

Engage Your Audience! How to Get Known on Facebook

with Reflective Marketing

Outcome 1: Pinpoint Your Social Media Strategy

1. What is your primary goal for social media?
(ex: awareness, website traffic, newsletter signups, purchases)

2. Who is your ideal customer? What do they care about?
(Consider age, gender, location, profession, hobbies, social networks, beliefs, values, fears or pain points, etc).



3. What is the main message you want your audience to know?

Outcome 2: Implement Your Weekly Content Template

4. What are your content buckets?

Four identical trapezoidal shapes arranged horizontally, representing content buckets. Each shape is wider at the top and tapers towards the bottom.



Sample Weekly Calendar

Mon	Tues	Wed	Thur	Fri	Sat	Sun
Motivational Post (Quote - Graphic)	Tip Tuesday	Behind-the-Scenes	Customer Success Story	Friday Funny (Joke)	Third Party Article	Fun Quote/ Graphic
Facebook Live	Industry News	New Blog Post	Throwback Thursday	Feature Friday	Personal Story	Reflection Question

Mon	Tues	Wed	Thur	Fri	Sat	Sun

Outcome 3: Kickstart Your Facebook Content

5. What is curated content? What are some examples for your business?

6. What are some examples of created content (ie letting your followers know what's happening)?



7. When it comes to creating your own content, you should simply share your
-----.

8. What are the 4 major factors that affect Facebook's algorithm?

9. What is the hierarchy of post types on Facebook? Place a number by each type:

-- Facebook Live -- Text -- Images -- Website Links -- Video

10. How frequently should you post on Facebook? Circle the correct response:

a. *Weekly* b. *3-4 times per week* c. *Daily* d. *Biweekly*

11. People use social media in their free time. So, you shouldn't neglect ----- and
-----.

12. What are 3 posts you will share on your Page?

Outcome 4: Measure Your Facebook Results

13. What are the most important Facebook metrics for your business? You can number them below:

___ Link clicks

___ Engagements: reactions, likes, comments, shares, post clicks

___ Post reach

___ Page like growth

___ Other (if applicable):



Helpful Resources:

- Post Scheduler: [Buffer.com](https://buffer.com)
 - Easy Design Tools: [Canva.com](https://canva.com), [PicMonkey.com](https://picmonkey.com)
 - Curating: [Feedly.com](https://feedly.com)
 - Reporting & Insights: [SproutSocial.com](https://sproutsocial.com), [Analytics.Facebook.com](https://analytics.facebook.com), www.facebook.com/ads/audience-insights/
 - Free Stock Photography: [Unsplash.com](https://unsplash.com), [Pexels.com](https://pexels.com)
 - Facebook for Business: www.facebook.com/business
 - Facebook Business Manager: www.business.facebook.com
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