

Social Media Guide:

Using Facebook for Marketing



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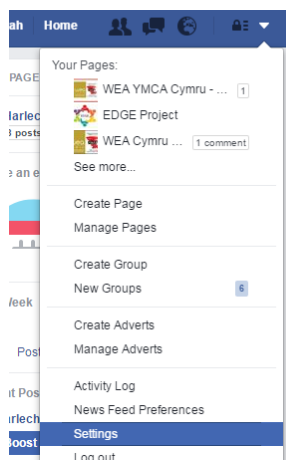
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Quick reference sheet—Facebook Terms

1. Account Settings:

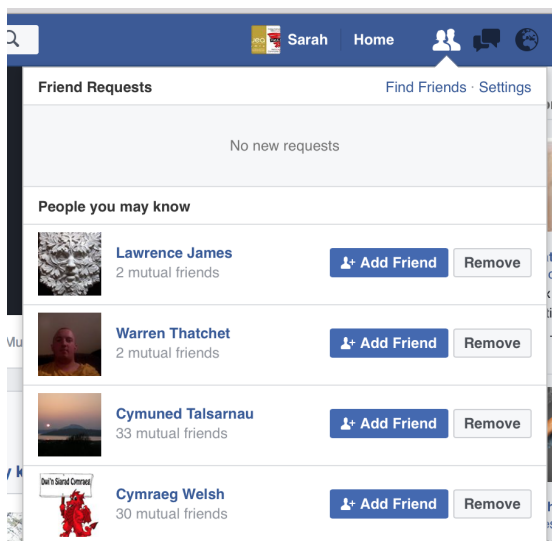
Your settings are used to manage basic account preferences. Here you can edit your name or email, change your notification preferences, turn on extra security features, and more.



2. **Follow:** Follow is a way to hear from people you're interested in, even if you're not friends. The Follow button is always a way to get the types of updates you want to see.



3. **Friend:** Friends are people you connect and share with on Facebook. You can send as well as receive Friend requests from other Facebook members.



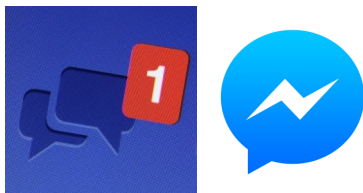
4. **Groups:** Facebook Groups make it easy to connect with specific sets of people, such as co-workers. They're dedicated spaces where you can share updates, photos, and documents as well as message other Group members.



5. **Like:** Clicking Like is a way to give positive feedback and connect with things you care about. When you Like something, the action appears as an update on your Timeline. Liking a post means you were interested in what a friend was talking about (even if you didn't leave a comment). Liking a Page means you're connecting to that Page, so you'll start to see its stories in your News Feed. The Page will also appear on your Profile, and you'll appear on the Page as a person who Likes that Page.

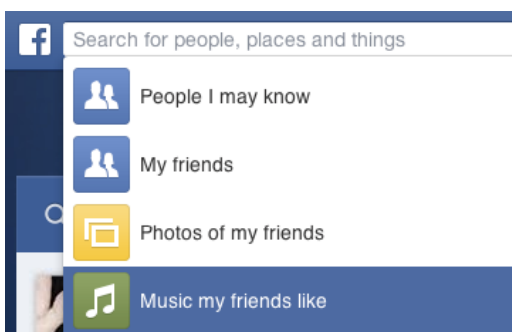


6. **Messages:** Messages are similar to private email messages. They appear in your Facebook inbox and can include text messages, chats, emails, and mobile messages from your Facebook friends.



9. **Profile:** Your Profile is your collection of photos, stories, and experiences that tell your story. It includes your Timeline, profile picture, biography, and personal information. It can be public or private, but is only for non-commercial use.

10. **Search:** Search is a tool to find people, posts, photos, places, Pages, Groups, apps, and events on Facebook.



12. **Timeline:** Your Timeline is where you can see your posts or posts you've been tagged in displayed by date. It's also part of your Profile.

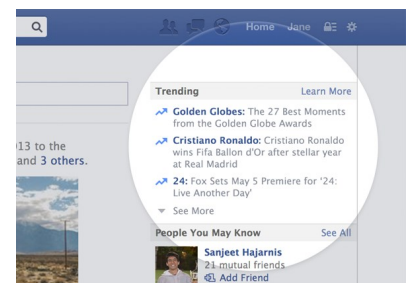
7. **News Feed:** Your News Feed is a constantly updating list of stories in the middle of your homepage. It includes status updates, photos, videos, links, App activities, and Likes from the people, Pages, and Groups you're associated with.

8. **Notifications:** Notifications are updates about activity on Facebook. For example, you can be notified when an update is made to a Group you belong to or when someone accepts your Friend request. While you can't turn off notifications entirely, you can adjust what you're notified about and how.

Notifications ²



11. **Tagging:** A tag links a person, Page, or place to something you post, like a status update or photo. For example, you can tag a photo to say who's in it or post a status update and say who you're with or where you are.



13. **Trending:** Trending shows you a list of topics and hashtags that have recently spiked in popularity on Facebook. This is a personalized list based on your location, Pages you've liked, and what's trending across Facebook.

Quick reference sheet—Facebook Terms

Pages Definitions

Although your Facebook Page is just one of many aspects of the social network, it has a lot of its own terminology and features. This section focuses on the most important terms that you may need to know.

14. **Page:** Facebook Pages help businesses, organizations and brands share their stories and connect with people. Like profiles, you can customize Pages by posting stories, hosting events, adding apps, and more. People who like your Page can get updates in their News Feeds.
15. **Page Admin:** When you create a Page, you automatically become the Page's admin, which means only you can change how the Page looks and post as the Page. You can then assign roles to other people to help you manage your Page.
16. **Page Roles:** There are five different roles for people who help manage Facebook Pages. These roles include admin, editor, moderator, advertiser, and analyst. Any person assigned to these roles will log into their own personal accounts and work on the Page from there.
17. **About Section:** This section contains basic information that'll help visitors quickly learn about your Facebook Page. Different types of basic information will appear in your Page's About section depending on your Page's category.
18. **Boost Post:** Boosted posts appear higher in News Feed so there's a better chance that your audience will see them. You can boost any post you create on your Page, including status updates, photos, videos, and offers. The cost to boost a post depends on how many people you want to reach.
19. **Cover Photo:** This is the large picture at the top of your Page. All cover photos are public, which means that anyone visiting your Page will be able to see it. Best practices include using a unique image that represents your brand.
20. **Pin to Top:** Any post that you pin will move to the top of your Page's Timeline and a "pinned" icon will appear in the top-right corner of the post. Your pinned post will stay at the top of your Page's Timeline for seven days. After that, it'll return to the date it was posted on your Page's Timeline. Only posts created by your Page can be pinned; posts that other people add to your Page aren't supported by the feature.
21. **Post Attribution:** Your posts, Likes, and comments on your Page's timeline will be attributed to the Page itself — even if you're logged into Facebook as yourself and not the Page. Whether you're creating a post or scrolling through News Feed, you can choose to act as a Page or as yourself from a convenient drop-down box.
22. **Visitor Posts:** Visitor Posts are any posts made to your Page by someone other than an admin. This way, your Timeline will showcase messages and content from your brand only. Any questions or feedback from customers will be found in the Visitor Posts section on the right-hand side of your Page.

Using Facebook for Work: A Beginner's Guide

This guide is designed to provide information to regional admin teams and other staff using social media to promote organisational provision, events and news. Whether you are familiar with social media or have never used it, we hope that this guide will help you to use it safely and effectively as a useful marketing tool.

For full guidelines on responsible use of social media for organisational purposes, please refer to our Social Media Policy.

Before you get Started — Important Information

Whether you already have a Facebook account or have never used it before, it's important to **consider which account/ login details you will use.**

It is advisable, for maximum privacy, to have a **separate social media identity for work purposes.** Although it is against Facebook rules to create a 'person' profile for a business, it is possible to set up a second profile for yourself using your work email address.

It's not advisable to use a regional email address, e.g. Gwynedd@weacymru.org.uk, as Facebook insists that real names are used when setting up a 'person' profile. This regional account would therefore have to exist under the name of a specific member of staff, which could cause access issues should the member of staff leave the organisation.

Setting up Your 'Work' Profile

1. Go to www.facebook.com
2. Fill in the form to create an account (using your work email address).

Things to consider when setting up your work account:

Profile picture: It is strongly recommended that you use a different profile picture for your work profile, to avoid any confusion with your personal profile (if you have one). When selecting a profile picture please consider that you will be representing the Organisation when using this account. *(For information on how to change your profile picture see below).*

Date of birth: You will be asked for your date of birth when setting up your account, but will have the option of hiding this information on your profile so that it is not visible to others. It is recommended that you hide your date of birth for maximum privacy. *For information on how to do this, please see page 7 of this guide.*

Other information about you: Whilst it is important to use real information, you may wish to be selective about how much information you provide about yourself on your work profile (e.g. Facebook may ask you to give information about your interests).

If you are new to Facebook and also wish to set up a personal profile, you can follow steps 1 and 2 above to set up a personal account using your personal email address.



Step 1 Add Friends **Step 2** Find Friends **Step 3** Profile Information **Step 4** Profile Picture

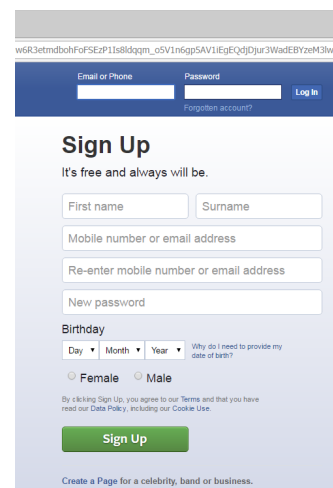
Fill out your Profile Info
This information will help you find your friends on Facebook.

High School:

College/University:

Employer:

[Back](#) [Skip](#) [Save & Continue](#)



[w6R3etmdbohFoFSEzP1Isldkqgn_oSV1n6q5SAV1EgFq9Djw3WadEBYzeM3Iw6](#)

Email or Phone Password [Log In](#)

[Forgotten account?](#)

Sign Up
It's free and always will be.

First name Surname

Mobile number or email address

Re-enter mobile number or email address

New password

Birthday
Day Month Year Why do I need to provide my date of birth?

☐ Female ☐ Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Policy](#), including our [Cookie Use](#).

[Sign Up](#)

Create a Page for a celebrity, band or business.

How to Change your Profile Picture

When setting up your Facebook account, follow the instructions to add a profile picture (you will need to have a photo saved on your device ready to upload, e.g. on your desktop or in your 'pictures' folder).

If you want to change your profile picture after setting up your account:

1. **On a PC:** click on your name on the blue bar at the top of the page. Your profile page should open.
On a mobile device: tap the menu icon and tap your name. Your profile page should open.
2. **On a PC:** hover the cursor over your profile picture, and select 'update profile picture'. You will have the option to take, select or upload a new profile picture.
On a mobile device: tap 'edit' which is located on your profile picture. You will have the option to take, select or upload a new profile picture.

How to check what information about you is visible on your profile and who can see it

To protect your personal information and privacy, it is recommended that you check the privacy settings of your profile. The privacy settings enable you to choose what information about you is visible to others and who exactly you want to be able to view it (e.g. public, friends only, or just you). Follow the steps below to check or edit the privacy settings for your personal information (e.g. date of birth, email address, etc.):

1. Follow step 1 above to open your profile page.
2. Click on 'about'.
3. **On a PC:** Position the cursor underneath your date of birth and an option to 'edit you basic and contact info' should appear. Click on this.
On a mobile device: Tap 'more about you'
4. Here you can see all the information about you that is included on your profile. Against each detail you will see an arrow with a symbol next to it. Click this to check and/or change the privacy of this information. There are several options including 'only me' so the information is not visible to others; 'friends' so only your Facebook friends can see the information, or 'public' so everyone can see the information. You will need to change the privacy of each personal detail individually, as changing one doesn't change all others.

How to Add Friends

Please see page 9 for guidance on the Facebook users you should/ shouldn't add as friends on your work profile. The guide below explains how to find and add friends.

1. If you know the name of someone you would like to friend request, type their name or email address into the Facebook search bar at the top of the page.
2. When you find an individual you would like to add as a friend, click 'add friend'. The person you have added will receive a notification of the friend request and if they accept your friend request you will be notified.
3. Once you have found relevant contacts, it's possible to view their friends lists (depending on their privacy settings) to find any other relevant contacts you might like to add as friends.



Adam Landrum
Greenville, South Carolina
Sean Gaffney and 3 other mutual friends

Add Friend

Administrating a Page or Group

If there is an existing page or group for your region, the person who set it up or any another individual with admin rights on the page can add you as an administrator for the page/ group. You would need to be an administrator if you have responsibility for organisational marketing and promotion (e.g. marketing regional courses). Having admin or editor rights will enable you to post as the page rather than under your own name. This gives a more standardised and professional appearance to our social media marketing, also protecting your privacy further.

Who might need admin or editor rights on the page/ group?

Regional Admins; Curriculum Delivery Officers.

What if tutors want to post on the page/ group?

Tutors are able to post on a page/ group without having administration rights.

Anyone who does not have administration rights can post on a page/ group if the selected page privacy settings allow.

Page: When someone who does not have admin rights posts on a page, their post will be shown at the side of the wall. If admins wish to make the post more prominent, they can share the post so it appears on the main part of the wall.

Group: Anyone who is a member of a group can post on the group wall. Group posts appear on the main part of the wall, but admins are able to moderate posts before allowing them to be published.

How do I get admin/ editor rights on a page/ group?

1. Search on Facebook for the correct page/ group.
2. When you have located it, either:
 - **Page:** Like the page by clicking 'like'.
 - **Group:** Join the group by clicking 'join'. In a group, you may have to wait for one of the administrators of the group to accept your joining request.
3. When you have liked the page or joined the group, ask someone with admin rights to add you as an administrator.

When you have admin or editor rights, you will notice that each time you post or share, you will have the option to post as the page or as yourself. Please take time to check which option is selected, and which is most appropriate for the content you are posting, before you post.

If there is not an existing regional page or group...

1. You may wish to post on to the main organisational Facebook page. The administrators of this page can share your post to the main wall for maximum visibility.
2. You may wish to create a new regional page or group. For information on how to do this, and how to determine whether a page or group is most suitable, see page 10.

I have admin rights on the regional Facebook page/ group, what next?..

The main purpose for marketing using social media is to reach a wider audience than using traditional marketing methods alone.

First step: Build up your audience.

1. Add relevant friends to your work profile.

It may be useful to friend request relevant individuals, e.g. contacts from partner organisations, colleagues, tutors or individuals who may find the information you share about regional provision of use. **Building a network of relevant contacts** can improve the effectiveness of the marketing information you post on social media.

You may receive friend requests from individuals who know you personally; it is at your discretion whether you accept their requests if you feel the information you share will be relevant to them. It is strongly recommended that you don't use your social media account linked to your work email, for personal use.

2. Join relevant local groups and pages, e.g. local community 'noticeboard' pages, local events and advertising groups which usually permit business advertising. You will be able to share your marketing posts to these groups and pages (contact the page/ group administrator if you're not sure whether business advertising is permitted). It is not usually permitted to post onto local 'for sale' groups, but each has their own rules and guidelines so it may be worth researching whether there are any you could use for marketing purposes. It is important not to post on external groups or pages more than once a day as this could cause a nuisance and would be unfair to others also posting information. Page and group admins can block any user they feel are using the page/ group inappropriately.

3. Invite your Facebook friends to join the page/ group which you have admin/ editor rights for, e.g. the regional page/ group. This can be done by going to the page/ group and clicking 'share' on a group, or clicking 'more' and 'invite friends' on a



Second step: Post regular status updates, course information, etc.

- When posting, it is important to check spelling, ensure that the post is bilingual whenever possible, and ensure the post is purposeful and appropriate before posting. If in doubt, you may wish to ask the Marketing Manager or a colleague to check your post before posting it to Facebook.
- Post regularly to raise awareness of the page/ group, but not too often as this could become a nuisance and cause people to unfollow the page/ leave the group. Guidance for posting: No more than once per day; No less than once per week.
- When posting images (e.g. course posters), ensure that the privacy of the image is set to 'public' before you post it. This will ensure that it can be shared publicly. If the privacy is set to 'friends' only your friends will be able to view it.

Respond to enquiries promptly

As page/ group administrator, you should receive notifications (via email and/or Facebook) when someone sends a message to the page. All admins will receive the notification and it is possible to see when opening the message whether anyone has replied. Replying promptly can help to ensure a positive experience for anyone who enquires as well as improving page statistics (the average response time is displayed publicly on the page).

Further Information

For further information on using Facebook contact the Digital Development Team or visit [**www.facebook.com/help**](https://www.facebook.com/help)

For full guidelines on responsible use of Facebook for marketing purposes please see the Organisation's Social Media Policy.

For guidance on social media marketing contact the Senior Officer for Marketing & Communication.

Digital Development Team:

Email: digital@adultlearning.wales

Rhydian Williams (Newtown Office) 01686 610270

Sarah K. Jones (Harlech Office) 01766 800475

Senior Officer Marketing & Communication

Email: Jonathan.Goddard@adultlearning.wales

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