



Facebook for business + LinkedIn Notes

Facebook is a wonderful way of organically building support for your business - think of it as a magazine dedicated to YOU!

1. Ensure your profile pictures and header are clear high quality images.
2. Invite your personal facebook friends to “like” your business page. Utilise the email contacts and get fb to send an email to all your contacts to alert them to your page. Ask them to review your page.
3. Like other business pages - and comment on their pages.
4. Content - always post with images where possible.
5. Ask for followers to post on your page - images of them using your products/ services.
6. Set up a conversational calendar.
7. Post inspirational quotes or use ROLFBOT (text over images).
8. Create an events page for any forthcoming events - and invite followers to join.
9. Create tantalising quizzes or unique to facebook sales.
10. Facebook ads - consider what is right and within budget for you
11. Keep an eye on your insights to see what posts are working .

LINKEDIN

1. Ensure your profile picture is inline with the rest of your social media
2. Connect with people you know on LinkedIn with a personal invite
3. Join relevant group discussions and comment regularly

ENJOY IT!