



# Social Media User Guide

## FACEBOOK

Facebook has evolved a great deal since 2004 and companies have been quick to take advantage of the new ways to reach their customers – but not everyone gets it right. This guide will provide all you need to set up and manage your practice on Facebook, helping you stand out from the crowd and avoid common pitfalls along the way.

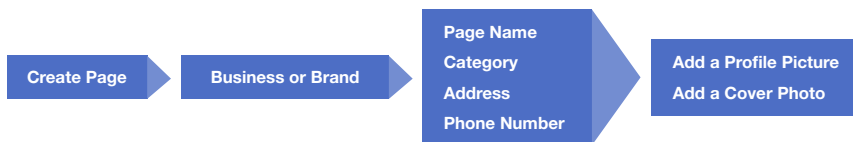
## Let's get started...

Firstly, go to **www.facebook.com** and log in to your personal Facebook account as you normally would. If you do not have a **Facebook Profile** then enter your details and click Sign Up – Facebook then walks you through the steps for setting up a personal account.

Once you have signed up and logged in you are ready to create a **Facebook Page**.

### Setting up a Facebook Page

Locate and select **Create Page** from the small arrow on the top right corner to start the process.



For your practice, you should choose the **Business or Brand** option. You will then be asked to create a **Page Name**, to choose a **Category** (e.g. Sunglasses and eyewear shop), then to enter your practice contact details. Lastly, you will be asked to add a **Profile Picture** and a **Cover Photo** to your Page. There are specific sizes but a good rule of thumb is to upload a square image for your Profile Picture and a landscape image for your Cover Photo.

Your Page is done! Remember that arrow in the top-right? This is where you will find your Page whenever you log in.

Now, complete the following to really make it shine...

- Add a link to your **Website**
- Provide additional **Contact Details**
- Assign other administrators in **Page Roles**
- Fill in the **About** and **Our Story** sections
- Create a **@username**
- Update your **Business Hours**
- **Invite** people to like that page
- Add a **Call-to-Action** Button



# How to create content

Your Page is ready to go, you can start publishing content. Always keep in mind your target audience – the more tailored your posts, the more successful they will be. The best content will always be one (if not all) of the following:

**Informative**  
**Visual**  
**Memorable**

**Engaging**  
**Timely**  
**Credible**

**Relevant**  
**Entertaining**  
**Inspiring**

## Top tips for creating content

- Keep your copy short and sweet – do not say more than you need to.
- Use visuals to attract attention, ensuring they are appropriate, high quality and on-brand.
- Do not ‘sell’ too hard or too often – find a balance that works for you and your followers.
- Stay consistent with whatever tone of voice you decide works for you.
- Promote engagement through your community management – people engage with people.
- Give your audience the means to appear intelligent, witty, compassionate or creative through inviting them to post captions or share their own stories on your page.



# How to publish content

Simply head over to your Page and locate the box that says **Write a post**. From this box you can post to your page, share photos and videos, and much more.

## Top Tips to get the most from your post

### Hashtags

The hashtag is one of your most powerful tools. Use hashtags to ensure that content is searchable, to leverage trends, or to emphasise keywords. You could even invent your own hashtag to support a campaign.

Example: #CooperVisionAdvantage

### Tagging

Using ‘@’ to tag a relevant 3rd party is great for inviting others into the conversation. Tagging Pages that you are collaborating with or crediting individuals for User-Generated Content (UGC) is great for your credibility and increases post reach. Example: @CooperVisionUK

### Links

Adding links to your post is adding value, offering more to the viewer in exchange for their time. Use links to drive traffic to particular websites that may be of interest to your patients.

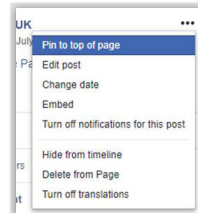
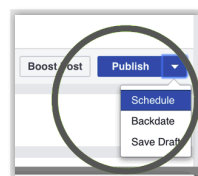
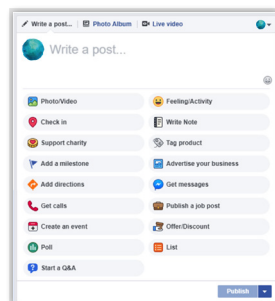
Example: Your practice website, partners’ websites, promotions or market news.

### Scheduling

Facebook’s Scheduling function lets you choose the exact date and time your post becomes visible. This is perfect for publishing content at weekends or reaching an audience that is online at specific times. To do this, click the drop-down arrow next to the **Publish** button and select **Schedule** to bring up the calendar.

### Pinning posts

If you want a specific post to be the first a visitor sees, then you can **Pin** it to your Page. Simply publish the post as normal, then click the **...** icon on the post and choose the **Pin to top of page** option. This is ideal for showcasing specific content.



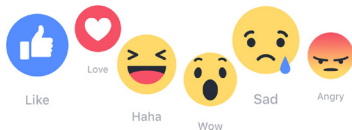
# Managing your community

Community Management is monitoring and nurturing the relationships with your audience in public online spaces. From identifying people who will support your practice to tackling tricky questions, managing your audience is essential to your follower growth and to engaging with them. What's more, your patient will expect it!

## Top Tips for managing your community

### Reactive

**Reactions** – A quick 'Like' is an easy way to acknowledge a comment on your Page; let your followers know they have been heard.



**Reply** – Show your audience that you recognise and respect their input by replying to comments. By answering questions and continuing the conversations you will encourage others to engage too.

**Moderation** – This is your Business Page and it is up to you to set the tone and the ground rules. Creating a safe, welcoming environment and being present when your community needs guidance will foster trust within your community.

**Advocates** – While managing your page, keep an eye out for familiar names and faces. Getting to know your most active community members is the first step towards nurturing brand advocates.

### Proactive

**Take the lead** – Actively start conversations with your audience and ask questions that encourage your followers to respond.

**Find similar Pages** – commenting on Pages that have similar audiences will help reach new people who may already have an interest in your business.

**Preemptive solutions** – If there is a particular offer, event or news update which involves your business, prepare your responses ahead of time; consider what questions your followers will likely ask.

**Share (with comments!)** – reposting industry news from other sources will certainly add value to your Page and credence to your authority but always include your own commentary to maximise its worth.

**Tagging** – when you tag individuals or Pages in your post you will be leveraging your combined audiences and thus increase your reach. The other party will also receive notification that they have been tagged.

## How to speak to your patients: Tone of Voice

Your Page's identity depends on more than just a logo or cover photo – it is about your practice's personality. Before interacting with your audience be sure to identify the correct tone. A good start would be to ask yourself:

- How is your practice trying to present itself on Facebook?
- How would you communicate to your patients face-to-face?

Remember: it is more than what you say, it is how you say it.

**Prall's Opticians** shared a photo.  
31 July at 09:06

We are offering a **FREE** trial on CooperVision UK's new Biofinity Energys, monthly contact lenses perfect for busy lifestyles.  
Interested? Get in touch to book your appointment today:  
📞 01329 280 280 | 📧 contact@pralls.com  
#free trial #contactlenses #biofinity #CooperVision

Introducing **NEW** Biofinity Energys™  
Contact lenses designed for  
your patients' digital lives

The world's only contact lens  
with Digital Zone Optics™

Learn more >

**CooperVision UK** updated their cover photo.  
3 October 2016

Like Page

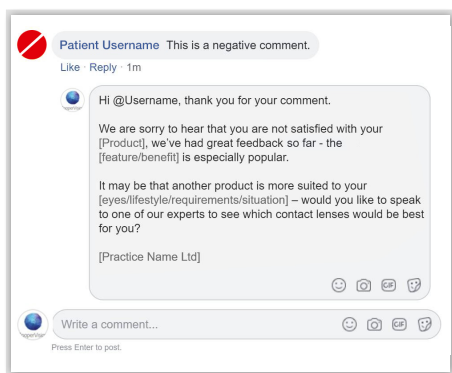
# Handling negativity

Opening up new communications channels between you and your audience can be daunting, especially a public forum like Facebook – it is enough to prevent many businesses from even trying. Many reservations stem from the desire to avoid negative reviews or damaging comments about their practice. However, with the right handling, almost any negative can soon be turned into a positive. See below for a good example of how this can be done.

## Top Tips for tricky interactions

Before dealing with any negativity on a Page, ensure that you are calm and collected. It is surprisingly easy to escalate a problem. Here are several issues that you may encounter which, though requiring attention, are not worth panicking over:

- Criticism or comments harmful to your practice, e.g. negative reviews.
- Spam or provocation, e.g. trolling (the repeated deliberate attempts to get a reaction).
- Sensitive or offensive content, e.g. swearing.



**Handling criticism** – A best-practice approach would be to recognise the issue, show that you understand its importance to the individual, and work towards a solution that works for everyone. Quite often a complainant will have made the original post in a state of frustration and simply wants to be acknowledged.

**Taking offline** – If the direct response proves ineffective, or the issue is one that may be harmful to discuss openly, then invite the individual to discuss further – offline. Explain that the individual's comments have been heard then provide a phone number or email address which can be used for making a formal complaint. This shows your audience that you are addressing the issue, whilst not needing to do so publicly.

**Hiding/Deleting** – Facebook grants Page Administrators the ability to Hide and Delete the posts and comments on their Page. While this is a quick solution to sensitive content (e.g. offensive language or links to inappropriate content) it is widely seen as bad practice to remove genuine negative feedback, no matter how harmful. If the individual were to call you out on your censorship then your practice would likely lose credibility amongst the community.

**Banning** – To Ban someone from your Facebook Page will make them unable to interact with anything on your Page. As with hiding or deleting posts, banning is a powerful tool – one that should only be used when necessary.

**Reporting to Facebook** – If there is someone you suspect is breaking the rules – report them. When it receives a report of spam or abuse, Facebook will conduct an investigation into whether a violation of the Terms of Service has occurred. This could result in the offender's account being suspended.

# Promoting your practice with Facebook Ads

With over 2 billion monthly active users Facebook is an ideal place to advertise your practice, though you may find your messages need a helping hand to reach the right people. That's where Facebook Ads comes in.

On your Page, click the **Promote** button located beneath the left-hand menu. This will open Facebook's promotions window where you can choose the type of ad you want, where and when it appears, and who will see it. You can also set the ad budget for how much you pay.

Not sure which ad you need? Let's take a look at some of the most common ad types and what they do:



## Boost a post

You'll see an increase in reach and engagement as the boosted post is delivered to more Facebook users.



## Promote your page

Grow your community with an increase in Profile Visits, Followers and people who Like your Page.



## Promote your business locally

Your ad will be delivered to more people from the area around your bricks-and-mortar location.



## Get more website visitors

You will increase website traffic to the specific web address linked to the ad.



## Get more customer contacts

Collect names, numbers and more in a Lead Generation form delivered directly to your target audience.



## Get more messages

You receive more direct messages from customers, usually relating to your advert.

## How to target your Facebook Ads



A key part of running successful promotions with Facebook Ads is targeting the correct people. Fortunately, Facebook allows you to be very specific with who they want to reach.



### Select options that match your patients:

#### Location

Entering a location allows you to reach people in areas where you want to do business. You can even enter a postcode and set a specific radius to ensure you are reaching local customers.

#### Behaviours

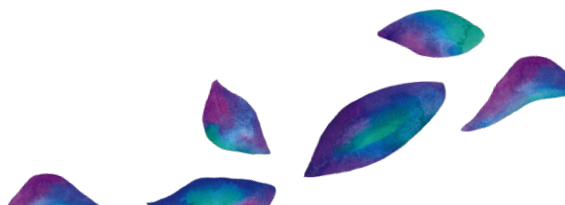
Reach people based on their purchasing behaviours, device usage and other activities. For example, you can target people who are more interested in outdoor activity or healthy lifestyles with ads involving aspirational imagery. This lends itself perfectly to inviting active people to try contact lenses.

#### Demographics

Deliver your ads to people based on traits such as age, gender, relationship status, job titles, education, workplace and more. For example, you could target different demographics for monthly or daily disposable contact lenses.

#### Interests

If you know that your audience has a collective similar interest then you can use the Interests categories to refine the targeting. For example, you could target people interested in your competitors or your industry.



# See how you're doing with Facebook Insights

The Insights tab at the top of your Facebook Page provides a digestible snapshot of how your Page is performing.

The first thing you will see is the Page Summary, displaying key metrics from the last 7 days (or adjust the timeframe of the Page Summary to show data from Today, Yesterday or the Last 28 days). Here are some of the basic key success indicators that you should be looking out for:

**Page likes:** How many people Liked your page in the selected time period.

**Post engagements:** How many people Liked, shared, or commented on your posts in the selected time period.

**Reach:** The number of people who had any of your posts appear on their screen in the selected time period.

**Video views:** The number of times your videos were viewed for more than 3 seconds in the selected time period.



When you're more confident...

## Pages to watch

This tool gives you a quick comparison of your Page performance against your peers, competitors or any other Pages you want to watch. If you click on any of the Pages, it'll show you the top posts of that Page from the current week.

## Recent promotions

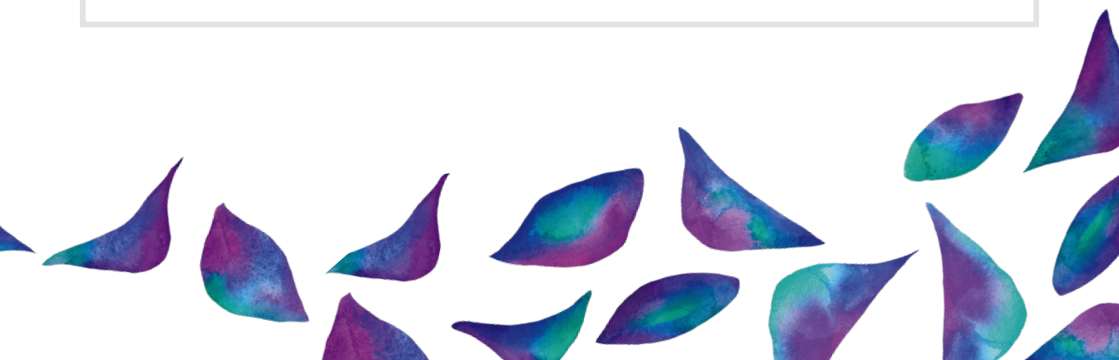
This tab provides an overview of your recent promotions, which is often much faster and simpler than retrieving the data via Facebook Ads Manager.

## Local

Facebook's Local tab offers privacy-safe information about local people. Get to know the general ages, genders and distance travelled by people near your practice to inform your marketing and services.

## All Posts

This section lists all the posts you have published on your Page, including the date and time published, post caption, post type, targeting, reach, and engagement. Click on the post to expand the details.



## Glossary

**Boosted Post:** These are normal posts that have been promoted to reach more people. The cost to boost a post depends on how many people you want to reach.

**Check-In:** Facebook users can announce to their network that they have visited your practice. If your Page includes an address, it will appear in a list of possible 'Check-In' locations when people are nearby.

**Facebook Live:** This is Facebook's livestreaming video feature. You can 'go live' on Facebook through both the Facebook app, and the Facebook Pages Manager app.

**Insights:** This is Facebook's native analytics feature where you will find useful information about your Page's performance. Insights shows a lot of information about your page audience, your post reach, impressions, and clicks, your ad performance, and other metrics.

**Messages:** Messages appear in your Facebook Inbox. They're not visible to the public.

**News Feed:** Your News Feed is a constantly updating stream of content in the centre of your homepage. You'll see status updates, photos, videos and adverts associated with the Pages, Groups and people you follow.

**Notifications:** Notifications let you know what is happening on Facebook, such as when you have new comments on your post. Click the bell icon at the top of the page to see your notifications.

**Organic Reach:** This refers to the number of unique individuals who saw a specific post from your Page. Organic reach does not include reach gained from promotions.

**Post Clicks:** The number of people who clicked links, hashtags, images (or anything else) on your post.

**Page:** Accounts used by brands, businesses, and public figures to engage with their audience. Pages accumulate Fans and Followers, have access to Facebook Insights and can run ads.

**Page Admin:** When you create a Page, you automatically become the Page's admin, which means only you can change how the Page looks and post as the Page. You can then assign roles to other people to help you manage your Page.

**Profile:** Profiles are accounts created by individuals for personal use. Where Pages have Fans, a Profile has Friends.

**Reactions:** These are the six ways you can engage with a post via the Like button: Like, Love, Haha, Wow, Sad, and Angry.

**Tabs:** These are the sections of your Page listed underneath your profile photo. Tabs help visitors navigate your Page, providing quick links to Photos, Jobs, About, and more. You can reorder or remove Tabs in Settings.

**Timeline:** Your Timeline appears in the centre of your Page. It is where people can see the content you have published through your Page, displayed by date.

## Help grow your practice with CooperVision Advantage™

We believe that the more patients you attract and retain, the more successful you'll become. And we pledge to support you in making this happen, building everything around helping you grow – today, tomorrow and beyond. Check out CooperVision Advantage™ for more business tools and support.

[www.coopervision.co.uk/practitioner/coopervision-advantage](http://www.coopervision.co.uk/practitioner/coopervision-advantage)

Disclaimer: This Facebook Social Media User Guide is a reference tool only. Each practice is responsible for complying with applicable marketing laws, Facebook's Terms of Service, and the GDPR (General Data Protection Regulation).