

Top 10 Facebook Page Essentials

Whether you are setting up a brand-new Facebook Page, or you just want to make the most of your existing Page, we have compiled the top 10 tips to help you make the most out of your Facebook presence.

1 **Avoid creating a personal profile for your organisation:** We have come across many well-meaning organisations who have a personal profile instead of a Facebook page, which as well as being inappropriate, means that they are missing out on all the great features that come with a Facebook Page. Plus, a personal profile would require people to send you a friend request in order to engage with you, and the last thing you want to do is make that *more difficult* for your audience.

It's so easy to pick the page that is right for your organisation or group and it's free to set up. It comes with a host of content creation tools, paid promotional opportunities, and analytical/insight tools to help you get your message out.

2 **Avoid publishing mishaps with Page roles:** We've all heard those horror stories about people who have accidentally published personal content to their organisation's social media channels – a marketer's worst nightmare. To avoid publishing mishaps like these, assign Facebook [Page roles](#) only to those within your organisation who absolutely need it for the work they do each day. And before you do that, be sure to provide adequate training to those who are new to social media management, so they aren't confused about when they should be hitting "publish," what they should be posting, if something should be scheduled first, and who they should be posting it as.

To assign these, on your Facebook page, click "Settings," then click "Page Roles."

Also, when sharing content on behalf of your organisation, make sure you're posting it as your organisation, and not as yourself. You can check that by going into your settings and clicking "Page Attribution."

3 **Add a recognisable profile picture and an engaging cover photo:** You'll want your profile to stand out and be easily recognisable, that's why it's so important to pick the right profile picture. It's integral to getting found and liked, especially in Facebook Search, where it shows up in the results next to the name of your group or organisation. The most common choice is your logo, if you have one, but make sure it is the right size and cropped to fit in a square

When choosing a photo, keep in mind that Facebook have been known to change their picture dimensions, which you can find at any given time [here](#). As of publication, Page

profile pictures display at 170x170 pixels on desktop, and 128x128 pixels on smartphones and 36x36 pixels on most feature phones.

Next, you'll need to pick an attractive cover photo. Since your cover photo takes up the most space at the top of your Facebook Page, make sure you're choosing one that's high-quality and engaging to your visitors, like this one from [Proud2Be](#)

Keep in mind that, like profile images, Facebook Page cover photo dimensions can change, so we advise keeping an eye on the official [guidelines](#). As of publication, Page cover photos display at 820x312 pixels on computers, and 640x360 pixels on smartphones.

4 **Add a call-to-action (CTA) button:** This is a very handy feature, which can be customised to do a number of things from; directing people to your website, signing up to your newsletter, or even booking a place on an upcoming event you might be holding.

To add a call-to-action button to your Page, click the blue “Add a Button” box.



+ Add a Button

You'll then be able to choose which type of CTA you want to create, and which URL or existing content on your Facebook Page you want it to direct visitors to. To get data on how many people are clicking it, simply click the drop-down arrow on your button and select “View Insights.”

5 **Fill out your 'About' section and add organisational milestones:** This is a very important part of your Facebook Page and it is usually the place where new visitors go when deciding whether to engage with you and/or Like your page. You might like to add a general description of your group or organisation, your mission statement (if you have one), or your story – with brief, yet descriptive wording.

You might also want to record milestones and awards – like when you launched a specific project or service – as well as the day/year your organisation was founded, or when you hosted major events.

6 **Post photos and videos to your Timeline:** Visual content has become a must-have for any social media presence, and did you know that it is **40 times** more likely to get shared than any other types of content.

Photos and graphics are a great way to capture a moment or share information in a more visually friendly way, but videos are definitely becoming the main focus for audiences on social media.

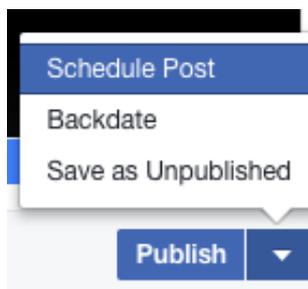
“Watch video” is fast becoming one of the most popular uses of the CTA button on Facebook Pages, but it’s not just pre-recorded videos that are going down well with

audiences. According to the social media channel’s newsroom, [“People spend more than 3x more time watching a Facebook Live video on average”](#) compared to a video that’s no longer live.” So, don’t be afraid to give viewers an in-the-moment look at what your organisation does, but do make sure you’re prepared.

7 Determine the ideal timing and frequency for your posts: An important consideration in your Facebook content strategy should be how frequently you post, and when. If you don’t post frequently enough, you won’t look as reliable or authentic – after all, how much faith do you put in an organisation that hasn’t updated its Facebook Page for several months? Post too often, however, and people might get sick of having their feeds flooded with your content.

Getting the timing of your posts right is key to getting it seen by a larger audience and increasing your reach. According to Hootsuite; “The best time to post on Facebook is **between 12 p.m. and 3 p.m. Monday, Wednesday, Thursday, and Friday** and on **Saturday and Sunday between 12 p.m. and 1 p.m.**” But by all means, experiment for yourselves and see what is best for your organisation. You may find it helpful to create a personalised social media calendar of when is best to post, especially if there is more than one person looking after your Facebook Page.

If you can’t always be around to post at the most popular times for your organisation, or if you have something that you would like to go out at a specific date and time, then the Facebook Page interface can help. Simply create your post as normal, then click the arrow next to the “Publish” button and click “Schedule Post.”



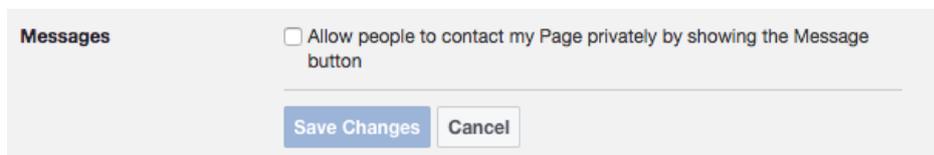
8 Pin important posts to the top of your page: When you post new content to your Facebook Page, older posts get pushed farther down your Timeline. But sometimes, you might want a specific post to stay at the top of your page for longer – even after you publish new updates.

To solve this, Facebook offers the ability to "pin" one post at a time to the top of your page. You can use pinned posts as a way to promote things like new projects, upcoming events, or important announcements.

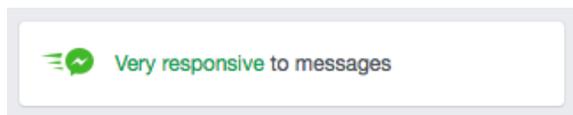
To pin a post, click on the drop-down arrow in the top-right corner of a post on your page, and click 'Pin to Top.' It will then appear at the top of your page, flagged with a little bookmark. Just keep in mind that you can only have one pinned post at any given time.

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Directly engaging with your Facebook fans and followers: If you want your Facebook fans to be able to privately message you directly through your page, then you need to enable the messages feature. You can do this by going to your settings, clicking on “General” on the left-hand column, and then looking for “Messages” on the list of results.



We recommend enabling messaging on your page to make it as easy as possible for your fans to reach out to you – but only do so if you have the time to monitor and respond to your messages. Facebook Pages now have a section that indicates how quickly an organisation responds to messages, so if you don't want that section saying you're slow to answer, you might just want to skip enabling that feature.



Speaking of monitoring the interactions your fans have with your page, don't forget about comments. You can monitor and respond to comments via the 'Notifications' tab at the very top of your page. While it may not be necessary to respond to every single comment you receive, you should definitely monitor the conversations happening there (especially to stay on top of potential social media crises).

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Finally, measure the success of your Facebook efforts: Your Facebook Page comes with a range of built-in tools which allow you to track your engagement metrics, and they can be found under the “Insights” tab at the top of your Page. Here, you'll be able to analyse things like; page views & likes, post reach & engagements, the demographics of your Page audience and, if you reach a certain threshold, the demographics of people engaging with your page and posts.

All of these tools can be used to help you modify your Facebook content strategy, to publish more of what works, and less of what doesn't.