

Launching, Measuring & Managing Your Page

by Digital Media Ghost

scaring up traffic for your website



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Introduction

You may think creating a page on Facebook is simple business – and it is – but there’s MUCH more to consider beyond that if you hope to use it successfully.

How do we define success? Attracting and converting leads, of course! And you can’t get there if you don’t start here.

This intro to “everything Facebook marketing” will take you well beyond the basics, so you’ll be ready to maximize your efforts in no time.

Beware: Actionable insights follow. Be ready to take notes, follow along via your own Facebook page (or create one as we go – we show you how!) and feel free to reach out to our Chief Ghost with questions: maryclong@digitalmediaghost.com.

So let’s jump right in:



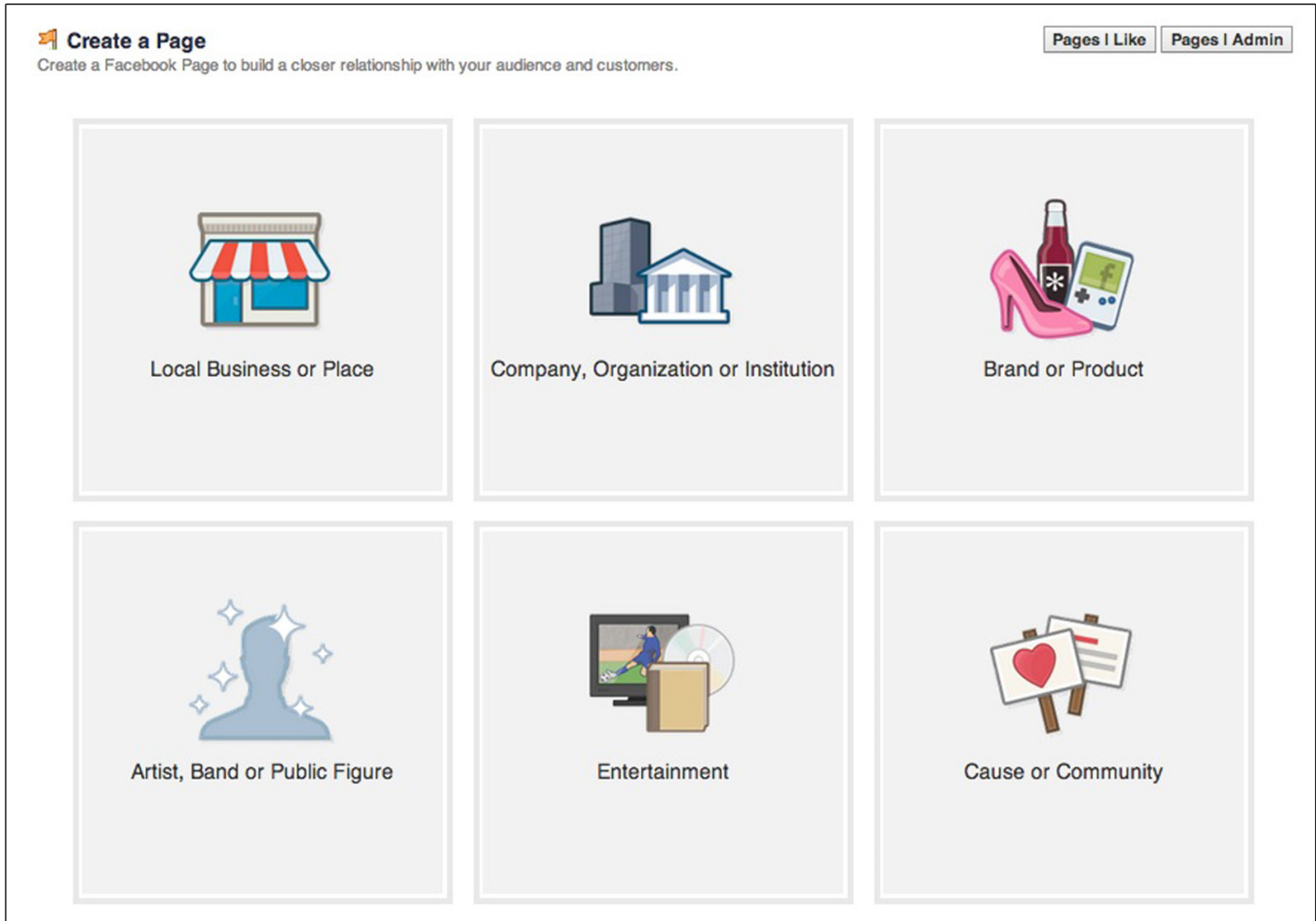
Before Creating a Facebook Page:

- **Gather** requirements from any stakeholders so you're ready to go! You'll need a concise (one-sentence) description (if you don't have one already); a longer description (paragraph or two), primary offerings (bullets are best) and mission statement. You don't have to list all of those items, but should decide ahead of time if you will/what it should say.
- **Ready** your contact information: physical address, contact email, Web address, and links to other online properties.
- **Create** images to use for your header (851 x 315) and logo (180 x 180). These dimensions are specific and troublesome if you're not ready.
- **Identify** someone in your organization who will be responsible for consistently maintaining your Facebook account - and who understands that doing so thoughtfully takes time. Devoting thirty minutes each day is really the minimum requirement.

- **Designate** any budget funds that can be used to pay for Facebook advertising. Targeted items can be effectively promoted for as little as five dollars. If this is not an option, though, you will have plenty of opportunities to get creative on your own to increase the traffic to your site. (See the advice from colleagues at the end of this guide for tried and true methods to maximize your social media potential!)
- **Brainstorm** (this is a good time to include others in your organization) how to promote your new presence on Facebook with your regular website visitors/followers. Adding a Facebook widget to your website is essential, as is adding (and announcing) your Facebook presence to every email/promotional print piece. You should also consider a placard for your physical location (assuming you have one) requesting visitors check in to your page on Facebook for 10% off or some other incentive.

Creating Your Facebook Page

1. Go to <https://www.facebook.com/pages/create>



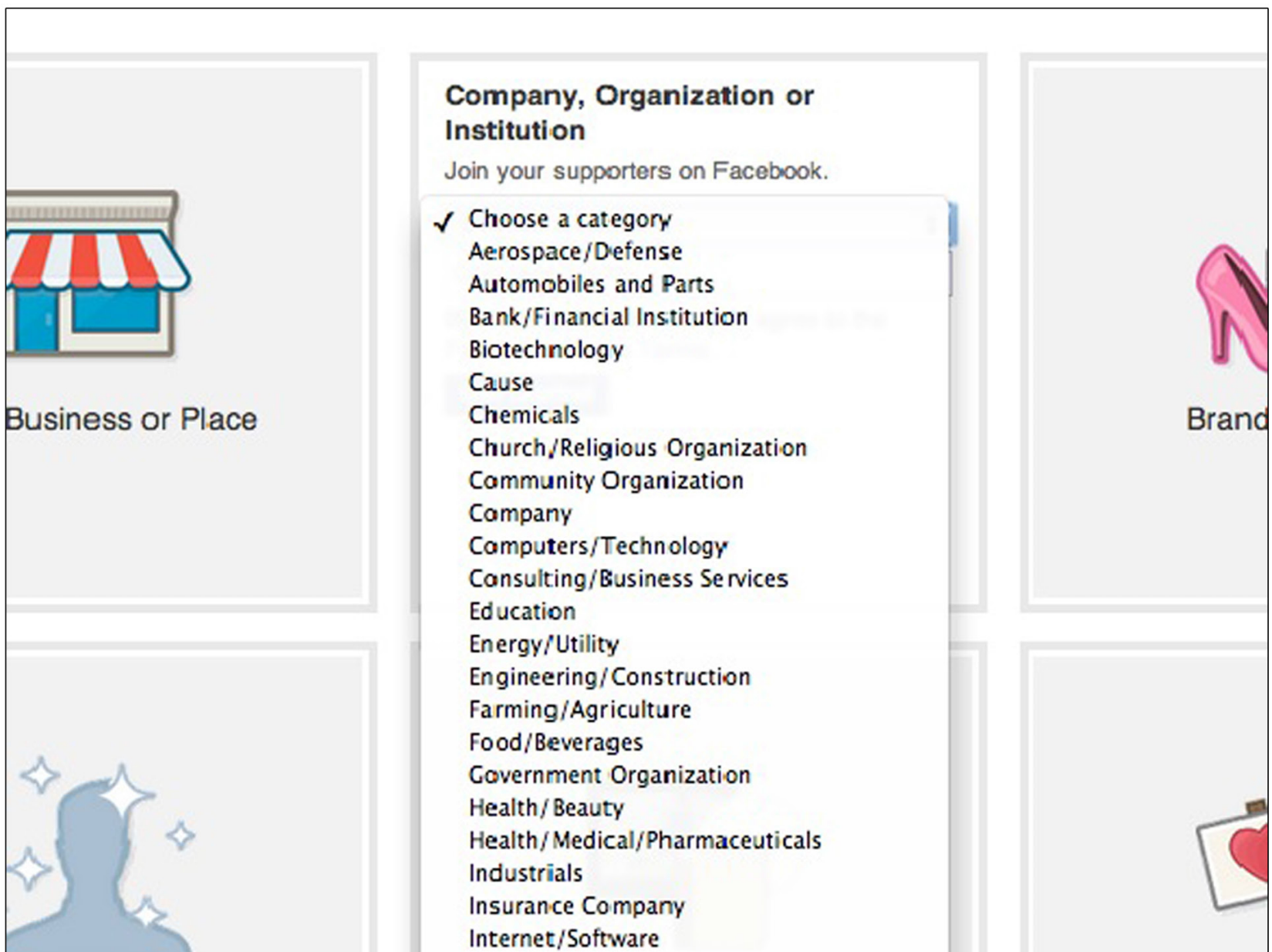
2. Select the appropriate box and you will be guided through the steps required to create your page. If you do not wish to list an address immediately, create an organization (this does not require an address to continue with set-up, but the “local business” type does). Important: Whichever type of page you select CAN NOT be changed later.

Take care when selecting your page name as you will find it quite difficult (if not impossible) to change later. Some tips:

- Do not add “.com” to the end of the name. This is an amateur-looking move, and one you’ll later regret.
- Use your business’s exact name whenever possible.
- If your business name is already taken, try shortening it as you would on other social properties. For example, DigitalMediaGhost could be shortened to DigMedGhost, particularly if you have a corresponding Twitter handle with a shortened name.

Other important considerations to keep in mind as you progress through page setup:

Think through your category options before selecting one. Is your site educational? Is it a community or government organization? Or maybe it focuses on local travel, is an offshoot of a school or possibly a small business?

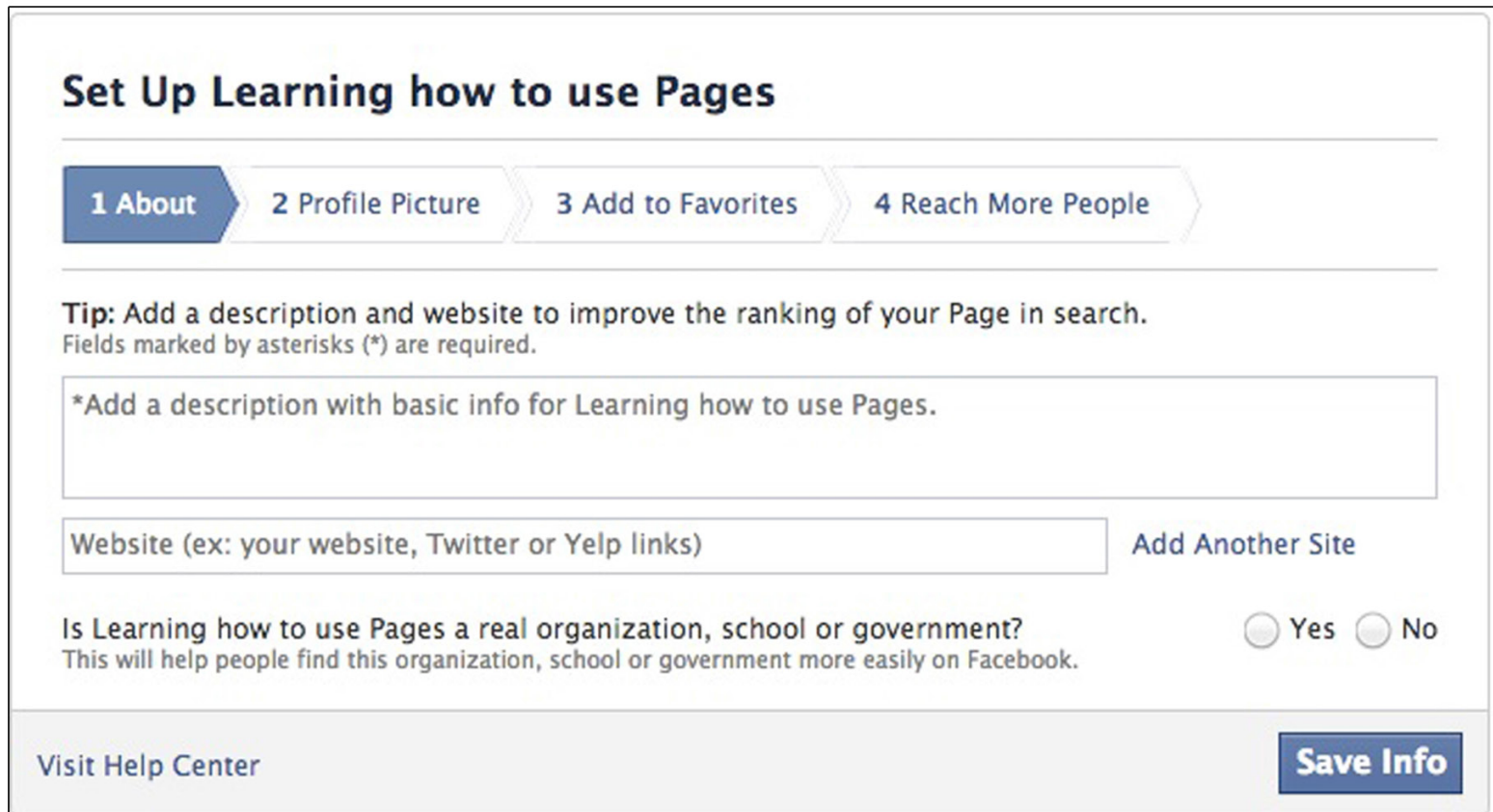


What you choose is important because it will appear beside your company name:



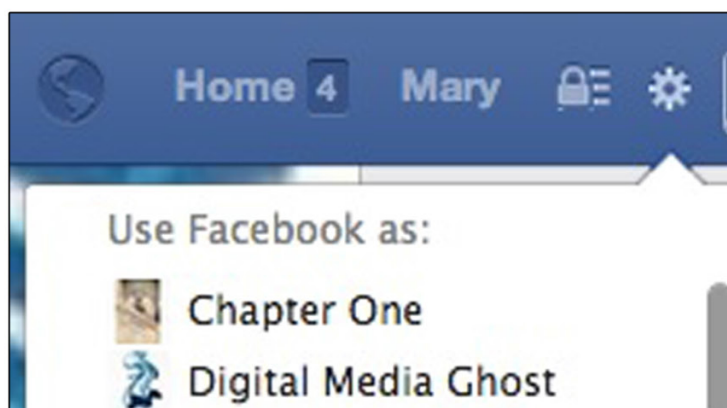
3. After selecting your name and category, you'll be guided through additional steps, including adding a description and profile picture. A brief description is best, as only a line or two will show up in the header of your page.

When selecting a profile picture, your logo is best. And if you don't have one, consider creating one – even if it's just your name – as this little image will be your public face and will be used in advertising.

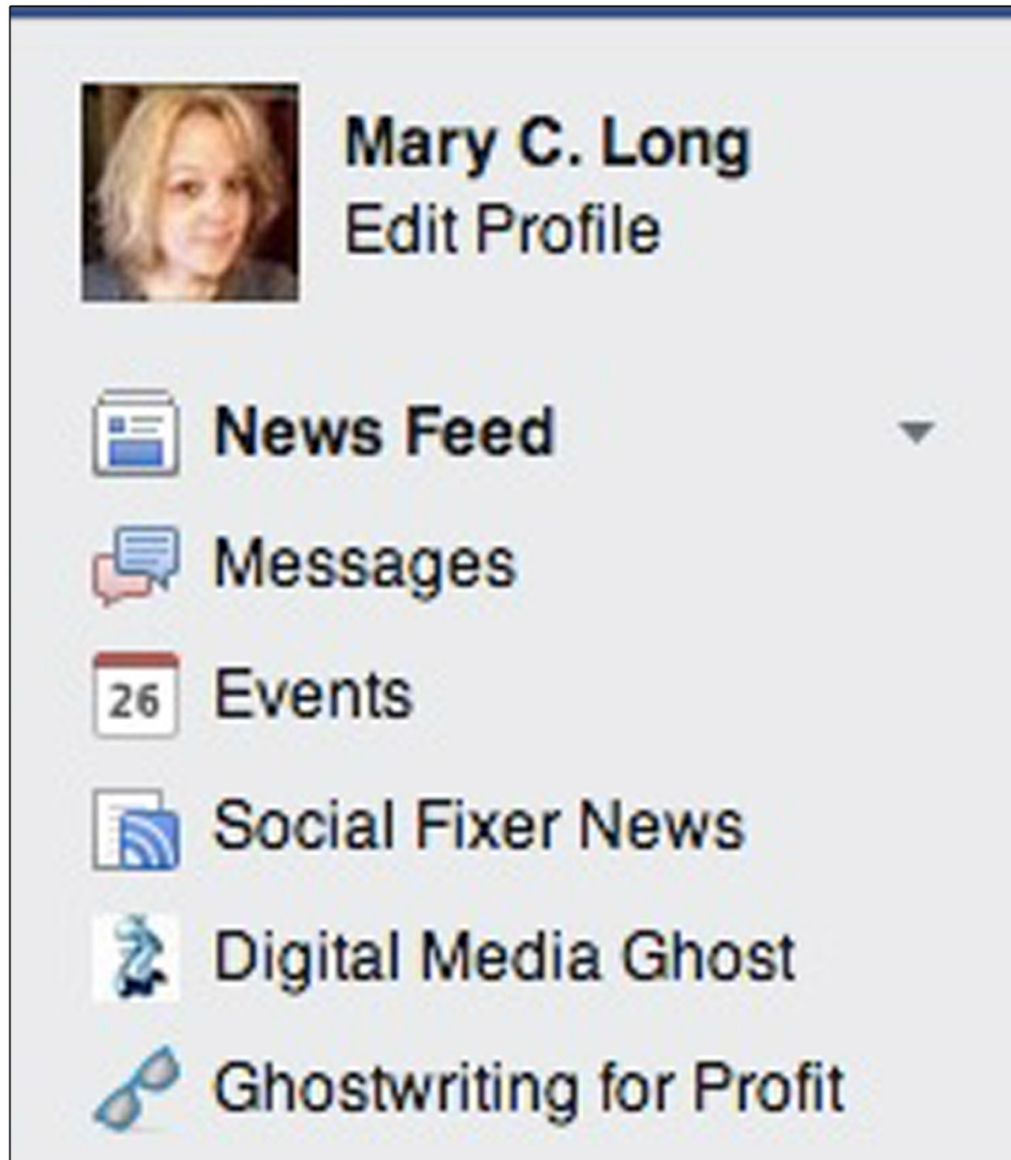


The screenshot shows the 'Set Up Learning how to use Pages' form. At the top, there are four steps: 1 About, 2 Profile Picture, 3 Add to Favorites, and 4 Reach More People. Below the steps, there is a tip: 'Tip: Add a description and website to improve the ranking of your Page in search. Fields marked by asterisks (*) are required.' The form includes a text input field for a description, a website input field, and a radio button selection for 'Is Learning how to use Pages a real organization, school or government?'. A 'Save Info' button is located at the bottom right.

4. **(Optional)** You can also add the page to your favorites, but this really isn't necessary as your pages are easy to find via the settings drop-down on the top right of your personal profile:

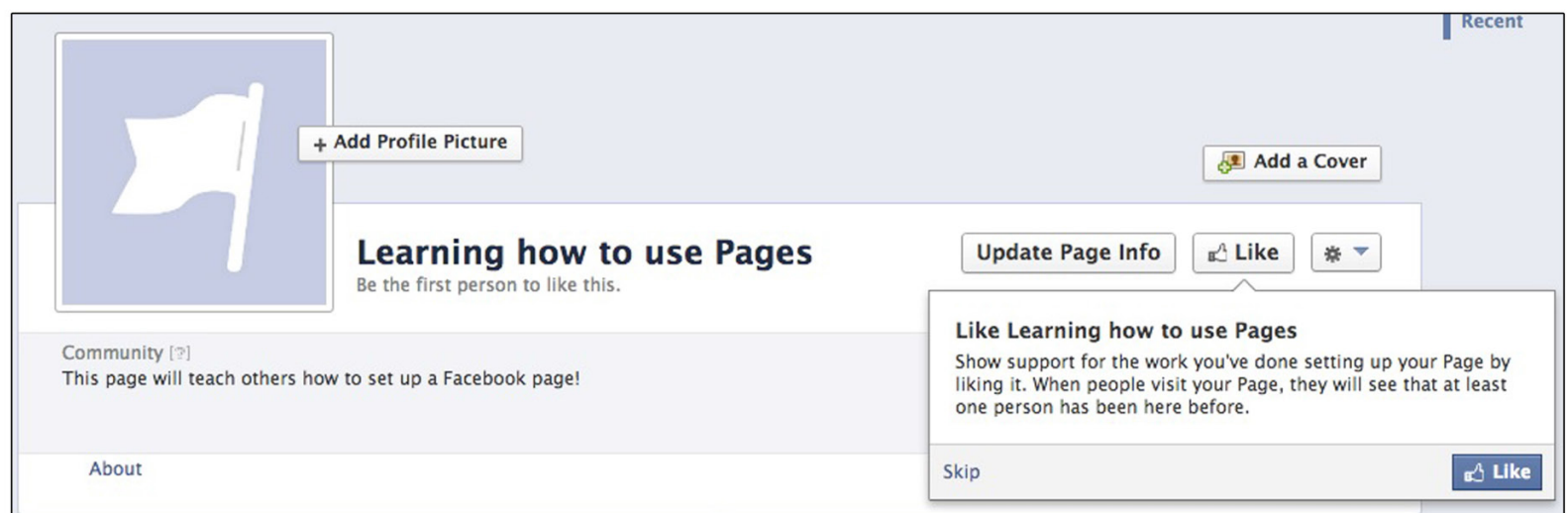


So “skip” this step, if you want. Though, if you DO add it as a favorite, this is how it will look:



Also, skip the “reach more people” step as this brings you to Facebook’s Advertising Center and your page isn’t ready for ads yet (and neither are you!).

Facebook will immediately take you through any steps you may have skipped, like adding a photo or description. Feel free to skip these steps as well if you’re not ready to populate them. As you can see from the links below, it’s really easy to add a profile/cover image and description later. What size should they be? It really doesn’t matter as Facebook now automatically scales them to fit – but obviously a wider, rectangular image works best as the header and a square for the profile pic. If you’re a stickler for detail, the actual dimensions in pixels is 851 x 315 for the cover and 180 x 180 for the profile.



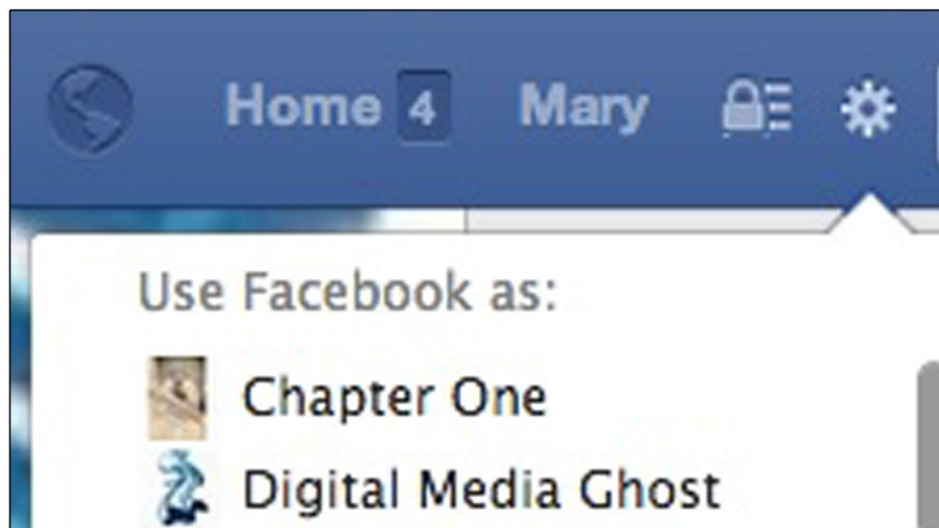
Important note: When you started, you checked that you would comply with Facebook Page guidelines. You can read the terms and conditions in full here:

[https://www.facebook.com/page_guidelines.php].

Your Page is Set Up! Now What?

The first step that befuddles most page owners is one that offers a simple solution: how to toggle between acting as the page and acting as your personal profile. You can switch back and forth (and should practice doing so) using one of two methods.

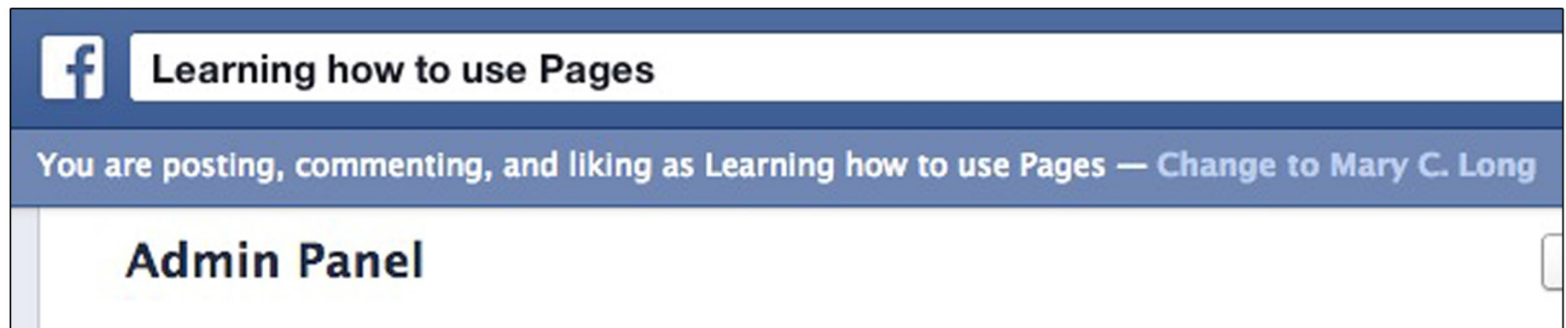
Method 1: Select the page that you would like to “use Facebook as” from the top right (as demonstrated in Step 4 above, when we showed you how to find your page).



Important! This is a more powerful way to “act as your page” as it allows you to post in public posts as your page and to like other pages as your page. Be sure to turn it off when you’re done!



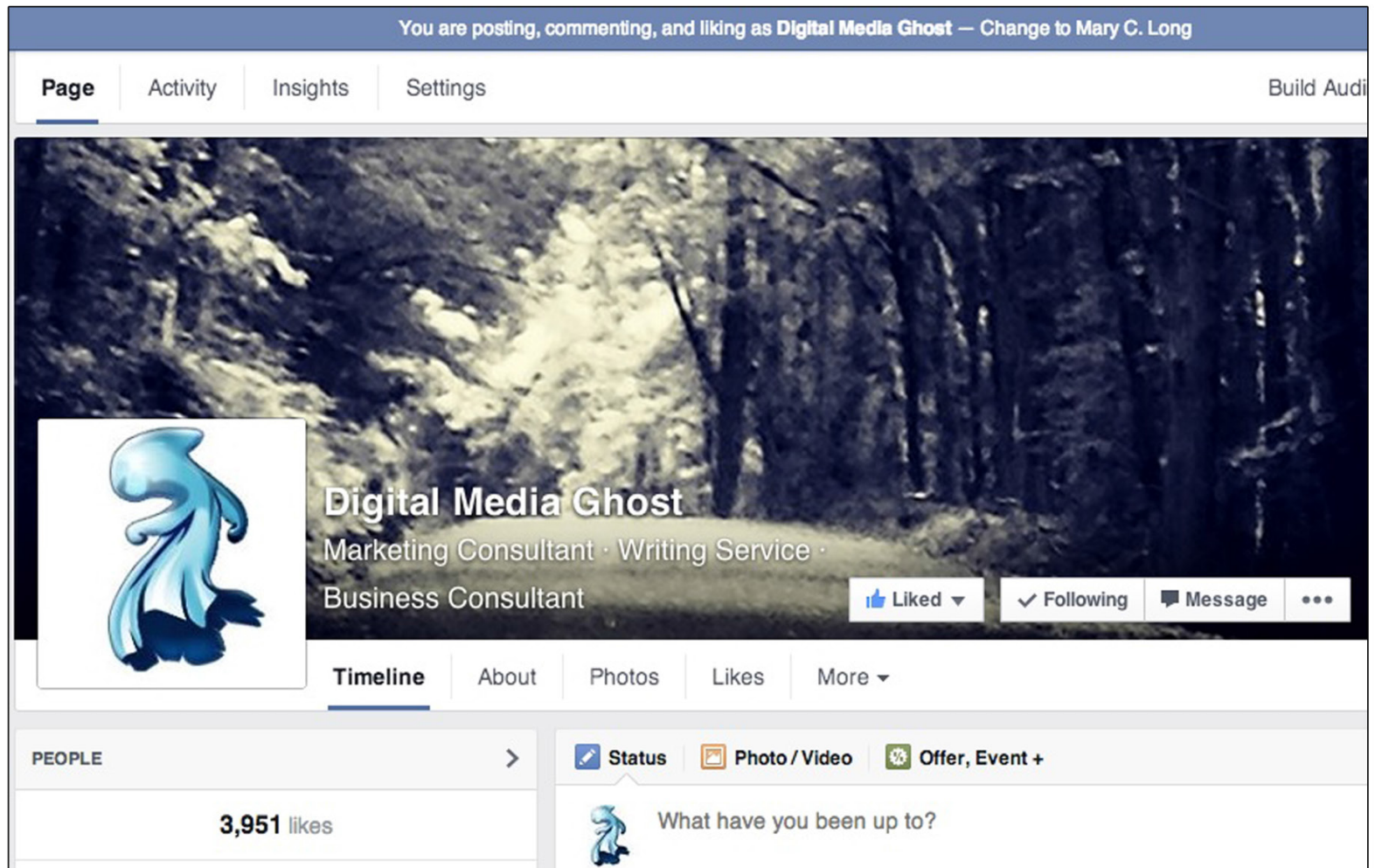
Method 2: Scroll to the top of the Admin Panel from the actual Facebook page and toggle between the two from that clickable header. This is the preferred way to go, as it's easier to remember:



It's important to master this seemingly simple functionality so you can "like" status updates on your page as yourself and not as your page – and you don't want to do that. Why? It looks pretty silly to like your own status updates! See?



Page Administration and Management



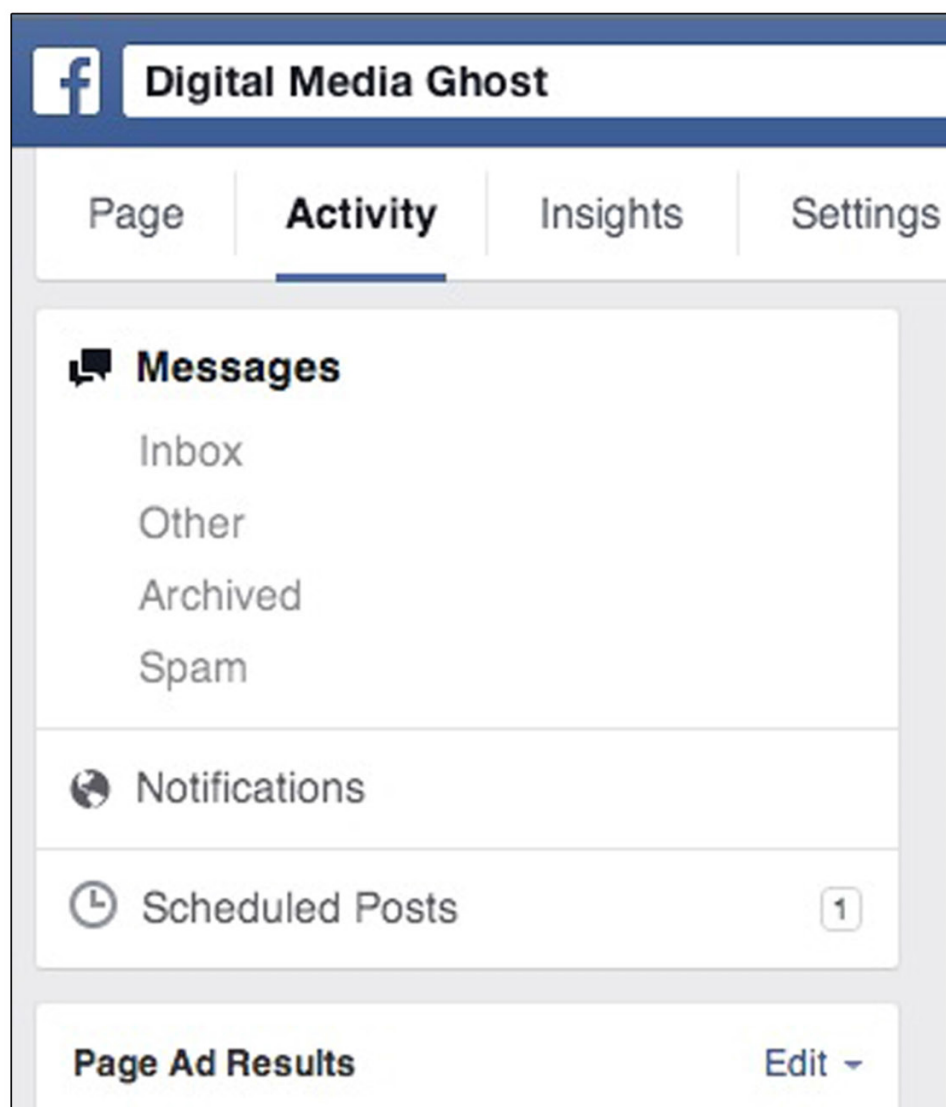
Now let's explore your **Admin Panel**.

The Admin Panel will automatically be available to you across the header of the page:

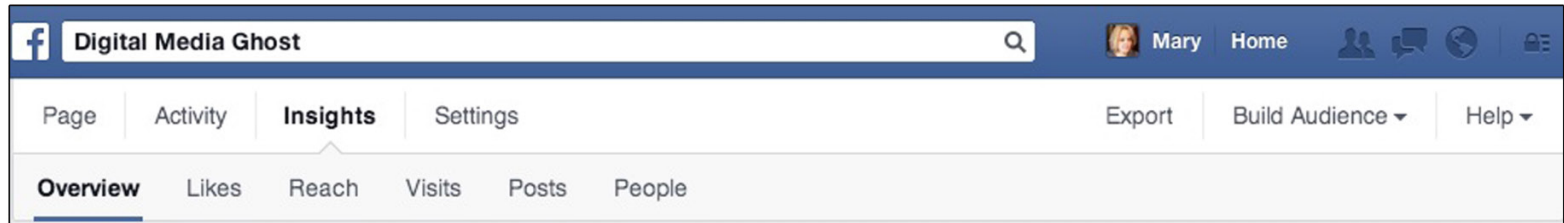


And here's what you'll find on each of the six tabbed sections:

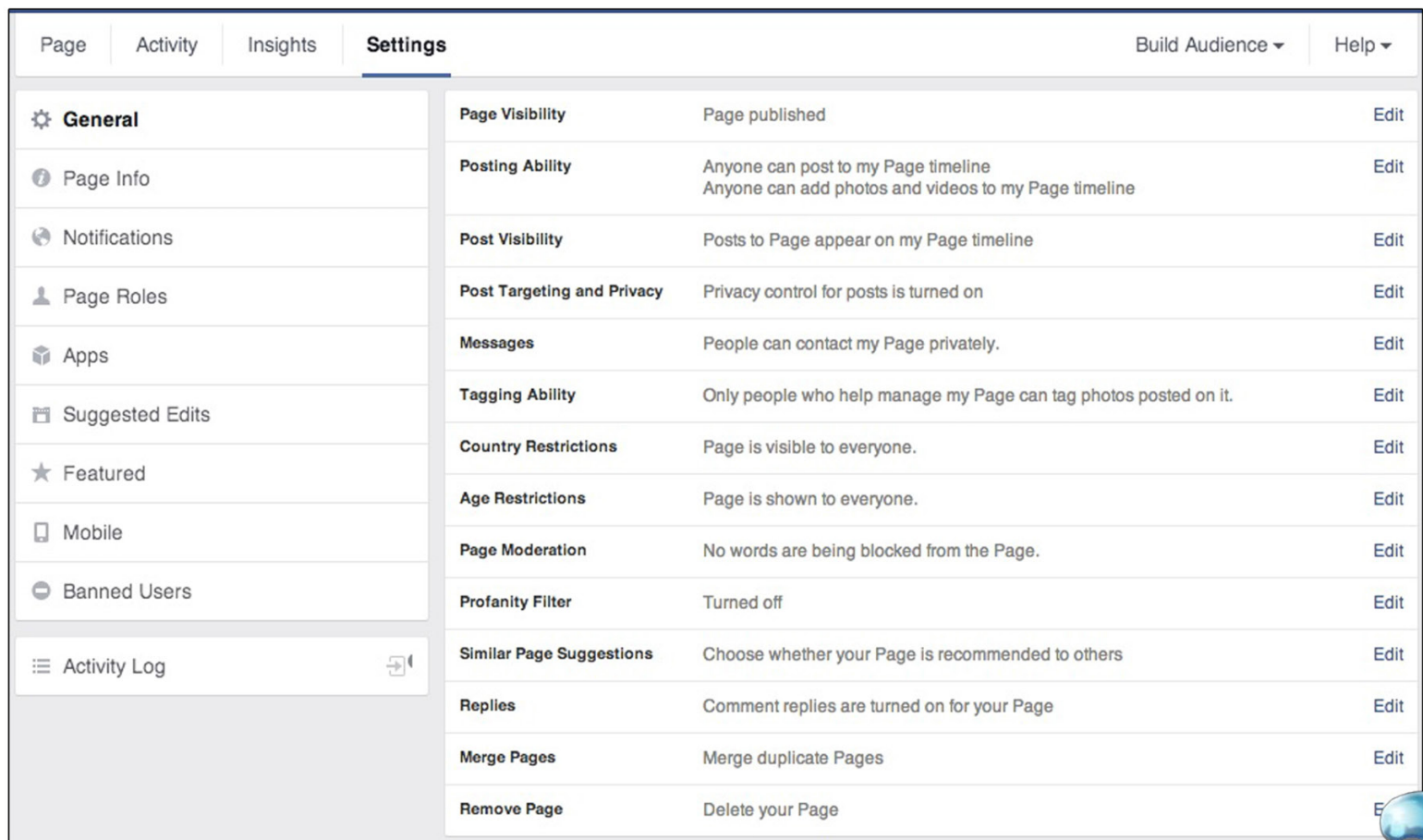
- **Page.** When this tab is selected, you're simply on your page and can see the posts and how they are performing.
- **Activity.** This is where you'll spend lots of time, as it's where you find all of your notifications, messages, access to scheduled posts and page advertising info.



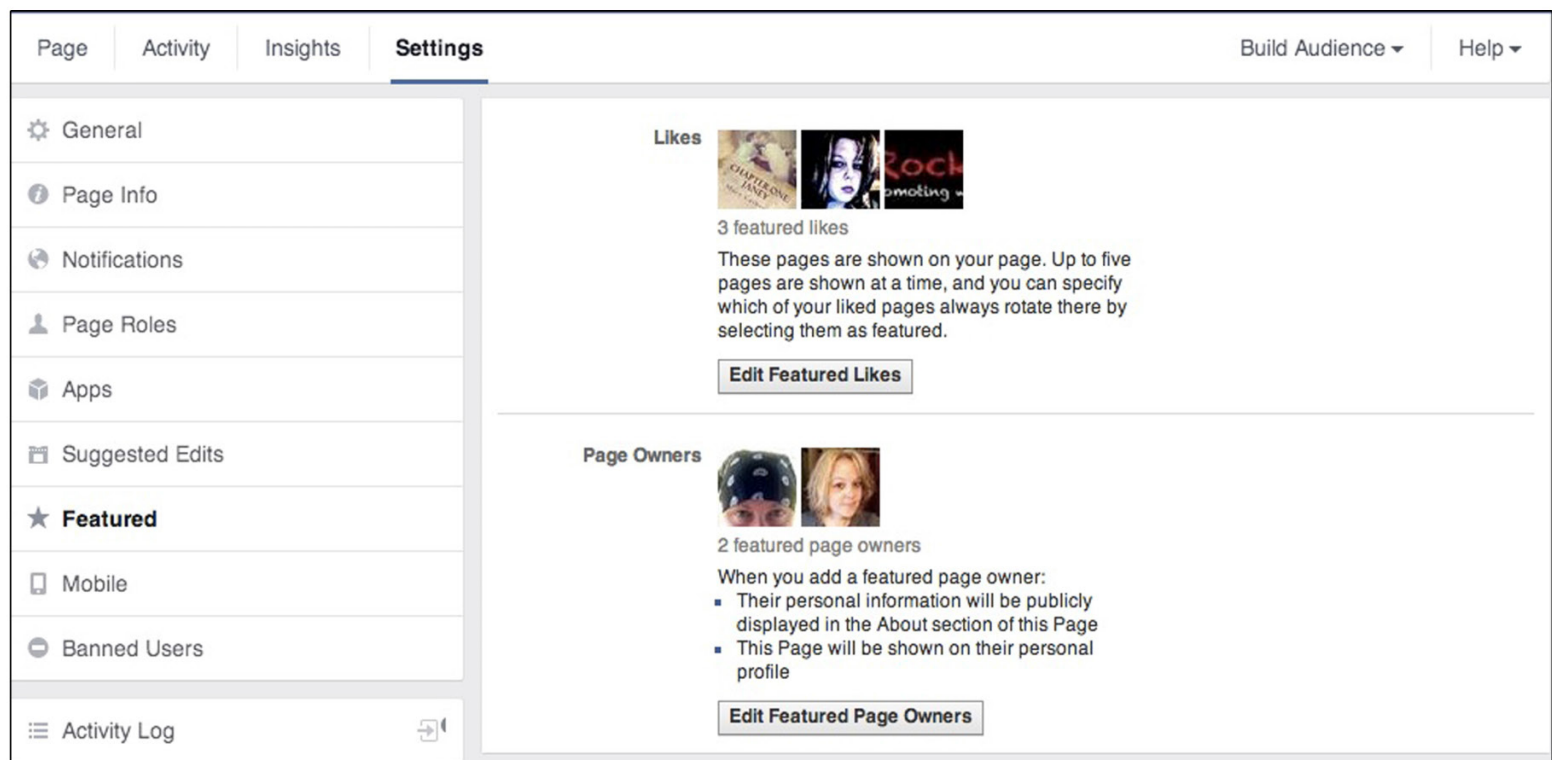
- **Insights.** This tab deserves – and will get – a description all its own in the coming pages. But for now, know that THIS is the hub of your measurement efforts, and this is what it offers (after you have more than 30 likes and it starts working, that is!):



- **Settings.** And here we have another treasure trove of information. Everything you need to manage your page, from adding other admins to banning trolls, or unpublishing and even deleting your page, can be found here:

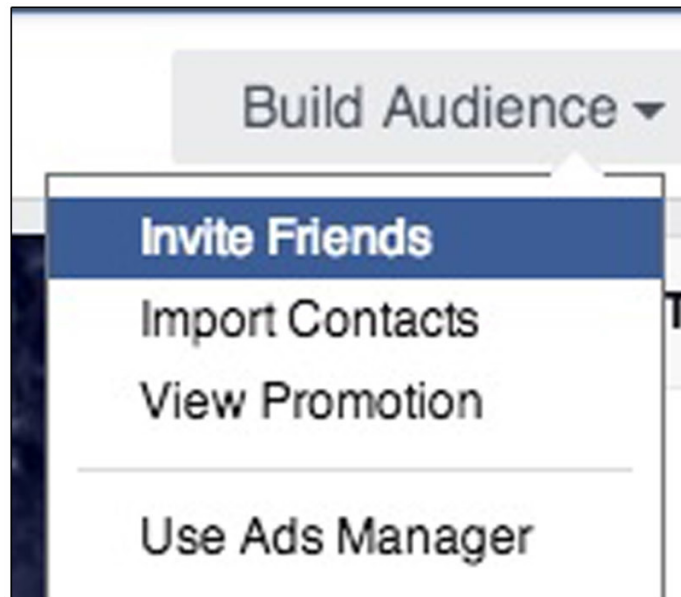


Every item here is really self-explanatory, but pay attention to the “Featured” option as it allows you to promote your other pages and admins, to further enhance reach. It’s also a great option if you know another page willing to feature you in exchange for you featuring them!

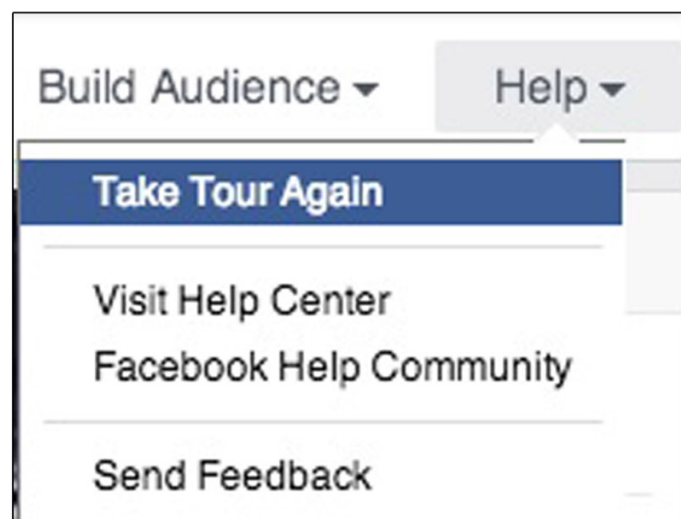


And the trick to having “likes” to choose from, is to go back to where we showed you how to toggle between your own identity and your page identity – and then “liking” pages as your page. (Reread that a few times and it will click. Promise.)

- **Build Audience.** This is merely a drop-down providing these options:



- **Help.** This is where you can look up any questions you may have as you go:



Increasing Your Facebook Traffic

Now that your page is set up, you're ready to start building your Facebook presence. You'll likely note the dramatic increase in reach in the above examples, which resulted from a combination of boosted posts, promoted posts and Facebook ads. (Note that you can begin using Facebook ads once you have at least 100 likes.) These are paid options. The section below titled "Organic Options" will share free methods to build your organization's presence.

Boosted Posts

Boosted posts are useful for promoting a specific event or offer to those who have already liked your page and their friends, although they will not necessarily help increase the number of likes you have (that's where Facebook Ads and Promoted Posts are the better choice). These posts will appear higher on your followers' News Feed, so that more people see that specific post. There are a few facts you need to consider before you work Boosted Posts into your social media strategy:

- At the time of this publication, the “boost post” option is available to pages with 50 or more likes.
- There is a cost to create boosted posts, but you can keep your budget quite small. \$5 per hour is all that’s needed to boost a post.
- Facebook’s guidelines state that images within boosted/promoted posts cannot contain more than 20% text, and the boosted post will be rejected if that is exceeded. You can check to see that your image complies here:
https://www.facebook.com/ads/tools/text_overlay

Boosting Your Post

1. Create a new post or choose one you've recently created.
2. Click "Boost Post" at the bottom of the post. You will be given the option to make the post promoted to people who like your page and their friends or a targeted audience.

The screenshot shows the Facebook interface for boosting a post. At the top, it says "You are posting, commenting, and liking as Digital Media Ghost — Change to Mary C. Long". Below this is a list of posts with their respective engagement metrics and a "Boost Post" button for each. The selected post is "Know those long legal(ish) disclaim..." with 57 likes. A modal window is open over the "Boost Post" button, showing the following options:

- Reach more people by promoting your post.** Learn more
- Audience:** People who like your Page and
 - Their Friends [?]
 - People you choose to target [?]
- Maximum Budget:** \$30
- Budget Selection Table:**

\$5	Est. Reach 1,300 - 2,400
\$20	Est. Reach 3,200 - 5,900
✓ \$30	Est. Reach 4,500 - 8,300
\$40	Est. Reach 5,700 - 11,000
\$60	Est. Reach 7,800 - 14,000
\$100	Est. Reach 12,000 - 22,000
Choose Your Own	

In the background, there is a sidebar with a "Get More Likes" section showing a goal of "1000 Likes" and a button to "Increase Page Likes".

Promoted Posts and Ads

Facebook advertising offers various targeting options (your advertising dashboard can be accessed here:

<https://www.facebook.com/ads>).

You'll be prompted to enter your password again. This is not a scam; it's necessary, so do so.

Promoting posts and ads can be more expensive, but this advanced option provides great targeting flexibility and can supersize your advertising efforts.

Once you click on your audience, enter your budget. Facebook provides an estimated reach based on the budget you select, so keep in mind the size of your audience. What can you do here? Pretend you're a local shop and want to entice local folks to come in to your store – you'd target those people like this:

- Click on the “target” icon to set your target location.
- Use the “Select Targeting” dropdown menu and then follow the “Location” link.
- Click on “All Locations,” then “Countries,” then “Cities.”
- Finally, enter your City Name, then be sure to “Save Targeting” before you complete the process by clicking “Promote Post” and submitting your payment.
- When fans engage with and share your post, it can appear in their friends’ news feed, increasing traffic to your page. Keep track of how fans interact with your promoted posts by tracking them in your Ads Manager or following the link to the left of the “Promoted” button at the bottom of the post. Hover over the line “X people saw this post” to view a breakdown of the organic vs. paid reach the post achieves.

Pro Tip: Most things you'll need to find on Facebook can be accessed by adding the name after the ".com". For example:

<https://www.facebook.com/twitter> - To connect your Facebook page to your Twitter account.

<https://www.facebook.com/help> - To access anything and everything you need to know about Facebook (it's a rabbit hole, really).

Facebook's Advertising Platform

Beyond promoting posts from your page, Facebook offers a separate advertising platform that can be accessed here:
<https://www.facebook.com/ads>

The advertising platform is a dangerous place. Be very careful that you do not initiate an ad because the default sets you up with the most expensive advertising unit: *CPC or Cost Per Click*.

Should you choose to experiment with ads or promoted posts (note that neither is advisable straight out of the gate since you don't have adequate content yet to interest readers), your safest bet is *CPM or Cost Per Mile*. This means you're paying for impressions; 1,000 impressions to be exact. CPM is a great way to build awareness of your brand, but it's not the best way to gain likes.

Cost Per Click is a very effective and smart advertising strategy when you seek to increase "likes," but take care. Here's why, with a brief overview in creating an ad:

1. First you'll need to "Create an Ad."



2. Then you'll select the page you want to advertise and scroll to the very bottom where you'll see Campaign Pricing & Schedule. Many would have benefitted from reading this bit of wisdom before proceeding: Pay **CLOSE** attention to every box, dial and drop-down in this section or you could find yourself burning through \$60 in 15 minutes, depending on your target audience, and have very little to show for it.

It's **ALWAYS** better to set limits to lower daily amounts and test out what works best for you. We'll dive deeper into Facebook advertising in a later guide, but this is an important intro because new page owners are often too ad-happy for their own good!

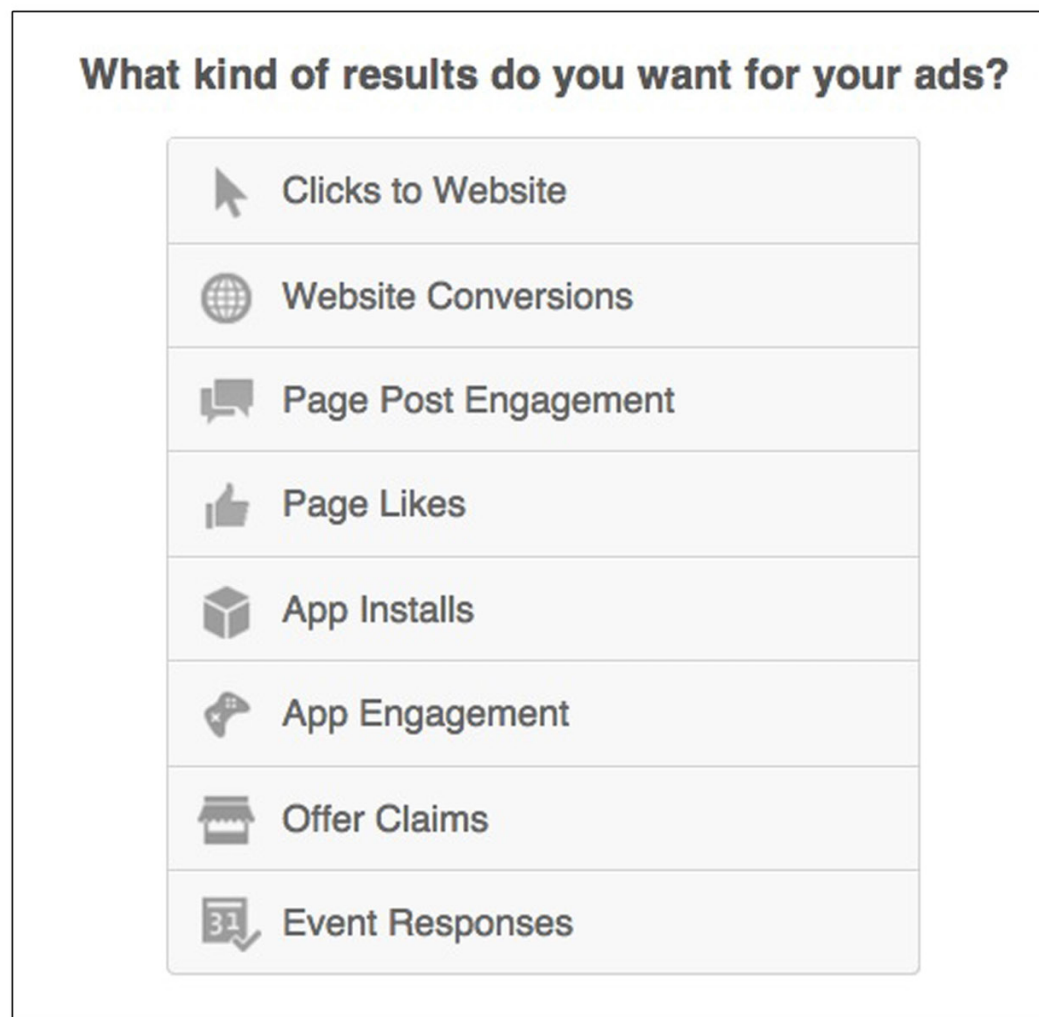
The screenshot shows the 'Campaign, Pricing and Schedule' interface. At the top right, there is a link for 'Help: Campaign, Budget and Pricing'. The main section is titled 'Campaign and Budget' and includes a toggle for 'New Campaign - Use Existing Campaign'. Below this, there are three main sections: 1. 'New Campaign Name' with a text input field containing 'Digital Media Ghost-Page Likes-US-13-65'. 2. 'Campaign Budget' with a dropdown menu showing 'Per day' selected and a text input field for '\$60.00'. A 'Lifetime Budget' option is also visible. 3. 'Campaign Schedule' with two radio buttons: 'Run my campaign continuously starting today' (selected) and 'Set a start and end date'. At the bottom of the form, there are two sections: 'Optimization' with the text 'Your bid will be optimized to get more likes on your Page' and 'Pricing' with the text 'You will be charged every time someone sees your ad or sponsored story (CPM). Switch to Advanced Pricing (includes CPC)'. At the very bottom, there are three buttons: 'Place Order', 'Review Ad', and a link 'Questions about creating your ads?' with an envelope icon.

But let's back up a moment and explore Facebook's advertising options a bit more.

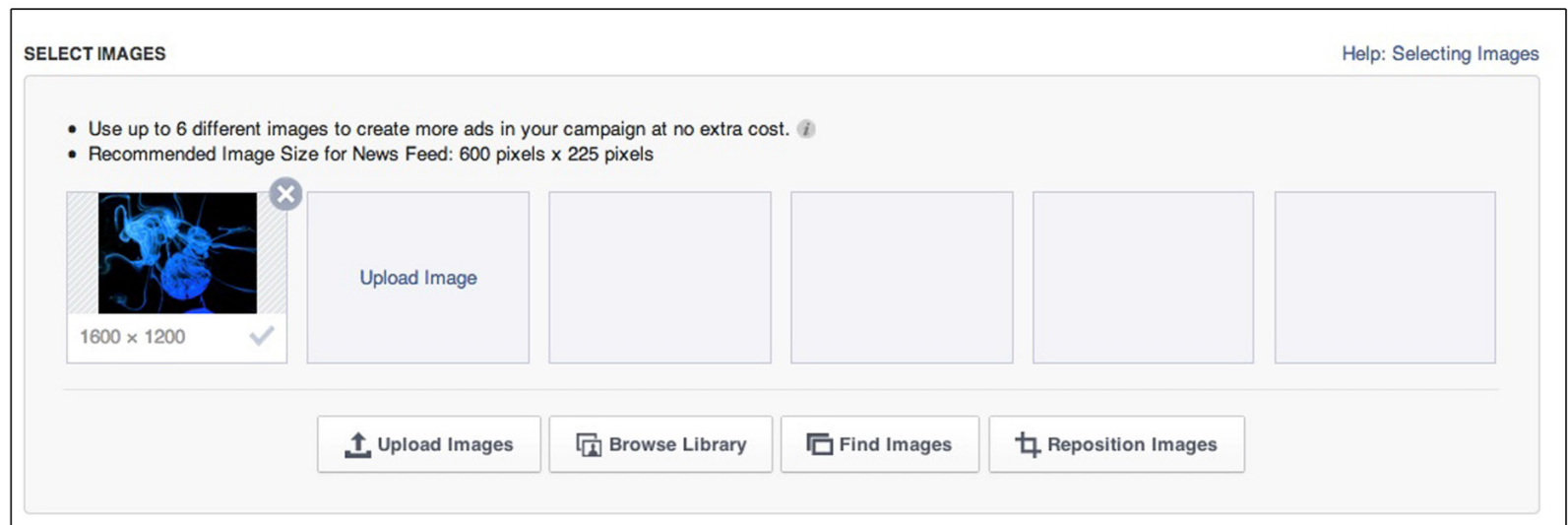
You'll find everything you need to get started here:

<https://www.facebook.com/advertising>

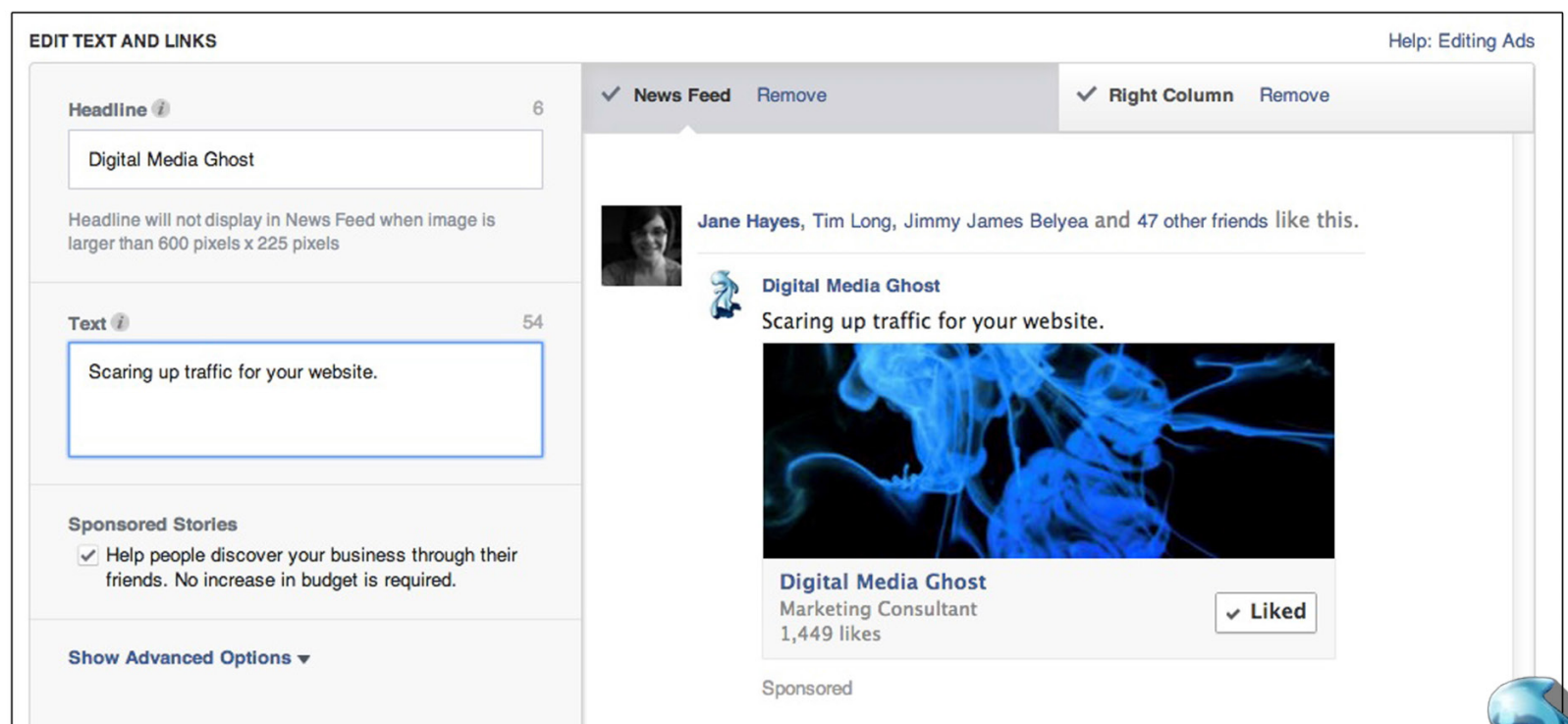
And once you decide to move forward with an ad, you'll be given a pretty robust list of options to choose from:



Regardless of which option you choose, you'll be able to upload numerous images (so have many possibilities ready) so you can A/B test your ads:



Edit your copy carefully, and be sure to take advantage of the “Sponsored Stories” options. It doesn't require any additional spend on your part, so you'd be foolish NOT to use it. (Some shy away as it puts their fans “out there” as liking their page. But if your page isn't controversial, we expect they won't mind.)



Now for the tricky part: selecting your audience. These options change pretty often, but for all of them, the most important thing you can do is create multiple mini-campaigns that speak to a range of options – just be sure to map out an ORGANIZED approach: If you're tossing darts wildly, you'll get unpredictable (and ultimately, unreliable) long-term results.

As of this writing, you can target based on age, location, gender, language, family status, job status (and lots more) – and you REALLY need to think through each of them. You can find ANY target audience on Facebook if you try hard enough! And be sure to explore the "Interests" option in depth too. Targeting folks who like pages LIKE your page isn't a bad idea! Oh and be sure to give your audience a name and save it so you have it for next time!

CREATE YOUR AUDIENCE Help: Choose Your Audience

Audience Choose an existing audience...
Create New Audience

Location United States
All United States
Add a country, state/province, city or ZIP

Age 13 - No max

Gender All Men Women

Languages Enter a language...
More Demographics

Interests Search for interests | Suggestions | Browse

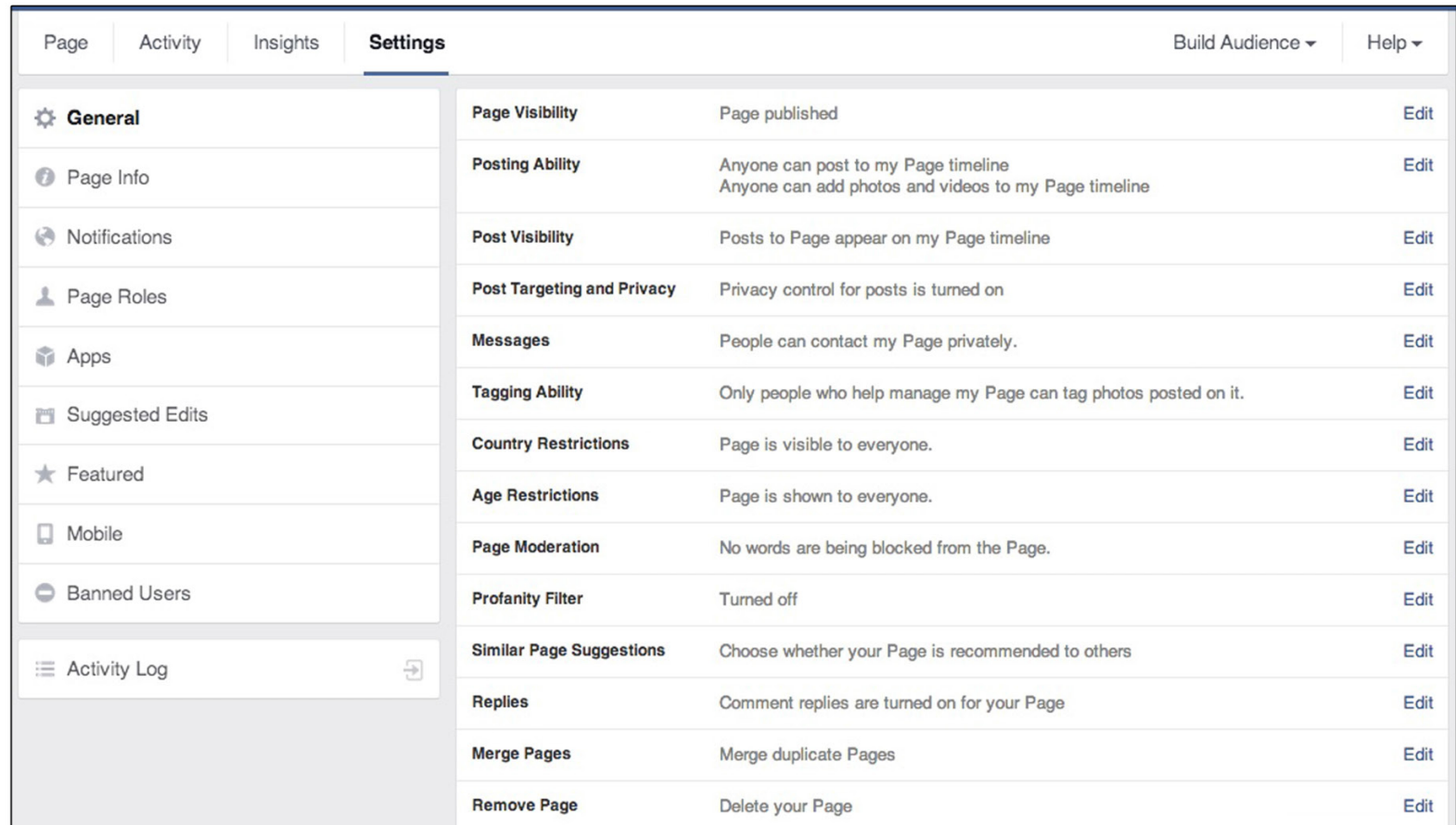
Connections
 All
 Only people connected to Digital Media Ghost
 Only people not connected to Digital Media Ghost
 Advanced connection targeting

More Categories Search categories
Custom Categories
Events
Family Status
Games
Job Status
Market
Mobile Device Owners

Audience Definition
Your audience selection is broad. This requires a larger budget.
Potential Reach: 180,000,000 people
Your ad targets people:
• Who live in United States
• Who are not already connected to Digital Media Ghost

Advanced Admin Considerations

Back to your administrative controls under "Settings:"



The screenshot shows the Facebook Page Settings interface. On the left is a navigation menu with options: General, Page Info, Notifications, Page Roles, Apps, Suggested Edits, Featured, Mobile, Banned Users, and Activity Log. The main content area is titled 'Settings' and contains a list of settings with their current values and an 'Edit' link for each.

Setting	Current Value	Action
Page Visibility	Page published	Edit
Posting Ability	Anyone can post to my Page timeline Anyone can add photos and videos to my Page timeline	Edit
Post Visibility	Posts to Page appear on my Page timeline	Edit
Post Targeting and Privacy	Privacy control for posts is turned on	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Replies	Comment replies are turned on for your Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

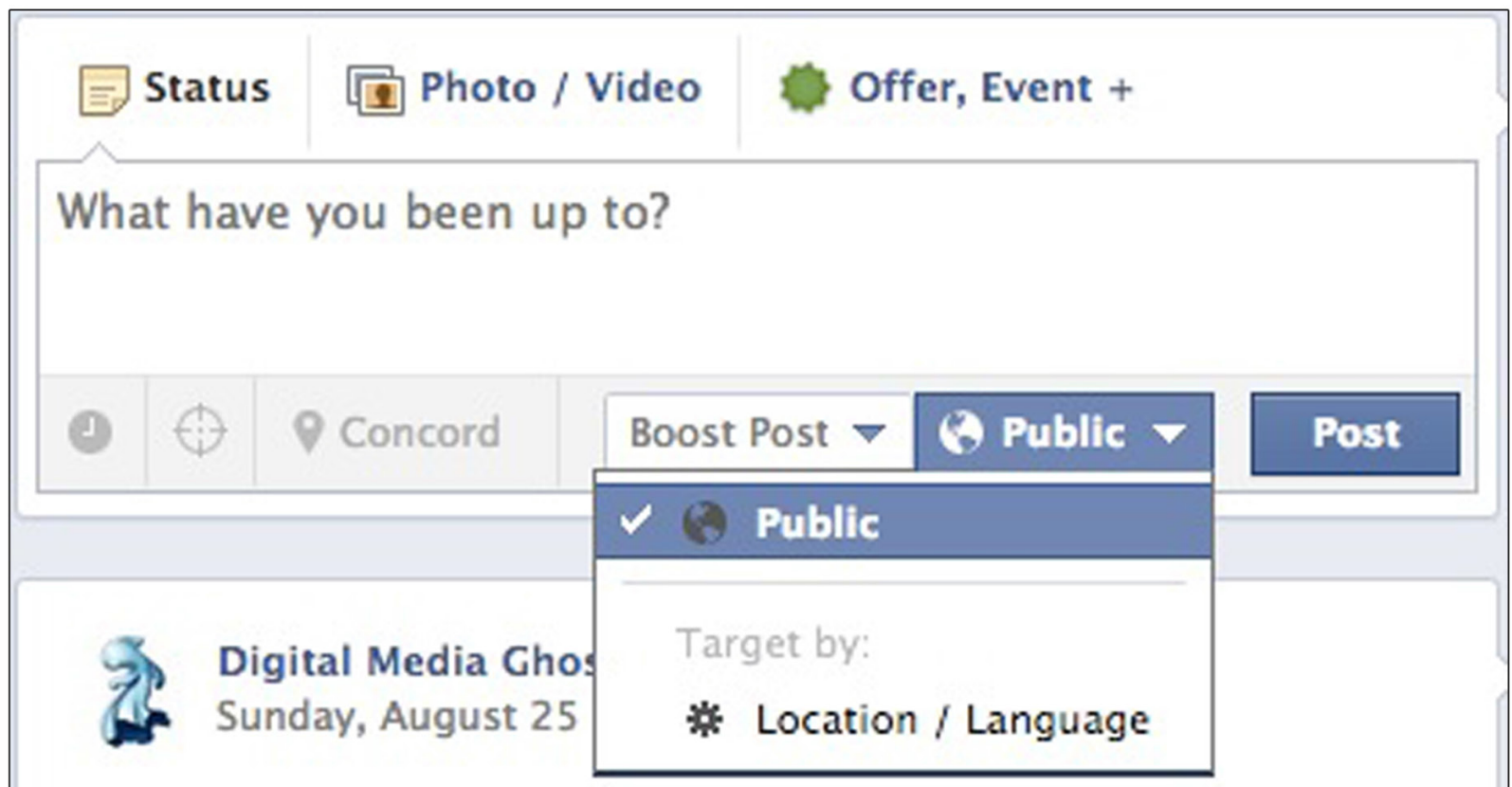
Page Visibility is handy to note. If you become the target of trolls (folks posting spam links on your page or harassing the page in some fashion), you'll be glad to know this item exists. When you "Unpublish" the page (by clicking "edit" and then selecting "Unpublish"), only admins will be able to see your page. It becomes invisible to everyone else until you publish it again.

Posting Ability/Visibility are two other great options to be aware of. Do you want others to be able to post to your page? Probably! You want to encourage engagement, and that's a good way to do so. But if folks' posts aren't exactly items you'd want to highlight to new viewers, under "post visibility" you can hide the posts from others. This can provide a best of both worlds scenario for you – fans wanting to interact can feel like they are, but they'll be the only one seeing their posts!

If, on the other hand, posts are pretty relevant and/or complementary then you can highlight them on your page. It really just depends on how it goes, but it's great to have these options at the ready, just in case.

Post Targeting & Privacy allows you to make some posts visible to a targeted audience only. This can come in handy if you're offering location-specific events or offers.

The next few controls are pretty obvious. You can restrict who can tag from your page and specific countries you do/do not want viewing your page. You can also keep youngsters off your page (assuming they haven't lied about their age in their profile) and can block certain words/profanity from appearing. This is (again) very handy if you encounter trolls (read about trolls on the next page).



Trolls: What You Need to Know

Trolls are online instigators who thrive on chaos. They usually work with other online agitators and they seek nothing beyond making **YOUR** life difficult via argumentative posts that increase in frequency the more they are engaged.

Best management: ignore/block/report trolls. Do not respond to them, ever, as many possess advanced social networking time/abilities and will seek out personal details about your life to post Web-wide when provoked. Ignore/block/report.

Similar Page Suggestions? Yes, definitely choose to opt-in to that. This allows your page to come up as a "similar suggested page" to other Facebook users.

Replies to comments can be annoying, so try them out, but pay attention to how they appear on your page. As of this writing, Facebook has replies moving to the top of the comment stream instead of landing below the comment it is replying to, but this has changed before and undoubtedly will again.

***Remove Your Page** is where you delete your page, if you so choose. Facebook does not immediately delete the page. It gives you approximately two weeks to change your mind before it's gone permanently. However, you're much better off unpublishing it than deleting it. Why put those likes to waste? You can always repurpose the page for a similar offering, worst case!*

Manage Admin Roles

*Here are the different types of admins and their permissions:
[<https://www.facebook.com/help/323502271070625>]*

Banned Users

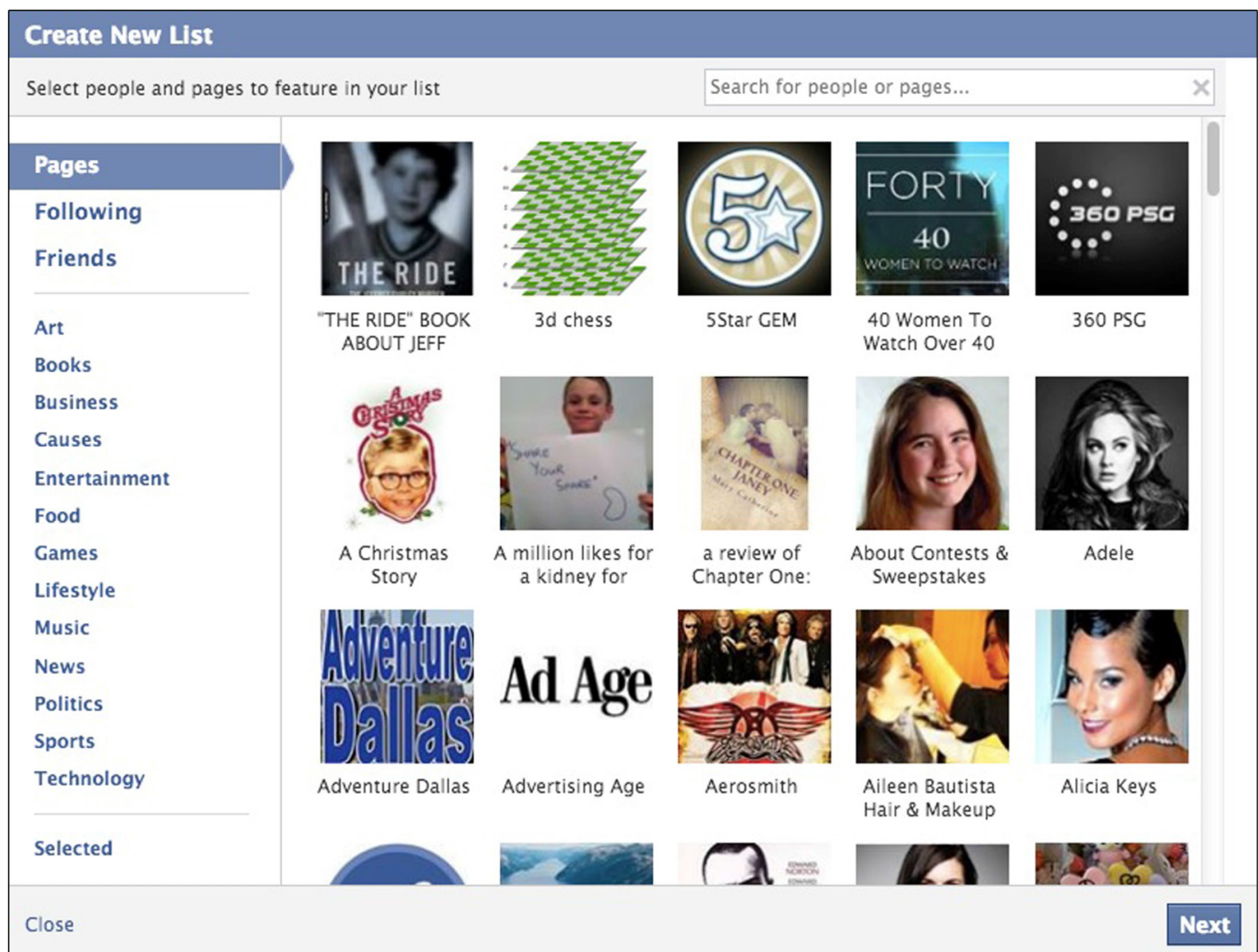
Shows you just that – folks you've banned and may want to allow access to your page again. Maybe there was a misunderstanding or something, who knows. Banned folks are usually best left as "banned," but we'll leave those decisions to you!

Organic Growth

We've shared advertising options already, but now we'll offer organic methods, which you should love as they're free!

You'll hear this time and again and it will likely annoy you, but the best way to grow your following is by offering GREAT content. What is great content? It's sharing relevant, timely posts so your audience feels compelled to come back for more. And it's a combination of content curation and original content. Beyond THAT, it's a mix of text, images, infographics and video. Each page requires its own special mix, but you need to experiment with a variety of content types – and posting schedules – to see what works for you.

And one GREAT way to grow not only your following, but that of other similar pages, is by **starting an Interest List**. And that way, anyone wanting to follow a **GROUP** of wonderful pages, can! There are lots of **VERY** popular interest lists out there with hundreds of thousands of followers. The key is to recruit other pages to participate and actively share the interest list with their friends and followers as well.



Managing and Measuring Your Results

Facebook Insights provide lots of great info about how your page is performing, but it's important to keep up on the latest changes Facebook makes to Edge Rank in order to interpret them appropriately. You can do so here:

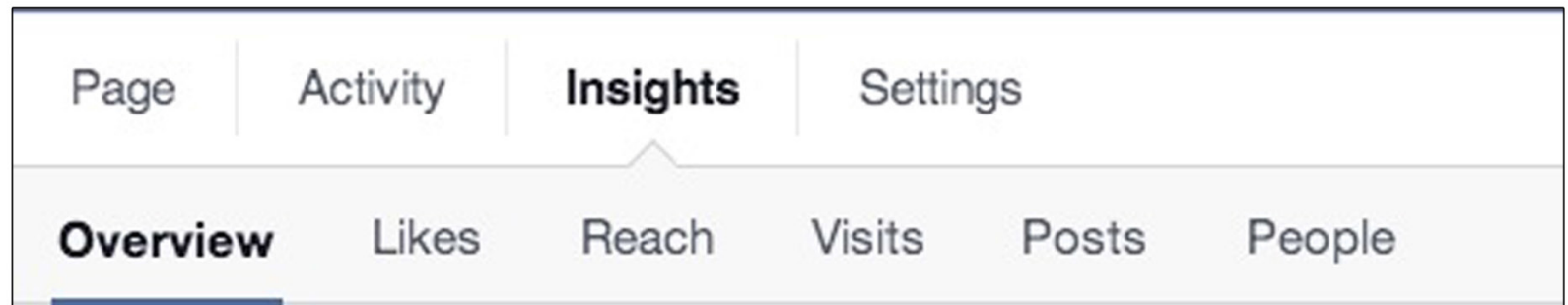
<http://www.facebook.com/help/search/?q=insights>

Use your unique Insights to determine the best times and days for your organization to post, but here's some info to keep in mind!

- Photos on Facebook Pages receive 53% more likes than the average post.
- Photo posts attract 104% more comments than the average post.
Source: [Hubspot, October 2012](#)
- 71% of monthly activity on Facebook is on a mobile device. Same for Twitter. Over 219M people are mobile-only users of Facebook and that number is growing by 30M a quarter.
Source: [ShopIgniter Blog, August 2013](#)
- Photo posts get 39% more interaction.
- Shorter posts get 23% more interaction.
- Using emoticons increases comments by 33%.
- Engagement rates on Thursday and Friday are 18% higher.
- Question posts get 100% more comments (but fewer likes and shares).

- 35% of Facebook Fans like a page so they can participate in contests.
- 42% of Fans like a page to get a coupon or discount.
Source: [Buffer Blog, July 2013](#)
- The best day of the week to post is debatable, but appears to be toward the end of the week (Wednesday to Friday), since Facebook engagement (sharing) is highest on weekends.
- Early afternoon seems the best time of day to post on Facebook. After dinner and before work are times to avoid.
Source: [Buffer Blog, August 2013](#)

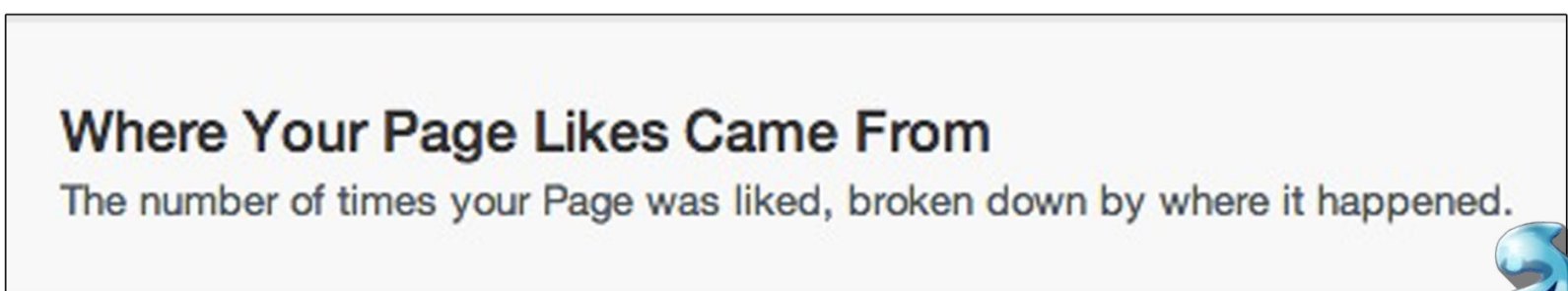
But let's dig in a bit to the insights Facebook offers and why you should care:



The Overview gives you a snapshot of your page likes, post reach, engagement, how your five most recent posts are doing – and a summary of competitors' pages you may be watching (and you SHOULD be – if you don't have any listed, find some and add them to your watch list there!).

Clicking any of the tabs listed on the Insights section or anywhere in the Insight Overview summaries, will bring you to expanded insights – and you can get lost in them if you aren't careful!

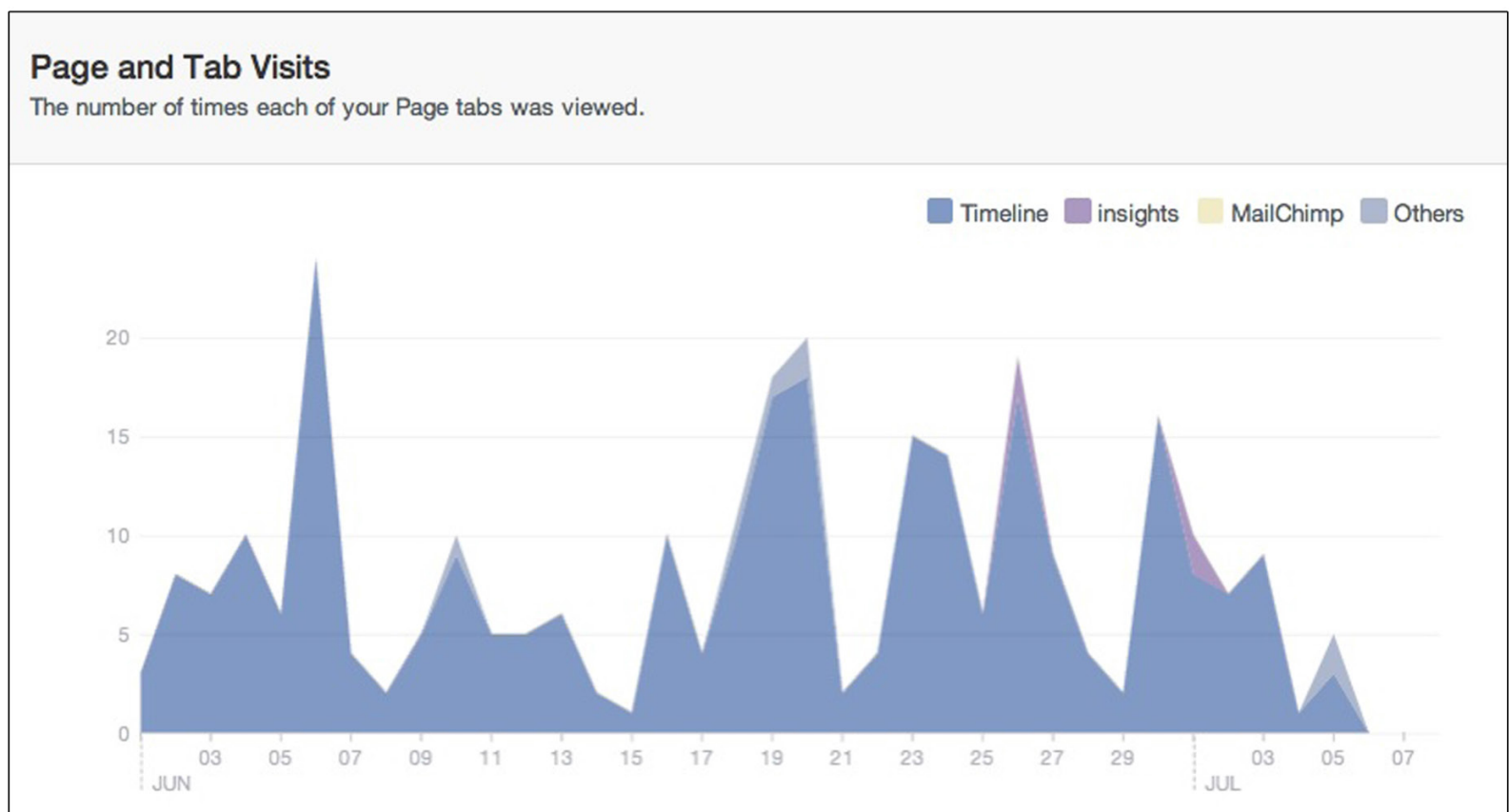
"Likes" will show you the net changes in likes/dislikes from month to month – and day to day! Don't obsess about this too much, some fluctuation is normal. The most interesting stats here will be found when you scroll down a little bit:



“Reach” shows how far your page’s voice travels on Facebook. It summarizes your average performance though and doesn’t give much beyond big picture insights that likely won’t apply when starting out.

The most interesting insights can be found on the last three – Visits, Posts and People. This is where you can really dig in.

The Visits tab shows where visitors are going on your page (so you can see if those photos are hitting their mark, for example) and you can click each sub-section for additional insight:









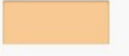
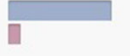


And it also tells you where those visitors came from:

External Referrers

The number of times people came to your Page from a website off of Facebook.

“Posts” is even more valuable, as it provides actionable advertising insight. Have a couple of posts that are doing pretty well organically? They’ll likely do well with a larger audience too, so that’s a pretty safe bet for your advertising spend!

07/02/2014 8:00 am	 Doh! Somebody had an "OOPSY" moment. http://ow.ly/yGrZy Facebook Accidentally Sent			747		9 3		Boost Post
07/01/2014 4:00 pm	 Here's what you need to know about that Facebook experiment that manipulated your emotions			649		16 2		Boost Post

And you have additional options available to you to explore for each post too:

 Reach: Organic / Paid  Post Clicks  Likes, Comments & Shares

You'll want to explore the "Likes, Comments & Shares" dropdown, as that will let you know which posts AREN'T hitting the mark with your audience – or if you're posting too often, because they're starting to hide your posts – or worse, reporting them as spam and unliking your page:



And finally, the Posts section also tells you when your audience is online – and THAT is gold when it comes to content strategy.

The People tab tells you your fan demographics – gender, location, age – all valuable to know when thinking about how to position your posts.



Once you've set up a Facebook page, are building your audience and gaining followers, you'll want to use the information you're gathering to power your digital strategy not only on Facebook, but (in combination) with other platforms as well to attract and convert leads!

The strategy at THAT point for each organization or individual is unique – and we're happy to help you sort it out!

<http://digitalmediaghost.com>

scaring up traffic for your website

