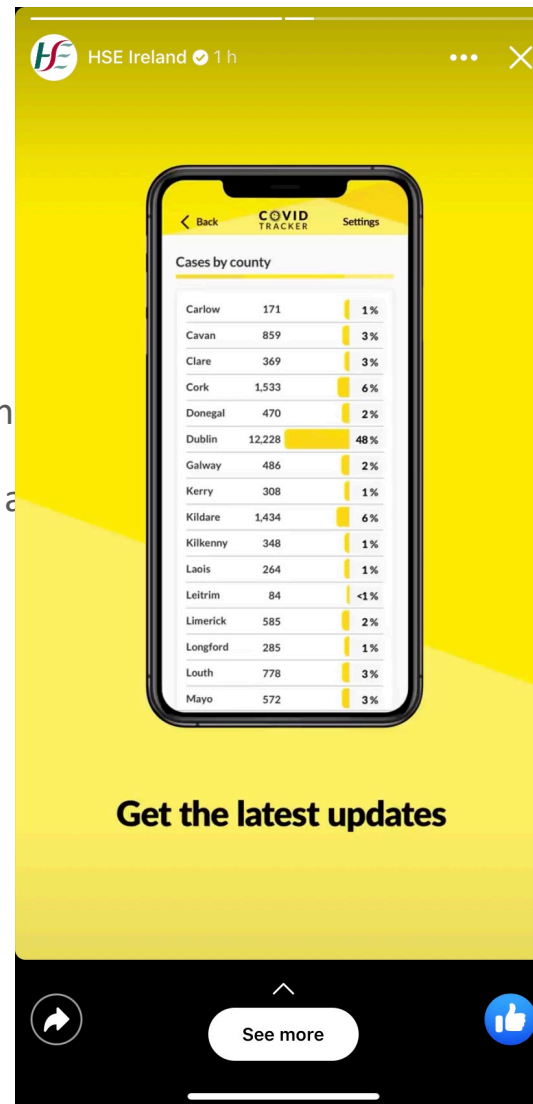
# Stories on Facebook



500 million ([source](#)) Last updated: 9/4/19

# Stories on Facebook

- Guaranteed way to increase reach and engagement
- Visibility among dormant 'Page likers'
- You can create on desktop in Creator Studio
- You can create Stories on Instagram and then
- Cross-post from Instagram (ensure accounts are connected in Business Manager)
- Top of Feed prominent placement



# Facebook Live (for a reason)

- Episodic show
- Events
- Breaking news
- Answering questions
- Weekly check-in
- Behind the scenes
- Milestone celebration



# Top tips for going live on Facebook



- Set a goal
- Have an outline of your key messages
- Test your signal 'Go live to yourself'
- Check your hardware / third party software
- Interact with your viewers
- Promote your livestream in advance
- Recap as you go for late joiners
- Acknowledge replay viewers
- Encourage live viewers to share on their profile

# 6 Types of Facebook Groups

*Groups are a place to communicate about shared interests with certain people*

Group Type	What it Does
General	This is the default group type and includes the standard set of tools.
Buy and Sell	This sets the default post type in the group to sales listings, allows you to set a default currency and gathers all sales listings in one place in the group.
Social Learning	This allows you to create quizzes and lessons and track members' progress.
Video Games	This allows you to link your group to a specific game and host tournaments for members.
Work	This lets you post shifts you'd like other people to cover and gives you the option of allowing other members to contact you without being friends.
Job	This shows a list of all open jobs and includes templates with job salary, location and hours.



# Benefits of Facebook Groups

- Better organic reach and deeper citizen engagement
- Segmented and personalised content and conversations
- Connect it to your Page
- Go live within the Group
- Create a Messenger Room (like a Zoom room)
- Members get notifications
- Group updates shown in News Feed
- Can be more private
- Relevant and targeted conversations
- Members of a group are able to share not only information but also files, photos, videos, create and promote events
- Anyone can start a Facebook group. And then, promote it on their main pages and accounts and invite other professionals and people interested in the main topic, to join and contribute
- As a communications professional, niche groups give you interesting insights on citizen views, behaviour, likes and issues around a public service or campaign
- They can inspire you to create better public interest messaging and campaigns



A tour of Creator Studio →

# Your Facebook Marketing Plan

Find it in the  
Learning Hub



# Shopify Your Business

*Guest Expert, Michelle Duffy Rudden*



*A serial entrepreneur, Michelle now works with **Shopify supporting merchants in Ireland and all over the world to start and build their online businesses.** A director of her local Chamber and host of the We're All Business network, Michelle is passionate about the Irish business community. She **has helped hundreds of community organisations, sole traders, large retailers and every kind of entrepreneur in between** to get online and make it a success.*



What's your 1 big takeaway  
today?



# Facebook Actions

1. Facebook Page Audit
2. Review Facebook Marketing Plan Template
3. Set up Business Manager





The Loop Head Peninsula  
Digital Academy



Zucca Films



THANK YOU!

See you on the next session...

This project receives  
financial support from:



Rialtas na  
hÉireann  
Government  
of Ireland

Tionscadal Éireann  
Project Ireland  
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