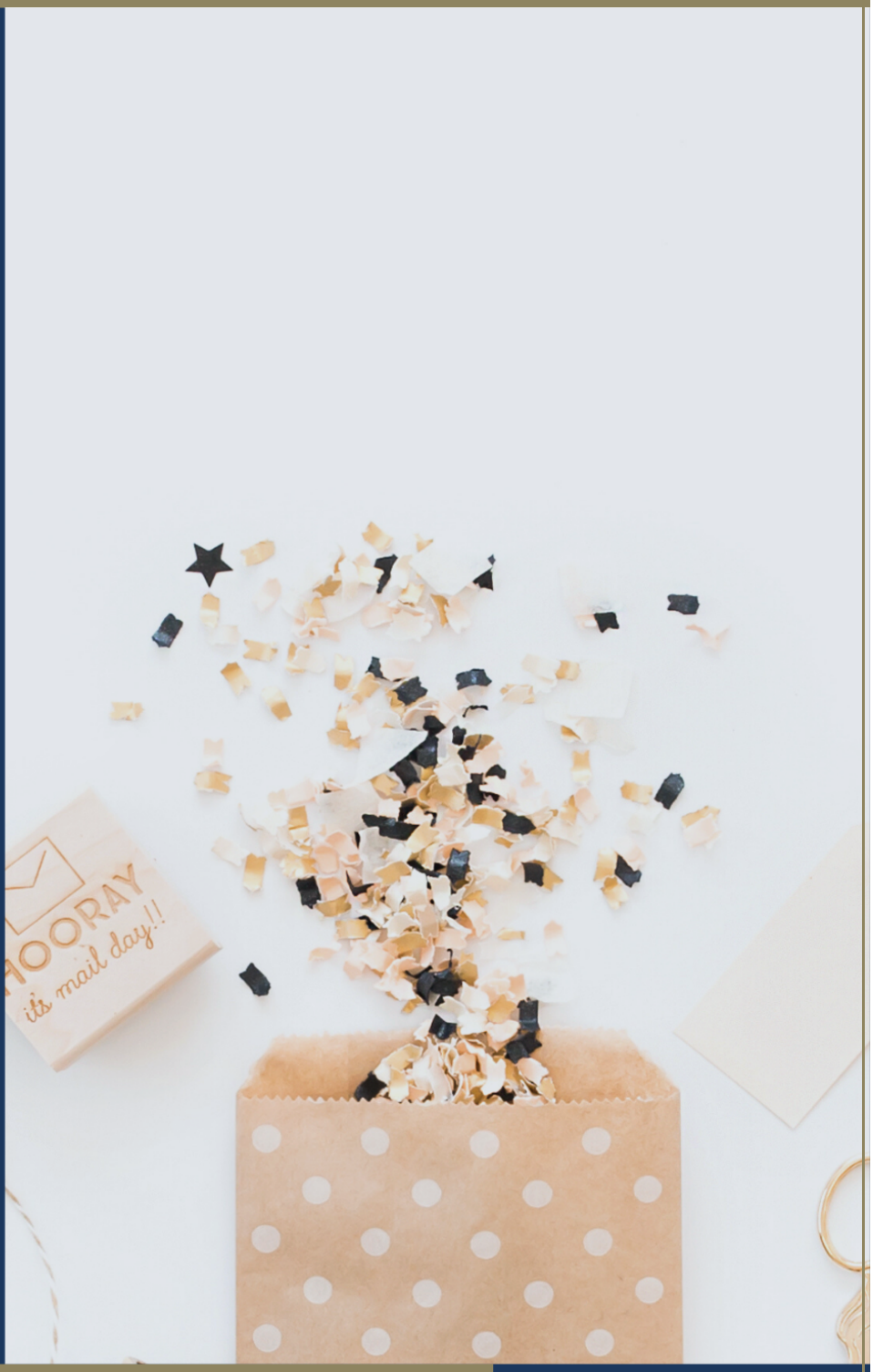
# Facebook Flop to Facebook Fabulous




## Lesson 1: Get Real About What's Working...and What's Not

# Objective: Identifying the “message to market” mismatch

Deconstruct what's gone wrong in your Facebook presence, from following and friending the wrong people to those less-than-well-received political rants. If you're not getting the engagement you want, chances are good it's a "message to market mismatch", and a thorough review will show it.

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### STEP ONE: REVIEW YOUR FACEBOOK PRESENCE

Facebook has evolved in quantum leaps since its birth in 2004. And so have you! Before you rush to transform your Facebook account into a business powerhouse, it’s wise to invest in a little focused preparation. What parts of Facebook are you going to use for business? Are you going to keep your personal feed strictly personal… or will you make it part of your business persona?

If you use your personal feed for business, will you set the privacy to ‘public’ or will you still limit it to ‘friends’? And how will you control what parts of your personal life people will see, if you decided to use your personal feed for business? How will you protect family members and close friends – and your really personal posts? But number one fact to keep in mind: **Even if you do decide to use your personal feed for business, you will need to make sure you don’t violate Facebook’s Terms of Service**.

Realize also that under Facebook’s new terms, you are granting them a transferrable license to re-use any of your content shared on Facebook.  So be strategic and be safe!

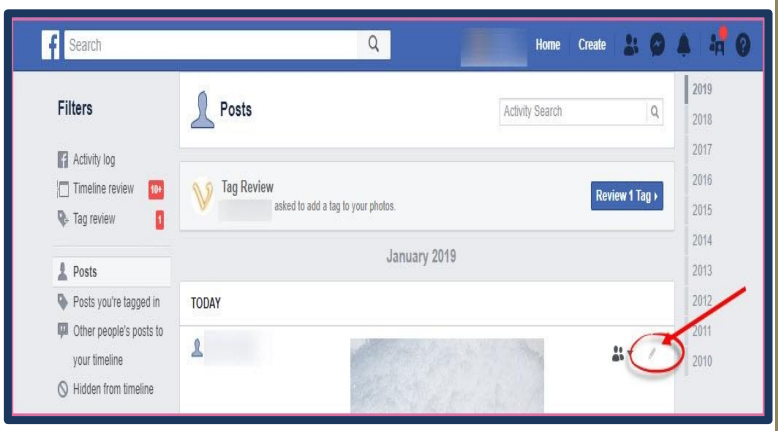
(When you read the terms, be especially sure to scroll down and read section # 5.)

There are pros and cons to letting business contacts see your personal feed. Many celebs do set their personal feeds to ‘public’ and allow people to Follow them – particularly if their audience numbers are in the thousands. (Facebook imposes a 5,000-friend limit on personal accounts.)

You’ll notice that you don’t see genuinely personal data on those feeds – they are usually strictly topic or brand-related without pushing sales. (For example, they might share a video of the accommodations at an event, or a photo of themselves having dinner with other influencers.)

**To find and remove old posts**:

1. Click on your name and profile photo in your top Facebook menu
2. Click on the red “Activity Log” button in the bottom-right corner of your cover photo. Your feed activity will open up.
3. Click on “Posts” in the left-hand menu beside your posts.
4. Press the little pencil icon for a drop-down menu.
5. Hide-from-timeline or delete posts that no longer fit your branding




Notice you can also review and manage:

- Posts you’re tagged in
- Other people’s posts to your timeline

As well as see what’s hidden from your timeline.

Clean up and hide or delete all posts that don’t enhance your brand message – or, worse, actually clash with it. And that includes irrelevant and highly personal posts, rants, and political and religious messages (unless politics or religion is an active part of your brand).

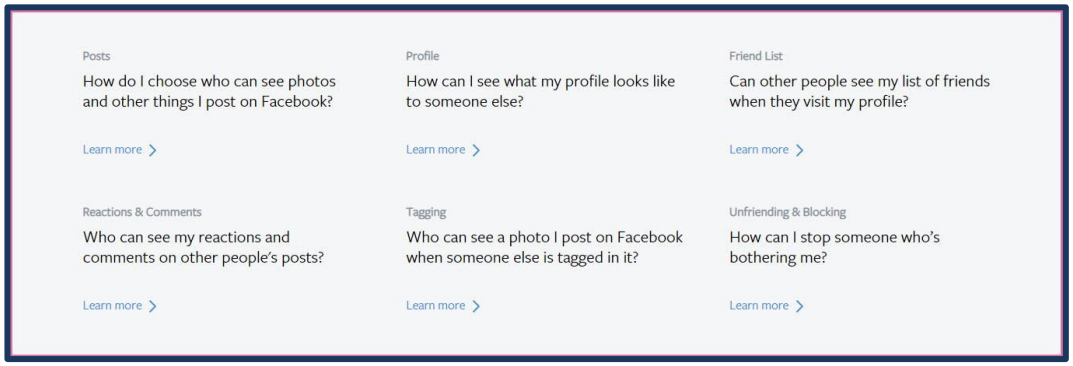
Whether you decide to include your personal feed in your branding or not, one thing you need to do before anything else: Review your feed and hide or delete any posts that don’t mesh with your brand – or are too personal. For example, your cousin’s new-baby photos and your brother’s big health scare… or your angry rant about the price of gas (not to mention those embarrassing photos from 2007!)

## STEP TWO: MANAGE YOUR PRIVACY SETTINGS

Follow the link below, and Facebook will walk you through a wizard to quickly check and adjust all your settings (just click on the "Take the Privacy Check-up" button on that page).

https://www.facebook.com/about/basics/manage-your-privacy/friend-list

Go through Facebook's basic settings – they have probably changed since the last time you reviewed them – and pay particular attention to tagging.

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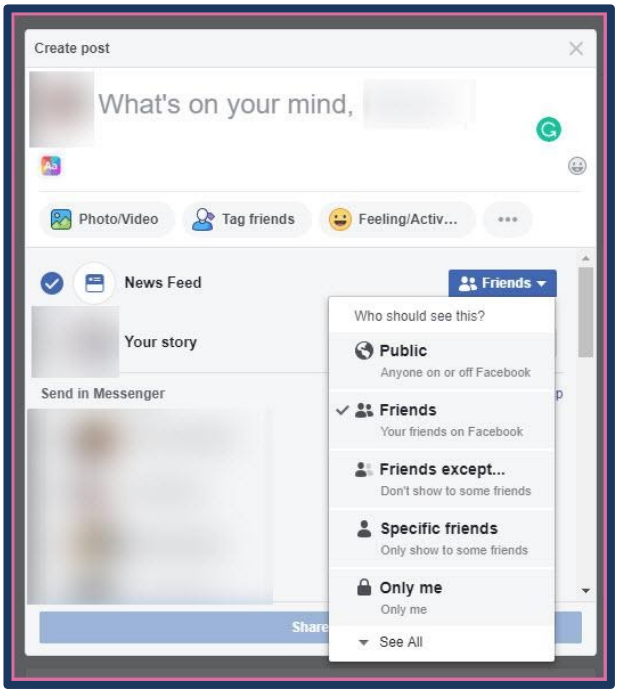



Unfortunately, Facebook Lists are a thing of the past. Facebook officially phased them out in August 2018. Oh, they're still there, but they no longer have the prominence they once did. Nowadays, you need to specify specific audiences for posts if you want certain people not to see them. Remember to check the post settings and change them back if need be, next time you post.

(Example: You set your post setting to "Only Me" so you can practice a Facebook Livestream… and then wonder why no one is commenting on your Cute Kitten Meme – the reason being that your posts are still set at "Only Me".)

The easiest way to manage your content: Keep your personal feed for friends and family only, and create Facebook Groups and Facebook Business Pages for business.

Be ruthless about turning down 'Friend' requests from people you don't recognize. With the degree of hacking going on in the world today, it is no longer a safeguard to look for how many friends you have in common – your friends' accounts may have been hacked.

## STEP THREE: WHAT TO SHARE

What is your brand all about? How do people view you? Are you the calm, unshakeable rock that provides business support? The spiritual visionary that helps them get in touch with their intuitive and creative side? The tech expert who helps them solve program problems?

However, you want them to see you, wherever you want them to connect with you – personal feed, business page, or group – stay true to your core message and image. Post only posts that reinforce that – not clash with it. Avoid being overly controversial… unless that's your brand and a deliberate strategy to engage the right audience.

Don't feel obliged to overshare – and that's true in your comments on other people's posts as well as in your own posts. There's an unstoppable rash of oversharing on Facebook nowadays as normal social filters seem to be tossed out the window. Oversharing can alienate your ideal follower, as well as come back to bite you in the future. Worse, the wrong post, written in the heat of emotion, can drive away whole segments of your ideal audience members… and attract those whom you really don't want to attract!

Never post in the grip of strong emotion, and if you are sharing a highly personal event (for example, a decision to divorce) consider whether or not it is relevant to your followers – of course, it's highly personal to you, but do they really need to know that? Are you telling them out of pain, or because it's going to affect their services (in which case, an email to actual subscribers and clients would be more appropriate).

Remember, if you're using Facebook for business, it's all about your followers: Not about you.

Be authentic and open just as much as you are comfortable with, and no more. Care, but don't let others push you into their dramas. And if their posts aren't relevant to your brand, don't get involved.

By all means, be authentic and genuine – but that doesn't mean spilling your guts over every setback or rampaging on about causes that mean nothing to your ideal Facebook follower. It's all about relevance – and that means what's relevant to your follower!

If your follower isn't interested in it, don't post it.

Here's the real secret: If you focus on your ideal follower every time you hit Facebook, your posts will be on the mark more often than not! (Save getting excited about your favorite mystery novel for your closed Friday Night Book Group posts if your business followers are more interested in Tracking Secrets for Retailers.)

## Step Four: Group Your Contacts

You can still easily create and manage Lists on Facebook: The real trick is remembering to set specifics posts as viewable only to specific lists.

**To manage or create lists**:

1. Select "**Home**" in your top horizontal menu. Your feed will open up.
2. Look over at your newsfeed's left-hand, vertical menu.
3. Find "**Explore**" and select "**See More**".
4. Scroll down and select "**Friends Lists**" (around the fifth selection from the bottom of this menu section)
5. Select "**+Create List**" to make a new list OR click on one of the existing lists
6. Edit your lists, adding or removing people by clicking on their photographs
7. When your list has the right people on, click "**Finished**" to save it.

Read more about using lists in Facebook Help's page, "How can I use lists to organize my friends?"

## STEP FIVE: TRACK POST PERFORMANCE

Learning what your followers like is not just going by the amount of interaction a post gets, and not just going on intuition: It's also creating a regular system for tracking posts performance. Learn what to look for in your Facebook Page data… and what to ignore.

Book a slot in your schedule for examining your Facebook Insights every week.

- Pay particular attention to not just how many likes a post garnered, but the number of shares.
- Another factor in assessing the true worth of any post:
    - Was it posted at the time of day when your ideal audience was most active?
    - Was it posted in a closed group? On your page?
    - Was it supported by advertising?
    - Did your ideal client avatar engage with the post or was it another audience entirely?
    - And finally, did it result in a CTR?

These are the six metrics you need to keep in mind when assessing the worth of any post.

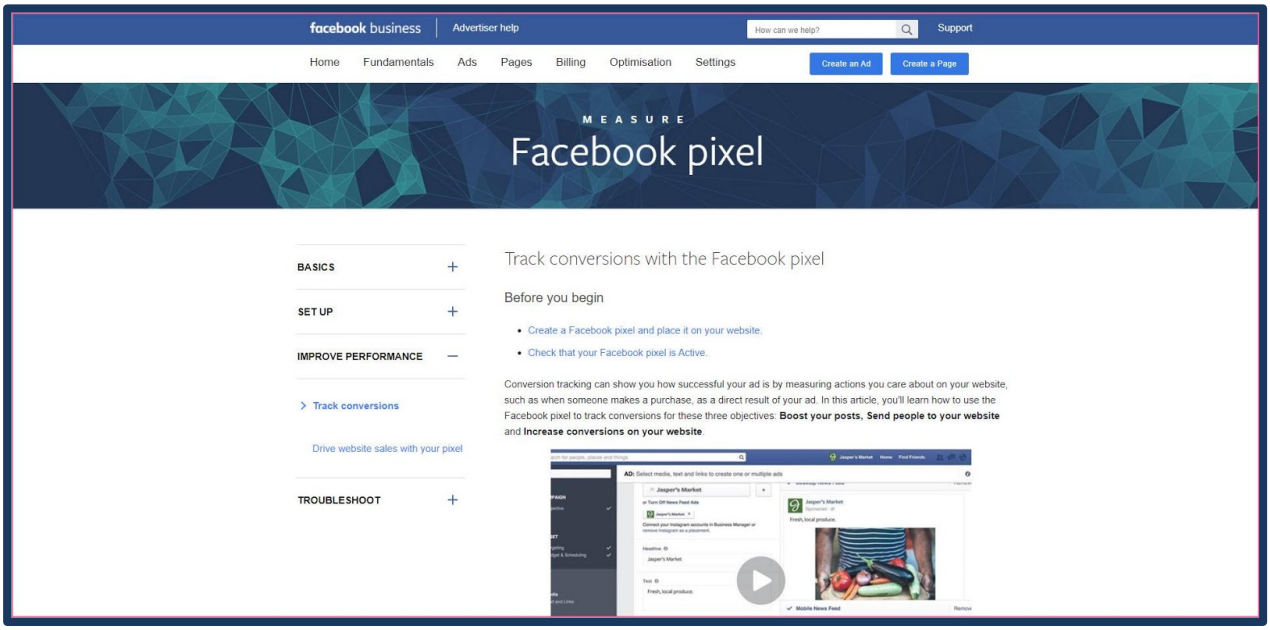
It's ridiculously easy to check your data for Facebook Page posts – a good reason in itself to make sure you create a **Facebook Page for your business**. Once you have 100 "Likes", you can click on Insights in your top horizontal menu bar, and an array of choices will open up before you, showing you at-a-glance data, such as actions on your page, page views, post reach, post engagements, and more.

In your Insights' left-hand, vertical menu, you can open up new pages of data for reach, actions on your page, videos, people, and more.

You can also see your Facebook Page hard demographics if you select "People".

Facebook presents much of this data in graph format, making it really easy to see at a glance such information as the peak time of day when your audience engages most with your posts.

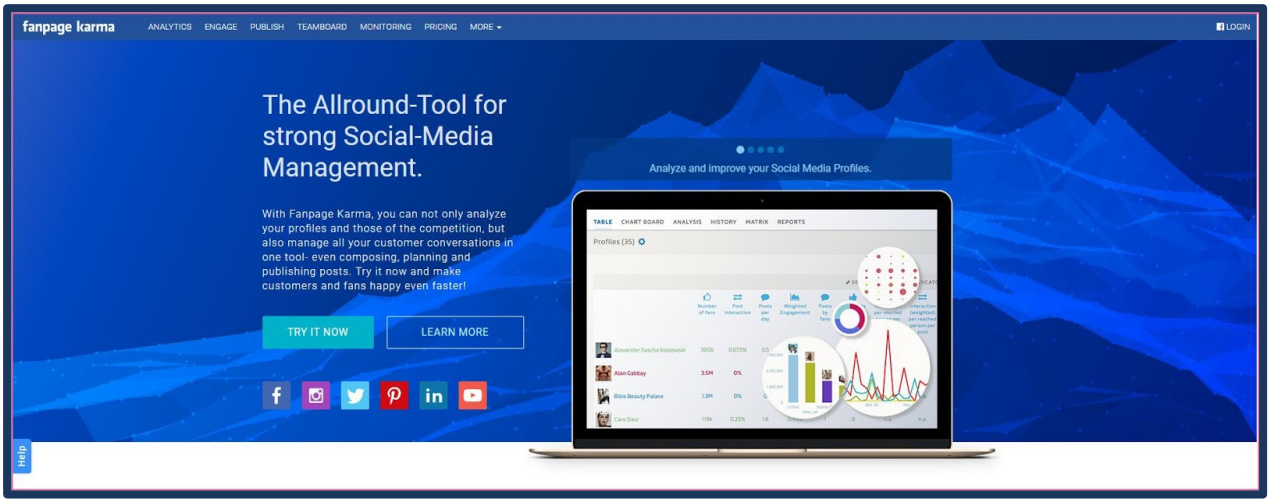
If you do advertise or boost Facebook posts, be sure you have correctly set up and installed your Facebook tracking pixel.



## STEP SIX: LEARN ABOUT YOUR FACEBOOK SELF BY LOOKING AT YOUR COMPETITORS

While it's always good, if you have time, to read through all the posts and comments on competitors' Facebook Pages, this is only half the battle. There are easier ways to perform a detailed initial analysis of your competitors – particularly if you want to compare your own Facebook Page performance to theirs. Just use an app.

Fanpage Karma allows you not only to compare Facebook Page performance but yours and competitors' performance on other social media platforms too: However, if you use it for Facebook alone, it is well worth its value.




You'll be able to see not just your page but competitor pages laid out in your Fanpage Karma dashboard, which gives you an accurate and instant overview. You'll be able to see your top competitors' keywords, top posts, most active time of day, and more.

Fanpage Karma may be a little pricy if you have a small budget – its paid plans start at $69.90 per month for the Pro Plan, and if you want tagging (a great feature) among other high-powered features like Shitstorm Alert, the price jumps to $199.90 per month for the Business Plan.

Fanpage Karma offers a 14-day trial, which includes full features. This gives you a chance to not only see which features you use the most so you can choose the ideal plan for you, but also allows you to run those initial Facebook competitor analyses.

It is well worth your while, after getting familiar with Fanpage Karma during the free trial, to visit the pricing page and take a look at the myriad of different plans and options.

If Fanpage Karma isn't for you, Social Media Examiner suggests three more social media competitor analysis apps that will perform similar comparisons for free.

Even if you let analysis apps do the heavy lifting for you, do take at least an initial afternoon or day to actually visit your top competitors. Make sure you are following them so you will see new posts. Get a feel for what their community is all about – and make a note of any mistake they make (such as not engaging with fans personally and posting nothing but promotional posts). Pay attention to things that strike you as irritating or even just not useful. (For example, at time of writing one particular nutrition coach keeps posting the same links to articles 'proving' her health regime is a viable one, even though the people following her page keep telling her she's 'preaching to the choir' and they want to move on from that and begin using her diet plan and exercise techniques. It's like a never-ending sales page, and if you read back far enough, you can see how interaction has plummeted and dwindled dramatically.)

Avoid those types of posting mistakes, and you will see your own Facebook pages grow more active as a result.

When you are analyzing your own Facebook performance, pay attention to your 'failure' posts – the ones that stirred up the wrong reaction and the ones that were consistently met with blank silence. Avoiding topics or keywords that bring the wrong attention or audience is essential. You can also turn your Facebook failures into Facebook scores if you are able to identify why you missed and what people really wanted from you and stop wasting your time on keywords and posts that don't work.

Monitoring niche influencers and competitors is just as important as initial competition analyses, but if you target the right five or six competitors and follow them, this can literally only take ten minutes a day (or less).

But whatever you do, take the time to perform a thorough competitor analysis before you go full steam ahead in your Facebook Groups and Pages.