Facebook remains the most popular social media platform, with its users visiting the site more regularly than users of other social media sites.

1.65 BILLION monthly active users
Better Search Engine Rankings

- As a business, your relationship with the search engine is to build “trust.”
- This trust is known as search engine optimization, or SEO.
- Being active on social media, *most notably Facebook*, can be an effective way to begin to increase your search rankings.
Facebook’s News Feed Algorithm

The Facebook Algorithm - the News Feed is fueled by automated software that tracks each user’s actions to serve them the posts they’re most likely to engage with.

In other words, this algorithm determines how many people see your posts. It is a living thing - it never stops changing.
“You’ll see less public content like posts from businesses, brands, and media” in favor of “meaningful conversations.”

-Mark Zuckerberg
HACKING the Algorithm

- **Inventory** - All of the stories posted by your friends and the pages you follow

- **Signals** - Who posted it and what kind of engagement (likes, comments, shares) the post has.

- **Predictions** - How likely you are to comment on a story, share a story, spend time reading a story, etc

- **Score** - Facebook consolidates all this information to calculate a “relevance score” - thus a news feed that’s unique to every person on Facebook.
Content

Business

What do these have in common?
Let your personality shine!

Content
Company and Community

You may have noticed we changed our profile and cover photo - we are celebrating our 90th anniversary!

We are taking the time to look back at all our years of service and celebrate what our future holds. Can you guess the year of this vintage truck?
What do these have in common?
DO

- **Be Authentic** – Brands become more humanized by interacting on social media. Social media is a place where brands can act like people do, and this is important because people like doing business with other people; *not with companies.*
- **Provide Rich Customer Experiences** – Answer those who take the time to write a comment and "kill em’ with kindness”
- **Be Active** - Post often (daily recommended)
- **Take advantage of Ads** - Facebook advertising is a powerful tool for your area!
- **Be Original and fun!** – Just because you’re a business doesn’t mean your page needs to be boring! Be funny, include community related topics and events, share a meme, use emojis.
DO\'T

• Don\'t Neglect Your Profile – Keep the page breathing and alive.
• Don\'t Spam- Don\'t be too sales pitchy or over promotional. Nobody likes spam, whether it be via email or social media.
• Don\’t Ignore Or Delete Comments – Turn the negatives into positives. Take advantage of the opportunity!
• Don\’t Forget To Monitor Your Pages – How else would you provide that awesome customer service?
• Stay away from anything overly political, religious, or controversial – In the public eye, we must be politically correct.