

Facebook Webinar Recap

- Keep the funnel in mind when posting content on Facebook. Ask yourself, is this an awareness piece of content or an action piece of content?
- Don't be afraid to ask your followers what kind of content they would like to see from you!
- Building page fans and engagers takes time, but the insights gained are valuable to your business
- Try out some advertising, you can first begin with small budgets and some interest targeting while you are getting used to the platform.
- Use the audiences within Facebook Business Manager to create audiences from your page engagers, video viewers & website visitors. Target these audiences with ads!
- Facebook will provide you with lots of data for reporting on success of your campaigns. Focus on Reach, Clicks, Click Through Rate and Cost Per Click.
- Know the correct image size for each post type. [Here is a handy guide from Hubspot](#)

