

The Facebook Hot Sheet

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The key to making social media work for a business is simple – ENGAGE! It is important to view your account as a different way of communicating. You will be engaging with existing clients, potential clients, members of your community and the media!

On Facebook, users find and “LIKE” you. You can promote your business in a way that gains users by posing engaging questions or holding contests.

Effective contests are not centered on the prize, but how you can reach the maximum amount of users on Facebook. Use your followers as your indirect advertisers! Hold contests that require some form of participation. For example, ask a question and each follower that answers is automatically entered into the contest. When the follower posts their answer, it also appears on their personal profile. All of their own followers will be able to see they posted to your business page (it will even link to it) and this optimizes reaching more potential followers! Similarly, a photo contest works the same way. Online contests can be an easy and inexpensive way to market your business.

Keep in mind, there is always a chance a follower may post something negative to your page (with 2200 followers, I only experienced a handful of negative comments in a 1-year period...nothing to worry about!). If it's something inappropriate you can report the post and remove it. If it's a customer complaint, the golden rule is DO NOT DELETE. Experts say they welcome negative feedback and it gives businesses the opportunity to directly address the complaint. Always spin the negative into a positive, no matter how you really feel!

Alternating your posts between photos, links to related articles, questions and updates will keep your followers interested! Don't let your Facebook page become one-sided!

Put a Facebook button on your website, link it to a blog or advertise it in your newsletter. Let your existing clientele know you're on Facebook and they will become your base.

Your Facebook page is also a place where you can advertise events you are hosting. Make use of the events tab, post the invitation or flyer electronically and keep reminding followers about it in your posts! Generate excitement about your business and all that you are doing!