

Digital Masterclass Series

# The Importance of Going Digital in a Post COVID World

Topic 2:  
Five Ways to Build Your  
Facebook Audience

Collaboration, Respect, Service Excellence,  
Integrity, Innovation



**GLEN EIRA**  
CITY COUNCIL

BENTLEIGH • BENTLEIGH EAST • BRIGHTON EAST  
CARNEGIE • CAULFIELD • ELSTERNWICK  
GARDENVALE • GLEN HUNTLY • MCKINNON  
MURRUMBEENA • ORMOND • ST KILDA EAST

# Today's Topic



GLEN EIRA  
CITY COUNCIL

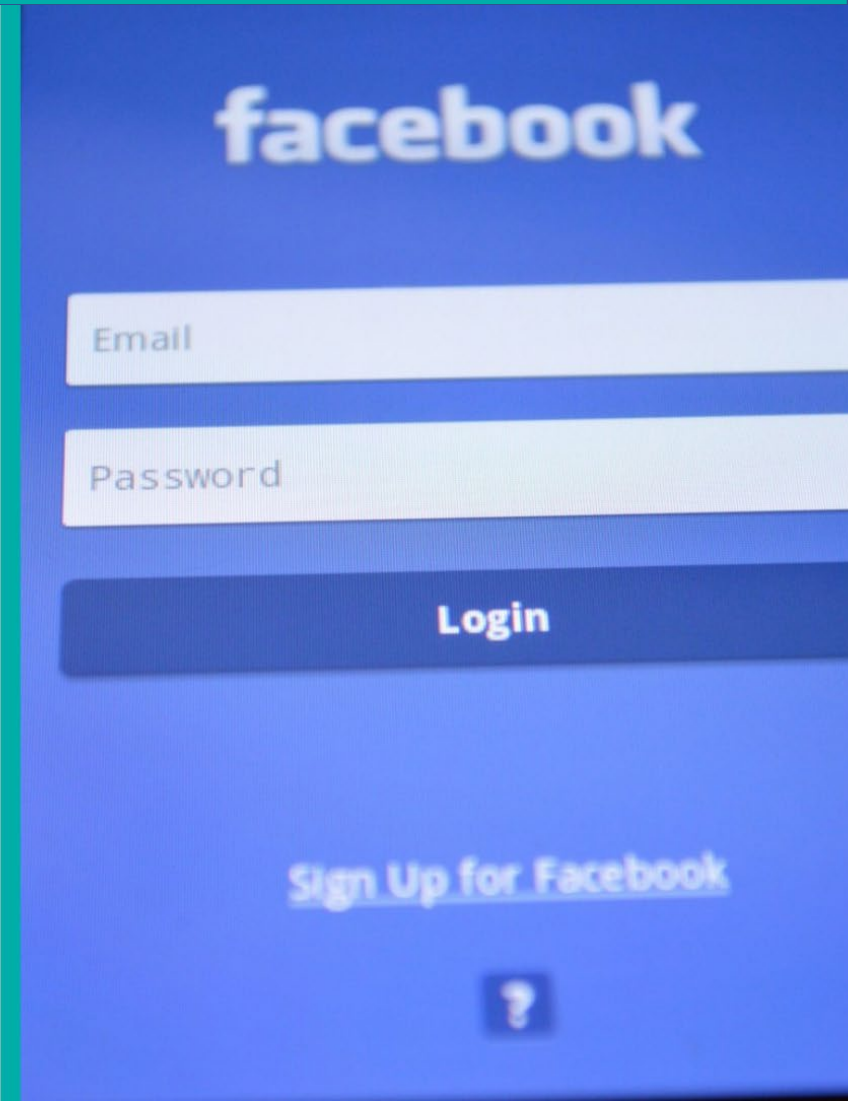


GLEN EIRA  
CITY COUNCIL

## DIGITAL MASTERCLASS SERIES: THE IMPORTANCE OF GOING DIGITAL IN A POST COVID WORLD

PRESENTS

### 5 Ways to Build Your Facebook Audience



# Agenda

- How can this masterclass help?
- Tell us about your experience with Facebook for your business
- 5 helpful Facebook tips



# How Can This Masterclass Help?



We're going to share five ways to help you get more out of your Facebook account.

We're going to focus on sharing content. If there is demand, we could present a masterclass on Facebook advertising.

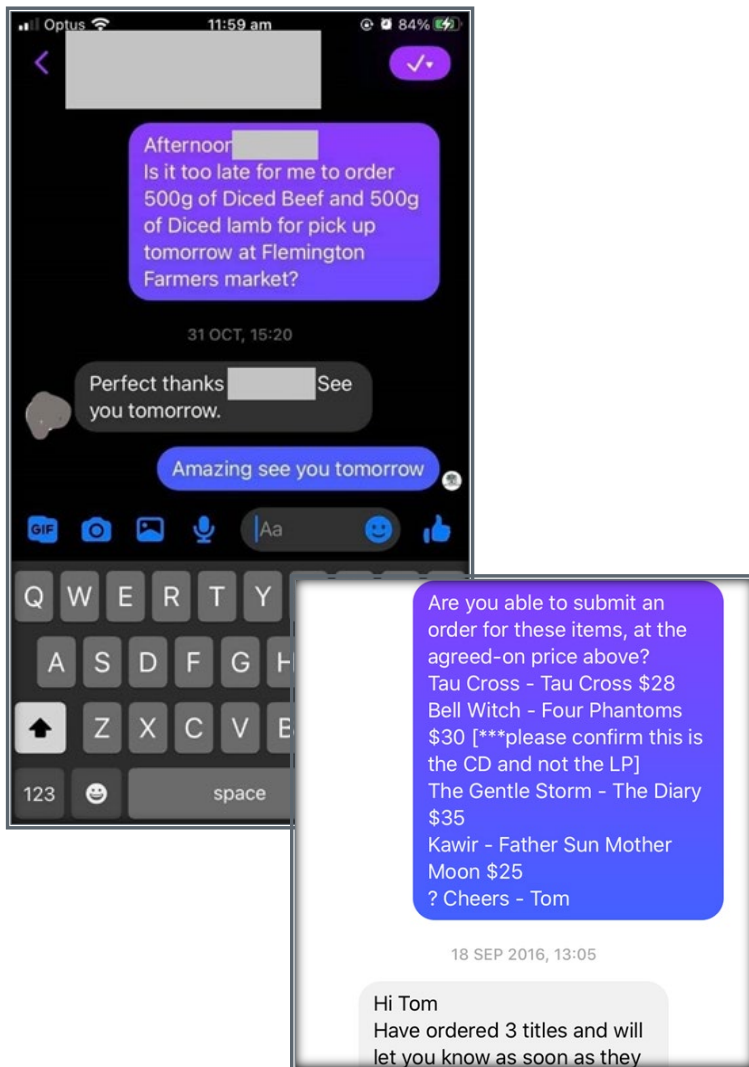
# What's your Business Experience with Facebook?

**Please mention in chat: how would you rate your experience using Facebook to promote your business?**

1. **No experience** – never used it for business
2. **Beginner** – used it a little for business
3. **Intermediate** – been using it a while for my business
4. **Advanced** – I should be running this session, not Tom



# Facebook tip #1: It's a Communications Channel

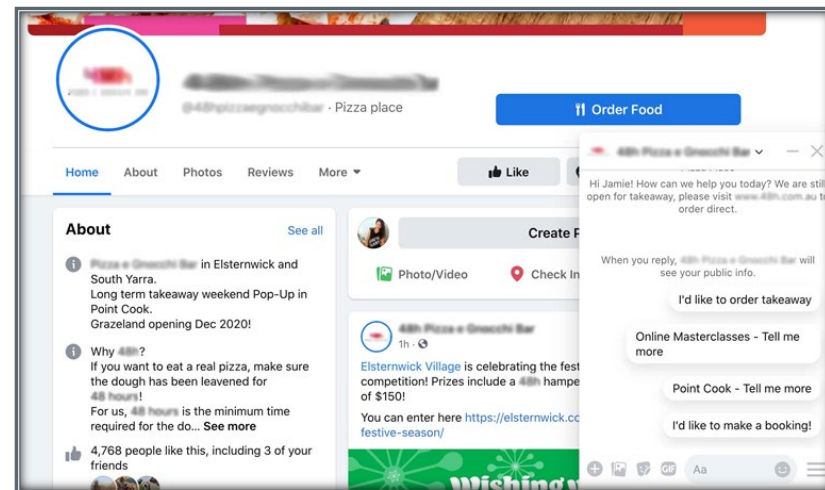


**Social media is more than a promotional tool. It's a communications channel.**

- People used to interact with businesses in person, over the phone, or via post
- Then came faxes, email and SMS
- Nowadays, it's not at all unusual to interact with businesses via social media (and chat bots)
- The two examples here show business interactions via Facebook Messenger: reserving an order with a farmer's market vendor; and placing an order with a record store.

# Tip #1 Continued

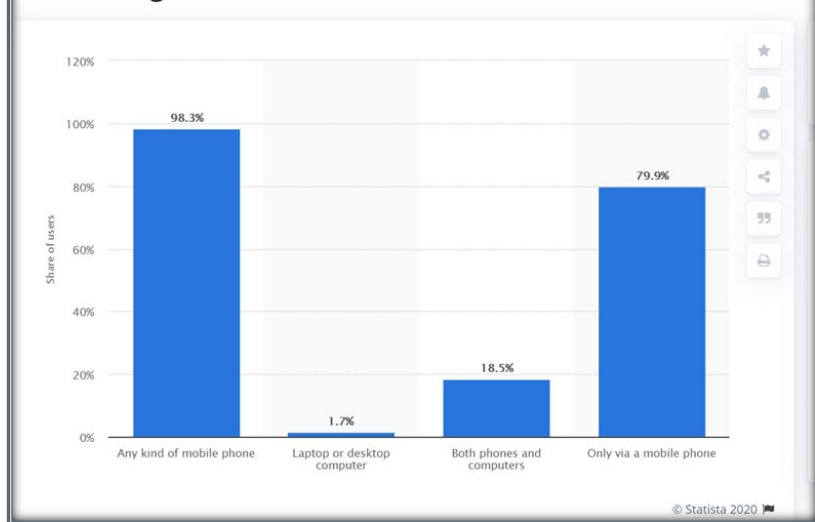
- For many people, Facebook is a quick, easy, and widely available communication channel.
- Is your Facebook page set up to receive messages via Messenger? Does the page direct people to a transaction or enquiry page?
- Is your phone or tablet set up to receive notifications?
- Consider setting up automated Messenger greetings, messages for when you're away, FAQ answer, etc.
- You'll find further tips in this recent (2020) guide: [blog.hootsuite.com/facebook-messenger](https://blog.hootsuite.com/facebook-messenger)





# Facebook Tip #2: Assume Everything is on Mobile

Device usage of Facebook users worldwide as of October 2020



**Treat everything as if it will be seen on a mobile device.**

- 4 in 5 Facebook users *only* use a mobile device for their app. Less than 1 in 5 use both a desktop and mobile

Source: [Statista](https://www.statista.com/statistics/1088112/facebook-users-worldwide/) (October 2020)

- Things look different on mobile. Assume that what people see will most likely be the mobile version

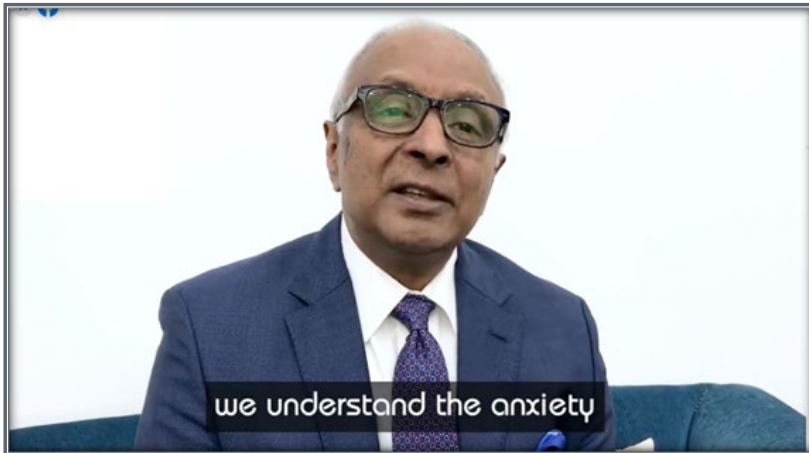


# Tip #2 Continued

- Mobile behaviour is different to desktop. Mobile users spend less time on a site and tend to click on fewer pages.
- This example shows Facebook-only traffic to a single page on an undisclosed website.
- Note how 75 per cent of visitors used a mobile device
- Note also the lower average visit time for mobile users, and average number of pages viewed.

Device Category ? ✕	Acquisition	Pages/Session ?	Avg. Session Duration ?
	Sessions ? ↓		
	8,835	1.56	00:01:11
mobile	6,632 (75.07%)	1.45	00:00:51
desktop	1,135 (12.85%)	2.06	00:02:48
tablet	1,068 (12.09%)	1.68	00:01:31

# Facebook Tip #3: Assume Videos are Watched Without Sound



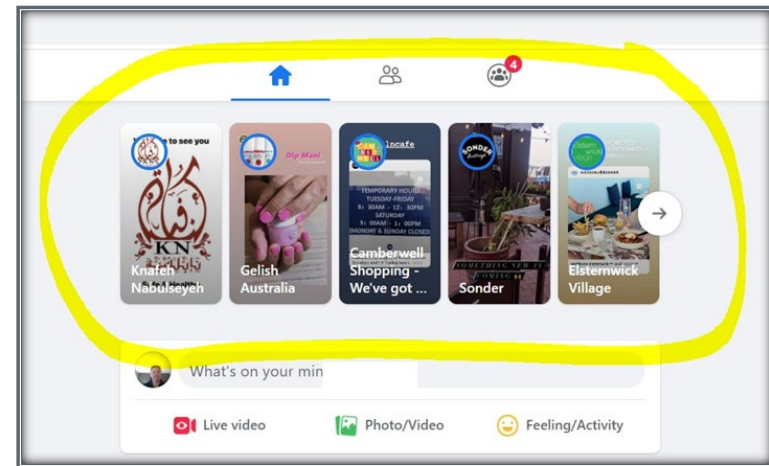
## Most videos are watched with the sound off

- That's right. It is thought that 85% of videos are viewed with the sound off. This is a consequence of widespread mobile usage.
- Consider these examples. At top is a compilation of funny marketing videos, but much of the poster's in-depth commentary is lost due to a lack of reliable subtitles.
- The bottom video has hardcoded subtitles that will be visible at all times.
- If you're promoting videos, consider what they look like without sound. Do they have subtitles? Even partial subtitles?

# Tip #4: Facebook is Always Hungry For Content

**Facebook is a prodigiously hungry beast (for content). So feed it.**

- “Content is king” is an old digital marketing adage
- The more you feed Facebook, the more it rewards you. In theory...
- Figuring out *what* to post and then getting enough of that content is often the most time-consuming task in a successful social media strategy
- The Facebook algorithm excels at establishing what people want to see. To do this, it measures anything from past user interactions to time of day to the number of emoji reacts a post receives



# Tip #4 Continued

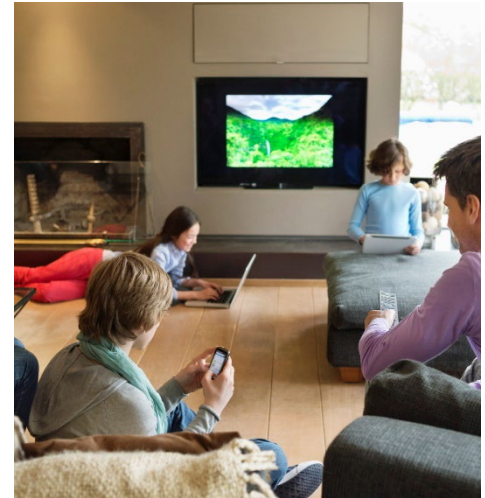


- Ultimately, a huge range of factors determine how relevant your content is to your audience.
- Nonetheless, as a (very) loose rule, the following 'hierarchy' illustrates what is most likely to be seen.
  - 1) Facebook Live (livestreamed) videos.
  - 2) Videos uploaded into Facebook.
  - 3) Images with accompanying text
  - 4) Shared posts with accompanying text.
  - 5) Shared posts without text.
- You'll find further tips in this (2020) article on how Facebook treats different forms of content: [blog.hootsuite.com/facebook-algorithm/](https://blog.hootsuite.com/facebook-algorithm/)

# Facebook Tip #5: Most Followers Won't See Your Posts

## **Most of your followers will not see most of your activity.**

- “As of late 2019... brands could reasonably expect their posts to be seen by about 5.5% of their Page’s followers. Big brands with massive follower counts can expect even lower averages.” Source: [Hootsuite](#) (2020)
- If that sounds daunting... remember that it’s the same for many traditional promotional mediums, whether it’s print advertising, radio, TV.
- The difference? Facebook lets you directly gauge audience response.
- The silver lining: getting it right means your reach is potentially limitless.



# Masterclass Summary

**No one knows *exactly* how the Facebook algorithm will treat any given piece of content. However, doing the basics, like those discussed here, can help.**

**If you:**

1. Treat Facebook like a communications channel, rather than just advertising.
2. Assume your audience is mostly on mobile.
3. Assume most videos are watched without sound.
4. Have a good idea of what content to post and have enough of it.
5. Understand that the key to getting more eyeballs is to actively engage with the small proportion of followers who see your posts.

**Then you'll likely notice a positive difference in audience engagement – and in turn, how Facebook can assist your business.**