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## INTERMEDIATE PROGRAM

# Social Media Presentation Creating Engaging Content for Facebook

Social Media Marketing success is measured in engagement. Sometimes the hardest thing to understand is how to encourage your followers. The saying “If you build it they will come” isn’t always true with social media. We’ll show you some tricks of the trade to encourage great engagement that will help build a solid social media audience.

### Agenda:

- Growing your Facebook Audience
  - How to reach your first 100 likes
  - Connecting your website with Facebook
  - Connecting other social media with Facebook
  - Connecting with the real world
- Design your page for better engagement (cover image, about, etc)
- How to create engaging posts
- Using events to invite followers
- Facebook apps that build engagement
  - Social Feeds – Twitter, YouTube, Pinterest, Newsletter sign up, etc
  - Static HTML app
  - Contests Apps
- Running a contest on Facebook
  - Concept
  - Rules
  - Service Providers
- What is Facebook advertising
- Q&A

**Outcome:** You will develop an understanding & strategy for creating engaging content on your Facebook page