

Best Practices for your Page and media strategy

Facebook's new Pages are mission control for your business, making it more important than ever to coordinate your Page and media efforts. To help you drive business success on Facebook, we offer the following:

- Best practices for organizational structure
- Best practices for Page publishing

Organizational Structure

While there isn't a one-size-fits-all solution for organizational design, we've identified best practices for and stories about successful models.

Assign clear ownership:

Appoint someone under the CMO to oversee social across the organization.

Example: At several large companies, the CMO has centralized social marketing under a single person who coordinates social activities across the business and reports directly to the CMO.

Successful characteristics for this role:

- Manages the Pages team and the media team
- Oversees relationships with creative, media and PR agencies
- Aligns the social strategy to larger business objectives
- Enlists the support of the CEO and other business unit leaders to make social a strategic priority
- Has strong cross-functional relationships to help ensure that customer-facing business units understand the value that social can drive
- Leads an existing marketing team like brand marketing or marketing communications, or leads an independent team that can easily interface across teams like digital marketing



As the owner of the intersection between brand and consumer, marketing must be a central driver of the interconnected organization.

Establish a single team to own the social media and Pages strategy.

Example: AT&T's digital leadership council, led by the Executive Director of Digital and Social Media, has weekly meetings with senior members from Marketing, PR, customer care and e-commerce to coordinate activities, share best practices and ensure there is a feedback loop back into the teams.

Successful characteristics of the Pages team:

- Sits in the department responsible for the brand and customer relationship (typically marketing)
- Owns the Page strategy, daily editorial calendar and delivery on business objectives
- Leverages its strong partnership with the media and creative teams to craft the Page strategy, create engaging content and promote the best content in ads and sponsored stories
- Uses Page Insights and Ads Manager to understand what content is most engaging in a quantitative way
- Generates insights from Pages to inform product and marketing innovation
- Holds regular meetings to gather requests from other customer-facing teams (PR, e-commerce, consumer insights, customer service, product, legal, agencies) and filter back learnings

Collaborate with media teams to promote great content with ads and sponsored stories.

Example: T-Mobile's advertising and brand marketing teams work with their media agency to allocate budget accordingly to promote the strongest content. They often call each other during the week to adjust their allocation based on the actual engagement the content generates.

Successful characteristics of the media team:

- Allocates budget according to the importance of each Page post and the performance of content
- Alerts the Pages team to upcoming campaigns that should be integrated into the Page content calendar
- Manages precise timelines for when to post content to the Page so it can go live at the appropriate time (When purchasing through IO, Facebook will make sure both published and paid content go out at the same time)
- Aligns the content calendar to allow both teams to meet media and campaign objectives
- Ensures posts are created to optimize their performance in media [see media best practices]
- Uses Page Insights and Ads Manager to identify the content that performs best in media campaigns and optimizes future campaigns based on that information
- Works with Pages team to establish criteria based on the performance of content in Page Insights so that they can allocate additional budget to distribute the best content on the fly without checking back with the Pages team.
- Runs an always-on media strategy and uses ads to connect with new audiences (fan acquisition)
- Creates an always-on media strategy to keep fans and friends of fans engaged with Page content through sponsored stories
- Reinforces Facebook content with marketing messages in other channels, both online and offline

Focus creative resources on your always-on Page strategy and campaign strategies.

Example: Creative agency, Duval Guillaume Modem, was tasked with building brand affinity among a younger audience for fashion magazine Flair. DGM knew that women look to each other for fashion inspiration and launched the Flair Fashion Tag – a Facebook app that allows people to easily tag clothing in friends’ photos, resulting in thousands of tags within the first few weeks.

Successful characteristics of the creative team:

- Knows what is inherently social about the brand (what people naturally want to engage with and talk about with friends) and uses this to fuel ideas for creative
- Creates branded content for the Page that is engaging, has personality, and drives people to share
- Develops advertising campaigns that are designed to get people to participate or share and be expressed across multiple platforms
- Uses Page Insights and Ads Manager to understand what content is most engaging

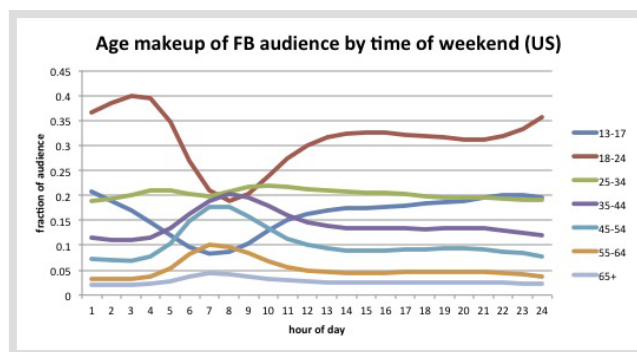
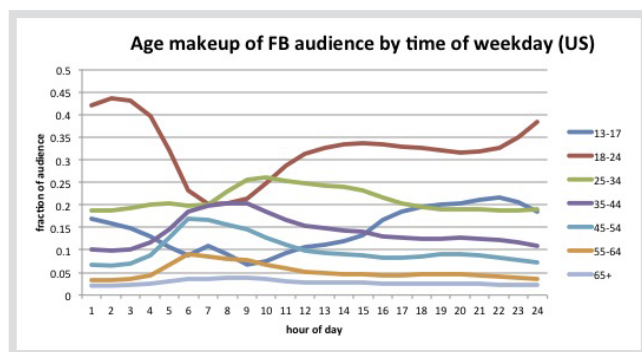
For more on how to integrate your social strategy into your broader organization, please see our [Social Blueprints](#).

Make Page publishing a core competency

The best ads come from posts on your Page, so our best practices for Page publishing apply to Page posts and to ads and sponsored stories.

Get the basics down.

1. **Be succinct.** Posts between 100 and 250 characters (less than 3 lines of text) see about 60% more likes, comments and shares than posts greater than 250 characters.*
2. **Post regularly.** Post at least five times a week to stay top of mind for fans. Consistency is also key. For example, post new product announcements on the same day every week so fans know what to expect and can look forward to hearing from you.
3. **Post at the optimal time.** Only you know what's right for your business, and you can use your Page Insights to figure out what's working (for instance, try posting at different times of day and see when you get the most engagement). We have found that restaurants post from 7am-12pm when people are making plans for the day, while retailers post in the 8am-2pm window. User engagement with Facebook Pages is highest from 9-10pm and the 18-24 demographic is the most engaged during this time.*



Be specific and relevant.

4. **Know which audience you're talking to.** When posting to your page, your message will reach fans who are likely to be familiar with your brand, so insider content can make them feel in the know. To reach new audiences, you should create an ad from your page post and keep the content more general while still using your brand voice.
5. **Be seasonable and timely.** Fans are more likely to engage with topics that are already top of mind, such as current events, holidays or news. For example, posts mentioning Independence Day on July 4th generated about 90% more engagement than all posts published on that day.*

* All engagement data and statistics are based on internal Facebook studies and represent average results.

6. **Be relevant.** Post content that shows you know your audience. For example, local businesses can reference community events, while national businesses can link to articles that their community will care about.

Make a visual impact.

7. **Post photos and videos.** Posts including a photo album, a picture or a video generate about 180%, 120%, and 100% more engagement than the average post, respectively.*
8. **Use bold visuals.** Grab your audience's attention by using simple images with a clear focal point. Images with highly saturated colors also help the creative stand out against the site's white background. An internal study showed that top performing ads (those with >.3% engagement in the form of likes, comments and shares) feature close-up images and a single color that stands out.*
9. **Feature images that capture your brand.** Ideally your profile image will be your logo or other brand symbol, but people should also recognize your brand in the images you feature. An internal study showed that when a brand was immediately identifiable in an ad, it performed better in terms of recall and purchase consideration.

Craft compelling content.

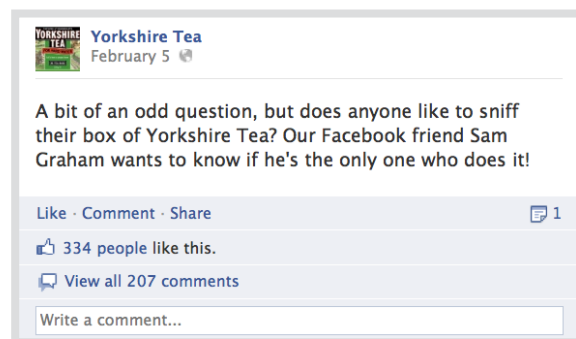
10. **Speak from your specific brand voice.** Include key words that are unique to your brand identity. If your brand has a fictional spokesperson, use their voice. If not, imagine how your brand would sound if it was a person.
11. **Position your brand as a hero or problem solver.** Highlight a specific product feature, such as an ingredient or the convenience factor, and the impact it made. Reinforce this in the image if possible. An internal study showed that this was a characteristic of top performing ads.
12. **Give fans exclusive access to content, products, events, and offers.** Fans are 2x more valuable than non-fans, so you should reward them for their loyalty.* Take fans behind the scenes of events and product launches to make them feel special. Announce new products to fans on Facebook before anywhere else, give fans early access to sales, or post exclusive photos from events.
13. **Deliver value to fans.** Post limited-time offers or coupon codes, or use your Page to promote a sweepstakes or giveaway.



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Get your audience involved.

- 14. Encourage interaction.** Get input and feedback from fans about products. Create a question post or write a text post with a “fill-in-the-blank”. Fill-in-the-blank posts generate about 90% more engagement than the average text post. And an internal study showed that top performing question ads (those with >.3% engagement in the form of likes, comments and shares) are less than eight words and offer three concise answer choices.*
- 15. Include your call to action early.** Let your fans know how to engage with your content. Should they like the post? Share with friends? Comment? Answer a question? Be sure to include your call to action within the first 90 characters, to ensure people know how to engage if you run your post as an ad. An internal study showed that top performing ads (those with >.3% engagement in the form of likes, comments and shares) feature a call to action.*
- 16. Share posts from fans.** Recognize your fans’ contributions by responding to high quality, relevant user-generated content that shows your fans know your brand and are passionate about it.



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Best Practices by vertical

Automotive

1. **Post relevant, compelling content more frequently to your Facebook Page.** Our data shows that automotive brands publish less frequently than other categories. Increasing publishing frequency will drive more engagement and greater news feed distribution. Create variety and keep posts relevant by publishing about new concept vehicles, special editions, your brand's heritage, and racing.
2. **Build anticipation for new vehicle launches by releasing photos and videos leading up to reveals and retail launches.** Automotive Page fans love sneak peeks and new products. Photos and videos are a great way to showcase them, and are the most engaging Page post types overall. Develop a calendar of vehicle specs and images to release to your fans leading up to major new product introductions.
3. **Create Facebook-specific special editions and publish fan-only sales and service offers.** Automotive fans appreciate being recognized for their support of your Page. Enable them to create special editions online, and provide them with Facebook-only offers to drive them to your retail locations.
4. **Tag other brands, nameplates, or dealerships from your "automotive family" in your Page posts.** Facebook Pages provide the ability for one Page to tag another Page in a post. This can be an effective method for increasing the distribution of recent news about a brand, nameplate, or dealership. For example, a brand-level Page could post a review about a new model launch and tag that model's Page in its post.

CPG

1. **Talk about the benefits of new products on the brand's Page to stimulate pent-up demand at launch.** Fans of your brand love hearing about news from the brand, and the information you give them will drive awareness, and ultimately trial.
2. **Crowdsource innovation.** Give your fans the opportunity to offer their input on names, packaging, line extensions, or flavors for new or existing products. They will feel more connected to your products as a result - and want to see them succeed.
3. **Generate discussions that leverage other owned assets.** If you have recipes, talk about them. Work with celebrity endorsers to craft relevant messages. If your brand sponsors sporting events, make sure to discuss the events on your brand's Page.
4. **Solicit product feedback.** By seeking product feedback, you're tapping your most passionate consumers to do market research for you. Ask a question and start an authentic two-way dialogue with your fans.

Entertainment

1. **Post content that reflects the tone and point of view of your show or film.** Users engage and share more when your content is an extension of your existing story. Simply repurposing promotional materials is less engaging and often perceived as spam. To drive engagement with your content, make your audience feel like they're seeing something unique or first.
2. **Sharing meaningful content with your fans for the best result.** Video isn't the only way to grab your fans' attention. A meaningful image, thoughtful question or a link to relevant content can be equally as effective. Similarly, launching a game app as a way to engage users is a tactic that should only be deployed for shows or film franchises with a large and highly loyal following. Immediately "gamifying" your intellectual property often produces less than stellar results.

3. **Less is more.** To keep your audience engaged and wanting more, listen to your fans and let them help define your content strategy. Overpopulating your Page with content can have the opposite effect and drive users away. Be experimental with your frequency and disciplined about not oversharing. Finding the right cadence is key to developing a meaningful relationship with your fans.
4. **Engage your fans by asking questions about last night's episode or last week's movie release using Facebook Questions.** Questions are a great way for your fans to engage with your Page in a fun, lightweight way that can quickly go viral. When a fan answers a Question from your Page, it is published to their friends' news feeds, even if they aren't fans of your Page.

Financial Services

1. **Post about trending topics that your customers care about in their financial lives.** For example, ask them about their saving goals for the new year and follow up with tips for success. People expect their bank to be “on their side” by providing insights on money-related matters.
2. **Showcase the impact your firm has on the communities you do business in.** Most financial services companies participate in numerous causes at the local and national level. Facebook data shows that cause-related posts receive higher fan and friend-of-fan engagement. You can also target your Page posts and ads to the local markets where the cause is most relevant.
3. **Demonstrate empathy and be human in your posts.** Think of the audience as a family member, and whenever possible explain in simple terms the “why” of company decisions, macroeconomic happenings, etc. In today's economic climate, people may come to your Facebook Page to complain. Be understanding and offer solutions in your responses.
4. **Post exclusive, Facebook fan-only offers or early product access.** The offers can be related to bank products, partner deals or merchants. Even more effective is providing fans an opportunity to give input on the deals they would like to see.

Retail

1. **Post exclusive and time-sensitive offers or giveaways to reward fans and drive acquisition.** Our data shows that some of the highest engagement from fans occurs when great offers and giveaways are posted on the Page. Take advantage of this to drive your fans into your store. This is also a powerful fan acquisition tactic given it will likely become viral. Make sure to boost the offer with Facebook Ads to ensure maximum viral reach.
2. **If you have relationships with manufacturers, or celebrity endorsements, make sure to collaborate on Facebook to leverage each other's fan bases and influence.** Often retailers have co-op relationships with their manufacturers, or promotional relationships with celebrities. Those entities often have their own following on facebook. Facebook Pages provide the ability for one Page to tag another Page in a post, as well as boost another Page's post as an ad. Take advantage of this by cross-promoting these relationships to respective fan bases.
3. **Post exclusive access to products as a way to reward fans and to acquire fans in your target.** Although offers and giveaways can be a powerful tool, our data shows retailers often compromise their brand and fan profile when relying solely on this approach. Offering exclusive access to the most desired products, even if for a period of time, can lead to increased fan loyalty as well as powerful viral fan acquisition from the right demographic.

4. **Deepen your relationships with fans by using polls or questions in Page posts to guide merchandising or menu decisions.** Our data shows that polls and questions are highly engaging posts. Fans love to feel a deeper connection with their favorite brands. Take advantage of these posts and give fans the opportunity to influence your merchandise or menu selections. This is a powerful way to engage your community and drive sales.

Technology

1. **Showcase entertainment partnerships on your Facebook Page that your target audience cares about.** One tech brand saw a 55% increase in likes from people in their desired target audience year-over-year by posting about relevant entertainment content and partnering with Facebook to help them identify their desired targeting criteria.
2. **Post exclusive, Facebook fan-only offers for upgrades and add-ons, then make it really easy for your fans to share them.** Include a simple, direct link to share the offer with friends.
3. **Launch or tease new products and services to your Facebook fans first.** Younger audiences love to brag about having inside access to your products first, so this is a great way to get them to talk about your brand's new product.
4. **When posting about an OEM partner, like their Page and tag them in your post.** This type of tagging means your post didn't just show up on your own Page or fans' news feeds, but can also appear on the partner's Page as well. This kind of tagging can result in new fans for your Page and greatly increase your Facebook brand reach.

Telecom

1. **Facilitate conversations between people instead of talking at them.** Create opportunities for customers to connect to each other, and learn from what you hear. Listen, summarize and leverage the learnings from the fans.
2. **Help people who are shopping for phones.** Get your existing customers to speak up about their smartphone and device experience, especially when launching a new phone. Use fun and engaging tactics to get people to share the best features, tips and tricks and their favorite apps. Reward fans for sharing with other fans and helping each other and their friends.
3. **Create a red carpet concierge-like experience for people who just bought a phone.** Help new customers learn about the capabilities of their new smartphone. Share ways they can use their phones for daily activities like taking pictures, listening to music, reading news and researching travel. Recommend helpful apps.
4. **If you have celebrity endorsements, or compelling corporate partnerships, collaborate on Facebook to leverage each other's fan bases and influence.** Facebook Pages provide the ability for one Page to tag another Page in a post, as well as boost another Page's post as an ad. Take advantage of this by cross-promoting these relationships to your respective fan bases to broaden your reach.