Lesson no. 9: Fan Engagement

FAN ENGAGEMENT

i. TELL STORIES

People remember stories! The reason why stories work is because it's personal and your fans will probably have similar story or situations that they are doing through. This allows you to connect with them on a personal level.

ii. POST AT THE RIGHT TIME

I'm sure you heard about this. The best time to post is:

12 PM

3 PM

7 PM

Every study will show a different results because the best time to post varies based on industry and demographic.

iii. POST AT NON-PEAK HOURS

Sometimes you should avoid posting at the busiest times of the day.

Why? Lots of businesses fight to appear in the news feed at those times. It's just too competitive to compete in the newsfeed.

What you should do is experiment with posts at non-peak hours to determine whether you can reach more fans.

iv. POST ABOUT TRENDING TOPICS

If you don't know yet, the news feed algorithm will reward posts that are about topics trending on Facebook.

What you can do is find potential topics that your customer will be talking about. For example, if you know your customers will be watching the football match, you can post content around this, and ask which team they'll be supporting. It's a fun way to interact with your fans.

v. *POST BEHIND-THE-SCENES OF YOUR BUSINESS*

Behind-the-scenes photos humanize your business & help you stand out from the competition. Today transparency is what fans want. More businesses are opened to this idea and are seeing great results in terms of engagement from posting these type of posts.

vi. *USE 3P's OF POSTING*

To make sure you get engagement and reach on your page. Use the 3 Ps of posting to adjust to whatever algorithm changes Facebook throws your way.

Personal

Purpose

Promotion

The 3Ps will allow you to spice up your content and add value to your fans.

vii. *FEATURED LIKES*

Speaking of *Likes*, did you know your fan page can now display five favorite likes of its own? Southwest's fan page is a great example of using this feature to market related brands of subsidiaries of your brand

You can also feature the fan pages of your partners, and connect with them in hopes that they will feature you on their page as well. Here's how to do it!

Setting Your Fan Page's Featured Likes

Step 1. Using Facebook as your fan page (as detailed in the previous section), be sure to like the pages you want to select as *Featured Likes* first.

Step 2. Go to your Facebook fan page and click the *Edit Page* button.

Step 3. Find the *Featured* settings and click on *Edit Featured Likes*.

Step 4. Check the box next to the five fan pages you want displayed in your *Featured Likes* section.
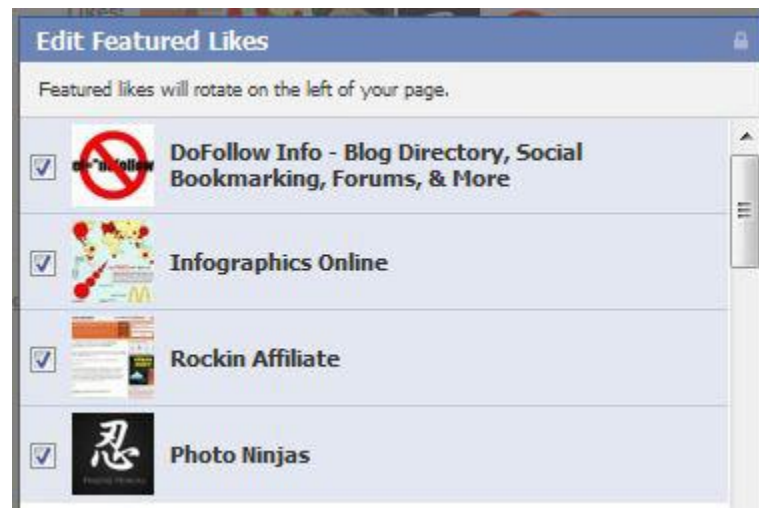
a)

b)

Unfortunately, there is not a way to see who has set your page as a featured like yet. But as you can imagine, this feature will probably lead to more likes from other fan pages, or likes for your subsidiary pages from your main page.

viii. *TOP FIVE PROFILE PHOTOS*

The new top strip of five profile photos is a great way to display the best of your brand. It can be used in a variety of ways, such as:

a)   A vendor displaying their latest products.

b)   A corporation showing off the well-recognized faces of the brand.

c)   A freelancer giving a quick presentation of their latest designs.

Selecting the Top Five Photos

These top photos are automatically chosen from your fan page's default photo album. Here's how to make sure the right images that best represent your brand show up in the top five above your wall.

Step 1. Go to your Facebook fan page and click on *Photos*, then the *Upload More Photos*.

Step 2. Use the *Select Photos* button to upload photos from your computer to your profile.

Step 3. Create a new album for your uploads.

Step 4. After you enter details about your photos and either publish them (or skip publishing them) to your wall, go to your page's wall. If you have more than five photos, you can choose which one will be in the top five by simply hovering over unwanted photos and clicking on the *X* to remove them.

One thing I should warn you about – you may not have full control over your top five photos right now! If you allow people to tag your Facebook fan page in photos, then the latest tagged images will show up in this top five strip on your wall. You can

either be vigilant and keep an eye on new photos, removing them as they come along if inappropriate. Alternatively, you can do the following.

ix. <u>*SHOWING PAGE OWNERS*</u>

New option for Facebook fan pages is to show *Featured Owners* of the page, which shows up under the fan page's *Featured Likes*.
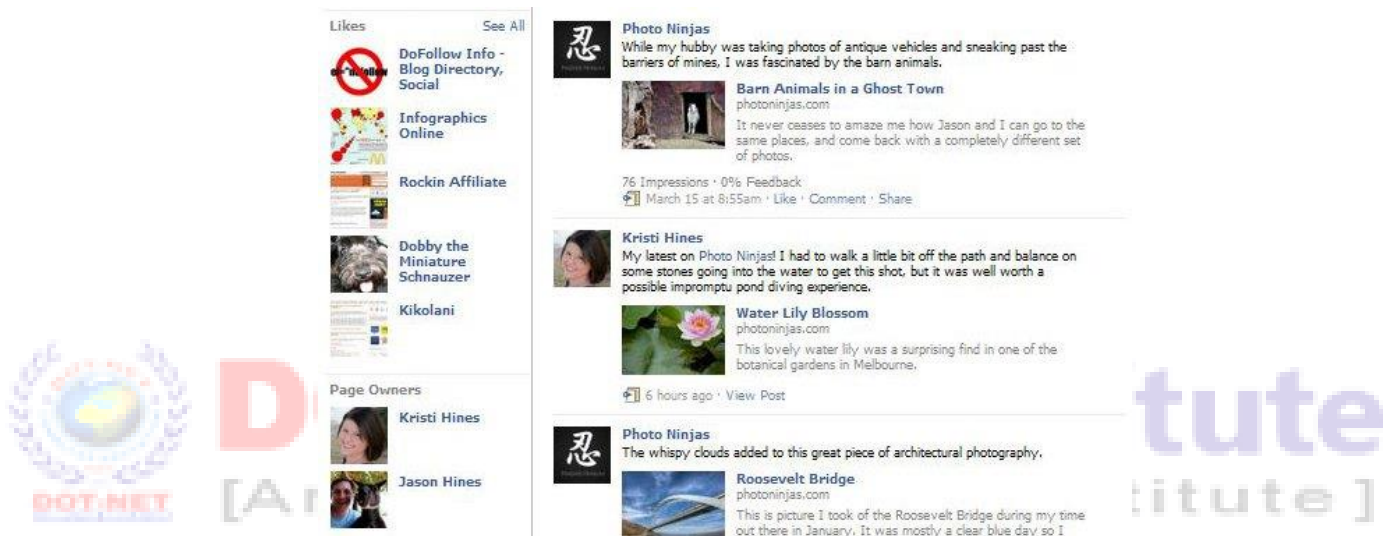
Some fan pages may want to keep the page owners / administrator private, but a benefit of making them public in some cases would be if one or more of the page owners would be more easily recognizable than the page's brand. For example, I usually don't become a fan of any random blog, but if I saw that it was a well-known blogger behind that fan page, I might be more likely to become a fan.

Setting Featured Page Owners

The following steps will allow you to display your featured page owners.

Step 1. Go to your Facebook fan page and click the *Edit Page* button.

Step 2. Find the *Featured* settings and click on *Edit Featured Page Owners*.

Step 3. Check the box next to the page owners you want displayed, similar to what you do with the *Featured Likes*.

The one thing you should keep in mind is that this is essentially linking the page owner's personal profiles on the fan page. You will want to be sure that each page owner agrees to having their personal profile displayed prior to publicizing them as owners.

x. *LINKING TO A FAN PAGE FROM A PERSONAL PROFILE*

If your fan page's brand has employees who are willing to promote their employer, here is a way to get them to share the fan page with their connections.

xi. *ADDING A FAN PAGE AS AN EMPLOYER*

Here are the steps to adding a fan page to a personal profile as an employer, like I have done with the fan page for Vertical Measures.

Step 1. Be sure you have liked the fan page with your personal profile first.

Step 2. Go to your personal profile, click on the *Edit Profile* link above your top five featured images and navigate to the *Education and Work* section.

Step 3. If you have your company in your list already, but it isn't linked to the company's official fan page, then you will want to click on the *X* link next to their listing and remove them first.

Step 4. Start typing in the name of your employer in the *Where have you worked?*box next to *Employer*. If they appear in the dropdown, then click on their name, but if not, just hit enter to add them. It will usually connect to the fan page if you have liked them. Then continue to fill out your employee details and click *Add Job*.

Step 5. Go to view your profile and confirm that it has added your employer's fan page link to the top information.

You can also use this same approach to get the fan page of your website or other favorite fan page listed at the top of your personal profile, using the "position" of blogger, owner, founder, photographer, etc. by using the fan page as the employer.

Also, if you have multiple employers, you will notice only one shows up on the front of your personal profile. This is usually the one with the most recent start date that is also checked as a

place you currently work. Therefore, if you are trying to get one in particular up there, you will have to make your start date for that one more recent that the others.

xii. <u>*WHERE ARE MY TABS?*</u>

The last thing I'd like to talk about, since it is something that people have gotten pretty used to, is the movement of the custom tabs from the top of your fan page to the left side menu, underneath your fan page's profile picture.

So how do you promote these items now that they have moved from the top of the fold?

Promoting Custom Fan Page Content

Step 1. If you had a lot of custom tabs, you can prioritize them by clicking on the *Edit* link below them, and then dragging the ones you prefer under the *Wall* and *Info* items which cannot be moved.

Step 2. You can still have one tab that shows to anyone who isn't a fan yet. Go to your Facebook fan page and click the *Edit Page* button. Under *Manage Permissions*, choose the tab you would like as the *Default Landing Tab*.

Step 3. If you want to drive visitors to a specific tab on your fan page, you can link to it directly by clicking on the tab's link from your fan page and then copying the URL from your browser.