

## Facebook for Business 101: Best Practices

Facebook is a great tool to promote your business and engage with your customers. With over 1.71 billion active Facebook users, it remains the largest social media network.

To take full advantage of Facebook for business, and to make sure your page is fully optimized, it is important to follow the below best practices:

- ❑ Add status updates, photos or videos that are relevant for your audience. It's important to not inundate them with products and offers, but provide valuable, non-sales content
- ❑ It's important to humanize your page – to do this, spotlight customers and employees or show a behind-the-scenes look at how a product is made or used
- ❑ When posting content on your Facebook page, provide real-time updates or schedule them in advance
- ❑ Post at the right times – the best times to post on Facebook is between 1 and 4 p.m. and avoid weekends; Thursday and Friday are the best days while Monday and Wednesday get the lowest engagement rates
- ❑ Take your most important content and pin it to the top of your Page, so it's the first thing customers see. Make it a good one!
- ❑ Boost a post to reach more people. When you “boost” a post, your status, photo or video will show up in News Feeds more frequently and it will reach more of the people who like your page
- ❑ Engage with your Facebook community and respond to comments and questions within 24 hours
- ❑ Create a regular cadence of posts (2-3 times/week) but remember to keep the content relevant
- ❑ Regularly update the “About” section of your page to include up-to-date information about your business and increase engagement
- ❑ Share exclusive content and information with Facebook ads. Offer special deals to customers to keep them interested and drive sales
- ❑ Create a link directly to your website. It automatically creates an image from that website and a large clickable area that makes it easy for your followers to visit your website

### Resources

MerchantAdvantage Website: <https://www.vantiv.com/hellomerchant>

Facebook Blueprint Webinars: [facebook.com/blueprint/webinars](https://facebook.com/blueprint/webinars)