

TOURISM
TROPICAL NORTH
QUEENSLAND

FACEBOOK

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TOPIC 1: THE ROLE OF FACEBOOK IN YOUR BUSINESS AND YOUR BRAND IMAGE

Important Note: Facebook is often changing and rolling out new and changed functionality to users. To ensure you're aware of the latest functionality and to get further information check <https://www.facebook.com/help>

Note: Admins and editors of your page can edit page info and your cover image. You can assign new page roles in your page settings - page roles.

ITEMS TO CHECK

ACTIONS ARISING

Update your cover image to showcase your key selling points or a current campaign.

Add an image caption and include a link to your relevant webpage.

Relevant @username for your page, ideally, this is the same as your Instagram business profile @username and your website URL (or at least very similar).

Update the about text in your page info.

Pin an important post to the top of your page, for example, special follower offers or updated operational post that you want people to see.

Make use of events and create events that are happening in your business that you can invite people to or maybe you can be a co-host of a local event of which you are helping with the promotion.

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ITEMS TO CHECK

ACTIONS ARISING

Review your page template to make sure it's the most appropriate and set up the tabs you want to display on your page, especially ensure your reviews and booking tabs are turned on.

To create a call-to-action tab like bookings contact your online bookings systems provider and ask what Facebook integration solution they can offer.

Depending on your type of business you might be able to take advantage of the shop tab or utilise one of the business apps.

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TOPIC 2 : BEING SAFE AND EFFICIENT ON FACEBOOK

IMPORTANT FACEBOOK SECURITY TIPS

ITEMS TO CHECK

ACTIONS ARISING

Review your security settings including setting a strong password and setting up two-factor authentication.

Review your privacy settings.

Review your page roles and ensure you have two admins and assign other roles as required.

FAMILIARISE YOURSELF WITH FACEBOOK BUSINESS SUITE

ITEMS TO CHECK

ACTIONS ARISING

Meta Business Suite is set up and Facebook business page and Instagram business profiles are connected business.facebook.com

- If you haven't yet set up Meta Business Suite, it is recommended that you log in to both your Facebook and Instagram accounts on the device you are about to do the set up on first as it makes it a little easier to work through the set up if you're already logged in.
- Download and or update the Meta Business Suite app on your mobile phone to ensure you have the latest version.

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ITEMS TO CHECK

ACTIONS ARISING

Create and pre-schedule a post in Meta Business Suite

Tips:

- If you are posting the same image/s or video to both Facebook and Instagram, ensure you customise the caption and add hashtags to your Instagram caption

Familiarise yourself with the Meta Business Suite menu and check notifications, inbox and reactions to see if there is recent activity you should react or respond to.

Explore automated responses in your inbox and set up instant replies and frequently asked questions.

Explore your insights. What results trends can you identify in Facebook and Instagram?

From the content menu identify which of your recent posts have had the most reach and engagement (Likes and reactions).
Why do you think your audience liked them?

Visit your audience menu and compare your audience profiles on Facebook and Instagram. Can you identify differences in their age, gender and location or are they quite similar?

Using the benchmarking menu learn how your page and instagram profile are ranking compared to other businesses like yours?
Add businesses to monitor.
Check out what they're doing well.

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TOPIC 3: TIPS TO CREATE MORE ENGAGING CONTENT

ITEMS TO CHECK

ACTIONS ARISING

Develop 5 - 7 content themes that reflect your unique selling proposition, align with your audience's interests and you have passion for and expertise in.

Using your content themes for inspiration, plan the ideas for 10 posts aiming for balance across different post types: Dream, plan, engage and sell (only 1 out of 10 posts).

Create a video post and notice how captions are automatically added. Explore how you can adjust this setting.

Familiarise yourself with stories on Facebook and create a story drawing ideas for the story from your content themes.

TOPIC 4: COLLABORATION FOR GROWTH

ITEMS TO CHECK

ACTIONS ARISING

Like industry pages as your page (desktop only).

Schedule a post that recommends/ positively supports an industry mate or partner and @mention their Facebook Page.

Look at your page's news feed regularly and show support to your colleagues' posts.