

YOUR FACEBOOK FIVE A DAY

Being active on your Facebook Business Page a few times a day is essential. Below is a daily checklist of the five main activities that we would recommend. (Although there are many more activities that you can do.)

1. Post a minimum of twice a day, when your network is online the most. (Check your insights to find out the best time to post.) Think about video or live streaming for maximum impact.
2. Check your posts from yesterday. Click on the people who have “liked” the post, and invite those to your page who have not yet given your business the thumbs up.
3. Check your notifications. Welcome new pages, reply to comments and messages.
4. “Like” a minimum of two other businesses each day, then click “page feed” and interact with the businesses for additional brand awareness (this technique works well for local businesses).
5. Share content that is trending today, the latest industry news, or information from your RSS feeds that you have set up in your social media dashboard.

Ideally you should spend no more than 30 mins a day on Facebook. It is easy to get distracted on this platform, therefore we recommend downloading a Google Chrome extension called Newsfeed Burner.

If any of these five tips seem confusing for you, then consider joining our coaching club from just £25 a month.

