

MKM LIVE: Wednesday, November 28

- Welcome back to LIVEs
- Today's title: Facebook 101



MKM LIVE: Wednesday, November 28

- Recap of Last Week's Social Media Strategy Session
 - a. Did you: Orient your business?
 - Think about your beginning
 - Reflect on where you are now
 - Vision for where you want to go in the future
 - b. Did you: Think about your target audience?
 - c. Did you: Get realistic about what social will allow for your business?



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- Today: Facebook 101
 - User Tips
 - Admin Tips
 - How to make it less frustrating
- Part of a larger presentation
 - Today is the Cliff's Notes



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- Basic Info
- Navigation of your Page
- The Algorithm
- How to speed up your posting
- How to assess/determine success
- Briefly: detailed adjustments



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- REAL QUICK:
 - How is a Page different from a Group?
 - Not the same
 - Businesses should live on Pages
 - Group is a privileged insider's membership
 - Unique info
 - Special offers and opportunities
 - Networking/education
 - Even ways to run courses
 - Do not auto-add to groups





Why Facebook?

- Cornerstone of digital marketing
- 2 billion users
- Must have a personal account
- Business Page
 - text, photos, videos
 - update events
 - job postings
 - call/email/message directly
 - network with professionals
 - run targeted ads
- Groups: communities



Why Facebook?

- Advantages
 - FREE
 - respond to your customers
 - easily updated
 - data about your followers
 - paid ads are as low as \$2/day
 - EVERYONE is on Facebook
- Disadvantages
 - "rented space" aka the algorithm
 - takes time
 - need well of creativity
 - limited space
 - EVERYONE is on Facebook

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- Algorithm Quick Hits
 - Facebook is trying to optimize your experience
 - See what's most important to you
 - Side effects: skewing your newsfeed
 - Just because your biz page has 500 followers doesn't mean all 500 see your posts
 - Consistency
 - Engagement
 - Rewarding behaviors





Molly Knuth Media

@mollyknuthmedia

Home

Posts

Reviews

Videos

Photos

Groups

About

Community

Events

Info and Ads

Create a Page



This is what your Page looks like to a visitor. [Switch back to your view](#) to manage this Page.



Liked ▾



Following ▾



Recommend



Write a post...



Write a post...



Photo/Video



Tag Friends



Check in



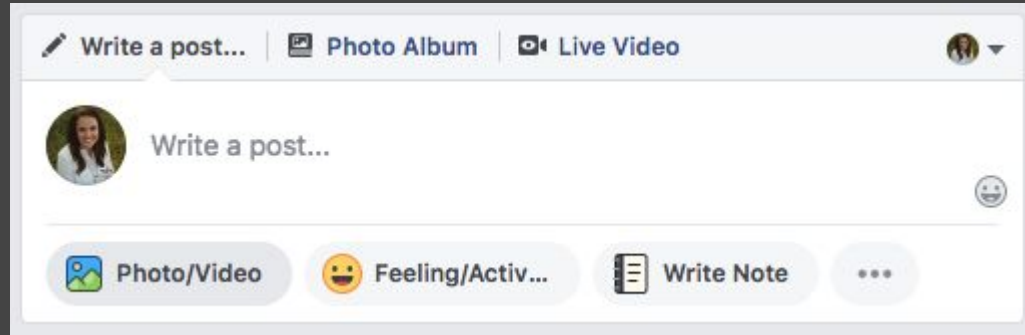
Posts

Molly Knuth Media

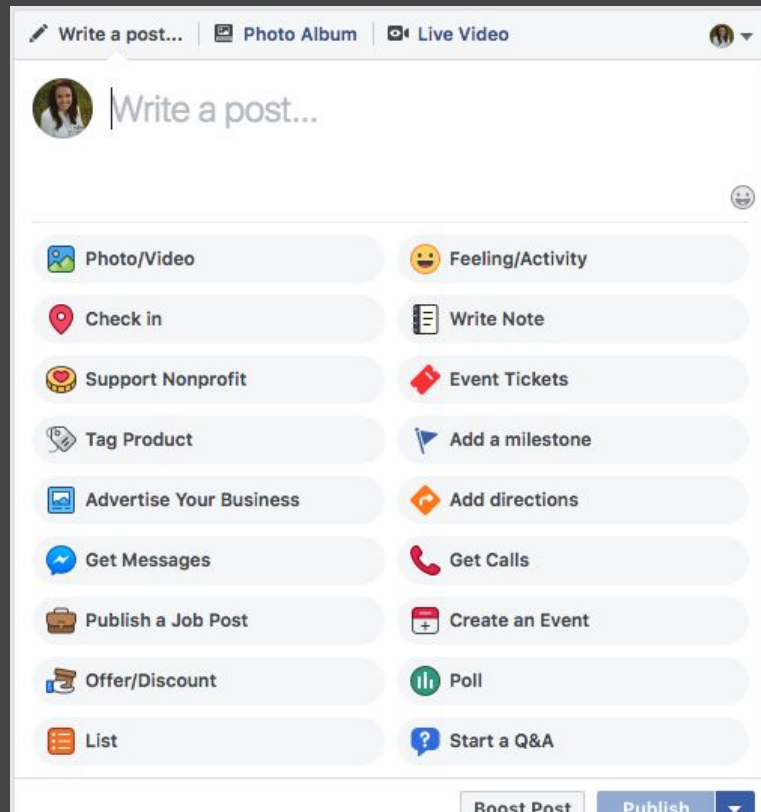


Typically replies within a few hours

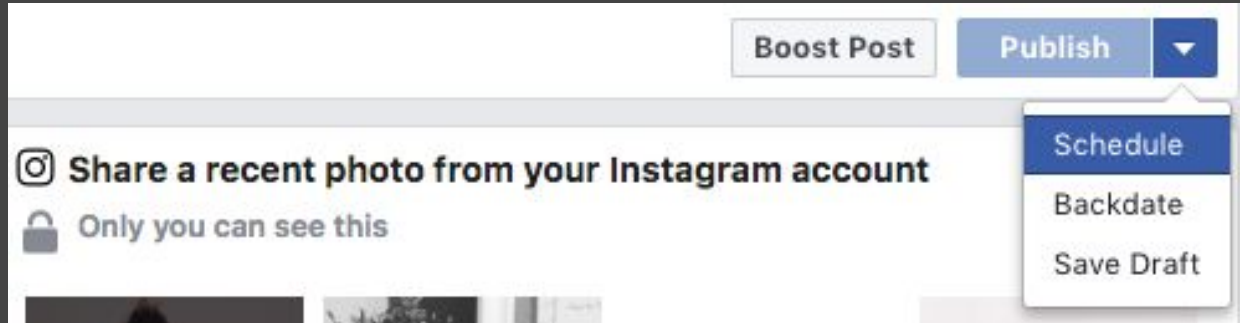
Hi Molly! Thanks for getting in touch with me on Messenger. Please send me any questions you may have about Molly Knuth Media.



PUBLICATION BOX



POSTING OPTIONS



BATCH PRODUCING AND SCHEDULING



ENGAGEMENT RULES

- Likes are great, but loves, comments, and shares are better
- Provide content that your people connect and engage with
- Follow up in a timely manner with comments and messages
- Practice social listening
- Take time to engage with others too
 - Leave reviews
 - Follow and comment on others



INSIGHTS GUIDE DECISIONS

- Check post insights
 - Reach
 - Engagement
 - Comments
 - Invite people to like your page
- Routinely check page performance
 - Insights tab
 - Overview (dashboard)
 - Posts
 - Audience
 - Local

Posts



Molly Knuth Media was live.



Published by Molly Knuth [?] · 3 hrs · 🌐

Want your business to stand out from the crowd? It's all about branding. Get tips on how today on MKM LIVE!



People have watched this video for a total of **177** minutes

[Boost Post](#)



Marva Goss, Miranda Ostwinkle and 4 others

1 Comment 132 Views



Like



Comment



Share



CLICK ON BLUE TEXT


Post Details

Video

Post

Shares

See metrics for all videos



Molly Knuth Media...
Starting your small business: tips on how to get your side hustle off the ground!

34:41 · Uploaded on 07/09/2018 · [View Permalink](#)

Performance for Your Post

Peak Live Viewers	10	>
Minutes Viewed	752	>
Video Views	698	>
10-Second Views	315	>
Video Average Watch Time	0:39	>
Audience Retention		>
Audience and Engagement		>

VIDEO INSIGHTS



Molly Knuth Media was live.

Published by Molly Knuth [?] · July 9 at 12:07 PM · 🌐

Starting your small business: tips on how to get your side hustle off the ground!



Get More Likes, Comments and Shares

Boost this post for \$10 to reach up to 3,900 people.



1,091 people reached

Boost Post

Performance for Your Post

1,091 People Reached

698 Video Views

42 Reactions, Comments & Shares ⓘ

20

Like

9

On Post

11

On Shares

8

Love

5

On Post

3

On Shares

2

Haha

2

On Post

0

On Shares

11

Comments

8

On Post

3

On Shares

2

Shares

2

On Post

0

On Shares

205 Post Clicks

20

Clicks to Play ⓘ

0

Link Clicks

185

Other Clicks ⓘ

POST INSIGHTS



Published by Molly Knuth [?] · July 19 at 8:00 PM · 🌐

Hey, you.

Yes, YOU!

What are you thinking about as you're sitting there scrolling through your newsfeed?... [See More](#)



620 People Reached

32 Reactions, Comments & Shares ⓘ

12



Like

9

On Post

3

On Shares

2



Love

1

On Post

1

On Shares

17

Comments

15

On Post

2

On Shares

1

Shares

1

On Post

0

On Shares

312 Post Clicks

12

Photo Views

0

Link Clicks

300

Other Clicks ⓘ

NEGATIVE FEEDBACK

2

Hide Post

0

Hide All Posts

0

Report as Spam

0

Unlike Page

Reported stats may be delayed from what appears on posts

PHOTO POST INSIGHTS

07/23/2018 12:04 pm	 Want your business to stand out from the crowd? It's all			209		31 5		Boost Post
07/21/2018 7:00 am	 Do you need HELP? Help managing all the social media			412		7 3		Boost Post
07/20/2018 11:00 am	 Enjoy the Great Jones County Fair this weekend, locals! What			243		3 3		Boost Post
07/19/2018 8:00 pm	 Hey, you. Yes, YOU! What are you thinking about as you're			620		312 32		Boost Post
07/18/2018 11:31 am	 Thank you, Emily Domeyer, for your review of the "Meeting of			571		40 19		Boost Post
07/17/2018 8:00 pm	 LADIES: are any of you in direct-sales companies and			243		8 6		Boost Post
07/16/2018 12:02 pm	 "Content is the fire, and social media is the gasoline." Today's			321		20 6		Boost Post
07/15/2018 7:09 pm	 Hey, everyone! We've had a TON of new people join the			406		92 40		Boost Post
07/14/2018 6:30 am	 Are you looking for tips on how to make social media			229		9 6		Boost Post

POSTS TAB - INDIVIDUAL POST PERFORMANCE



DETAILED ADJUSTMENTS

- Change page roles
 - Have more than one person
- Add/Remove tabs
- Add automatic messaging replies
- Connect an Instagram account

MKM LIVE, Wednesday, November 28: Events

- Next week live Tuesday, December 4 at 2 PM:
 - Instagram 101
 - This is for:
 - People who are in charge of their company's social accounts
 - People who don't yet have a social media account
 - People who are Facebook users and want to control their algorithm
- Check the “Events” Tab for allllll the topics through the end of January
 - Select “interested” to receive reminders

