

10 Facebook for Business Tips

1. Create a crystal clear Facebook strategy – why do you want to be on Facebook, who do you cater to, what are your objectives, what is your call to action...
2. Create a custom landing tab for your Facebook page and double your like conversion.
3. Use apps that complement your strategy.
4. Implement social plugin on your website, blog and blog posts.
5. Use images in your posts.
6. Keep your posts short. Use long URL's. Use the 80%/20% rule – 80% of the content should provide value to your community and only 20% self promotion.
7. Use a platform like HootSuite to schedule your messages after business hours and on weekends.
8. Create an editorial calendar for at least 3 months in advance.
9. Analyze your Facebook Insights daily/weekly. Post updates that increase engagement.
10. Create a culture on your page. Be consistent. Be human. Reward your super fans.

