

Facebook Reference



Inside: Getting Started Guides, Helpful Tools and Tips

Facebook Interesting Stats

- First launched Feb. 4, 2004 - opened to the public in March 2004
- Facebook is the most popular social platform and the 4th most valuable brand in the world (at \$94.8bn)
- Users: 2.37bn monthly active users of which 1.49bn are daily users
- 88% access it via mobile and 47% of users are ONLY on mobile
- Every second, 6 new profiles are created
- 74% of women use Facebook, 62% of men
- 25% of its users are between the age of 25-34; 65% are 50-64
- Half of internet users that do not use Facebook live with someone who does; 24% of them use that person's account.
- **22% of internet time is taken up with Facebook, compared to 11% on Google Search and YouTube combined**
- Facebook engagement is 18% higher on Thursdays and Fridays
- Videos earn the highest engagement, despite being 3% of the content

Your Business Page

Read full blog posts here:

[How to Create a Facebook Business Page in 8 Easy Steps](#)

or [How to Create the Perfect Facebook Page for Your Business: The Complete A to Z Guide](#)

Free Course: [Facebook's Blueprint Course](#) - online digital training to build or market your business

You will want a Facebook Business Page, in order to be able to:

- View analytics
- Collect client recommendations
- Brand Awareness: Engage with people as your business
- Drive traffic to your website
- Advertise

** it's against Facebook's Term of Service to use a personal profile for a business

Your Page

Header (Banner)

Profile (Logo or Picture)

News Feed (Posts)

Customizable Tabs

Call To Action Buttons

Client Recommendations

About Section

The image shows a screenshot of a Facebook page for 'Royal LePage Kelowna'. The page layout includes a profile picture, a header banner, a custom name, a news feed, customizable tabs, call to action buttons, client reviews, and an about section. The following table summarizes the highlighted elements and their locations:

Element	Location / Description
Profile Picture	Profile picture showing the Royal LePage logo and text 'Serving Peachland to Lake Country'.
Header Image (Banner)	Large banner image featuring a family and the text 'CANADA'S REAL ESTATE COMPANY' and 'WE'LL GUARANTEE YOU HOME'.
Custom Name	Page name 'Royal LePage Kelowna' and handle '@RoyalLePageKelownaBC'.
News Feed (Posts)	Post from July 20, 2018, titled 'A complimentary introduction to the Real Estate Council of British Columbia's new requisite form...'.
Customizable Tabs	Left sidebar menu with options: Home, About, YouTube, Buy A Home, Sell A Home, Become a REALTOR®, Posts, Reviews, Videos, Photos, Community, Jobs.
Call To Action Buttons	'Call Now' and 'Send Message' buttons at the bottom right of the header.
Client Reviews	4.5 out of 5 stars based on 16 people's opinions.
About Section	'About Section' button located below the client reviews.

Professional Standards Manual - Advertising Requirements you need:
full name of the brokerage, and your licensee name clearly displayed on your page.

In addition, if you have a **Personal Real Estate Corp**, that must be included.
If you are a **Team**, you need the team name and list of team members.

Your About Section

Read full blog post here: [How to Write an Attention-Getting Facebook About Page](#)

- **Important:** Your Facebook About Page is indexed in Google. People can find you through keywords that are on your page.
- Make sure your **actual name** is in the Name field, not your user name, since most people will be searching for **YOU**.
- Edit the sections: Category to Real Estate Agent, Name, Username, Interests
- Explain in your Story Section what you do. If you specialize, let people know. Think about what sets you apart from competitors and add that too.
- Add in your email address, phone # and website address to make contacting you simple (also add other social links)
- Indicate you are a **“insert brokerage”** Agent
- Image Sizes:
 - Profile Picture 180 x 180 px
 - Header Image 828 x 315 px
 - Story Image 1080 x 1920 px

Sidebar Tabs

Read full blog posts here: [Facebooks: How to manage tab section](#) or [Add YouTube Tab to Facebook](#) or [Add Instagram Tab to Facebook](#)

Tabs appear on the left side of your Page while on a desktop and just below the header/reviews etc on a mobile. Customized Tabs are not visible on a mobile.

- You can reorder your tabs
 - Show or Hide them (with a few exceptions)
-

For more advanced features....

- **Create Custom Options**
 - For example you can create a Tab to show your Instagram or YouTube Pages without leaving Facebook. They can even subscribe to those pages from there.
 - You can create sign up pages for sellers/buyers for lead generation
 - Provide free download and resource pages
- **Tab Add-Ons**
 - There are many 3rd Party Options to add custom Apps and Addons to your page and often simplify the process. Here are a few of the biggest companies (they will require account set up):
 - [Woobox](#) (Youtube, Instagram, Twitter Pages and so much more)
 - [MailChimp](#) or [Aweber](#) (create sign up forms)
 - [Wishpond](#) (create contests, forms and landing pages)
- **Create Your Own Tabs (DIY)**
 - It requires more time and patience but this [blog post](#) leads you through, step by step.

Your Posts

Read full blog posts here:

[Optimal Facebook Posting Practices in 2019](#) or [Facebook Marketing: A Comprehensive Guide for Beginners](#) or [41 Facebook Marketing Ideas for REALTORS - It's Time to Get Leads!](#)

Posts are used to showcase your brand identity, products and services.

- They are many types of posts: single photo, multiple photo, videos, links etc.
- Ideal Image Sizes: [\(see all ideal sizes for social media here\)](#)
 - Facebook will use almost all sizes and shapes of images and will resize them to 500px wide & scale height accordingly
 - Recommended is 1200 x 628px (ideal for links and images)
 - Sharing stories 1080 x 1920 px
 - Carousel post 300 x 300 px
 - Square images work well 800 x 800 px for both Facebook and Instagram
- Always consider what your **Key Audience** would want to see, then create content and share images, links videos that match that.
- Keep your posts short, provide valuable information with a clear call to action and provide a link where you want them to go...ex. Your Website.
- Hashtags increase your reach and engagement. Make sure they are relevant keywords (resource: [Hashtagify.me](#)) Unlike Instagram, posts on Facebook are searchable, so Hashtags aren't as necessary. It is recommended to limit to just a few at the bottom of your post.
- Comments: If you are using social media...respond to comments! Make sure your notifications are on. Be engaging and have fun.

Ideas to Post

- Properties - new listings, open houses, dream homes, cool features
- Behind the scenes - your peers, your assistants, other people that make your business better!
- Showcase customer stories and testimonials
- Events and causes you care about
- Neighbourhoods and communities, life in your city!

Your Videos

Read full blog posts here: [17 Ways to Get More Views, Engagement and Shares for Your Facebook Videos](#) or [Facebook Video Ads: The Guide Marketers Are Looking For](#) or [Facebook Video Ads: Best Practices 2019](#)

Videos are an excellent way to entertain and connect to your audience. Facebook has a dedicated tab for videos, where you can select a feature video and create playlists. In 2018 they launched their [Facebook Watch Video Platform](#) to Canada.

- Video Side bar Tab - To add content here you can: (instructions linked below)
 - [Manually uploaded \(MP4 or MOV formats\)](#)
 - [Create via Facebook Live](#)
 - [Create from a Slideshow post](#)
- They can be shot in Landscape (16:9), Portrait (9:16), Square (1:1), as well as, 360 Video. You can even upload a video as your Header Banner for you Business Page (20-90 sec).
(Reference: [Social Media Video Specs Guide](#))
- Tops Tips:
 - Get straight to the point (you have 3 seconds to capture their attention) and only talk about 1 topic
 - Use Captions! 85% of viewers watch videos with NO SOUND.
 - Use the Facebook Post Copy to describe what the video is about
 - Always provide a Call To Action (in the post copy, in the video itself and in the text overlay at the end of the video)
 - 20-90 second videos tend to work well. Maximum size is 120 minutes.

Your Stories

Read full blog posts here:

[Facebook Stories: What is it and how does it work?](#) or [Ultimate Guide to Facebook Stories in 2019](#)

Stories were designed to let you share additional moments of your day without adding a permanent post to your profile. You need a Business Page to share stories.

- Available for 24 hours only, relying more on visual than written information.
- Stories will appear in the Stories Row (prominent section at the top of your news feed)
- You can create Stories from your computer, the Facebook app or Facebook Messenger app
- And unlike Instagram, you can change camera views (front or rear-facing) while recording
- Recording Options are:
 - Normal - tap button to take photo, or hold button for video up to 20 seconds
 - Video - tap record button once to start and again to end
 - Boomerang - tap record button and it will stitch together a burst of pictures that play back and forth (animated)
 - Live - you will be prompted to start a live video broadcast that followers can tune into
- Stories make use of vertical space - rectangular shape (1080 x 1920 px)
- Designed to be fun and creative with stickers, face filters, text overlay, doodles, masks etc
- You can choose to share your stories directly with only specific people, they will be able to view/reply and then it will no longer be visible.
- You can also add custom links to Facebook stories to assist with driving traffic to your website or landing page (new feature, may not be available to all users yet)
- You can easily [share your Instagram Stories to Facebook](#)
- You can add stories to appear as Highlights at the top of your page

Highlights

Read full blog post here: [How to Add and Use Facebook Story Highlights: A Definitive Guide](#)

Highlights help new visitors discover who you are and what you do. They are similar to photo albums where you can sort 'stories' into different folders according to content. Visitors can access any time - available permanently on your page.

- Feature the content you want visitors to see first
- Make sure you are using the [Story Archive Feature](#) to access them after 24 hrs.
- For now, only mobile apps allow creating Highlights
- After publishing a story, tap on your "Your Story" on your page, then the Highlight Icon in the bottom-right corner. Add to an existing or create a new Highlight. (you can also add Highlights from Story Archive or your profile - see blog link at top of page)
- To stay on brand, create custom cover images for your Highlights
- Tap and hold a Highlight to edit or remove it
- Group Story Highlights together in categories, use them to explain the Market, Hot Trends, Open Houses, New Listings, Community Events, Client Testimonials, Your Marketing Plan etc.
- **Changing the privacy settings of any one highlight will apply the changes to all.

Your Photo Album

Watch the video here: [How to Create a Facebook Photo Album on your Business Page](#)

Read [Facebook's Help Page: Your Photos and Videos](#)
or [Use your Facebook Photo Album to Help Stir Up Business](#)

Photo Albums on Facebook can include photos, videos and posts. Your friends can follow your albums or check-in. You can also create shared albums by adding a Contributor.

- [Create an Album](#), give it a title, add a detailed description, set a location, choose one of the photos to be the cover image - click post
- In the description, use a weblink to provide more information and traffic to your website or landing page
- Types of albums to create (think outside the box):
 - Newly listed properties
 - Your team
 - Events (City Events, Client Appreciation Events, Speaking Engagements)
 - Causes you care about
 - Neighbourhoods
 - Testimonials, Q and A's, Motivational Posts
- If appropriate [Tag](#) a person or page to help with exposure

A Carousel Post

Read full blog posts here: [Create a Carousel Ad From Your Page](#) or [Create Awesome Facebook Carousel Ads that Convert](#)

A Carousel Ad Post allows you to publish multiple images and links in one post or ad.

- You can feature up to 10 images or videos and each of those can have their own headline, description and weblink.
- They are square images (1080 x 1080 px) and video (1:1 ratio),
- Headline is 40 characters, link description 20 characters
- Creative uses:
 - Selection of Homes currently listed for sale
 - Open houses this weekend
 - Neighbourhoods in your area
 - Upcoming Events/Causes
 - Beautiful features of a home your listing
 - Testimonials
 - Feature a family currently looking for their new home and their story
 - Send out the weekly, monthly or yearly stats

An Instant Experience (Canvas) Ad

Read full blog post here: [Facebook Canvas Ads: Creating Full Screen Instant Experiences](#) or [Facebook's Help: Instant Experience Ads](#)

Instant Experiences are similar to a Landing Page within Facebook. They are designed for full screen mobile experiences, load very fast and used to capture the audience attention.

- An Instant Experience can include text, videos, photos, carousels, product collections, forms, and call to action buttons
- There are pre-built templates available or you can choose to create from one from scratch.
- You can enable your Canvas to run on Instagram (at this time, Forms are not able to be shared to Instagram)
- Tips:
 - Videos (15 sec or less) help to draw people in
 - Start with the templates! They can be customized to fit your needs
 - Focus on one topic
 - Use Call To Action's throughout your Instant Experience

Your Recommendations (Previously Reviews)

Read full blog post here: [Facebook Recommendations: Everything you need to know](#) or [How to Ask for Recommendations on Facebook](#)

Facebook has rebranded their Reviews Section to Recommendations. People can ask their friends for Recommendations (Who has a great REALTOR in Kelowna?) and can also recommend companies and services. 1 in 3 Facebook users, actively look for reviews and recommendations.

- Why use them? They are POWERFUL endorsements! When a customer publicly recommends you in a Group or to Friends it will appear on your page
- Clients can leave a recommendation by going directly to the Business Page or by leaving a comment tagging a business's page when friends ask for a recommendation.
- Sidebar tab still shows "Reviews" but when you come to the page you will see it referred to as Recommendations.
- In the settings you can choose to show or hide your reviews tab. You CANNOT edit a review and you CANNOT change what reviews Facebook shows. So it's all or nothing.

Paid Advertising

There are many different ways to create a sponsored ad for Facebook. The easiest is 'Boosting' a post you have already shared in your feed. When you click this button you will be walked through the various steps. Find more options and detailed instructions in the blog posts below.

Read full blog posts here:

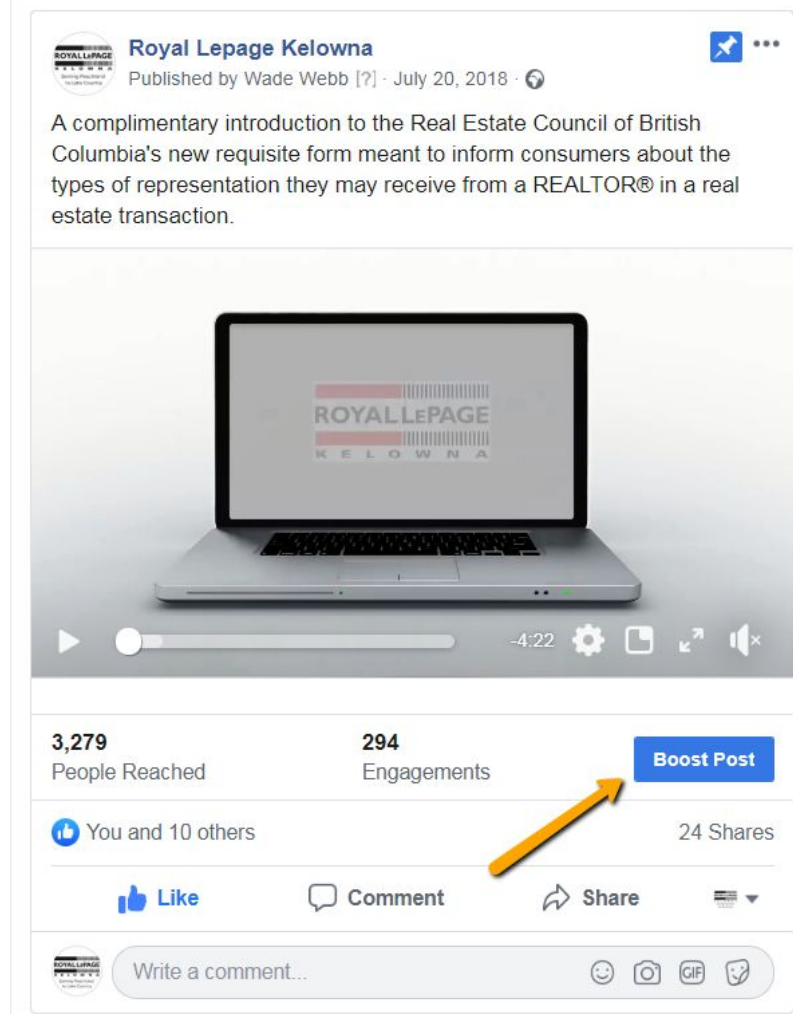
[Beginner's Guide to Facebook Advertising in 2019](#)

[How to Run Facebook Ads - Step by Step Guide](#)

Free courses here:

[Hubspot Academy - Getting Started with Facebook Ads](#)

[Facebook's Online Course - Get Started with Advertising](#)



The screenshot shows a Facebook post from the page 'Royal LePage Kelowna'. The post text reads: 'A complimentary introduction to the Real Estate Council of British Columbia's new requisite form meant to inform consumers about the types of representation they may receive from a REALTOR® in a real estate transaction.' Below the text is a video player showing a laptop with the Royal LePage Kelowna logo on the screen. The video player has a progress bar and a timestamp of -4:22. Below the video, the post statistics are displayed: '3,279 People Reached' and '294 Engagements'. A blue 'Boost Post' button is located to the right of the engagement count, with an orange arrow pointing to it. Below the statistics, it says 'You and 10 others' and '24 Shares'. At the bottom of the post, there are buttons for 'Like', 'Comment', and 'Share', along with a 'Write a comment...' input field and icons for emojis, photos, GIFs, and stickers.

Utilize Available Tools

Read full blog posts here: [25 of the Best Facebook Page Apps to Give your Business a Boost](#) or [21 of the Best Facebook Marketing Tools](#) or [23 Facebook Tools to Use in Your Marketing Strategy](#)

Design:

[Canva](#) - you can create beautiful branding with this drag and drop platform (free and paid versions) It's a much simpler alternative to using Adobe Photoshop with thousands of ready made templates

[Adobe Spark](#) - also has pre-built templates and customizable layouts. Free and paid options.

Video:

[Animoto](#) - Drag and Drop video maker (including real estate specific templates) Free trial, 3 paid options

[Rip1](#) - lets you add animation and text to still photos to create video content. Free and paid versions.

Messenger Marketing:

[ManyChat](#): - #1 bot platform to create marketing on Facebook Messenger. Free Course on their site - Free and Paid options

Schedulers: (allow you to plan and schedule posts ahead of time from Phone, Laptop or Desktop)

[Later](#) - Free and paid versions - great blog for info.

[Buffer](#) - Free and paid versions - another good blog to follow

Ad Tools:

[Adespresso](#) - lets you create and test ads to find most effective ones. Great place for inspiration too. Free trial and 4 paid options

Contests:

[ShortStack](#) - create professional looking contests, polls and landing pages. Free Trial, monthly and yearly pricing