



# Facebook

For  
Non-Profits and Small Business

Information in this presentation is derived from multiple online sources including facebook.com

## Facebook Statistics

- 936 million daily active users on average for March 2015
- 798 million mobile daily active users on average for March 2015
- 1.44 billion monthly active users as of March 31, 2015
- 1.25 billion mobile monthly active users as of March 31, 2015
- Approximately 82.8% of daily active users are outside the US and Canada

*Organic reach on Facebook has dropped.*  
Rather than complain about it,

**FOLLOW THESE NEW FACEBOOK RULES:**



For more great resources, visit [shortstack.com/resources](http://shortstack.com/resources)



Getting attention on Facebook will require more time spent on:

1. Research
2. Writing great content
3. Creative visuals

## What Changed?

**WHY ISNT MY POST SHOWING UP IN MY FOLLOWERS NEWSFEED?**

- Starting in January 2015, overtly promotional posts will not get as much organic reach in the News Feed (read: they will get buried).

**WHAT WILL SHOW UP IN A NEWSFEED?**

- Native links and videos will get preference.



## What Changed?

**FREE ADVERTISING WITH FACEBOOK IS OVER**

- Facebook advertising will be required in 2015 if you want to reach more of your fans, get new fans on your page and promote your events, posts, etc.



### Six Things You Need to Know

Your total number of fans is meaningless



### Six Things You Need to Know

You need to have goals beyond the number of fans



### Six Things You Need to Know

Great content trumps advertising



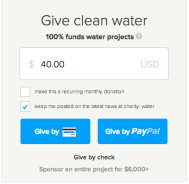
### Six Things You Need to Know

Know when to direct ads to your Facebook Page or Website



### Six Things You Need to Know

Make sure your website landing page and donation processing forms are ready for mobile



### Six Things You Need to Know

Facebook is always changing



Creating content is key

Sharing is the new focus

## Using Facebook

### Small Business Facts

- 40 million small businesses on Facebook (April 2015), compared to 30 million last June.
- Only 2 million of them are active advertisers.
- Facebook guidelines favor large-mega businesses.

### Non-Profit Facts

- 41% of nonprofits attribute their social media success to having developed a detailed social media strategy.
- 56% of those that support nonprofits on the Social Web confirm that compelling storytelling is what motivates them to take action on behalf of nonprofits.

**How Americans Learn About Causes?**

 Traditional Media (TV, Newspapers, Magazines) <b>70%</b>	 Social Media & Online Channels <b>47%</b>
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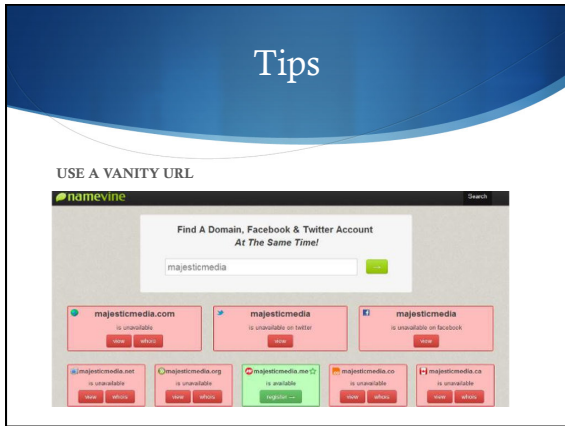
### Non-Profit Facts

- 57% of Facebook Fans "Like" a charity on Facebook because they want to publicly display their support of the nonprofit to their friends.
- 43% of Facebook Fans "Unlike" a charity on Facebook because they posted too often.
- The average social media donation is \$59 and growing each year.

**15-18%**  
of donations are referred from  
**Facebook**

### Facebook Steps

1. Set up your page
2. Identify your audience
3. Create compelling content
4. Advertise
5. Measure and adjust



## Facebook Social Plug-ins

**COMMENTS**

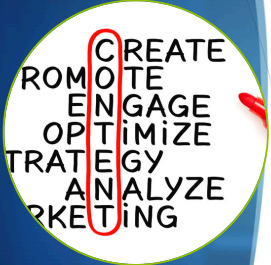
- The Comments plugin lets people comment on content on your site using their Facebook account.



## Facebook Social Plug-ins

**FOLLOW**

- The Follow button lets people subscribe to the public updates of others on Facebook.





Creating content is key

Sharing is the new focus

# Bonus

Small Business Saturday



## 5 Tips for Using Facebook on Small Business Saturday

**1. Spruce up your page**

- A little bit of housekeeping on your Page can add lots of value. Make sure that your hours of business and contact information are all up to date.
- It's also a good idea to update your Page's cover photo with holiday- or Small Business Saturday-themed images.
- These little steps let visitors know that your Page is an active extension of your business.



## 5 Tips for Using Facebook on Small Business Saturday

**2. Post Regularly**

- A steady rhythm of posts in the days before a big event can help keep your business top-of-mind to customers. Be sure to highlight your best merchandise, but don't restrict yourself to just self-promotional posts. Also consider posting content that gives people some kind of extra value. For instance, you can highlight other great businesses nearby, or share interesting content that relates to your business. (Facebook has [updated Page composer to make it easier to schedule posts ahead of time.](#))

## Facebook Page Publisher/Composer

The image shows a screenshot of the Facebook Page Publisher/Composer interface. It features several circular callouts highlighting different features: 'Offer, Event', 'Composer to schedule your post', 'UTC', 'Boost Post', 'Photo / Video', 'Offer, Event', and '9:00 am'. A 'Boost Post' button is also visible at the bottom right.

## 5 Tips for Using Facebook on Small Business Saturday

3. Create Photo and Video Posts

- Posting great photo or video content is an easy way to make your business come alive on Facebook. Photo or video posts generally have good levels of engagement and, for businesses like Farmgirl Flowers, they have become a key part of an ongoing relationship with their customers. Another idea is to create a photo album with images of products that people can preview before coming into the shop.

## 5 Tips for Using Facebook on Small Business Saturday

4. Try a Facebook Offer

- Posting special offers or discounts for Small Business Saturday is a great way of offering your customers even more value. You can start by offering a discount to people that mention Facebook when they come into your shop. Or, if you're looking for more reach,
- Facebook Offers make it easy for you to distribute your promotions to an audience beyond your fan base. And they make it easy for people to redeem your offers, too — when people click to claim your offer they get an email reminder containing all the necessary details on how to redeem it.

## Facebook Offers

Pages for local businesses/places with at least 50 likes can create offers:

- At the top of your Page's Timeline, click Offer, Event + and select Offer.
- Fill out information about your offer:
  - Title:** Enter a title for your offer (ex: 25% off).
  - Description:** Provide more details about your offer (ex: Take 25% off your total purchase).
  - Image:** Upload or select an image for your offer.
  - Expiration Date:** Choose an expiration date by clicking today's date and then clicking a future date.
  - Claims limit:** Enter a maximum amount of offer claims or choose **No Limit**.

## 5 Tips for Using Facebook on Small Business Saturday

5. Boosted Posts

- Boosted Posts can help you reach wider audiences with greater accuracy. Simply enter whatever amount you can set aside for the promotion and Facebook will tell you instantly how many people your post will reach. And with the targeting features built into Boosted Posts, you can make sure the right people are seeing your posts.
- For instance, you can direct your posts toward people who live nearby. It can be a great way of reaching people while they're out and about on Small Business Saturday. **Just remember that if you want to boost a post containing an image, the image cannot contain any more than 20% text.**

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