FACEBOOK

Practical Exercises
Lesson Goal: To set up a Facebook Page to promote a business

Facebook is an essential tool to quickly and easily reach audiences online. Imagine you are a travel agency based in London, UK, and that you are creating a Facebook Page for your business (you may also use a fictional business that suits your interests and expertise better). To do this, complete the following steps:

- Go to Facebook.com/pages/create and select ‘Business or Brand’ and click ‘Get started’.
- Enter your company name and select an appropriate category from the dropdown menu (e.g. Travel Agent). Enter the company address and phone number (optional) and hit ‘Continue’.
- You will be prompted to:
  - Add a profile picture (e.g. your logo) by clicking ‘Upload a Picture’. You can also skip and come back to this later if you wish.
  - Add a cover image by clicking ‘Upload a Cover Photo’. You can also skip and come back to this later if you wish.
- Complete the full setup by following the steps below:
  - Under your profile picture and company name, click on ‘Create Page @Username’ and type in a username that reflects your business name. This will make up your Facebook page URL.
  - In the menu below your profile picture, click ‘About’. In this section, edit all details that are relevant to your agency.
  - Focus on the ‘Edit About’ section as this is what will be shown in the right-hand sidebar. You have a 255-character limit, so write a brief summary here that is helpful and engaging.
  - To edit the button on your page, hover over the default button and click ‘Edit button’.

Look through the options for buttons and decide which one you will use based on the action you want your page visitors to take (e.g. sign up for your mailing list, contact you etc.). Follow the instructions and click ‘Add Button’.

Further optimize your Facebook page by clicking ‘Settings’ at the top right corner of the page and complete the following:

- In the ‘General’ tab, review all the existing settings and edit any settings that are relevant to you (for example, age or country restrictions, translation etc.).
- Add your colleagues/teammates to your Facebook page by clicking ‘Page Roles’. Add members by typing in their name and selecting the level of access you want to
give them. As you select a role, you will see what it includes below. When you are happy with the access level, click ‘Add’. 
Exercise 2

Lesson Goal: To use and optimize the different platform features on Facebook

Part 1

If you want to do a Facebook Live broadcast, you first need to sketch out an agenda for it. For this exercise, use the same business example you used for the previous exercise.

For each of the following, write down one idea:

- Your current products
- Topics around your products
- Your upcoming launches
- Tutorials and how-to content you can provide
- Exclusive, valuable content for your current and future customers

For two of these topics of your choice, draft a Facebook Live agenda, including the title for each of them, all the products you want to talk about, people you may interview to add value to your session, and the time allocated for each part of these sessions.

Part 2

Choose one of the topics that you drafted an agenda for. Then follow the next steps:

- On your Facebook page under the status update field, click ‘Start a Live Video’. Make sure you do this on a PC/laptop that has a camera.
- Write a short, enticing post about the topic of your live stream in the next field you see, then click ‘Next’.
- Your PC/laptop may prompt you to allow for the use of a camera and microphone. If this happens, click ‘Allow’.
- On the next screen, you will see what your live video will look like. When you are happy with the framing and the overall look, click ‘Go Live!’
- Follow the agenda you outlined for your live stream.
- Ask a few colleagues or friends to watch your live stream and give you some feedback afterward.
- Write a list of action points to improve your next live stream based on the feedback you received, and your own feedback.
Exercise 3

Lesson Goal: To use and optimize the different platform features on Facebook

You want to set up your Facebook Page Messenger so that your visitors know when to expect a response from you, to inform them of out-of-office periods, and in order to come across as approachable.

To do this, complete the following steps:

- At the top right corner of your page, click ‘Settings’ and then select ‘Messaging’ from the sidebar on the left-hand side.
- Scroll down to the ‘Response Assistant’ section.
- Enable the option ‘Stay responsive when you don’t have access to your computer or phone’ by clicking on the ‘Off’ button which will then turn into ‘On’.
  - You will see the current default message. To change it to something more appropriate to your tone of voice, click the ‘Change’ button and edit the message.
  - You can add personalization such as user’s name, surname, or both by clicking ‘Add Personalization’.
  - If you want this message to be triggered in certain hours (e.g. during the night or at weekends, when you are less likely to be responsive), click the ‘Schedule’ tab above the displayed message and select the days and hours when you are away.
  - When you are happy with your away message and your schedule, click ‘Save’.
- Enable the option ‘Send Instant Replies to anyone who messages your Page’ by clicking on the ‘Off’ button which will then turn into ‘On’.
  - You will see the current default message. To change it to something more appropriate to your tone of voice, click the ‘Change’ button and edit the message. For example, you can add your usual response time or link to a page that contains the answers to frequently asked questions by your customers.
  - Again, you can add personalization such as user’s name, surname, or both by clicking ‘Add Personalization’.
  - When you are happy with your instant reply message, click ‘Save’.
- Enable the option ‘Show a Messenger greeting’ by clicking on the ‘Off’ button which will then turn into ‘On’.
  - You will see the current default greeting. To change it to something more appropriate to your tone of voice, click the ‘Change’ button and edit the message.
  - You can add personalization such as user’s name, surname, or both by clicking ‘Add Personalization’.
  - When you are happy with your Messenger greeting, click ‘Save’.
Exercise 4

Lesson Goal: To create a successful strategy for your Facebook ads and to report effectively on your campaigns

NOTE: Do not enter any credit card details or publish your ads live when completing this exercise. Use the same business example you used in Exercises 1 and 2.

While logged in to your new Facebook page, open Facebook Ads Manager in your Facebook business account (business.facebook.com).

Click the ‘Create Ad’ button in Ads manager to begin building your campaign, set objectives, and define your audience targeting.

After a few seconds of loading and setup, you will see your initial campaign page. Then follow the steps below to set up your campaign:

1. **Step 1:** Select your objective. For this example, you want your agency to reach as many people as possible, so select ‘Reach’ as your objective, then click ‘Set up ad account’.
2. **Step 2:** Finish setting up your ad account by selecting your country, currency, and time zone, then click ‘Continue’.
3. **Step 3.1:** Select your audience. Under the ‘Audience’ subheader and the ‘Create New’ tab, select elements of the ideal audience you want to advertise your travel agency to. You can determine all of the following:
   - **Location:** your agency is in London – in the dropdown menu that says ‘Everyone in this location’, select ‘People who live in this location’ and enter London as the location.
   - Decide what age range and which genders you want to target for your travel agency and input these values.
   - ‘Detailed Targeting’ allows you to be very specific about who your audience is. Click the text field that says ‘Add demographics, interests or behaviors’, click ‘Browse’ and then select ‘Interests’. From the categories that show, open those that relate to your travel agency and select all the interests that apply to this audience. Enter all these in the same text field. As you enter them, you will also get more suggestions; pick any you find suitable.
   - If you want to exclude any elements from your audience, click ‘Exclude People’ and select any elements that apply (for example, if your travel agency is for budget travellers, you want to exclude people interested in luxury travel).
If you want to narrow your audience, click ‘Narrow Audience’ and select any elements your audience must match, along with the elements above, in order to be targeted.

From the ‘Connections’ section, you can also choose a connection between your audience and your page, event, or app.

- **Step 3.2:** The ‘Placement’ section allows you to choose where your audience will see the ad – choose ‘Automatic Placements’.
- **Step 3.3:** The ‘Budget and Schedule’ section allows you to define your budget and whether to run ads continuously or set a start and end date. Enter your desired budget and select a range of five days to run the ad.

Now look at your ‘Audience Size’ chart on the right-hand side. Are you satisfied with your daily reach and how well your audience is defined? Is it too broad or too narrow? You can further edit your targeting and see how it affects your audience definition. Then click ‘Continue’.

- **Step 4:** Input your ad format, media, and ad copy:
  - Select ‘Single image’ for your format.
  - In the ‘Images’ section, upload a relevant image by clicking ‘+ Upload Images’, making sure it follows the recommended 1200x628 size and contains little or no overlaid text.
  - There are also some stick images you can choose but it is always better to upload your own.
  - In the ‘Text’ section, input your ad text and add a website URL after ticking the box next to ‘Add a website URL’.
  - On the right-hand side, you can see a preview of your ad – make sure you review it and that it looks as you planned.
- At the bottom of the page, click ‘Review Order’ and make sure you’re happy with all the options you selected, then select ‘Place Order’.
- This step – payment method – would usually be the final step to complete the ad. Of course, if you don’t want to actually input payment and run the ad, simply click cancel.
- To go back to the Ads Manager Dashboard, click ‘Close’ at the bottom left corner.