

# Welcome...

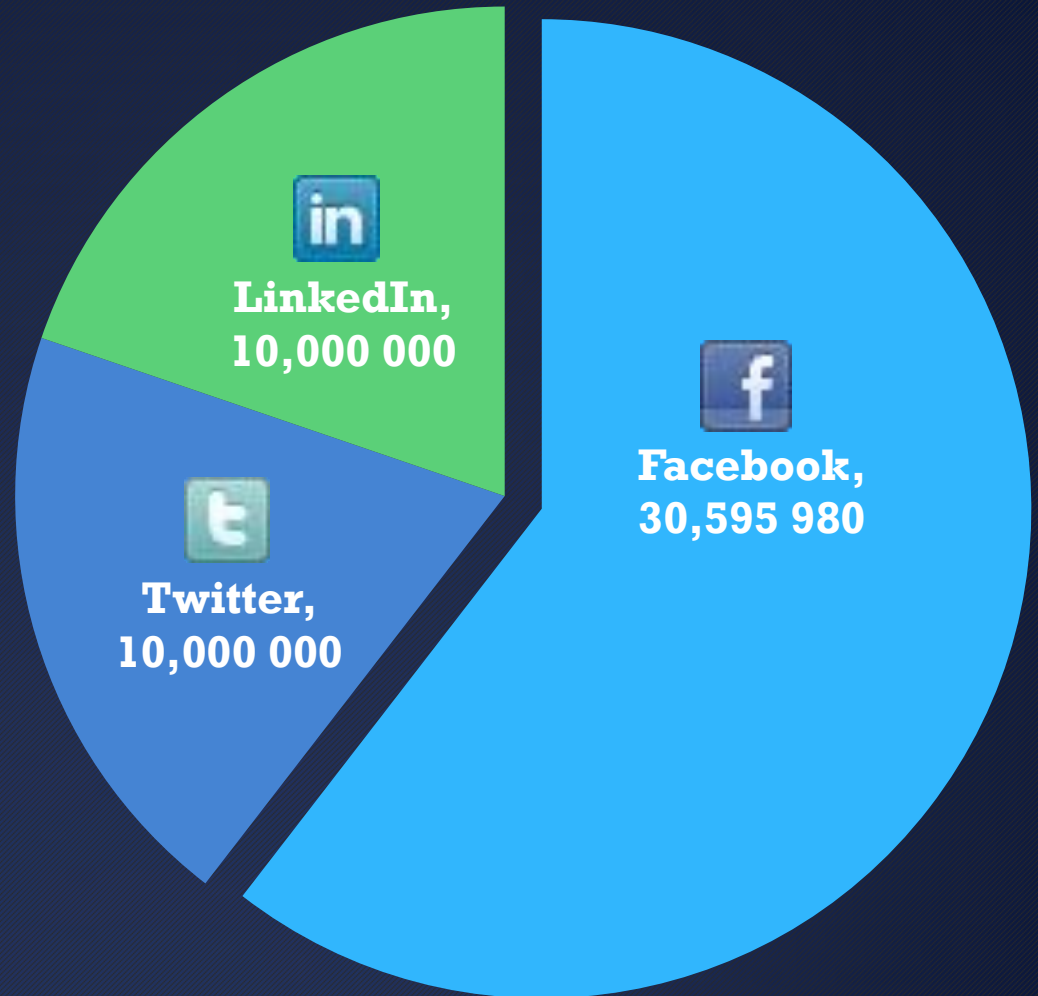
## Social Networking for Business

Windermere & Bowness, Chamber of Trade

Kim Hayton  
Triarom Ltd, Windermere

# Social Networking Sites

UK Users







# LinkedIn Statistics

Business networking site for individuals or companies to “connect” and discover more about each others services.

## **LinkedIn Global Statistics**

- Monthly Visitors 85.7 M
- Users 150 M
- Average Time Spent on Site 21:00 minutes per month
- Male/Female Split 55%/45%
- Best Age Demographic 26 - 34 (31%)



# Twitter Statistics



Members can “follow” your page and view your “tweets” of 140 characters along side images and video. Popular subjects can also trend (#)

## Twitter Global Statistics

- Monthly Visitors 182 M
- Users 555 M
- Average Time Spent on Site 89:00 minutes per month
- Male/Female Split 43%/57%
- Best Age Demographic 26 - 34 (30%)





# Facebook Statistics

Users can “Like” your page. Businesses can create “posts” and share content including images, video and web links. Which will then appear in the users “News Feed”

## Facebook Global Statistics

- Monthly Visitors 7012 M (7 B)
- Users 901 M
- Average Time Spent on Site 405:00 mins per month
- Male/Female Split 55%/45%
- Best Age Demographic 18-25(29%)



# General Statistics

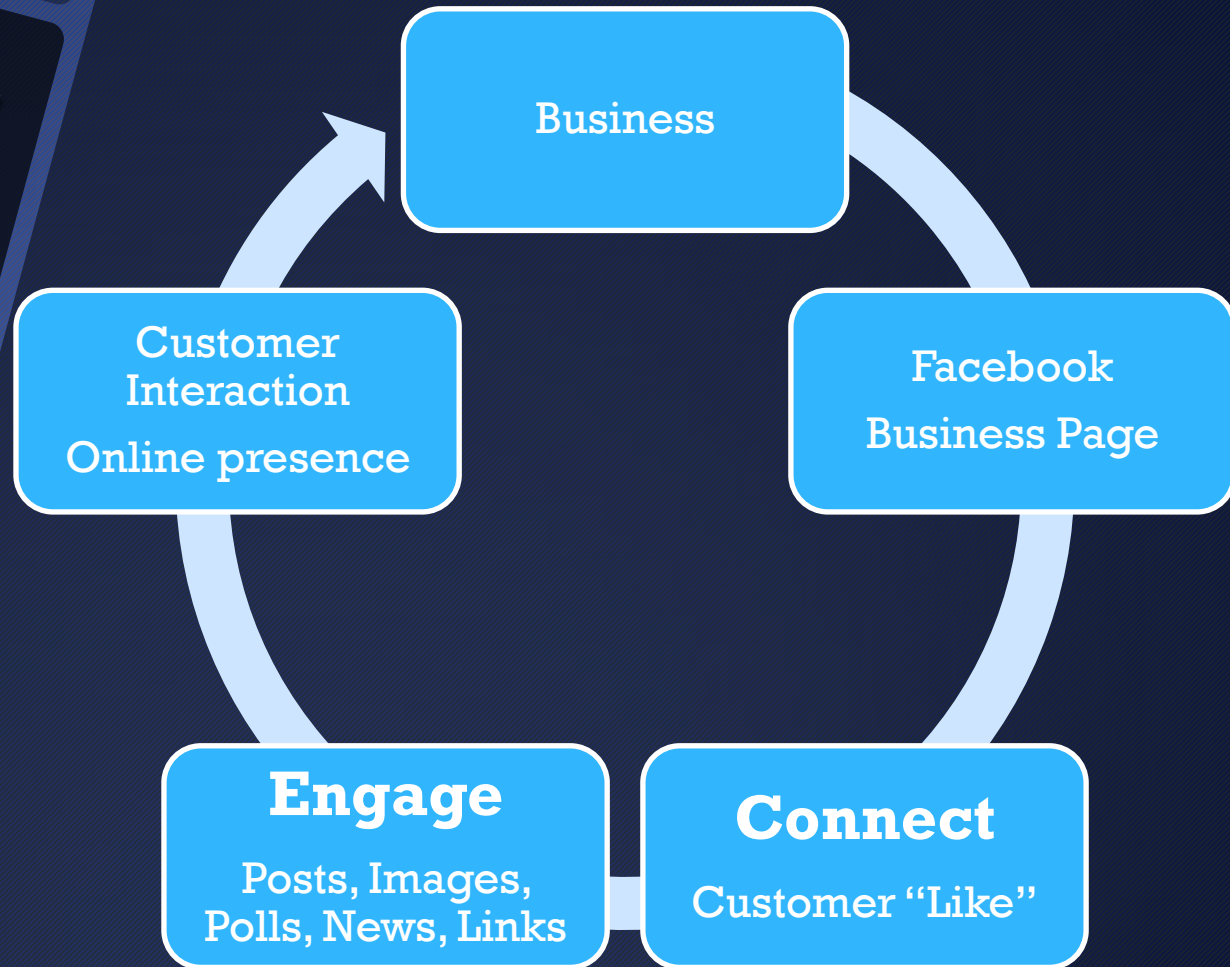
- **Over half of the UK population have a Facebook Account**
- **1 million new UK users every month**
- **50% of UK users log in everyday**
- **The average user spends 25 minutes per day on Facebook**
- **The average user logs on to Facebook 6.1 times per day**
- **70% log in every time they start their computer or web reader**
- **50% of all UK mobile Data traffic is Facebook**



# Why should my business be on Facebook?

- Relevant target audience
- Provide up to date information
- Delivery Speed
- Increase online presence and customer awareness
- It's FREE!!

# Facebook Cycle





# Initial Setup

Visit: [facebook.com/business](https://facebook.com/business)

Choose a business category

Fill in company information.

Company Name

Address

Phone Number

Pick a Logo or other image that best represents your business.

(Ideally a small square image)

Choose a memorable web address (also referred to as username)

[www.facebook.com/yourbusinessname](https://www.facebook.com/yourbusinessname)

# Manage Pages

Improved division between personal & business pages

## Edit Page

Setup additional admins and permissions

Update Info – Permissions, General Information (Opening Hours, Map, Website) Profile Picture, Insights and more...

The settings will appear/be applied to your timeline.

The screenshot shows the Facebook Admin Panel interface. At the top, the Facebook logo and navigation links are visible. The user is logged in as Kimberley Hayton. The page being managed is 'Triarom Computers'. The 'Admin Panel' section is active, showing a 'Notifications' tab. A dropdown menu for 'Edit page' is open, displaying options: 'Update Info', 'Manage Permissions', 'Admin Roles', 'Manage Notifications', 'Use Activity Log', 'See Banned Users...', and 'Use Facebook as Kimberley'. Another dropdown menu for 'Use Facebook as:' is also open, showing options: 'The Lakes Players', 'Triarom Computers', 'Create an Advert', 'Account Settings', 'Privacy Settings', 'Log out', and 'Help'.

facebook Search for people, places and things Kimberley Hayton Voice Home

You are posting, commenting and liking as Triarom Computers — Change to Kimberley Hayton

**Admin Panel**

Notifications

**Edit page** Build Audience Help

- Update Info
- Manage Permissions
- Admin Roles
- Manage Notifications
- Use Activity Log
- See Banned Users...
- Use Facebook as Kimberley

Use Facebook as:

- The Lakes Players
- Triarom Computers
- Create an Advert
- Account Settings
- Privacy Settings
- Log out
- Help



# Build Audience

To start invite your personal friends ask them to share your page.

*“90% of people **trust recommendations** from **people they know**”*

Create an offer or prize draw to encourage potential customers to “like” your page

Use your Facebook Username

It's not a competition! 200 relevant likes, is better than a 1,000 irrelevant!



“Likes”

A screenshot of the Facebook Admin Panel interface. The top navigation bar includes the Facebook logo, user avatars, a search bar, and the user's name 'Kimberley Hayton'. Below this, a status bar indicates the user is posting as 'Triarom Computers'. The main content area features an 'Admin Panel' header with tabs for 'Notifications', 'Messages', and 'Reviews'. A 'Build Audience' dropdown menu is open, showing options: 'Invite Email Contacts...', 'Invite Friends...', 'Share Page...', and 'Create An Advert'. Other visible elements include 'Edit page', 'Help', and 'Hide' buttons, and a 'See all' link for notifications.

# Facebook Username

**Visit: [facebook.com/username](https://facebook.com/username)**

*(If not completed during initial setup)*

This gives your business a memorable web address e.g [facebook.com/yourbusinessname](https://facebook.com/yourbusinessname)

Use this unique address to drive more customers to your new facebook page.

- Link from your own website.
- Print on leaflets, till receipts, business cards
- Tell people!



# Engaging Content

Upload Mobile content straight from your smartphone.



Update your status. Interesting Fact, News Article, Link, Offers etc.

Business Event, Milestone (opening of new shop or recruiting a new member of staff)

A screenshot of the Facebook mobile app's post creation interface. At the top, there are three tabs: 'Status' (with a notepad icon), 'Photo / Video' (with a photo icon), and 'Event, Milestone +' (with a calendar icon). Below these tabs is a text input field with the placeholder 'What's on your mind'. At the bottom of the input field, there are icons for a clock and a location pin. To the right of the input field is a blue 'Post' button. Five blue arrows point to different parts of the interface: one to the 'Status' tab, one to the 'Photo / Video' tab, one to the 'Event, Milestone +' tab, one to the text input field, and one to the 'Post' button.

Post a single photo, album of photos or video

Create a question for users to answer. You can also add polling options, which can be interesting to find your customer's favourite things.

**CLICK POST WHEN YOUR DONE.  
THIS ITEM WILL NOW APPEAR IN  
YOUR CUSTOMERS NEWS FEED**

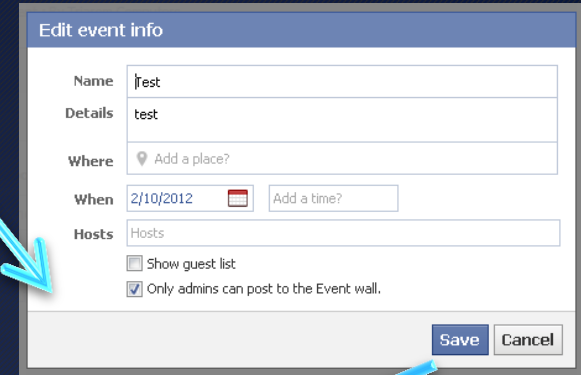
# Create an Event

Visit: [facebook.com/events](https://facebook.com/events)  
Or click the Events link on your business page.

Click on create an event.

+ Create event

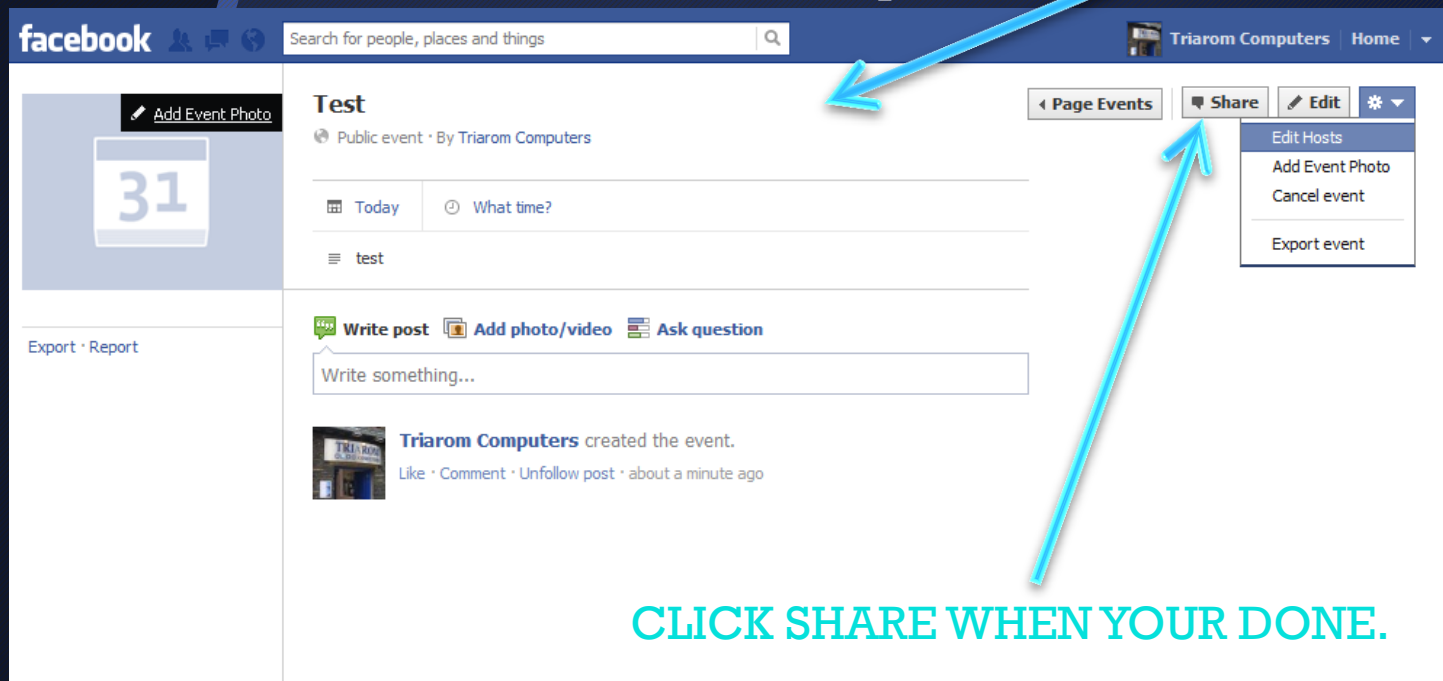
Fill in the basic details.



The screenshot shows the 'Edit event info' form with the following fields and options:

- Name: test
- Details: test
- Where: Add a place?
- When: 2/10/2012 (with a calendar icon) and Add a time?
- Hosts: Hosts (with a plus icon)
- ☐ Show guest list
- ☒ Only admins can post to the Event wall.
- Buttons: Save, Cancel

Add more information and picture



The screenshot shows the Facebook event page for 'Test'. The page includes a search bar, a navigation bar with 'Triarom Computers' and 'Home', and a sidebar with 'Add Event Photo' and '31'. The main content area shows the event details, including a 'Write post' section and a post from 'Triarom Computers' stating 'created the event.' The right sidebar contains a 'Page Events' section with a 'Share' button and an 'Edit' button. A dropdown menu is open from the 'Share' button, showing options: 'Edit Hosts', 'Add Event Photo', 'Cancel event', and 'Export event'.

CLICK SHARE WHEN YOUR DONE.



# Last Tips

Keep an eye on...



If a customer posts on your timeline be sure to react!

Keep your content maintained, frequent (but not too frequent!) and interesting.

The majority of updates should be informative rather than sell, sell, sell.

Facebook doesn't have to take over your life!  
On average business users spend 1-5 hours a week on Facebook.

Check out Facebook Insights. This will show graphical information of how well your page is doing and what posts have been successful.

Facebook is always in development. New features such as deals and gift services are already in early launch stages.

Don't feel you must join every social network at once.

## Further Questions...