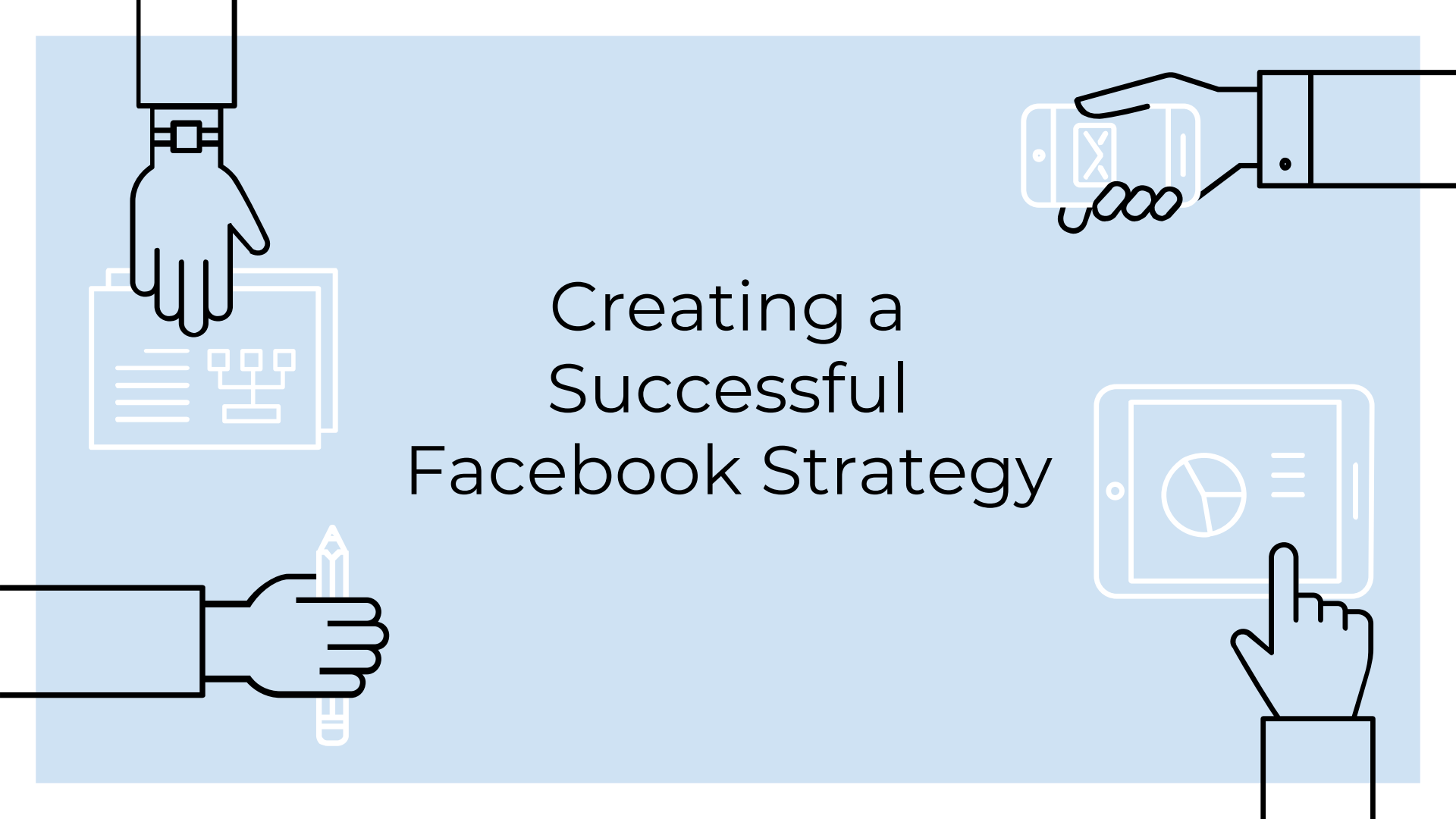
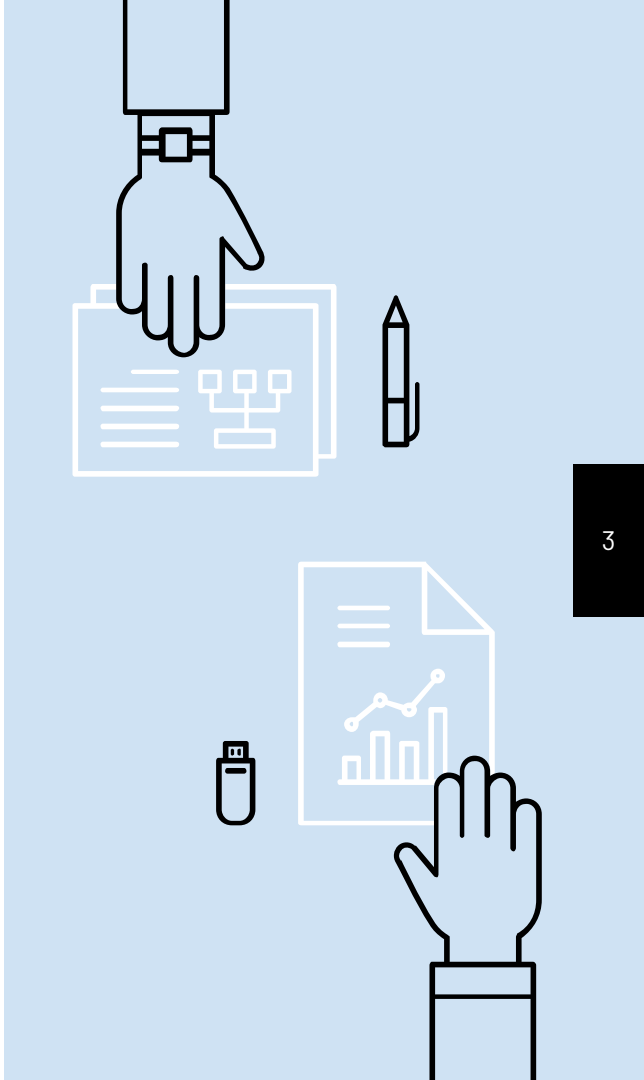
Creating a Successful Facebook Strategy



75

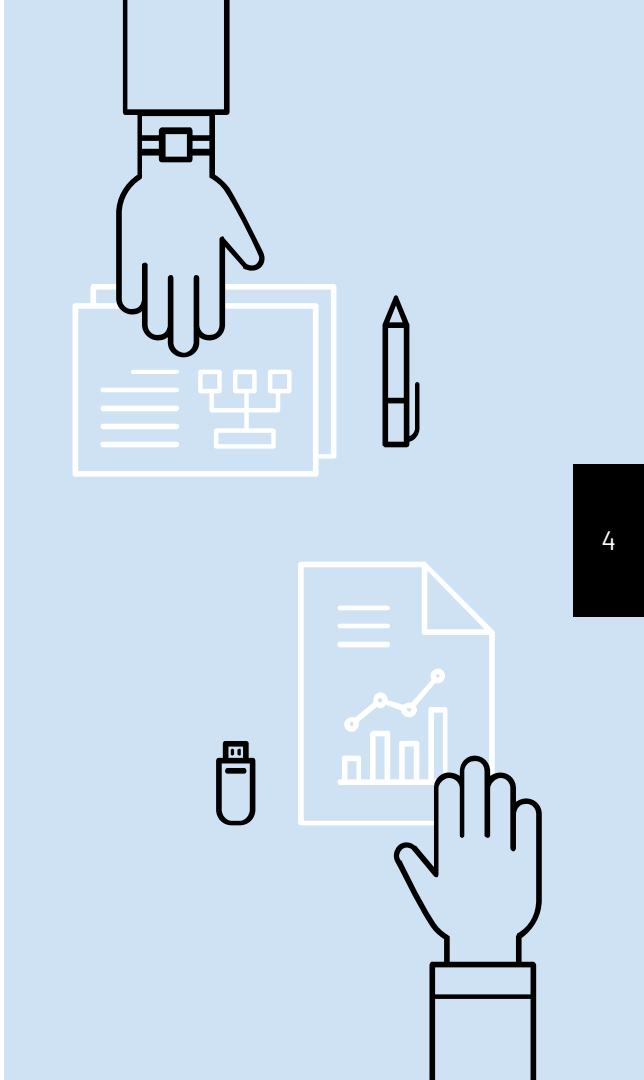
Bradley-affiliated Facebook Accounts

Why do we use Facebook?

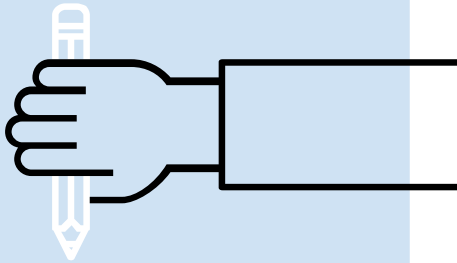


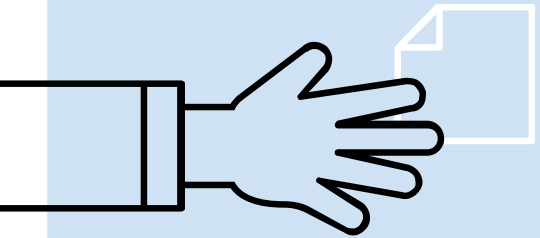
Why do we use Facebook?

- To connect
- To inform
- To engage



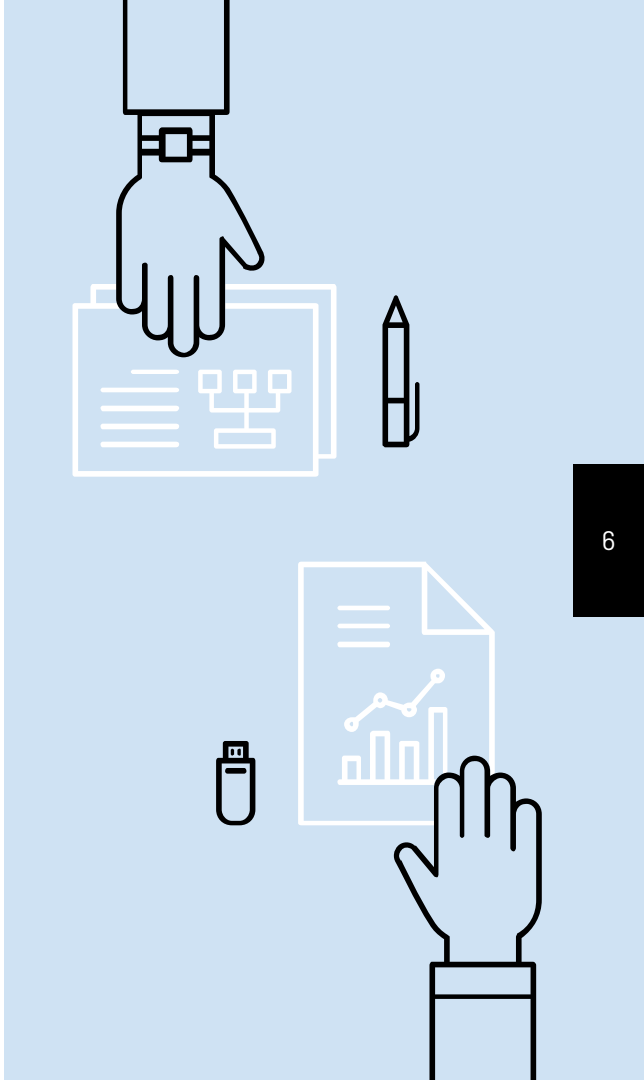
1.
DEFINE YOUR AUDIENCE





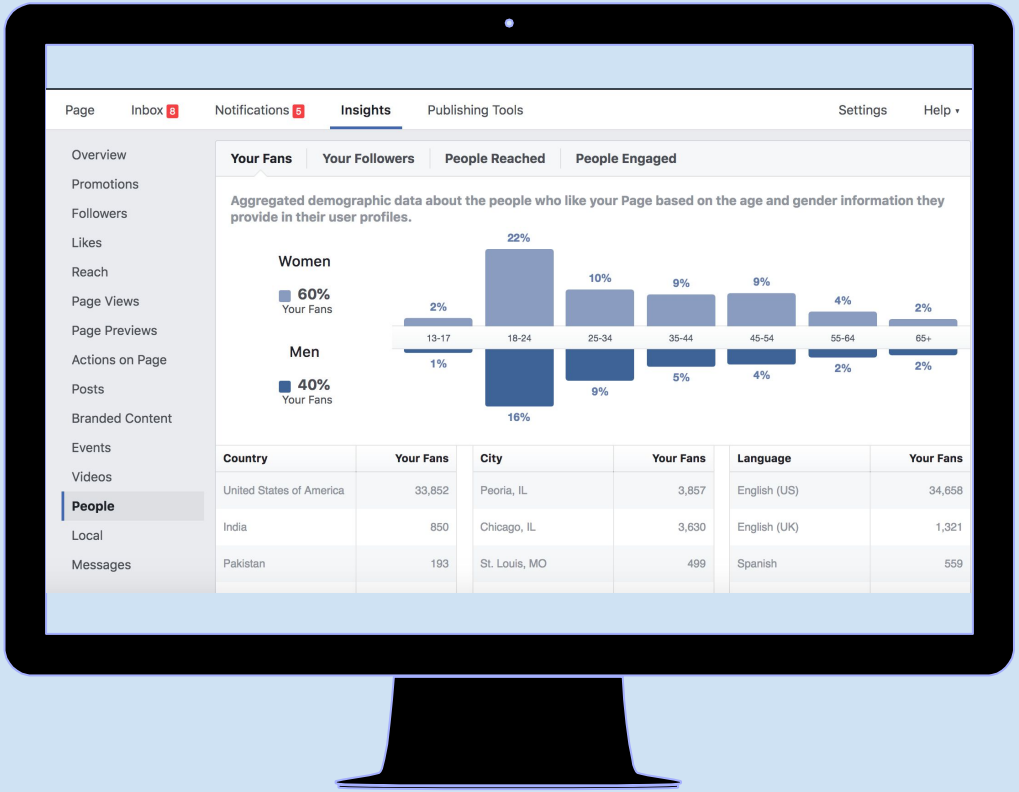
Who is your audience?

- Who you think your audience is may be different than your actual audience
- Utilize Facebook Insights
- Tie in who you have captured and who you want to capture

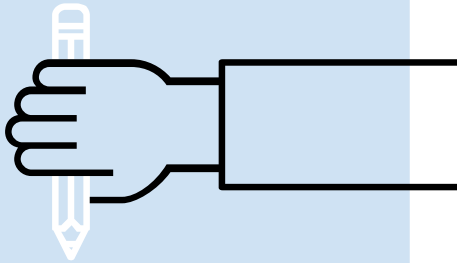


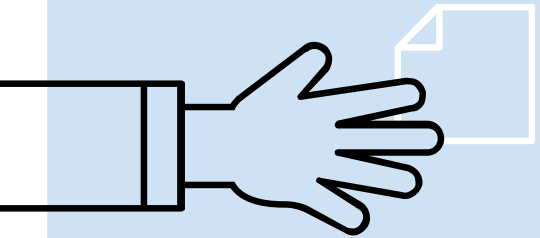
Facebook Insights

- Who?
  - Fans, followers, rached, engaged
- Gender
- Age
- Location



2.
DEFINE YOUR GOALS

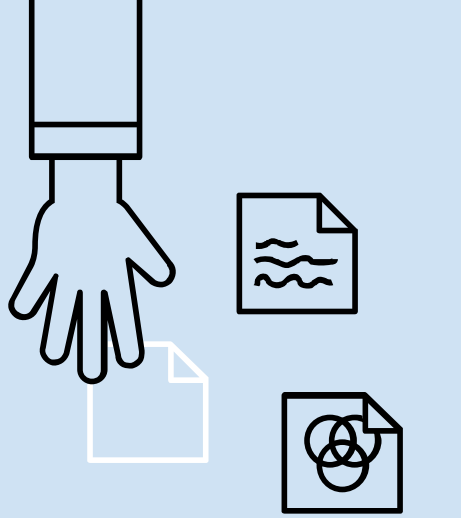


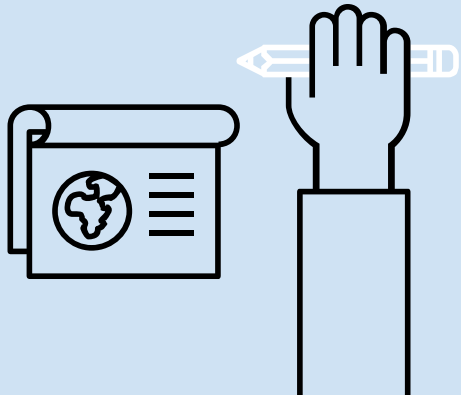


What are your goals?

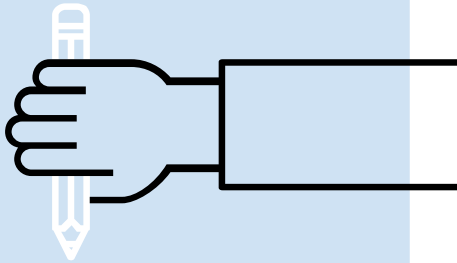
Goals

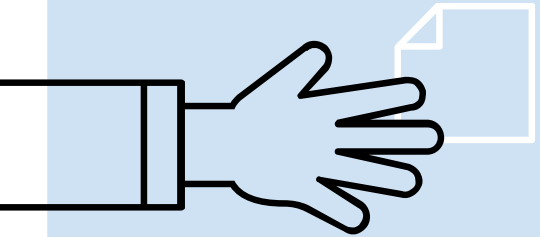
Content





3.
UNDERSTAND CONTENT





What to consider when posting content:

Identity

Does it relate to your brand (Bradley)? Are the logo and business colors correctly displayed? Is the image blurry?

Relevance

What do viewers get out of it? Is it relevant to your page and it's topic? Is it appealing to your audience?

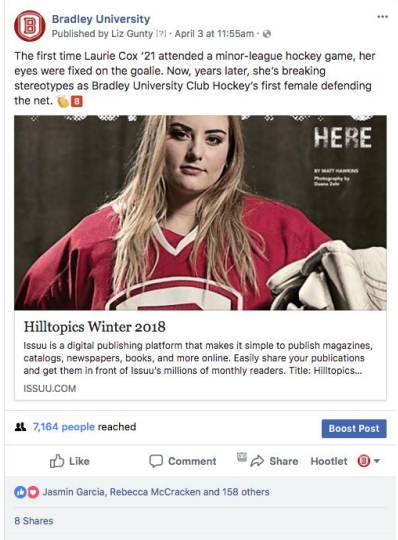
Tone

Does your content maintain the same tone across your entire Facebook page or business in general?

Types of Facebook Content

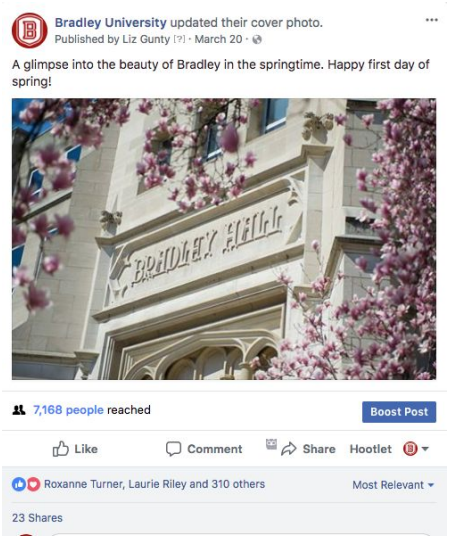
Text

Link

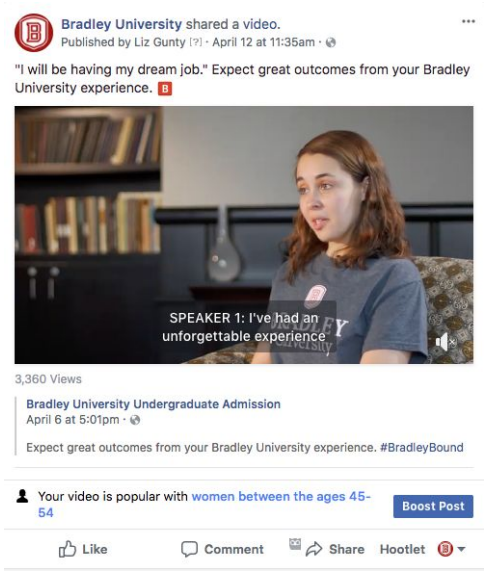


Types of Facebook Content

Image

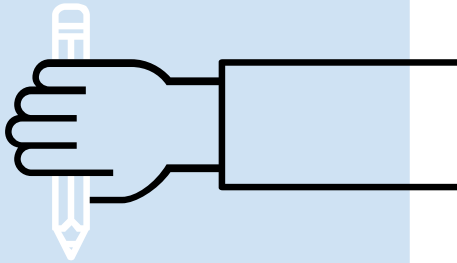


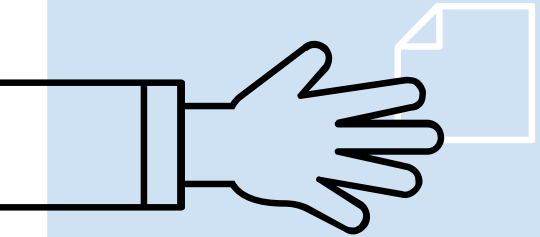
Video



Should you post this?

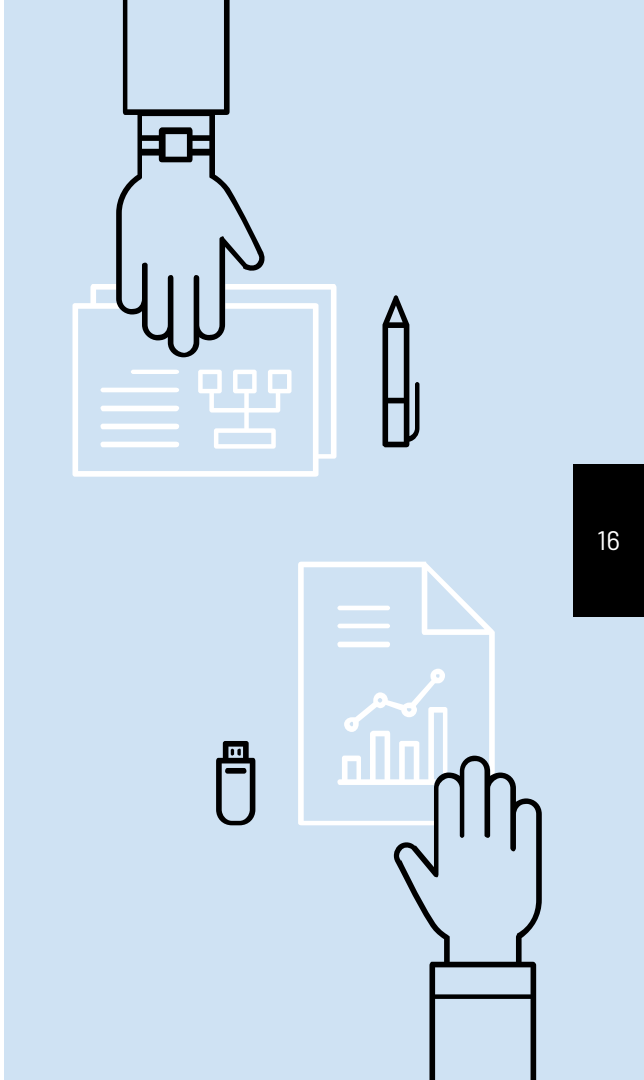
4.
CREATE A SCHEDULE





Why create a schedule?

- Create consistency
- Stay organized
- More efficient



QUALITY

QUANTITY

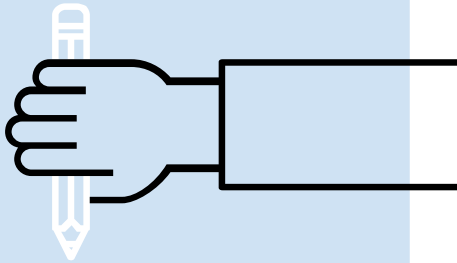
Monday: Promote upcoming informational session 8:30 a.m.

Tuesday: Nothing

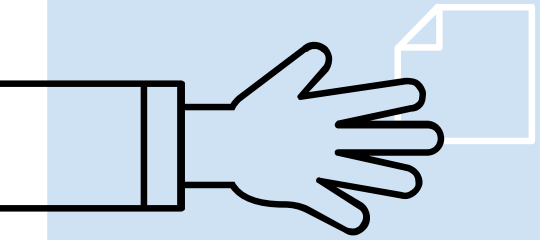
Wednesday: Link to blog of student who is studying abroad, 3 p.m.

Thursday: Nothing

Friday: Images of students across the world sporting Bradley gear 12 p.m.



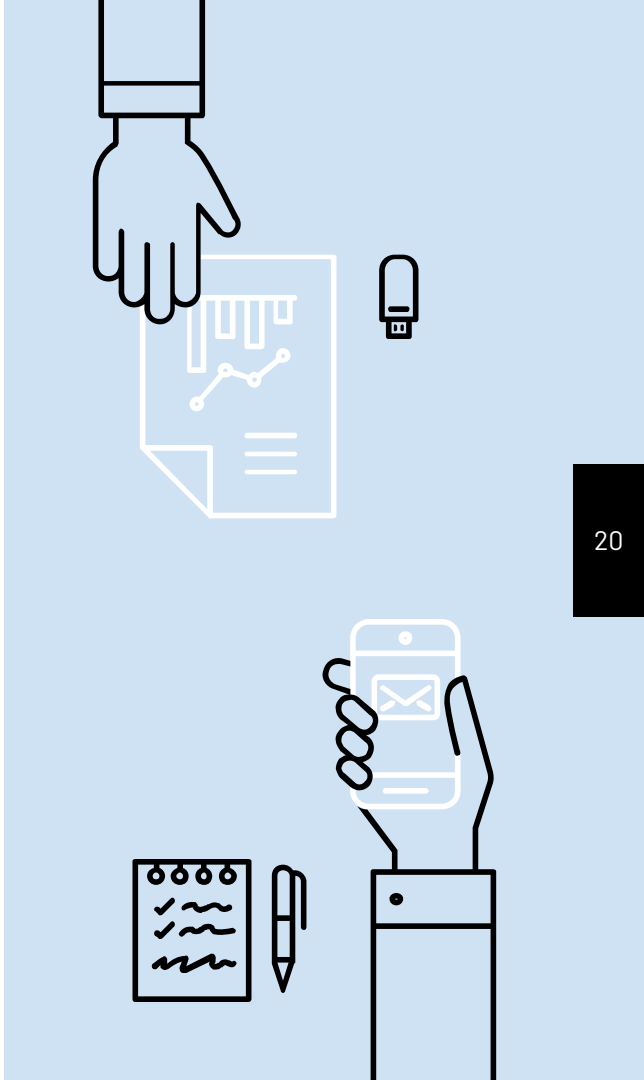
5.
TRACK.
MEASURE.
REFINE.



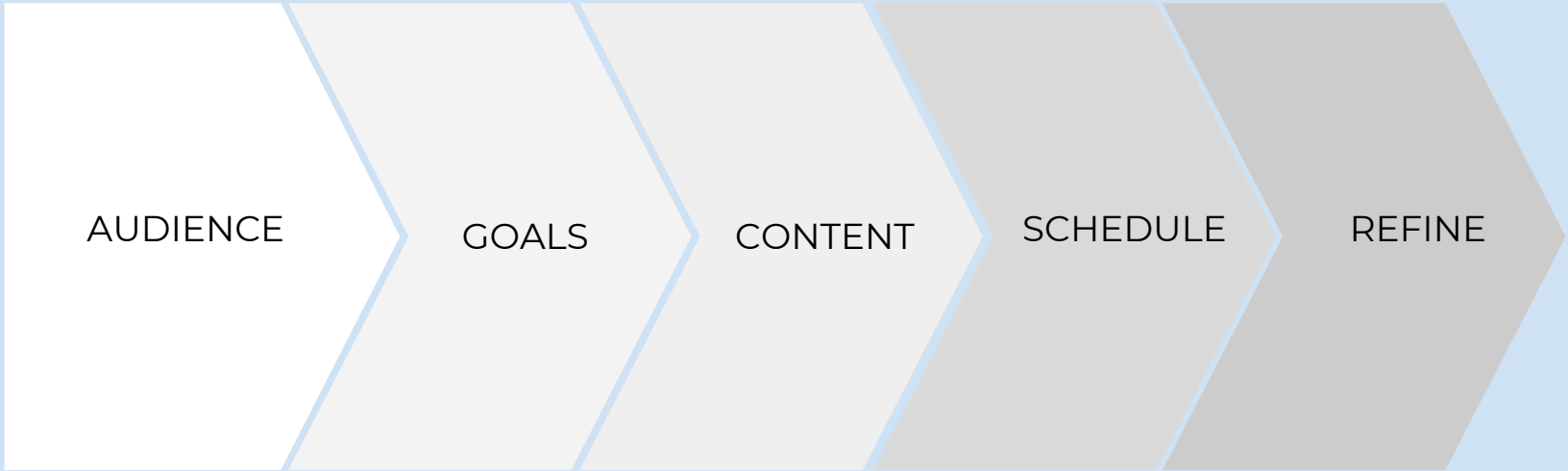
Track what and when you're posting

Measure how your posts are performing

Refine your content



How to create a successful Facebook strategy?



THANKS!

Any questions?

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SlidesCarnival icons are editable shapes.

This means that you can:

- Resize them without losing quality.
- Change line color, width and style.

Isn't that nice? :)

Examples: