



# GETTING A FEEL FOR FACEBOOK

Friendly, personal, engaging

## 1 THE TONE

Generally, Facebook has a more conversational, friendly tone than other social media outlets. Users on Facebook are looking for a **personal** interaction - a connection! Be transparent and tell your story.

Facebook is typically a great outlet to get engagement. Ask questions, make your audience feel like you care and give them an opportunity to participate.

## THE AUDIENCE 2

Some people think that Facebook is outdated, but it has over 1.5 BILLION users DAILY! Facebook statistics show that nearly all age groups have a prominent presence on Facebook so, most likely, your audience is there. Even if this isn't your main platform for social media marketing, it's a good idea to have a presence.

## 3 THE POSTS

Facebook posts should be 1-2 paragraphs long, strive for a personal, relatable tone, ask a question that encourages participation and link back to your website!

Popular posting methods include establishing yourself as an expert by posting tips or sharing articles in your field, or setting up a profile that is fun to follow with helpful videos and happy, inspiring images and quotes.

## EXAMPLE POST 4

Do you know who your target audience is? I remember the first time someone asked me that question. I went into full panic mode. I didn't realize until that moment that I didn't know who my people were.

It turns out that marketing is way more effective when you're marketing to YOUR people. It took my years to find my people - it wasn't easy. That's why I've created the Find YOUR People course. Start building your community. Find out more information here: (link)

**MOCA**