

# Peacock Arts Trail - Guide to Using Facebook

Most people have heard of Facebook and it is a very useful for sharing and interacting as a creative business.

## Basics:

A personal profile is the standard Facebook account for sharing between family and personal friends. You can easily set privacy settings so your posts can be visible to all or only to people you have accepted as friends, thereby controlling who sees what. You will need to set up a personal profile before you can set up a page for your business.

A Facebook fan page is for businesses where you can share your updates and publicise upcoming events. When a Facebook user likes your page, they are allowing updates from your page to be shown in their news feed. But you can still keep your personal page private from this.

## Getting started:

To set up a business page, you'll first need to have a Facebook profile. Head to <https://www.facebook.com/> and you will be guided through simple steps to setting up a profile - you don't need to upload any pictures if you don't want to.

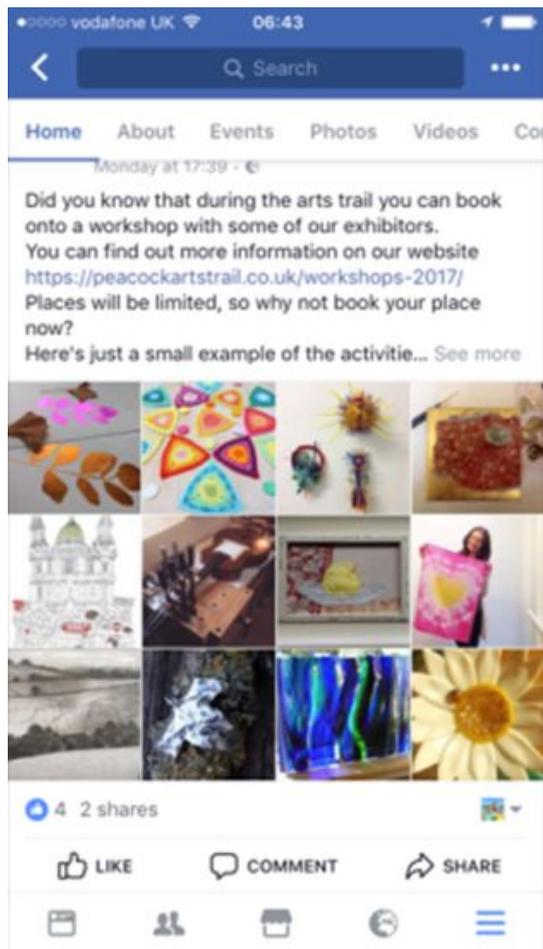
From this Facebook profile, you can manage multiple pages and still retain the privacy of your personal profile.

Now create a page for your brand / business go to: <https://www.facebook.com/pages/create/>

Follow the step by step instructions on the 'create a page' link. You will be asked options on the type of business and be asked to name your page. I think your only allowed to change your name once, although all other settings can be edited so make it a name that tells people what you do, e.g. KathyHuttonPrints, Libby Ballard Ceramics, Peacock Arts Trail etc.

## Terminology:

News feed: the news feed is what every Facebook user sees first when they log onto their account. A stream of activity from all the friends and pages they have liked. This is where other people / followers / friends will see your posts. There are things you can do to try to get your posts into as many news feeds as possible:



A Facebook friend or fan can like, share or comment on your posts, each of these activities results in your post being seen by more users. These three activities are referred to as 'post engagement'. **Find out more below.**

**“Like”:** When a fan (someone who has 'liked' your page) likes your latest post by clicking the 'like button' beneath it, it creates a 'Facebook story' which may then be posted by Facebook in the News feed of the fan's Friends. Because of this, Friends of that fan (who might not have been Friends of yours) may come and look at your page and interact with it, thus creating another 'Facebook story' which spreads your post out even further. This explains how some posts may go 'viral'.

**“Comment”:** If a fan comments on your post, it creates a 'story' and can be reported as 'activity' in the 'news feed'. Facebook uses a very complex Algorithm to determine how far and wide your post is seen. Facebook makes decisions on who to share the 'story' with based on past interactions between friends. Comments rank higher than likes in this calculation.

**“Share”:** A fan can choose to 'share' a post with their own friends if they really like it, your post will then appear in their friends or fans news feed.

## **How to create a post:**

On your page, you will see a little box that will either say 'write something' or 'create a post' once you click in this box you can write about your event or update and below a little camera icon should appear, if you click this you can access the photos you have either on your device and select one or a few to add to the post. When you're finished and ready to post click 'publish'.

Posts with visuals will always more successful in their engagement as they attract more attention in the news feed.

**Tagging:** If your text or your chosen image include someone else or another business that you want to mention (e.g. another artist that you are sharing a venue with, or that you have visited.) you can Tag that person by adding @ in front of their name i.e. @peacockartstrail this creates a 'link' .The other person mentioned in that 'link' will then automatically be notified of your post and anyone else who reads it can click on the link that has been created and easily find that other person's fan page too. This is a great way to build up connections and community (but be wary of overdoing it as too much might be seen by the other person as 'spamming'). In the case of the Peacock Arts Trail, if you tag us in your posts whenever relevant then this helps us spot your posts so we can share and comment. Once we comment or share, other exhibitors and interested parties will spot posts that we can all like, comment on , and share, thus boosting your posts and helping to spread the word about the Peacock Arts trail further.

**Hashtags:** By adding a # 'hashtag' you can group together posts that share a link. E.g. any posts that I make that are relevant to Peacockartstrail I could add #peacockartstrail or #peacock\_workshops. Then you ,as a user, could then search (search function is top left of your page) for a specific # and see all relevant posts under that #name, other exhibitors and interested parties can also see these posts and can like, comment, and share, thus boosting your posts and helping to spread the word about the Peacock trail further.

**Algorithm:** Facebook uses a very complicated Algorithm to decide what posts and activities you see in your news feed. It changes often and whilst I don't fully understand it, there are things you can do to try and boost your posts chances of being seen. The more interaction or 'engagement' you have i.e. likes, comments and shares will push your posts further. The downside of this is if people see your posts but don't engage, this can be seen by the Algorithm that people are ignoring your posts and they will stop including them in their feed so much.

To encourage more engagement, think about how you word your posts. Anything that prompts a reaction is good, you could ask questions or ask for advice. Examples of this could be: " I'm designing new business cards, which do you prefer A or B?", "Does anyone know of any local printers who can do small print runs?", "I've so many idea at the moment but no time to work on them, I'm jotting them down on paper but am worried they won't make sense in three months, I'd love to know how you record ideas?", "I've put my signage up for the @peacockartstrail, do you think I need more?" etc.

You can also schedule a post to appear at a time that you think might see more users. So, you could write it at 10pm but have it posted out at 7.30am the next day when people are just turning on their devices, or 4pm when mums are back from the school run! To do this, simply write a post and then in the bottom right of the box there is a drop-down list under 'Publish' and you can opt to 'schedule' and simply set the time.

**Editing:** You can go back and edit a published or scheduled post by clicking the tiny arrow in the top right corner of the post box. This shows a drop-down list of various options, click Edit, make any changes and click Done.

**Etiquette:** If people comment, reply to their comments. If you're in a 'community' and others from that community are liking, commenting and/or sharing your posts it's good manners and good business practice to reciprocate the engagement with their posts. This is especially helpful for all exhibitors and interested parties connected to the Peacock trail.

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