

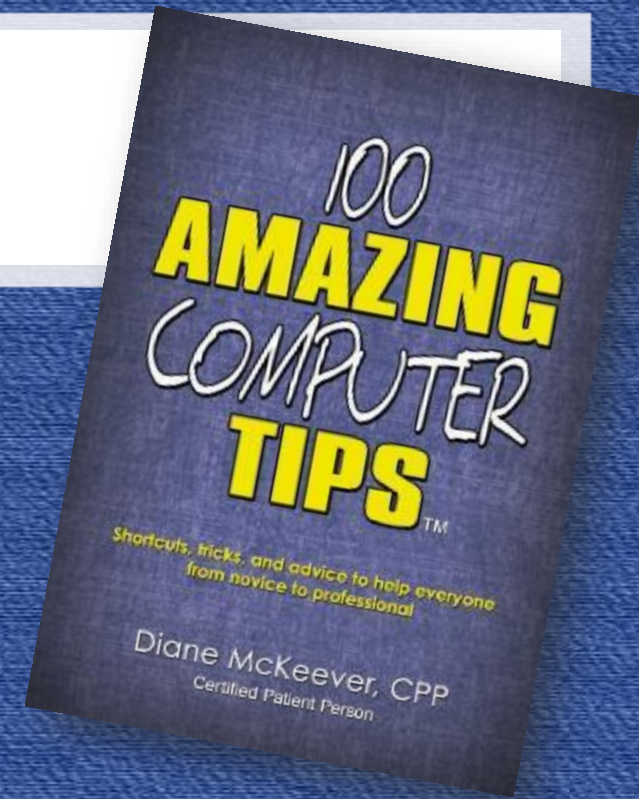
Facebook for Your Group

Diane McKeever, CPP
Certified Patient Person



Diane McKeever

- Over 25 years training experience
- Certified social media marketing professional
- Maintain and promote many Facebook business pages
- Book – 100 Amazing Computer Tips only \$14.99
- Facebook business page: Diane McKeever LLC
- Email: diane@dianemckeeper.com

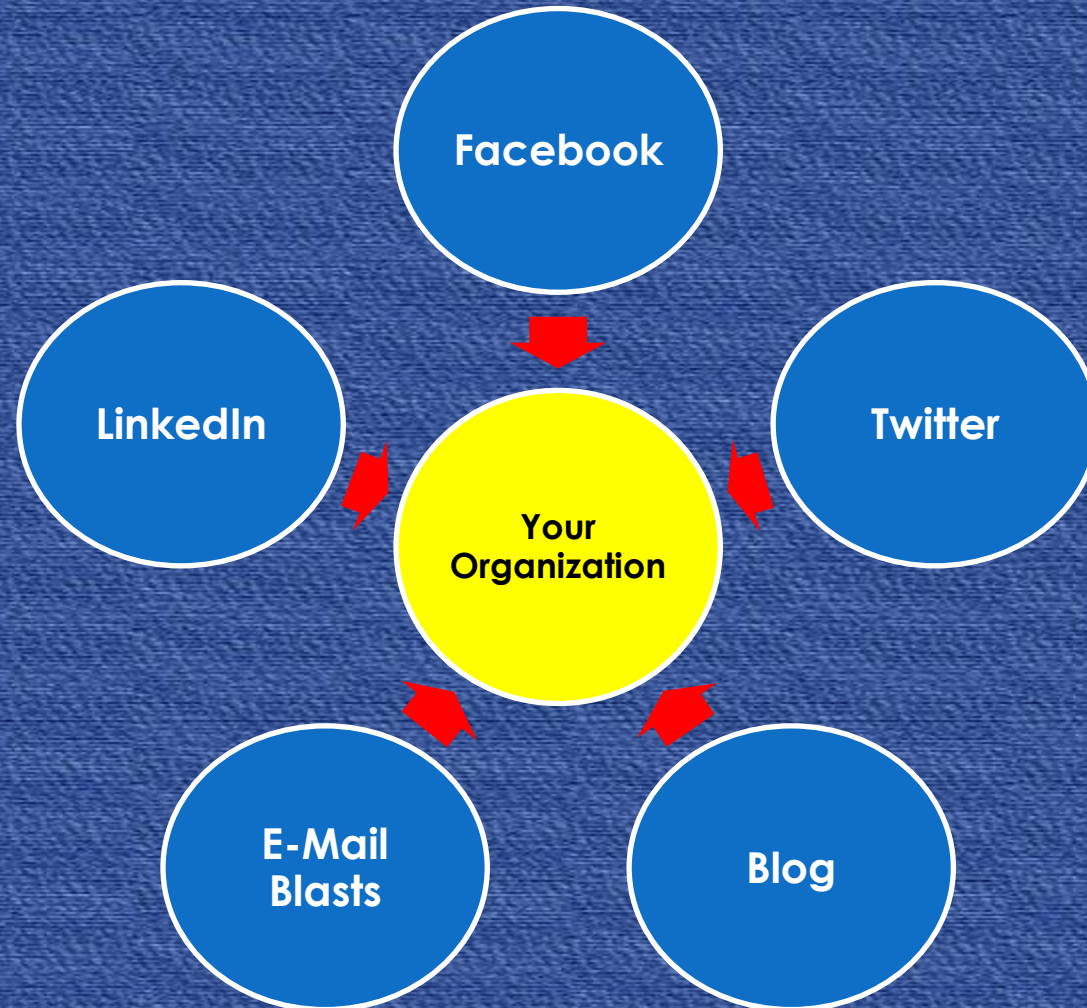


Objectives

- Understand difference between personal and business Facebook
- Define target audience
- Identify tools to reach target audience
- Understand insight results

FACEBOOK
MAYBE!

Facebook's Role in Plan

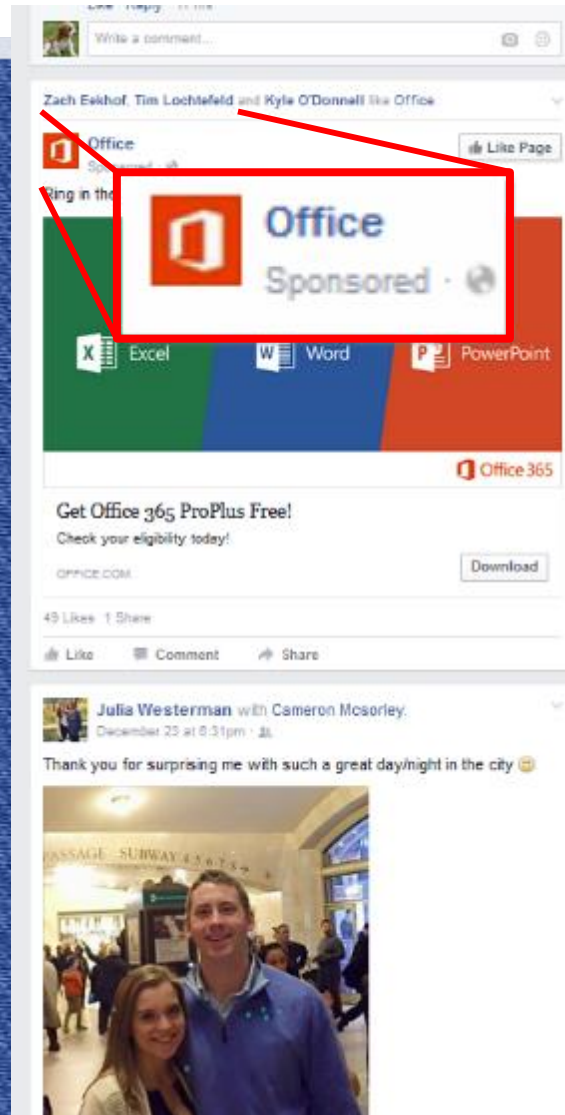


Facebook Personal Experience

The screenshot shows a Facebook news feed post by Cam Horan. The post features a photo of two young men, one wearing a green 'DUBLIN IRELAND' t-shirt and a green cap. The post has several comments, including one from Grace Francour that says 'Fucking love' and another from Michelle Chojnacki that says 'Y'all adorable'. The post also has a 'Like' button and a 'Share' button. The news feed is highlighted with a red border, and a red arrow points to the 'News Feed' label on the right.

News Feed

Sponsored Post



Personal Page/Business Page

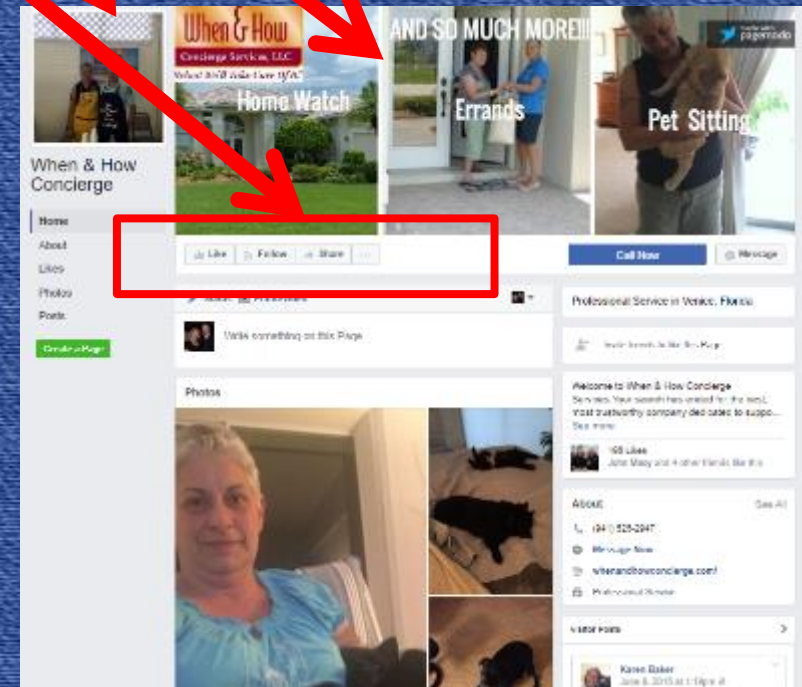
Maximum # of Friends: 5,000

Cover Pictures

Profile Pictures

Options

Maximum # of Likes: Unlimited!



Creating a Business/Group Page

The image shows a screenshot of the Facebook user interface. At the top, the navigation bar includes a search icon, the user's name 'Sara', and links for 'Home' and 'Find Friends'. A red circle with the number '1' highlights the user profile picture in the top right corner. A mouse cursor is clicking on it, which has opened a dropdown menu. A red circle with the number '2' highlights the 'Create Page' option at the top of this menu. Other options in the menu include 'Create Group', 'Find Groups', 'Create Ads', 'Advertising on Facebook', 'Activity Log', 'News Feed Preferences', 'Settings', 'Log Out', 'Help', 'Support Inbox', and 'Report a Problem'. The background of the page shows a photo of two women smiling, with 'Add Friend' and 'Message' buttons overlaid on the image. At the bottom, there are tabs for 'Friends', 'Photos', and 'More'. The email address 'diane@dianemakeover.com' is visible in the bottom right corner.

Setting Up Business Page



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure

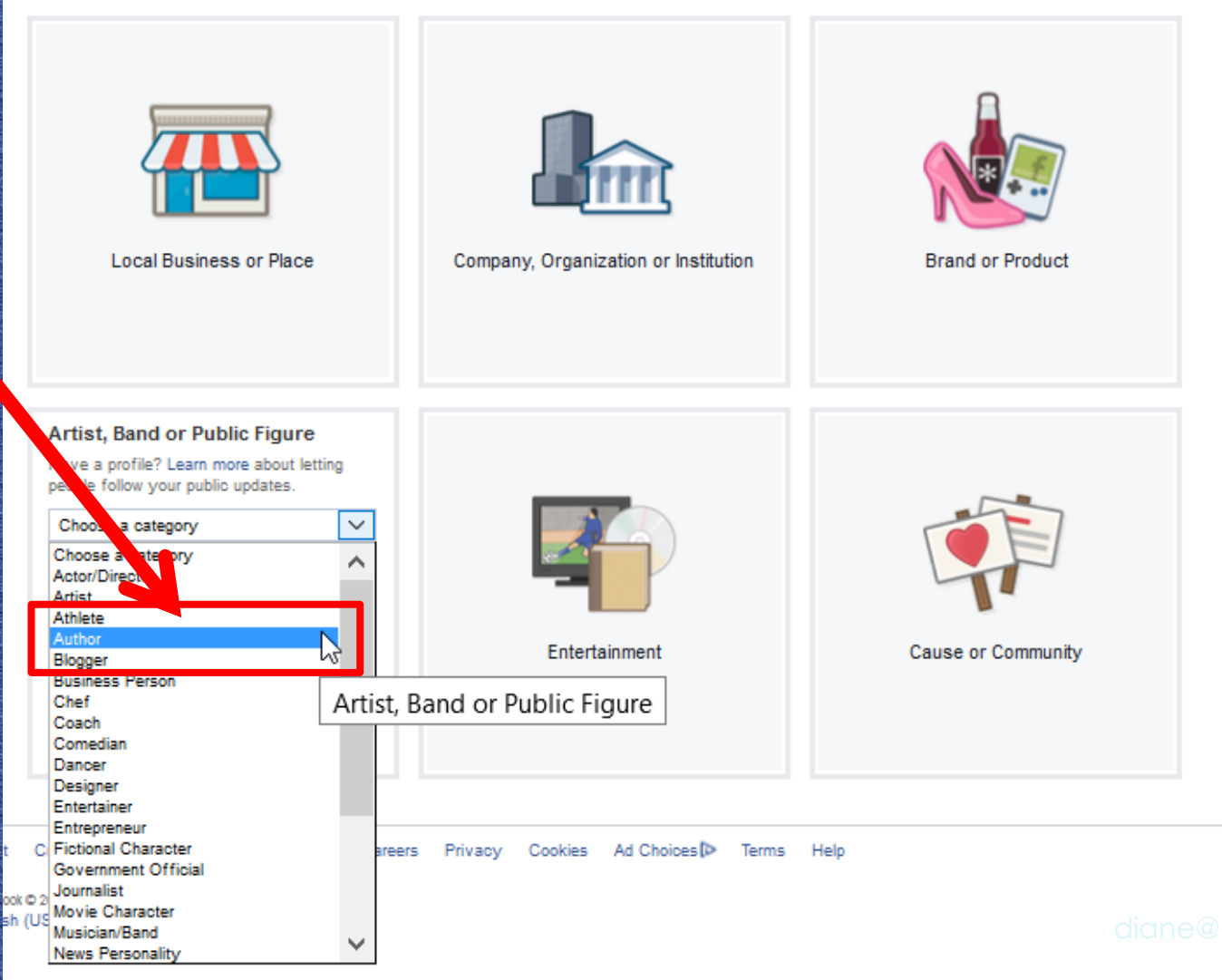


Entertainment



Cause or Community

Choose a Business Type



The screenshot displays a grid of six business type options, each with an icon and a label:

- Local Business or Place**: Icon of a storefront with a red and white striped awning.
- Company, Organization or Institution**: Icon of a modern building and a classical building with columns.
- Brand or Product**: Icon of a pink high-heeled shoe, a red bottle, and a smartphone.
- Artist, Band or Public Figure**: Icon of a person on a stage with a CD/DVD disc.
- Entertainment**: Icon of a television set and a CD/DVD disc.
- Cause or Community**: Icon of two signs, one with a red heart and one with a red checkmark.

The "Artist, Band or Public Figure" section is expanded, showing a dropdown menu with the following categories:

- Choose a category
- Choose a category
- Actor/Director
- Artist
- Author** (highlighted in blue)
- Blogger
- Business Person
- Chef
- Coach
- Comedian
- Dancer
- Designer
- Entertainer
- Entrepreneur
- Fictional Character
- Government Official
- Journalist
- Movie Character
- Musician/Band
- News Personality

A red arrow points from the top left towards the "Author" option in the dropdown menu. A white callout box with a black border points to the "Artist, Band or Public Figure" section header.

The Setup Process

Set Up Sara Mannion

1 About 2 Profile Picture 3 Preferred Page Audience

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

I am the author of a series of fantasy books about unicorns and fairy godmothers. 74 **1**

<http://www.fantasygirl.com> **2**

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

<http://www.facebook.com/saramannion> **3**

Need Help? Skip Save Info

Step 2

Set Up Sara Mannion

1 About

2 Profile Picture

3 Preferred Page Audience



Upload From
Computer

Import From
Website

Skip

Save Photo

Step 3 – Target Audience

Set Up Sara Mannion

1 About 2 Profile Picture 3 Preferred Page Audience

Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

Locations Everyone in this location **1**

Include | Add a country, state/province, city, DMA, Z

Age 13 - 30 **2**

Gender All Men **Women** **3**

Interests fairy | Suggest **4** Browse

- Fairy tale **37,514,170** people
Description: People who have expressed an interest in or like pages related to Fairy tale
- Fairy
- Fairy Tail Book Series
- Prunella (fairy tale)
- Fairyland
- Tooth fairy Fictional Character
- Fairyland (band) Musician/Band

[Report this as inappropriate](#)

Getting Started

The image shows a screenshot of a Facebook page for Sara Mannion, an author. The page is annotated with red circles and arrows pointing to specific features. The annotations are:

- Add a cover picture**: Points to the top cover area of the page.
- Invite friends to like the page**: Points to the "Invite friends to like this Page" button in the left sidebar.
- Create some Posts**: Points to the "Write something..." text box in the main content area.

The page itself shows the user's profile picture (a flag on a pole), the name "Sara Mannion" with the title "Author", and navigation tabs for "Timeline", "About", "Photos", "Likes", and "More". The main content area includes a "Write something..." text box and a "Status" button. The left sidebar contains options like "View Pages Feed" and "Invite friends to like this Page". The right sidebar shows a "Promote" button and a "THIS WEEK" section with "0 Website Clicks".

Create a Great Cover Picture



Cover Creation Websites

facebook cover maker free online

All Images News Videos Maps More ▾ Search tools

About 31,200,000 results (0.47 seconds)

Create a Free Cover Photo - pagemodo.com

Ad www.pagemodo.com/ ▾

4.1 ★★★★★ rating for pagemodo.com

Attract Likes, Generate Leads and Stand Out on Facebook. Get Started!
Money Back Guarantee · Manage Multiple Accounts · Easy To Use
[Custom Cover Photos](#) · [Agency Services](#) · [Free Sign-up](#)

Free Online Facebook Cover Photo Maker - Canva

<https://www.canva.com/create/facebook-covers/> ▾

It's ridiculously easy to create amazing Facebook Covers in Canva. Simply pick your favourite layout and choose images, fonts and colors that suit your design!

Facebook Cover Maker - Facebook Cover Photo Design for ...

<https://www.fotor.com/features/facebook.html> ▾

Capture your personality, feelings and thoughts with Fotor's Facebook Cover ...
Fotor.com offers you **online** Photo Effects & Filters of all kinds - for **free**, try our ...

Facebook Cover Photos | Facebook Cover Maker | PicMonkey

<https://www.picmonkey.com/facebook-cover-maker> ▾ PicMonkey ▾

Create your own Facebook cover photo with PicMonkey's easy templates. We've got the size all figured out; you just bring the cool photo!

Facebook Cover Maker - TimelineCoverBanner.com

www.timelinecoverbanner.com/facebook-cover-photo-maker/ ▾

Using this **online** cover editor, you can create a beautiful and unique facebook timeline ... Furthermore Our facebook cover editor is supported by many graphic bank sites. ...

Add Call to Action

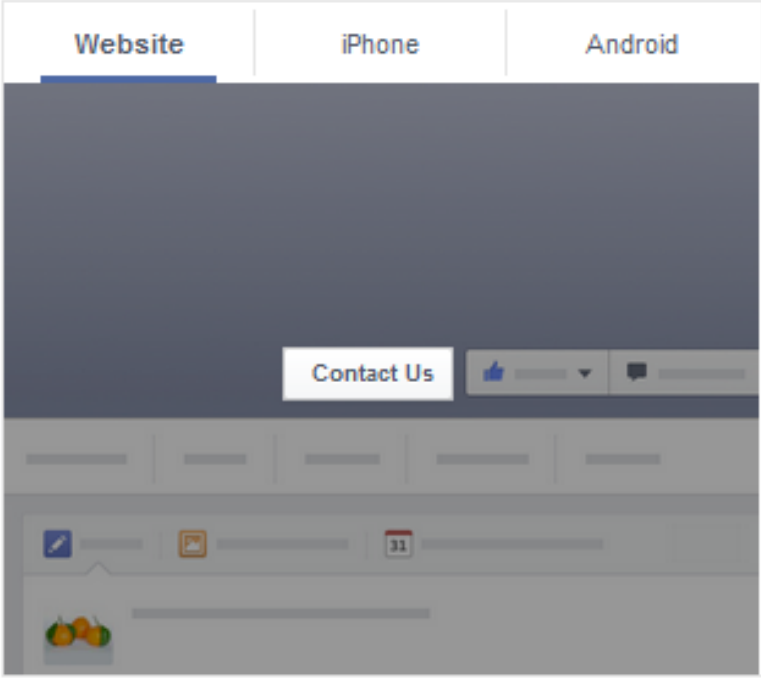
Create a Call-to-Action Button ✕



Add a button to your Page that takes people directly to your website or app. [Learn more.](#)

Choose a Button

- Shop Now
- Book Now
- Call Now
- Contact Us
- Send Message
- Use App
- Play Game
- Shop Now
- Sign Up
- Watch Video
- Send Email
- Learn More

Website iPhone Android



Contact Us  

Cancel **Create**

Post structure


- Message
- A picture!
- A call to action
- A link if appropriate



The image shows a screenshot of a Facebook post from the business 'Swirly Bracelets'. The post is located at Sebring International Raceway and was published by Diane Kortjohn McKeever on March 20. The text of the post promotes their bracelets and a 'March Madness Sale' (Buy 3 get 1 FREE) that ends at the end of the month, with a link to their website. The main image in the post shows four women in white promotional dresses standing under a white tent with a blue 'Swirly Bracelets' banner. Below this is a smaller image of a bracelet. The post has 19,780 shares and 29,205 likes.

Swirly Bracelets with Denise Amontree at Sebring International Raceway.
Published by Diane Kortjohn McKeever [?] · March 20 · 🌐

Our bracelets are hot and our customers are even hotter! Look who's shopping for Swirly Bracelets! If you want to get in on the action too, go to our website and buy a few bracelets. Remember the March Madness Sale (Buy 3 get 1 FREE) ends at the end of the month! www.swirlybracelets.com



Like · Comment · Share 19,780 Shares

👍 29,205 people like this. Top Comments ·

What Should You Post?

- Offers
- Pictures
- Events
- Co-branding
- Surveys
- Links to related articles
- Blog posts
- Product reviews
- Videos
- New cover picture

Other Post Options



Share a photo or video



Get sales



Advertise your business



Get messages



Create an event



Create an offer



Write a note



Start a Live Video

3 Power Buttons Of Facebook

- Like
- Comment
- Share



Promote Updates

- **Sharing:**
 - Encourage sharing by your fans
- **Tagging:**
 - Add tags of people for post to put on their walls
- **Boosting:**
 - Adds update to news feed on the target audience page

Boost Option



Swirly Bracelets at [Downtown Sarasota!](#)

Published by Denise Amontree [?] · April 17 at 2:51pm · Sarasota · [🌐](#)

Thanks Dianne for your business 🙌🙌 loved meeting you guys !!

24 people reached

[Boost Post](#)

Choose Audience

Boost Post

AUDIENCE

People who like your Page [?]

People who like your Page and their friends [?]


People you choose through targeting [?]

bracelets ▼


[Edit Audience](#) | [Create New Audience](#)

Location:
United States


Interests:
Shopping and fashion, Jewelry, Bracelets, Online shop...

 [Terms & Conditions](#) | [Help Center](#)

DESKTOP NEWS

 **Swirly Bracelets**
Sponsored

Great show downtown



Create Audience

Create Audience ✕

Select the location, age, gender and interests of people you want to reach with your ad.

Name

Location

Age -

Gender

Interests

+ Body piercing + Hairstyle + Pajamas
+ Cardigan (sweater) + Boot

Determine Budget and Duration

Boost Post

BUDGET AND DURATION

Total budget ⓘ

\$10.00

Estimated People Reached ⓘ

430 - 1,100 people of 20,000,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day 7 days 14 days


Run this ad until 📅 May 23, 2016

⚙️ [Terms & Conditions](#) | [Help Center](#)

DESKTOP NEWS FEED

Swirly Bracelets shared their photo. Sponsored · 🌐

Great show downtown today !!

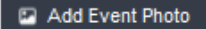


Event Creation

New Event by Sara Mannion ✕

You're creating a public event that is visible to anyone on or off Facebook. You won't be able to change it to private later.

Event Photo



For best results, use a 1920 X 1080 pixel image (16:9 aspect ratio)

Event Name

Location

Date/Time EST + End Time

Co-hosts

Ticket URL

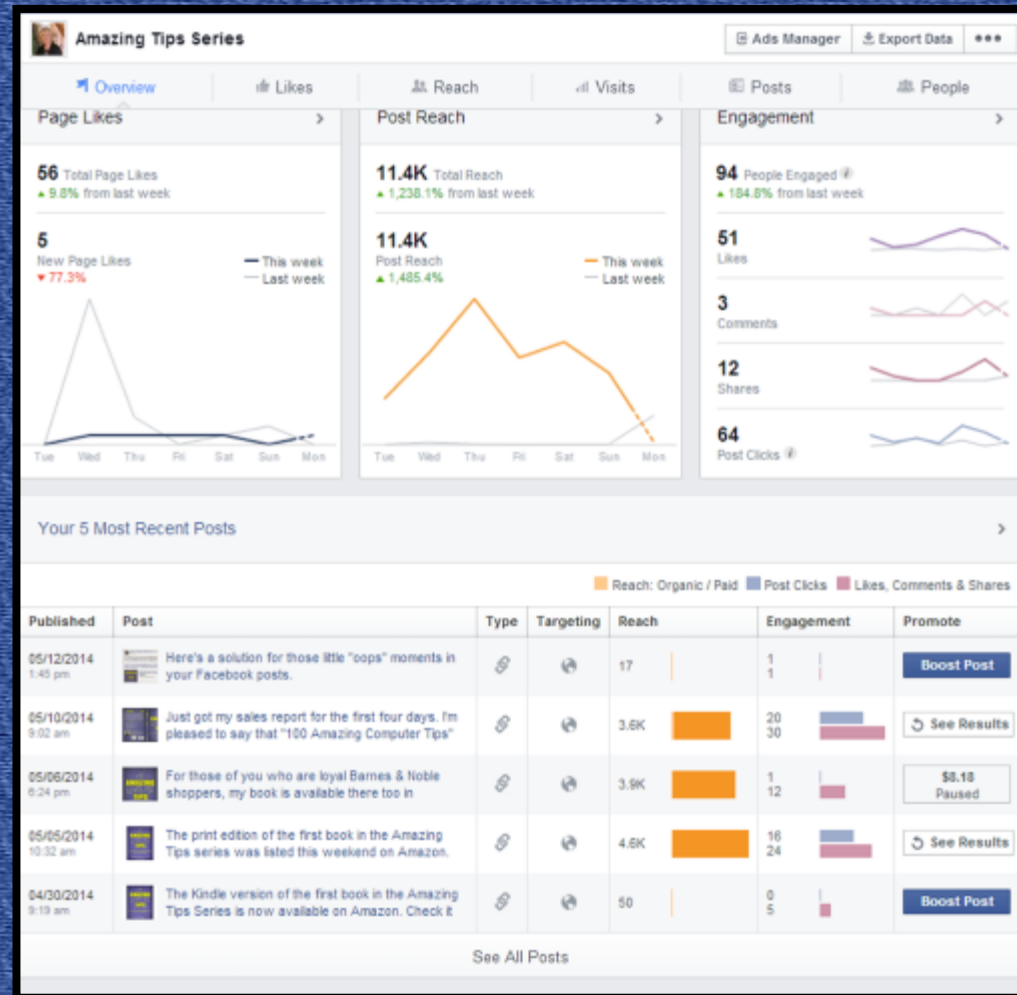
Description

Category

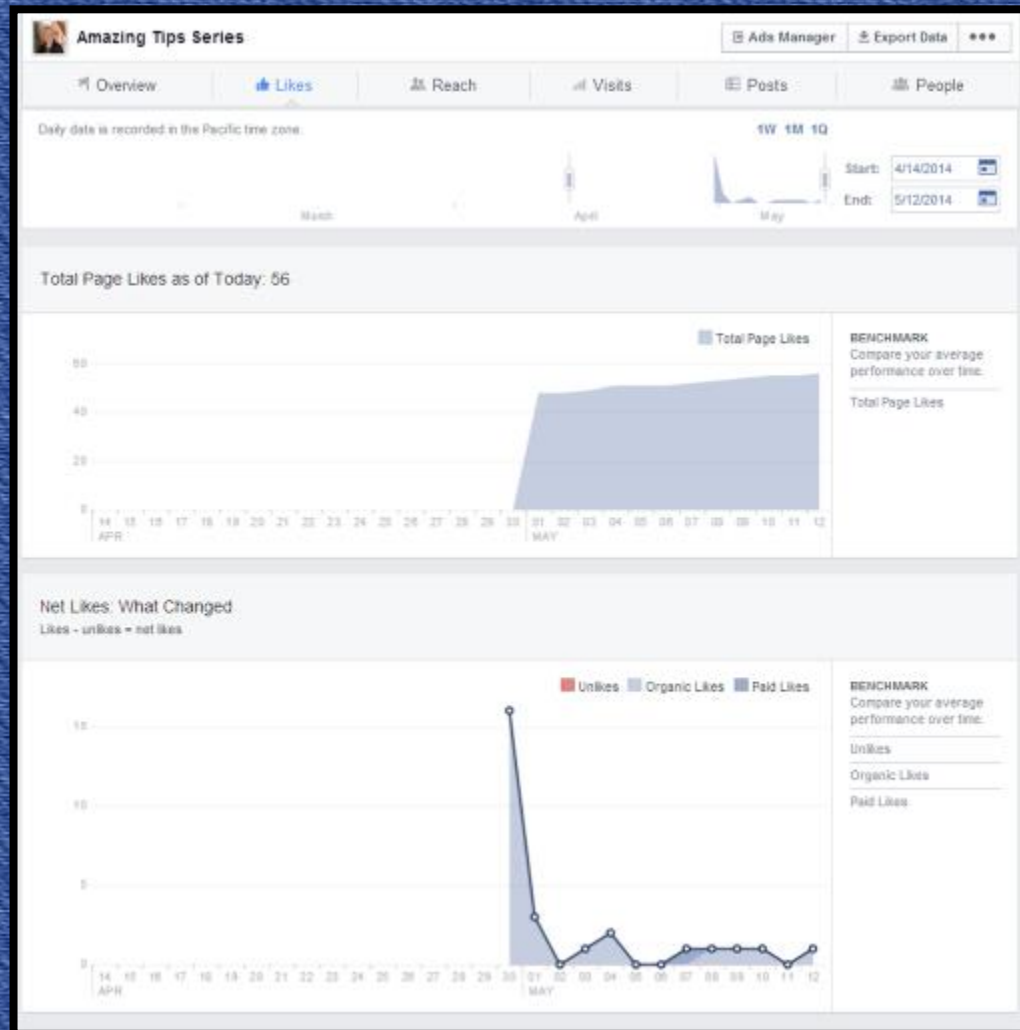
Only hosts can post on the event wall.

Cancel Publish

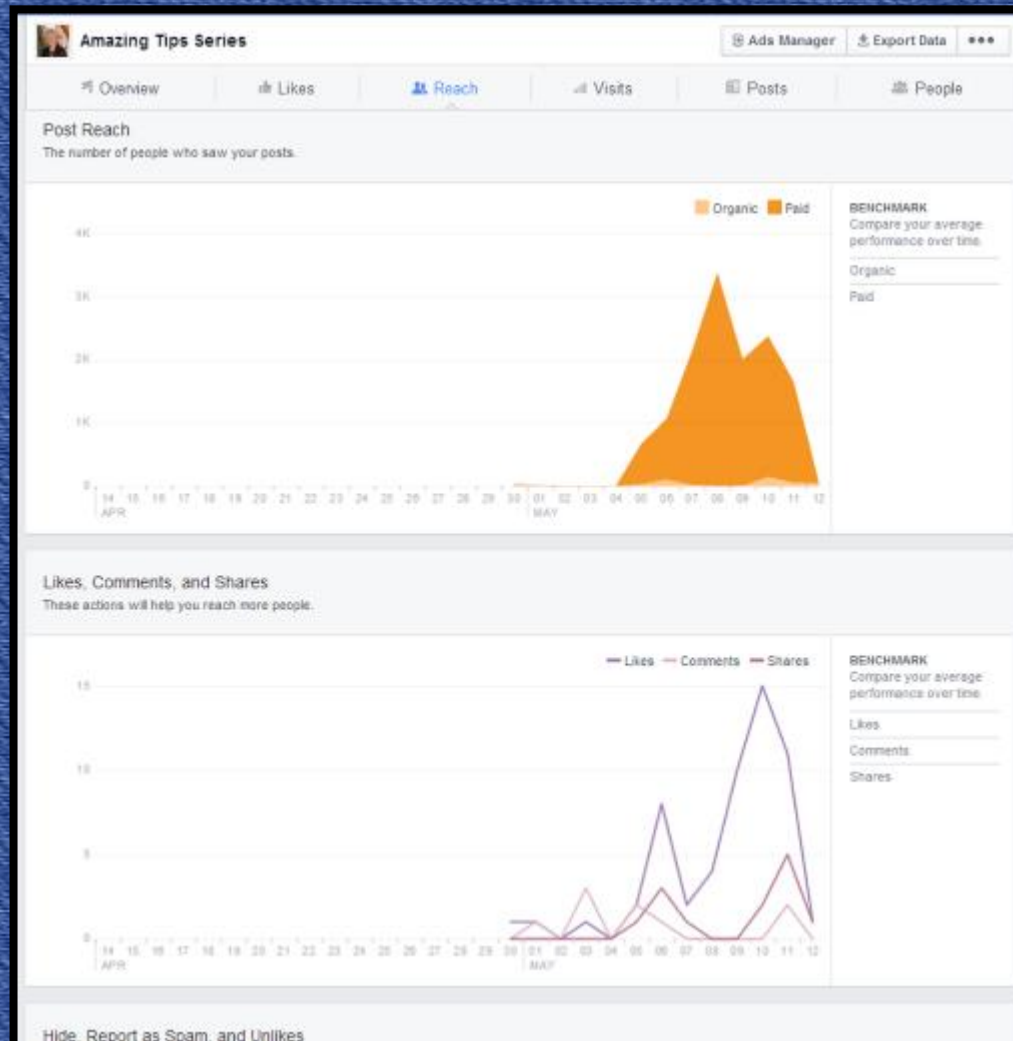
Insights Of Facebook



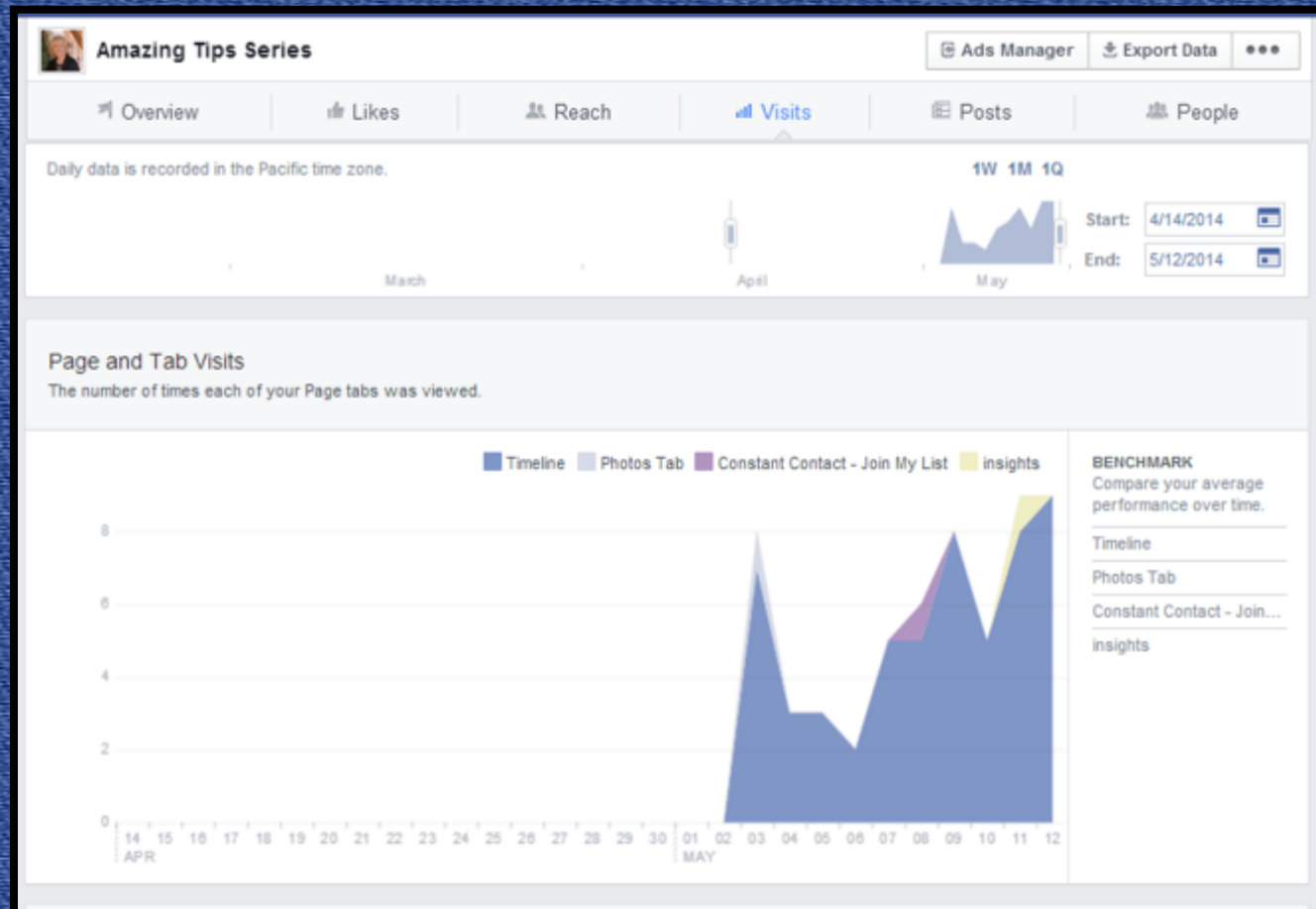
Likes Insights



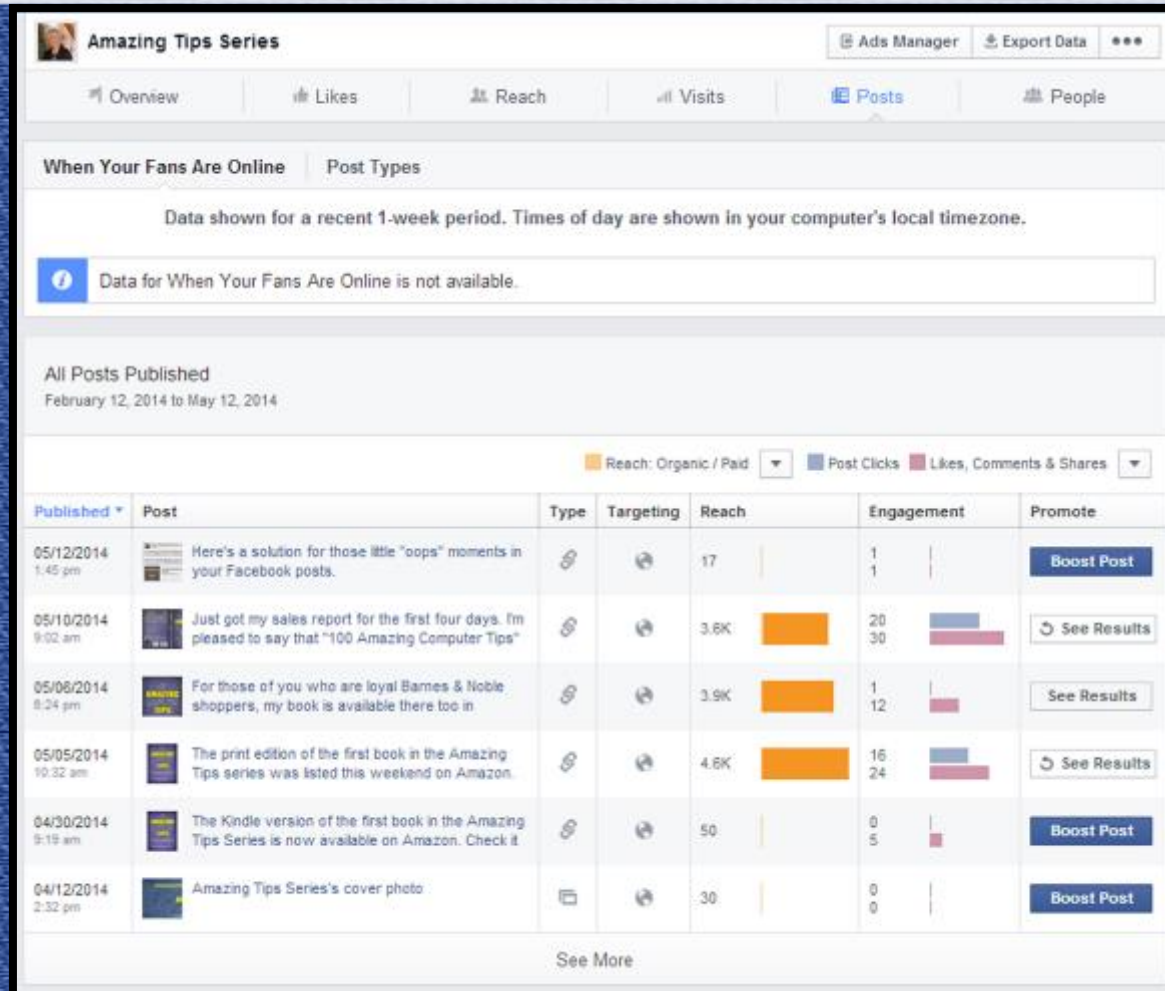
Reach Insights



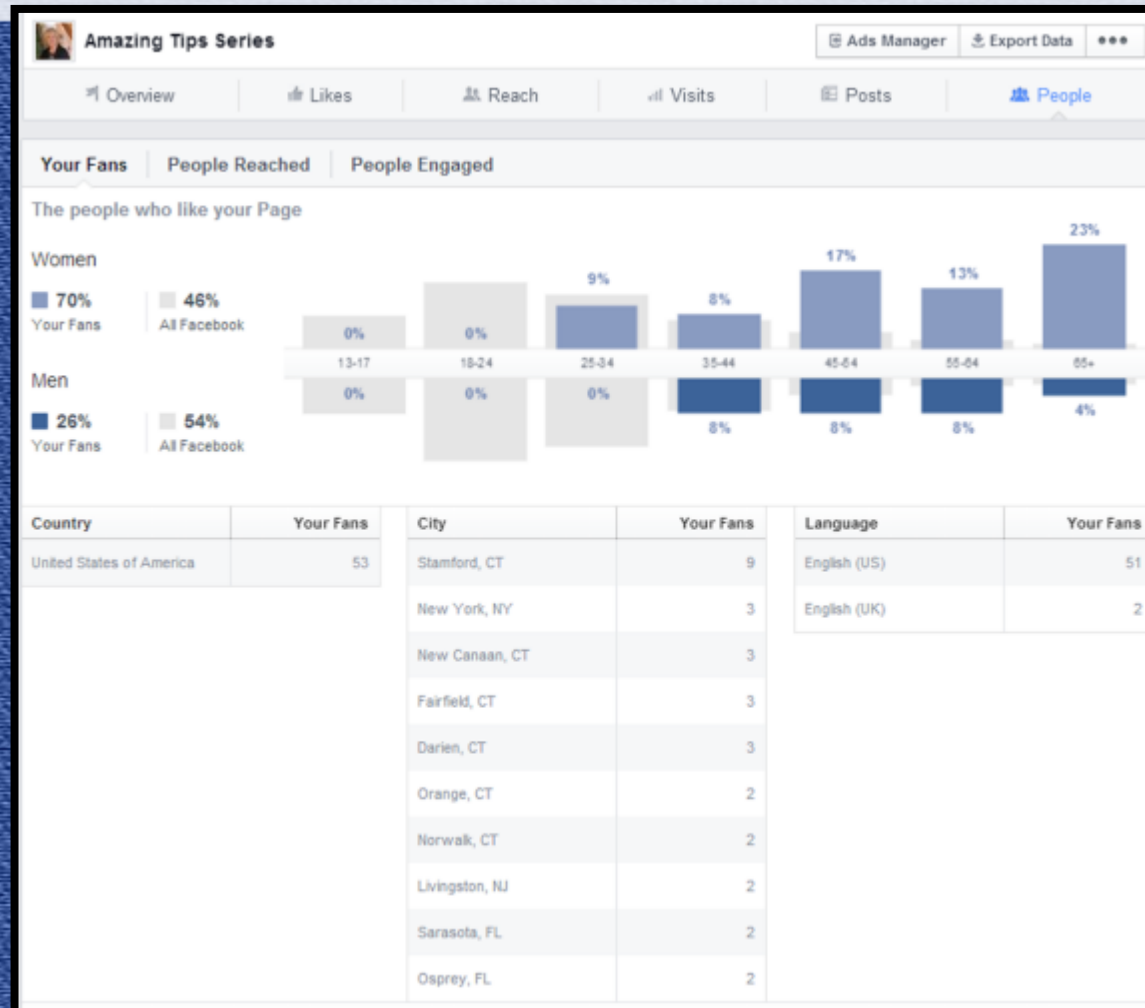
Visits Insights



Posts Insights



People Insights



Is Facebook Good For Your Business?



Questions?

Facebook for Your Group

diane@dianemckeeper.com



Diane McKeever

Author: 100 Amazing Computer Tips



An International
Association of Technology
& Computer User Groups