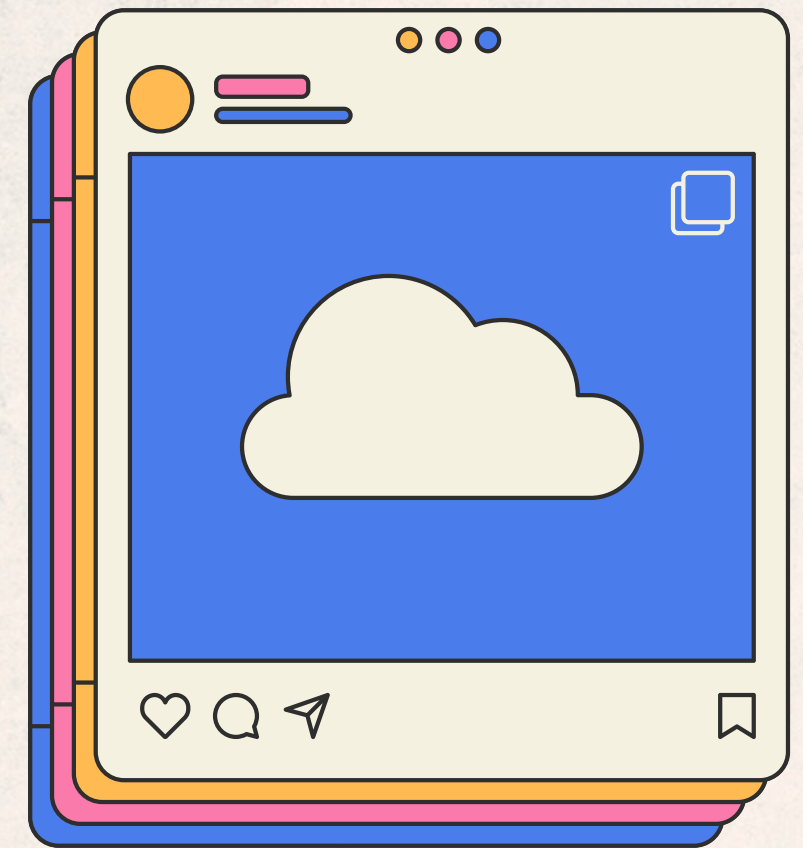
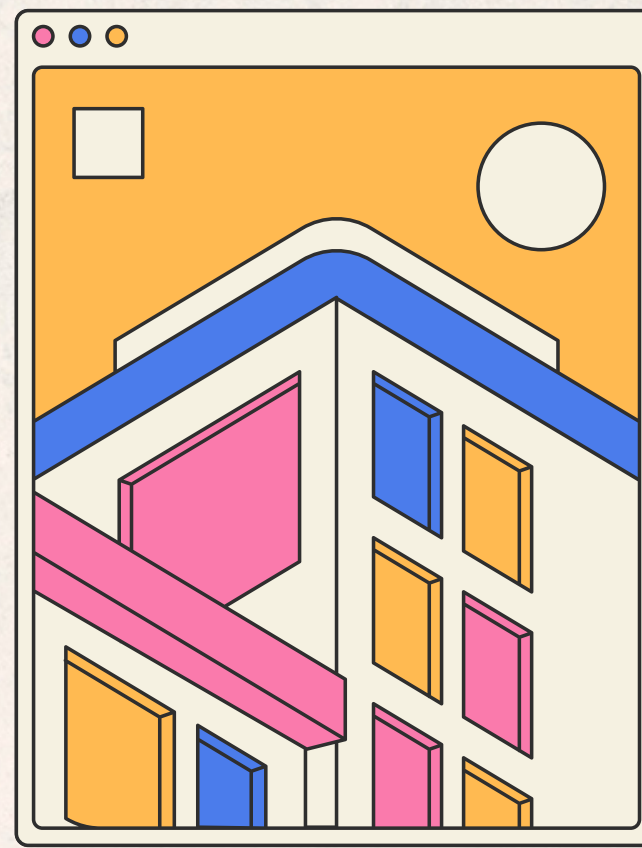
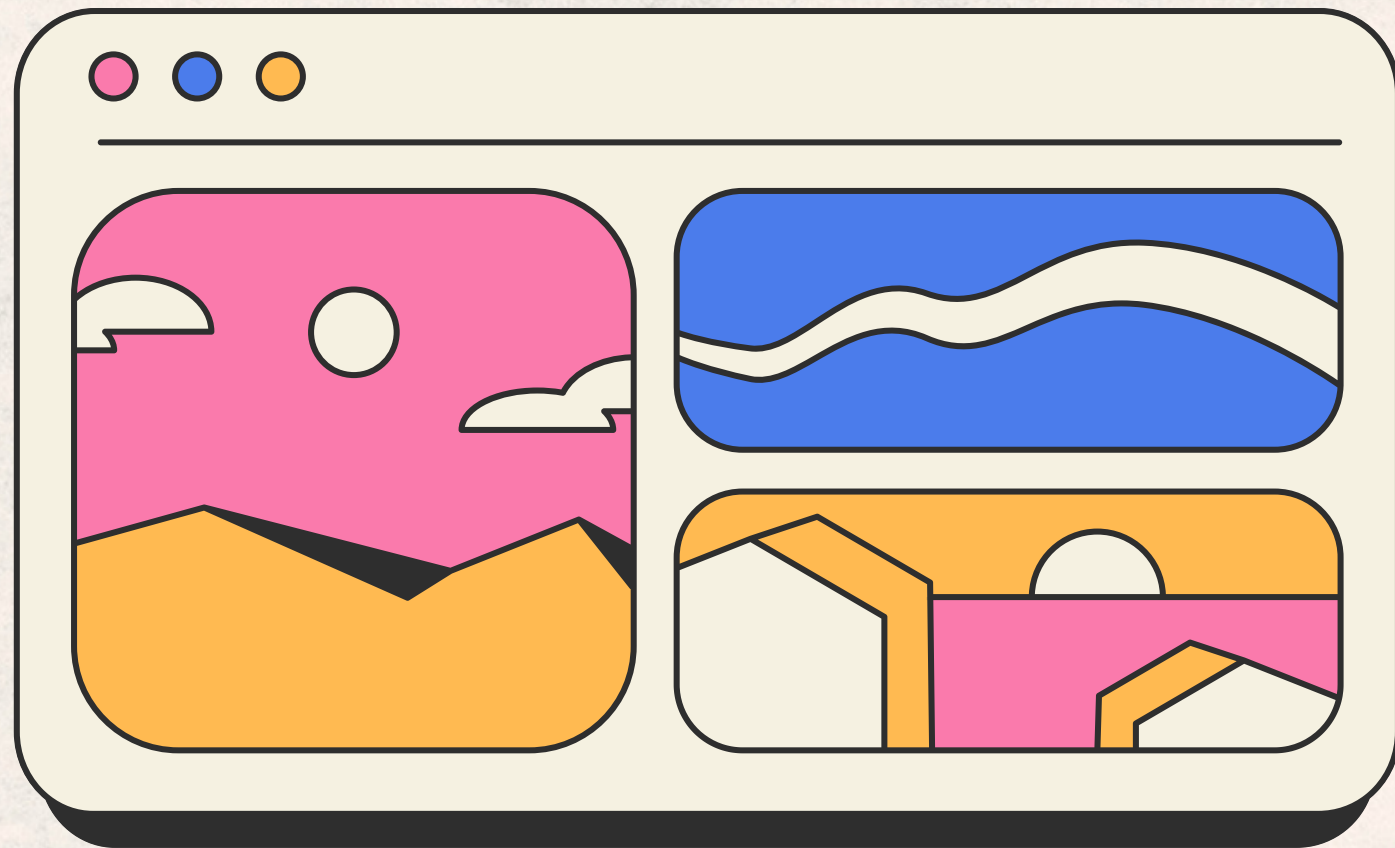
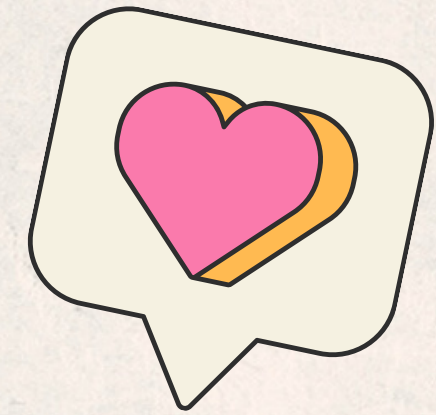
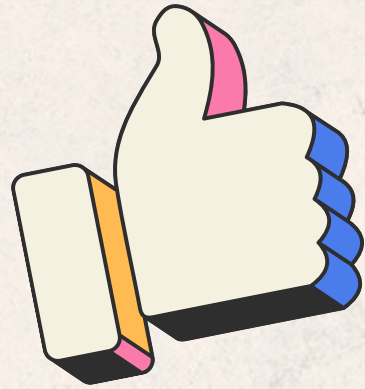
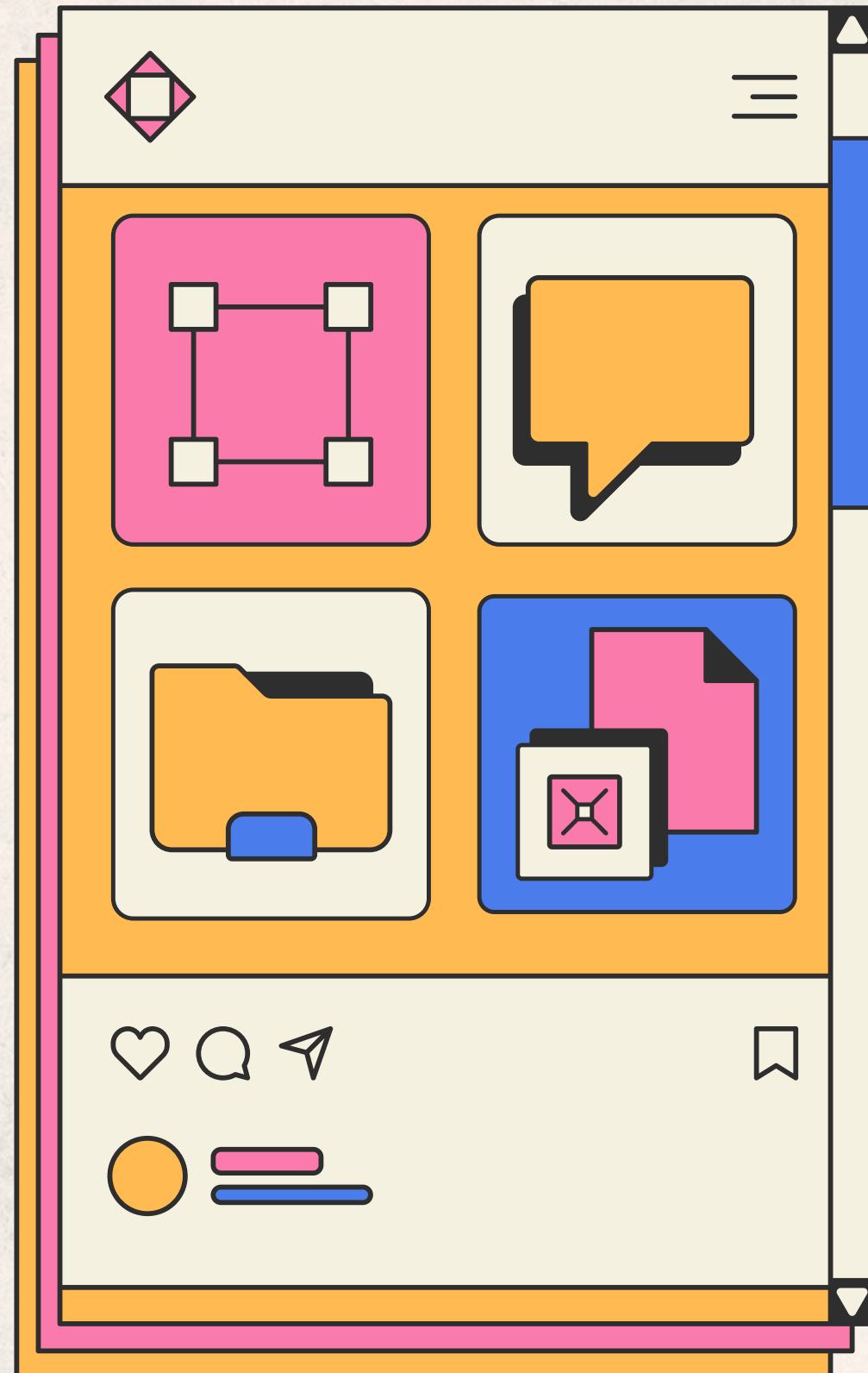


that
social
chick.

Get your SOCIAL ON





Today's Presentation

- Optimising your page & your posts for more organic(viral) reach
- Using your socials to support your general SEO
- Are Facebook reviews really important?
- Days to post and how many times a week
- Let's measure how you are going!

Why do you need Facebook in your business?

Cost effective
Brand Awareness

Provide stand out
customer service

Get low cost leads
and high conversion
ratios

Engage and learn
about your
customers

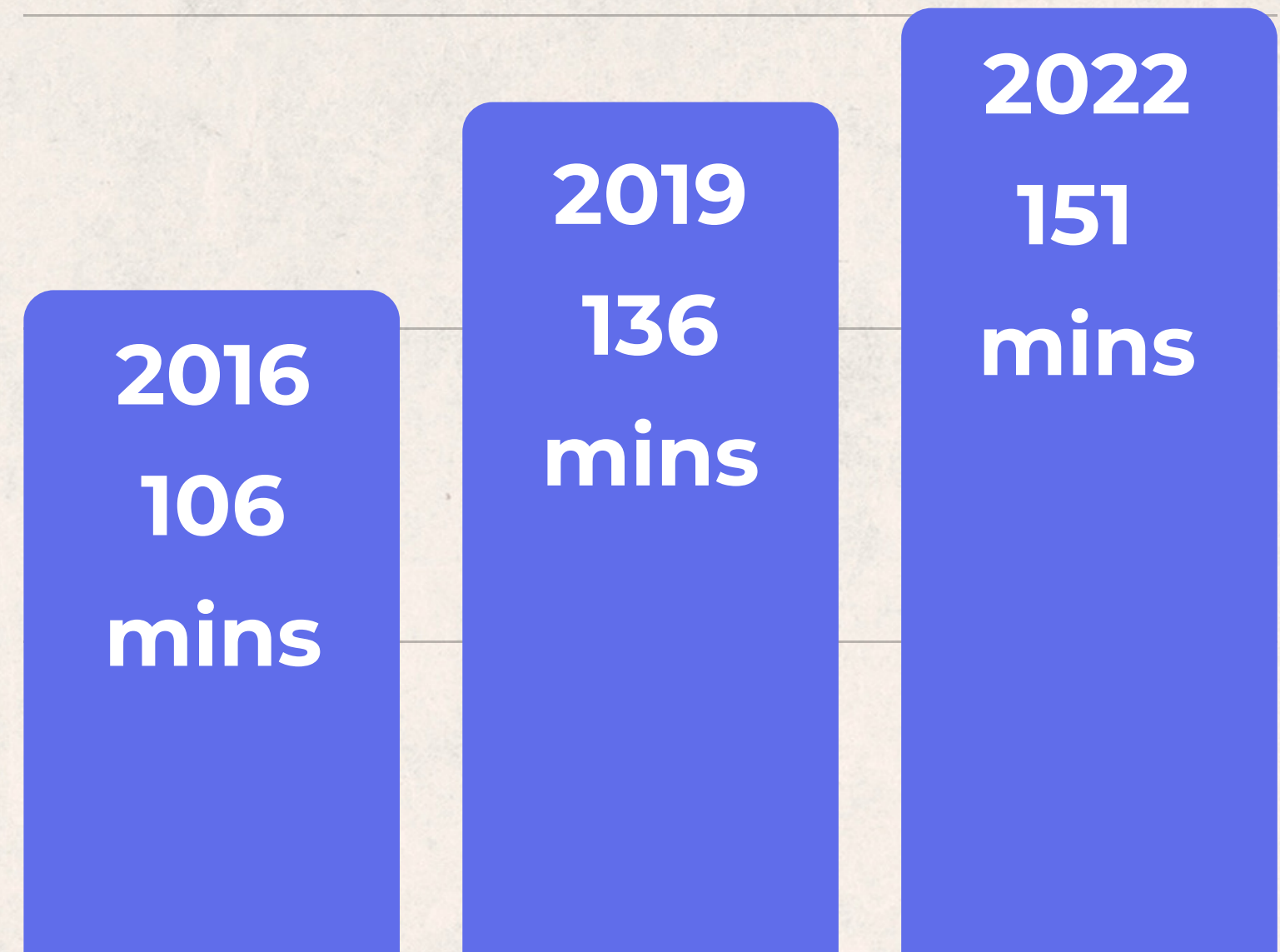
Increase website
traffic which
improves your
general SEO

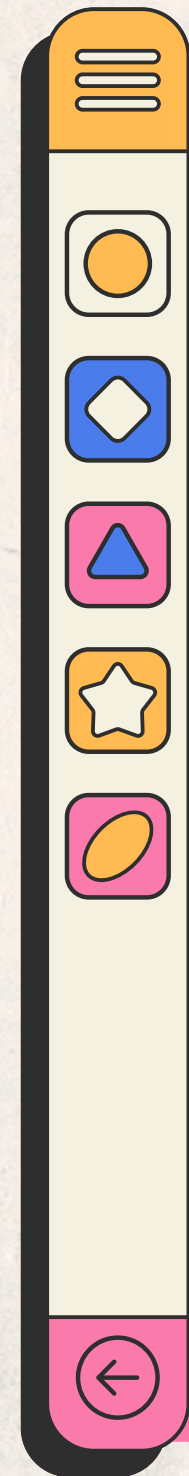


2.96 billion
active
users on a
monthly
basis in
2022



Amount of time per day spent on Social Media



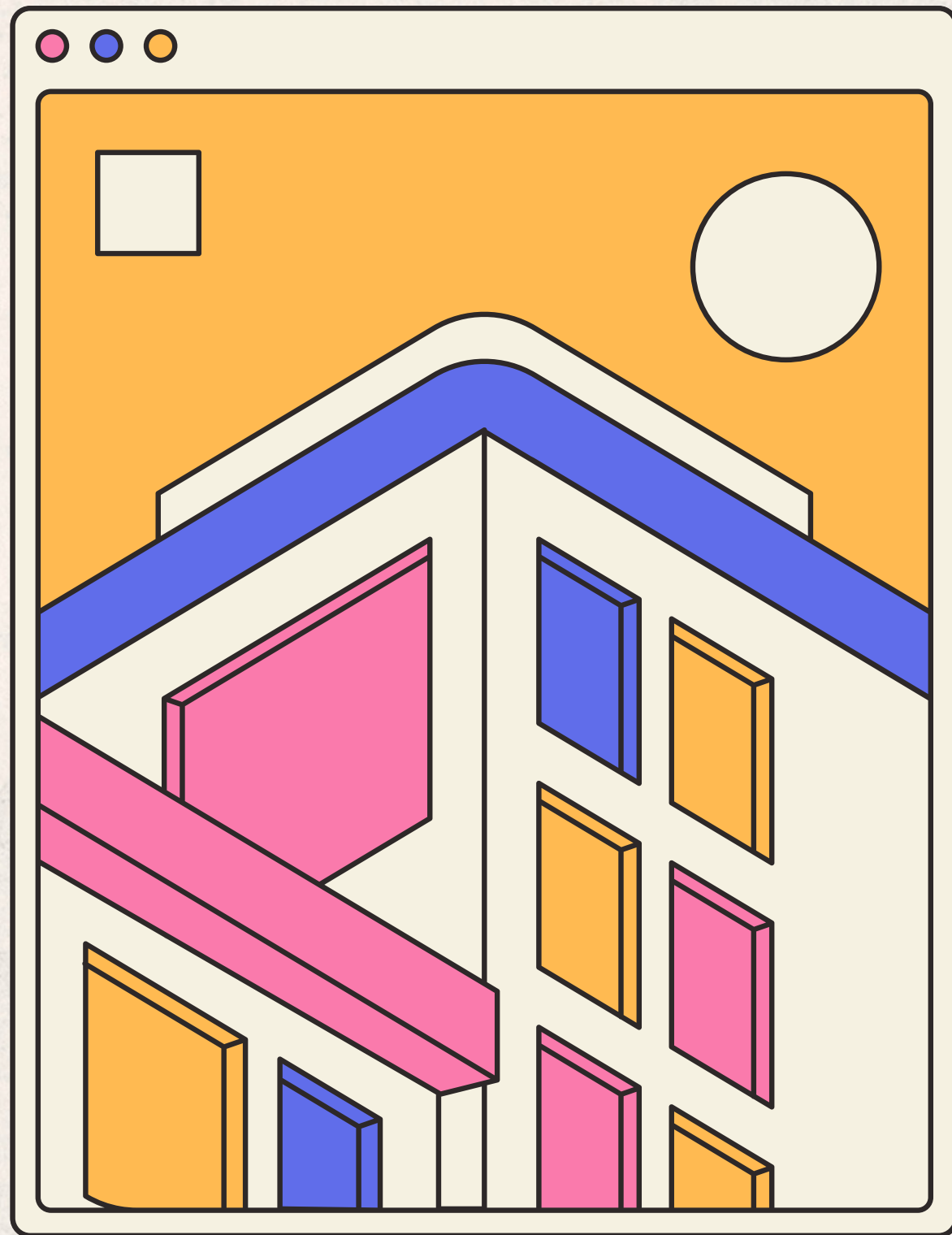


Understanding Social

Facebook is a SOCIAL platform
NOT a business advertising platform

“Social Media is more like a telephone than a television”

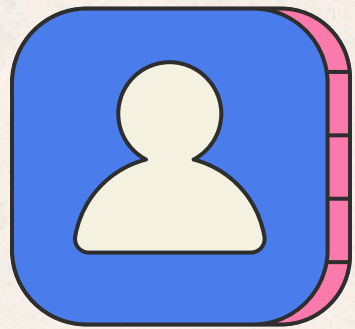
Connecting | Building Relationships



Optimising your Facebook Page

- Set your business location, phone number, services and service areas
- Link your other social accounts & your website to your page
- Have your contact details easily locatable for potential clients
- Make sure you have a recognisable username for your page

Optimising your Facebook posts



Image

Posts with images receive 37% more engagement than those without



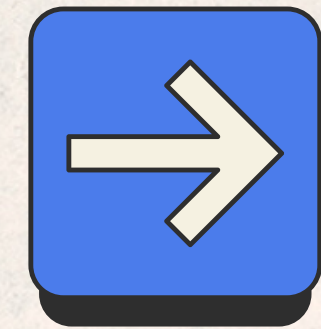
Check in

Check in to your business or your suburb



Feeling

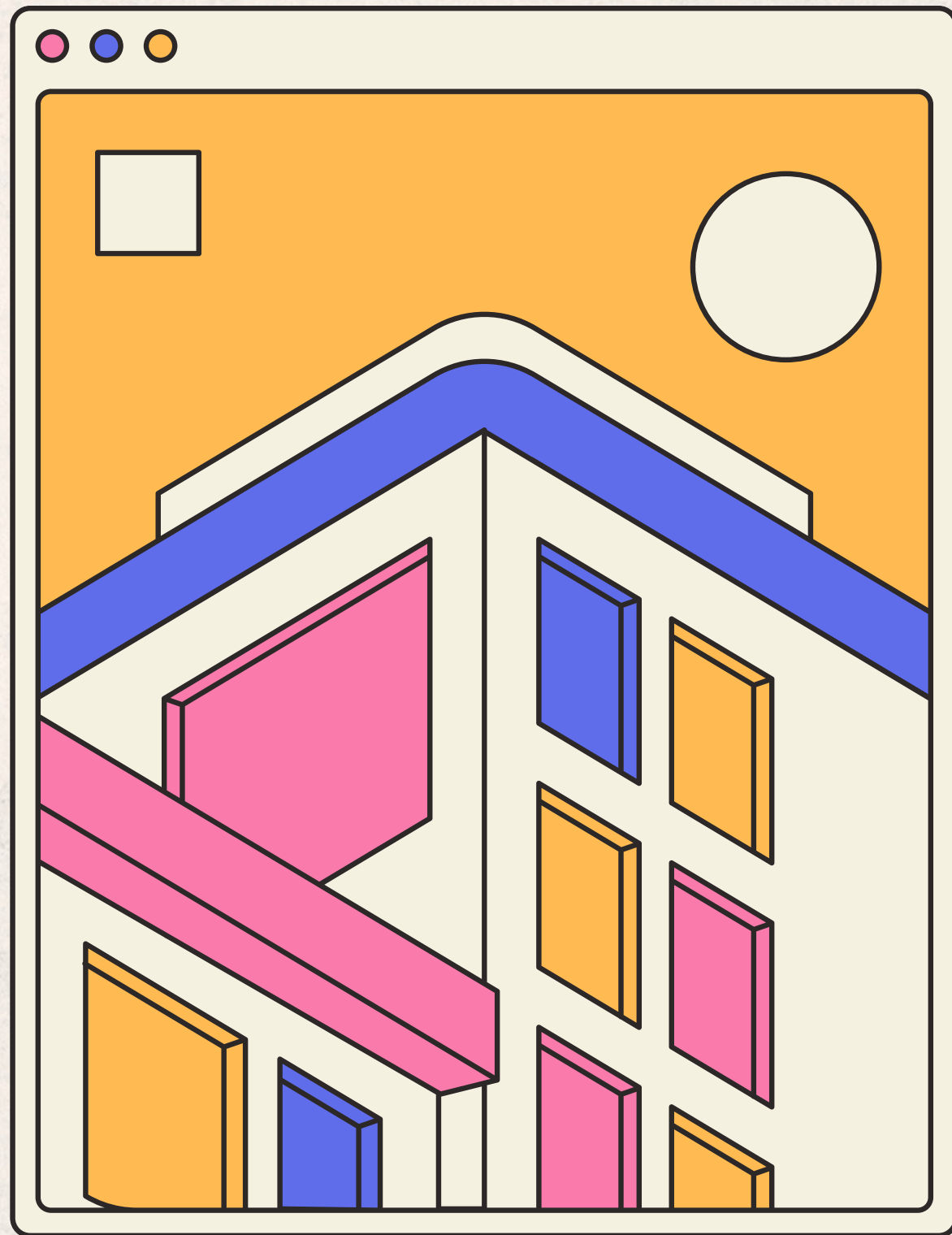
Add a feeling and bring some personality into your brand



Hashtags

Use hashtags correctly

Do the four and you'll always get more!

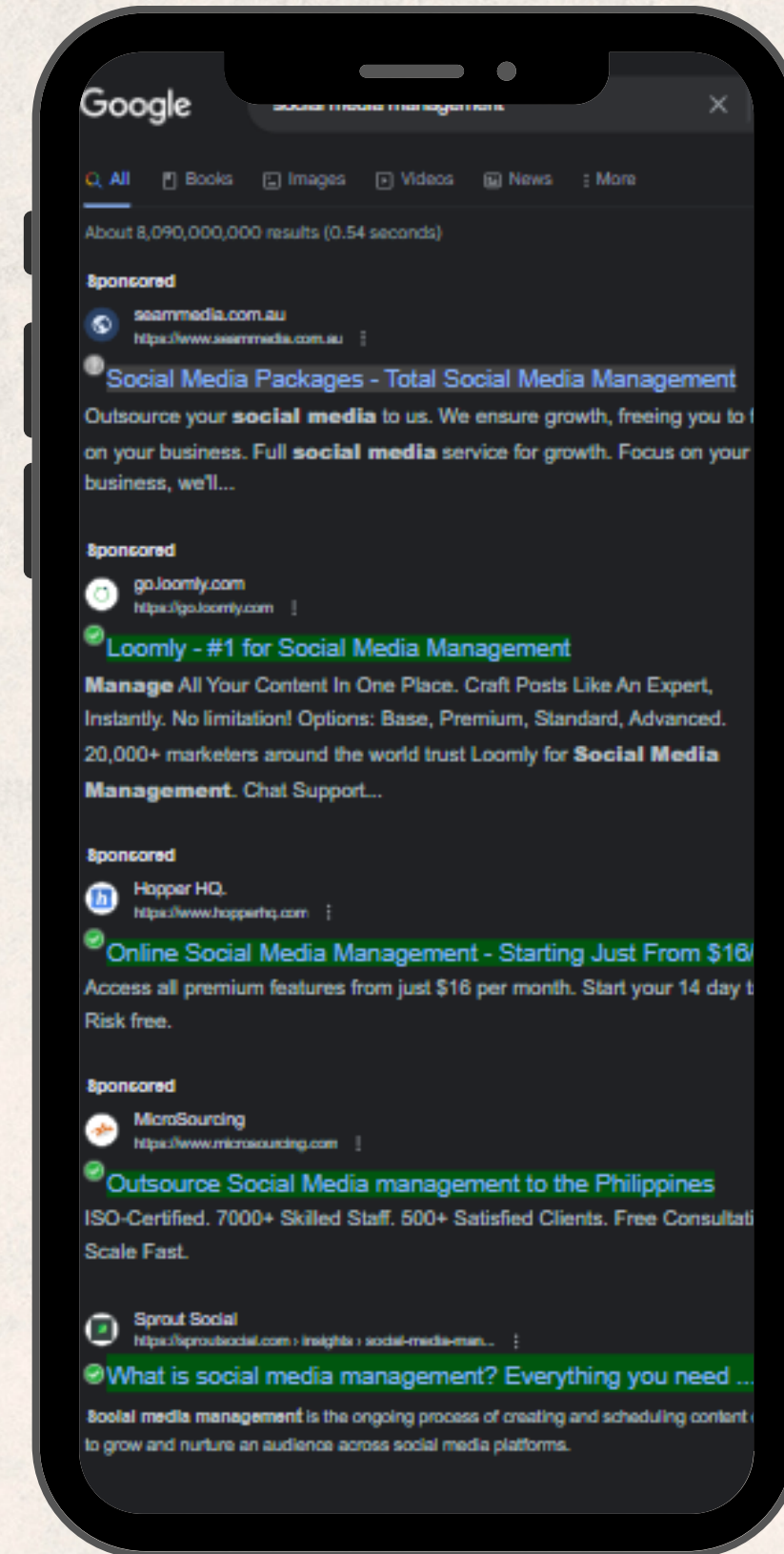
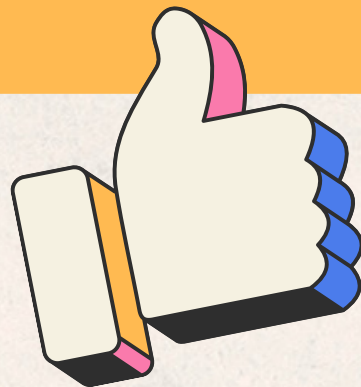


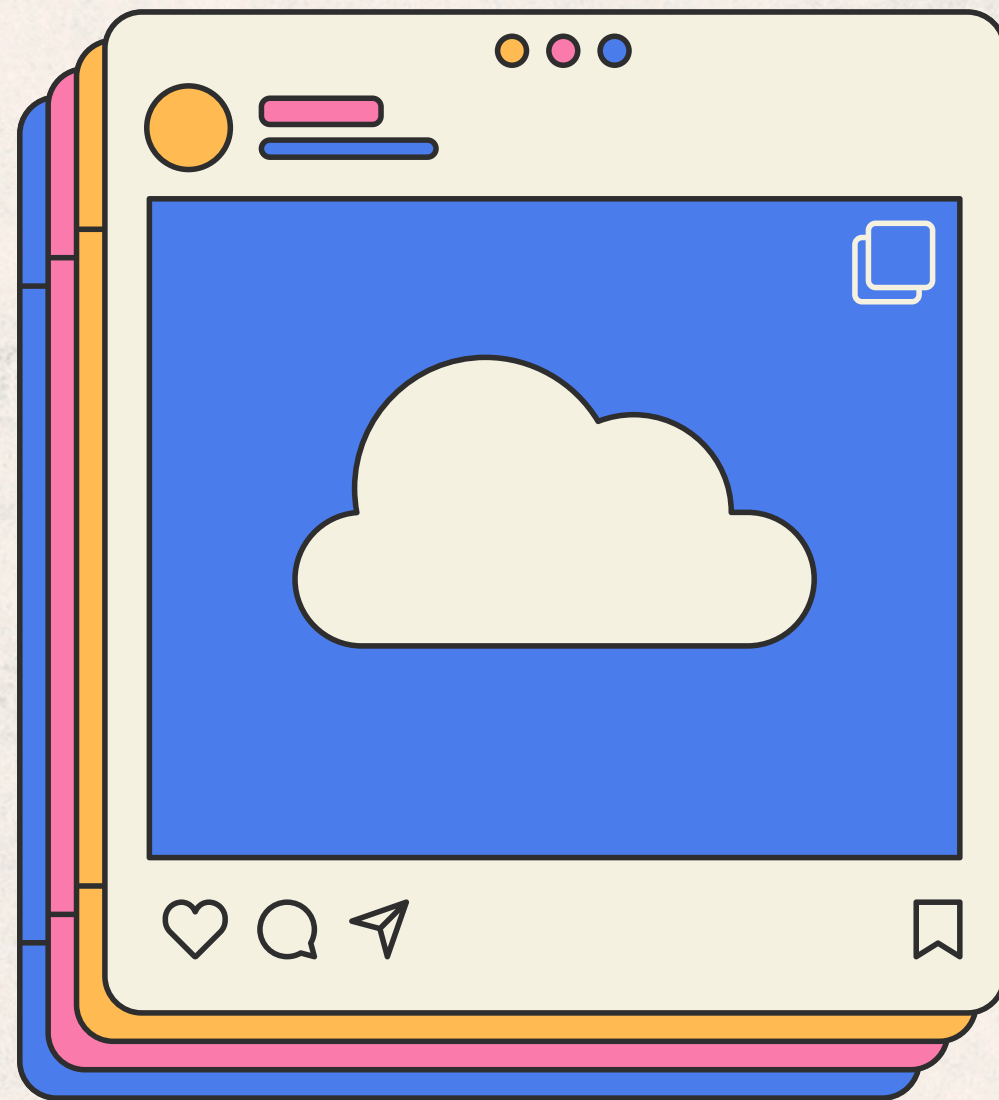
Optimising your Facebook Page

- Set your business location, phone number, services and service areas
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Using socials to support your general SEO

- Research your Key search words & use them in your post wording.
- Use same business descriptions across all your digital platforms.
- Use your hashtags effectively for each platform.
- Get consistent and regular reviews on your FB page.





#hashtags

- Hashtags are used to indicate to a SM user and also the algorithm what your content relates to – a specific topic or category.
- They make your content more discoverable to specific audiences.
- Using Key Search Words as hashtags will increase your SEO and visibility across the internet in general.

How to use the Bl dy things



Facebook

Used as Keywords
Maximum Four



Instagram

Used as Key search
words + followings
+ topics.
Five to Nine and
put in the first
comment



LinkedIn

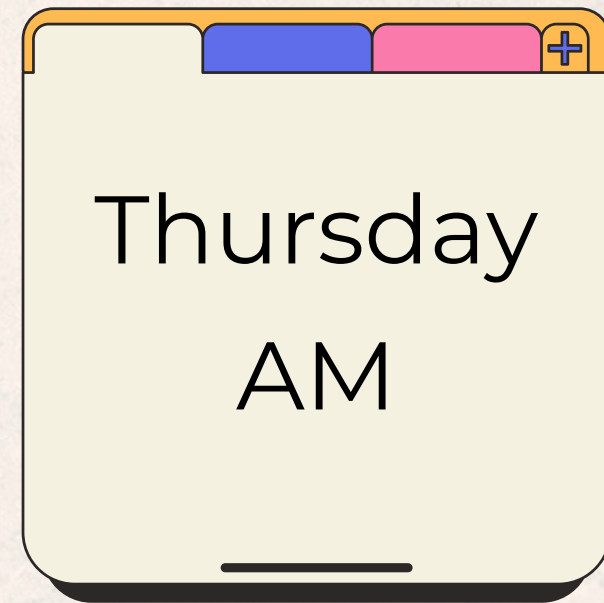
Used as topics
Maximum
Three and at
the end of the
text.

Reviews



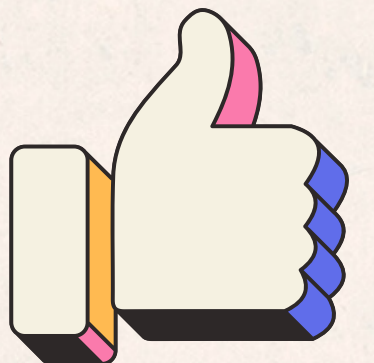
- Reviews are important to show your prospective customers feedback about your business.
- Meta LOVES pages that receive reviews and will optimise pages that receive regular reviews to reach more people.
- Search engines like Google, Bing, Baidu, Yahoo etc recognise FB reviews as valid data for optimal SEO.

Days to Post

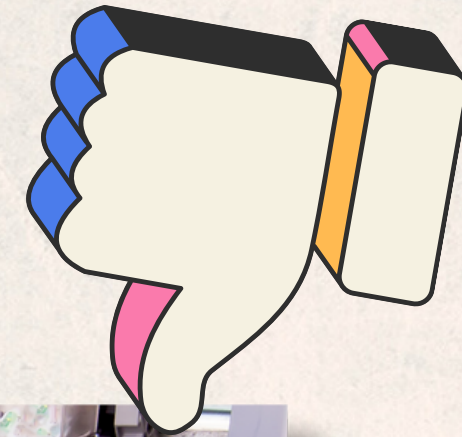


Engaging Content

Personalised images, unique and specific to your business will resonate more with your audience than stock photos

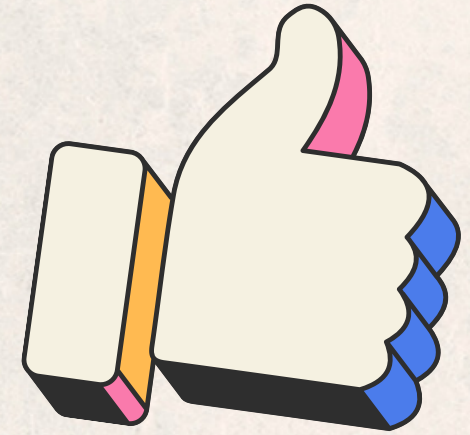


How does this image make you feel?



How does this image make you feel?

A personalized image like this lends massive credibility to the brand and will promote consumer trust far better and way faster than a stock image or clever graphics.



Engagement Rate

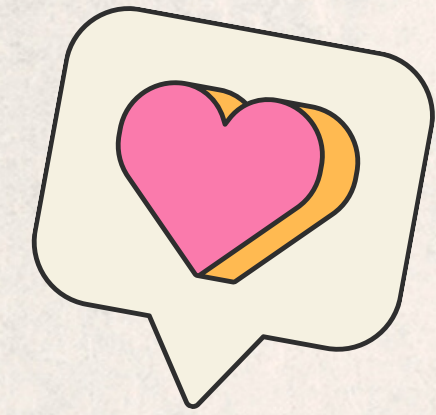
= Likes+Comments/Followers x100

Industry standards by which you can check your results:

- Less than 1% = low engagement rate.
- Between 1% and 3.5% = average/good engagement rate.
- Between 3.5% and 6% = high engagement rate



Thank you!



The chicks that rock!

Jo Connolly

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**that
social
chick.**



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