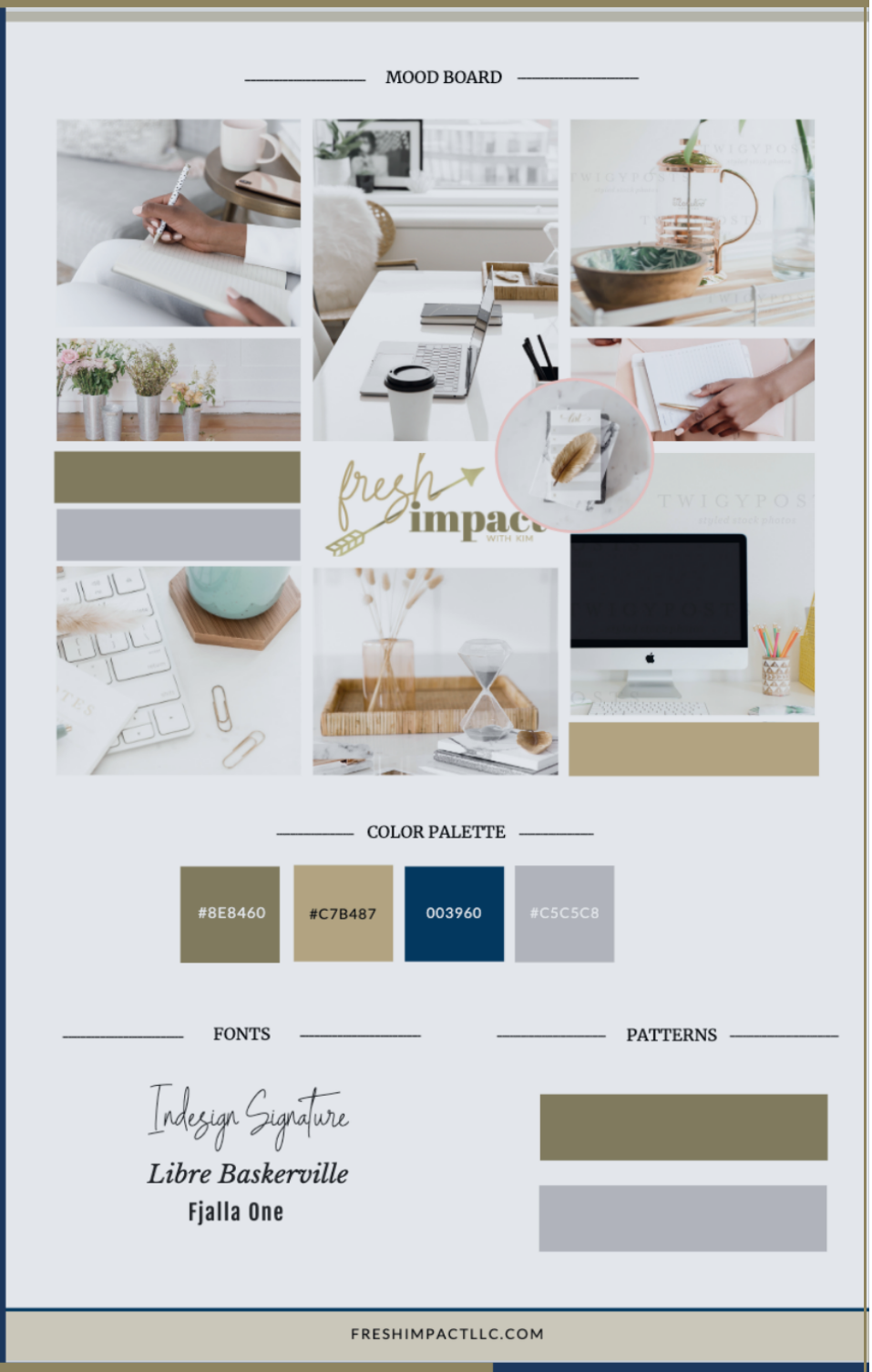
Facebook Flop to Facebook Fabulous



Lesson 2:
Rebrand Your Presence for Total Alignment Across All Channels

Learning Objective: Brand to your Message

If you haven't already, it's time to decide exactly who you serve and why, and what you offer that no one else does. This message will carry through in all you do, from your group interactions to your personal posts to your ad copy, livestreams, and even the pages and groups you follow.

There are six steps you need to take on Facebook to align across all your channels: Not just for Facebook Pages and Groups but for your other social media platforms, too.

We'll start with the easiest step first.

STEP ONE: CLEAN UP YOUR VISUAL BRANDING

Time to re-examine your current profile photo! Does it reflect your brand message or is there a huge disconnect? (Example: You're running a coaching program called Enlightenment Through Breathing Yoga, but in your profile photo, you look more as if you're about to lead a corporate meeting.)

Is it a recent photo? Would people get a shock if they saw the real you? If you answered 'no' to the first question and 'yes' to the second, then it's time to book a professional photo shoot and get that profile photo redone. In fact, make that photo shoot an opportunity to transform all your brand images across products and websites.

If you've no idea what's involved in a professional brand photoshoot, here is a great video from Jasmine Star. How to Prepare for a Branded Photoshoot.

A professional branding photoshoot should give you not just a head shot, but brand-relevant, original images you can use in your banners, cover photos, blog posts, social media posts, ads, and individual web pages.

A professional photographer will help you add cohesion and brand impact to all your images – but only if you're properly prepared and know your audience and message, as well as what type of images you want.

And don't just update your images: Update your textual branding elements too:

- Your "About" section
- Headlines
- Titles
- Your website description and metadata
- Social media profile descriptions

- Book descriptions
- Facebook group description
- Facebook page description

Pay attention to fold limits and character limits when writing platform descriptions. What do I mean by 'fold limits'? What actually appears on the web page when a visitor quickly scans it. For example, you can write a long book description for your Amazon book, but only the first seven lines will appear in the preview – so make sure you put your most exciting and relevant hook information in those first few lines (as well as keyword phrases that will catch your ideal reader's attention.)

The same with your social profile descriptions: It's not about your accomplishments, it's about your visitor! What can you say in those few words that will inspire her to linger and check out your message and material?

Document Your Branding

As you update all your branding elements, take a copy and put it in your Master Business Manual under "Branding"! That way, if you open a new social media profile on another platform, you can quickly grab your MBM, flip to the branding section and choose and copy the right text (or locate the right images) without having to agonize over a new description. Plus, by using repetitive elements, you'll continue to create consistency and cohesion that will enhance the strength of your brand.

Include your **keywords**, **descriptions** – and the **filename** where you can find particular images, along with **screenshots**.

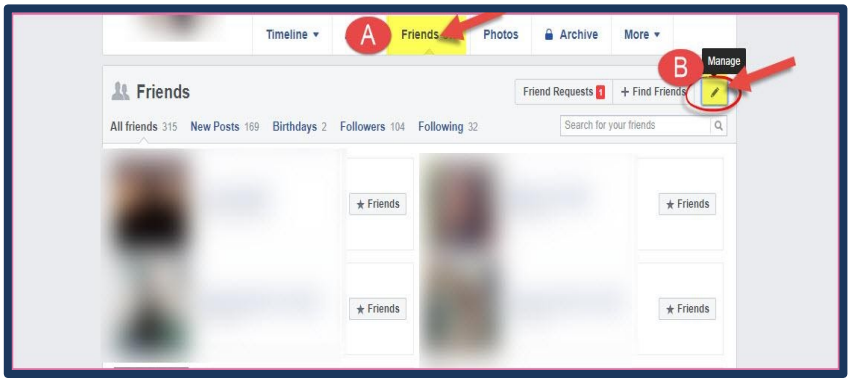
Screenshots are particularly important because they give you a visual reference that will help you stay consistent when creating a new Facebook Page or social media profile.

STEP TWO: CLEAN UP YOUR FOLLOWING

Just as you can check out competitors, so can competitors mine your profile for information – particularly if you've friended them. But that's not the only reason to hide your "Friends" on Facebook: You don't want people spamming your friends by trading on their 'connection' to you – particularly if you've got a lot of Friends. (Chances are you don't know who half of them are – or you've agreed to their Friend requests because you saw you had 'Friends' in common – precisely the way spammers will nail your friends.)

To hide your Facebook Friends list, click on your profile photo in the top, horizontal menu bar then:

1. Select "Friends"
2. Select the pencil icon
3. Select "edit privacy"
4. Choose "Only Me" under "Who can see your Friends list?"



Unfriend (or segment) those who aren't your ideal market. It's infinitely preferable to have a smaller group of engaged friends than a large group of uninterested followers. Friend or follow industry leaders in your niche.

Separate family from other friends and followers. (Remember, you can edit your lists by going to the "**Explore**" section in the left-hand, vertical menu in your Facebook feed and selecting "**See More**" and then "**Friends lists**".)

Make sure you also set your **News Feed Preferences,** so you will see the people you need to see first on Facebook. (Do that from the little drop-down arrow to the far right of your top horizontal menu.)

Be sure to unfollow people who are no longer in sync with your brand and interests. (They won't see that you have unfollowed them.) And be ruthless about unfriending anyone who actively harms your brand – for example, someone who always argues with everything you post, and we're not talking 'healthy discussion' here: We're talking someone who actively undermines your message or is negative for the sake of argument. (Think 'trolling'. This is the person who disagrees with absolutely everything you say or constantly tries to 'one-up' you.)

STEP THREE: YOUR CORE MESSAGE

Know what your core message is – the heart of your brand that fuels your drive and passion. Know that, and you will have a much clearer picture of your ideal audience member – who your brand can help.

There are two ways to refine your message.

1. Write a mission statement

If you haven't done this before, do it now. Even if you have created a mission statement previously, take it out and see how you can refine it by filtering it against the following questions:

- What has changed about my life?
- What has changed about my interests?
- What has changed about my business?
- What has changed about the market?
- What has changed about my followers and fans?

Don't just write a 'business' mission statement. Drill down and take it more in-depth than that.

Take the time to read LiveBold&Bloom's excellent and concise article on defining and writing the perfect mission statement, "How to Write a Personal Mission Statement in 8 Steps".

The type of mission statement talked about here is one that you can apply not only to your business but to your life – a mission statement that ignites and inspires you: A mission statement you can live by – one that will resonate with your ideal client too because it comes from your deepest core.

2. Study your followers

Your followers can also tell you who to focus on. Don't create Facebook posts for 'fringe' followers; create them from the people whose interest in your posts is natural and genuine. The ones who buy every product you put out.

That being said, not all your followers will buy your products or invest in your coaching, but if they tell others about it and share your posts, these followers are valuable too.

Speak directly to these two types of followers. Write for them. Help them.

Don't waste your time trying to attract those who argue or (especially) always have to compete on your feed or page.

Be aware that genuine questions and objections can be golden – that's not the sort of arguing to ignore. Answer questions from sincere seekers. Turn their objections around. (And make a note of them for future product, post, or program tweaking!)

STEP FOUR: INVEST IN ROUTINES

It's important to remember, however, that all the Facebook tweaks in the world won't make a permanent difference unless you invest in regular, consistent Facebook routines. And before you create those routines, know your Facebook goals so you can create ones geared to get the results you want.

Healthy Facebook goals for business's include:

- Supporting your community
- Building relationships
- Sharing your core message
- Generating leads
- Attracting the right followers
- Providing a reliable, easy way to interact with your tribe

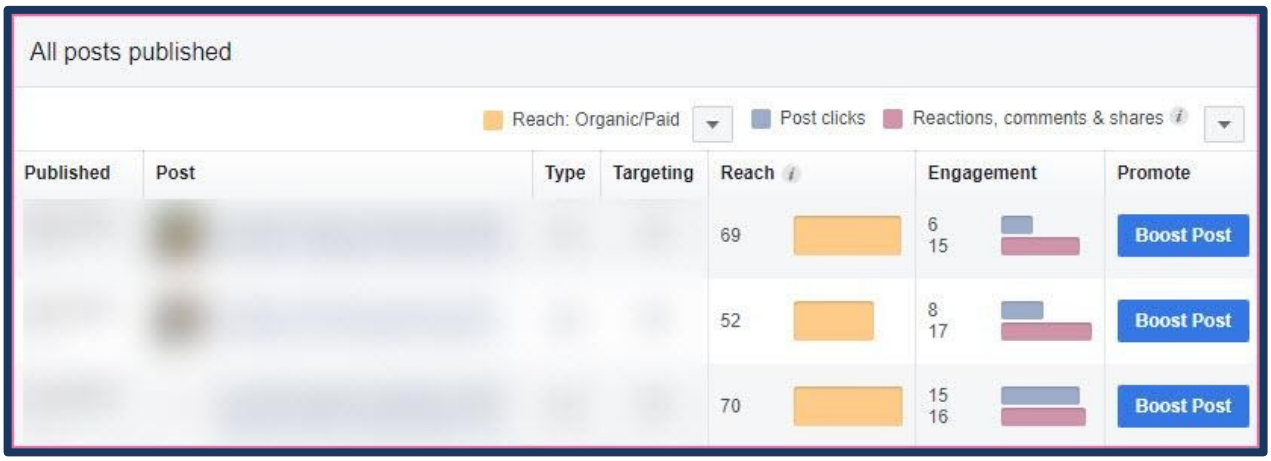
Number one – no matter what other goals you declare – support your tribe. Be there to listen to them, encourage them, help them, give honest feedback, applaud their successes, and help them move forward.

Building your community is what Facebook is all about – at least to the people who use it. They like to belong, touch base, share, be supported, be encouraged or applauded. Give them what they want!

But don't be a hit-and-miss poster! Invest in these five small routines you can do every day:

1. Post at least 1–3 posts every day on each of your Facebook presences.
2. Spend at least ten minutes a day acknowledging and answering comments.
3. Track and pay attention to which post types and which specific posts get the most attention – and click-throughs/shares. Schedule in checking Facebook Insights regularly.

(Example: in the metrics below, you would post more posts like the bottom one, which got 15 engagements out of 16 views.) Boost specific posts with high engagement.)



4. Post at the time your ideal Facebook audience is most present and active.

All of the data you need for post timing and engagement can be found under “Posts” in your Insights left-hand menu.

5. Respond to the comments and topics most relevant to your brand mission and message. (Do NOT feel obliged to respond to rude, irrelevant, insulting, or distracting comments. These are likely being made by internet trolls if they’re on your public page. In fact, you can – and should – delete these comments and block trolls.)

Don’t just rely on metrics, however: Try different things out on your real, live audience. For example, create a ‘feature’ – like a “Meditation Meme of the Day” or “Today’s Cute Puppy”. In fact, try out several, and see which one sticks!

See how they respond to:

- Image quotes
- Video
- Audio files
- 360° photographs
- Question of the Day
- Facebook Livestreams
- Facebook Livestream regular weekly Q & A session
- Links to blog posts
- Stories
- Hot tips
- Breaking niche news

Whatever Facebook Strategies you try and track, however, keep in mind that your rebranding strategies will work much better if you do create regular Facebook engagement and tracking routines.