Facebook Fan Page Do's and Don'ts

1) Use a professional headshot as your *profile picture* on your fan page. A picture of the business owner creates much more engagement than your logo. People want to do business with people, not logos. Your customers want to see the face behind the brand, especially when you are engaging with them, commenting on their posts, and posting their favorite content!
2) Create an eye-catching *cover photo* that reflects your brand and change it often. Use images of yourself, your team, your products, or your office rather than generic sunset images. Change your *cover photo* on a regular basis; make it seasonal if your business is seasonal. I will be sharing some tools for creating cover photos in this challenge, so stay tuned.
3) Fill out the *About* section on your Facebook page. This page is a free marketing space for you to tell the world about your business. Explain what you do, why it matters, and why people should "like" your page. Make sure to list your website and contact information. Set a smart URL for your page.
4) Use a shortlink ***fb.com****/YourSmartURL* link everywhere instead of *facebook.com/YourSmartURL.*
5) Create albums that showcase different aspects of your business (casual pictures, behind-the-scenes shots, pictures of products, before and after images, event photos, inspirational quotes, etc.). Albums get more visibility and are easier to share.
6) Include links to your Facebook page on your website, blog, business cards and email signature to make it easier for your fans to find you and connect with you.

7) Join Facebook groups that are relevant to your business. Don't sell - share your informational, educational or inspirational posts to drive traffic to your fan page.
8) Post on your business Facebook page first, and then share on your personal profile, to other pages, and in groups to increase visibility and reach. It's best not to share each post immediately, but instead to wait at least 30 minutes or more (even days) before sharing, so you can get your content in front of different eyes.
9) When you are posting your content, verify that you are logged in as your business page – this way your posts will show up on the page timeline. When you are sharing – make sure you are logged in as yourself, so you have access to all of your pages, groups and friends.
10) Engage and interact with your fans – respond to their questions, reply to their comments, and thank them for their support if they share or like your content.
11) Make at least one original visual post on your page every day. Optimal number for Facebook is 1-3 posts a day, but test what works the best for your audience.
12) Talk about things that are related to what you sell rather than always the program/product/service itself. Talk about transformations you provide, share clients stories and before/after examples rather than the tools you used to get there.
13) Variety is important. Post different types of content.
14) There is no exact formula for what to post, but you will see positive results if you stay around 60% original value-added content (educational, entertaining, informational or motivational), 30% shared content, and 10% sales-based or promotional content.
15) Interact with other pages and engage with other people as your page. Just like with your personal profile where you can talk with and comment on friend's statuses,

you can comment on other pages with your page. Don't sell or promote your services though – comment, interact and contribute to the conversation. Be social.

16) Share other people's content that is relevant to your audience. Look for content that is complimentary to your business and serves your ideal clients.
17) Don't tag other people in your posts, unless they are in the pictures or attending the same event. Randomly tagging a large number of people should not be used to increase your reach, and will get people blocking and reporting you rather than following and engaging with you.
18) Don't "like" your own posts. It's a sign of an amateur, and makes you look desperate.

Remember: Converting fans into clients takes time – you must build trust and connection over time by proving massive amount of value up front. It will take several weeks for Facebook algorithms to reflect your new activities, the new levels of engagement and start showing your content to more fans. Stick with it, be consistent and post quality content on a regular basis, and you are going to see great results!

Other Resources:

1) What is visual content marketing: http://alinavincentphotography.com/what-is-visual-content-marketing/
2) Why visual content works: http://alinavincentphotography.com/original-visual-content-increase-engagement-drive-traffic/
3) Make your message authentic: http://alinavincentphotography.com/inner-game-for-authentic-content-marketing/