

How to Get the Most Out of Facebook

Kelley McLees
@KelleyMcLees
#Summit16

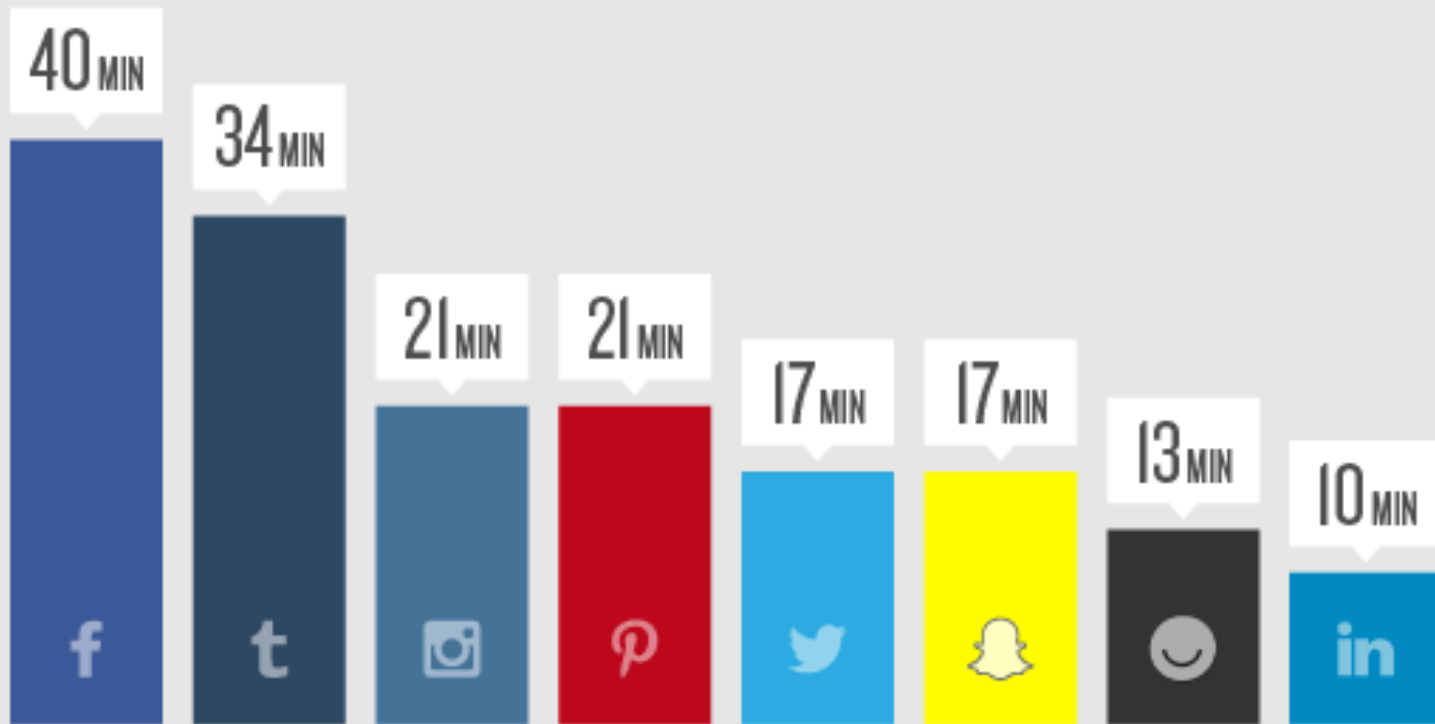
EVERYWHERE[®]

Everywhere your brand wants to be.

Why Facebook

- 1.59 billion monthly active users
- 1.04 billion people log on daily
- 76% female, 66% male

Average Time Spent On Social Networks Per Day By Americans



sproutsocial

COWEN AND COMPANY, 2014

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A group of four elderly people, two men and two women, are gathered around a laptop. They are all looking at the screen with interest and joy. The man in the center is smiling broadly. The woman on the left is pointing at the screen. The woman on the right is also looking at the screen. The background shows a bright, indoor setting with a white wall and a framed picture.

**Percentages of those aged 65+
increased by over 10% in a year!**

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#Social16

We're Talkin'

- How to get in the news feed
- Creating quality video on a budget
- How to use Facebook Live
- Looking inside Facebook Analytics

Brand Page v. Personal Page

Danica Kombol
Friends Following Message

Timeline About Friends 7 Mutual Photos More

Visted Austin, Texas on Wednesday

7 mutual friends including Kayla Wright and Aerolyn Shaw

Also lives in Atlanta, Georgia

Works at Everywhere Agency

FRIENDS - 7 Mutual

PHOTOS - 1,793

Natasa Djukanovic added 14 new photos. 3 hrs · Edited · 0

It was great in Austin at #SXSW, but it's good to be home too. Great to see you all guys! 🥰 — with Lina Skandalakis and 8 others.

Lina Skandalakis, David Spinks, Lexi Severini and 37 others like this.

Ana Flores The best time. THANK YOU!! 3 hrs · Like · 1

Lina Skandalakis Loved #MeDay! Thank you. ME! 3 hrs · Like · 2

Heather Whaling So glad to meet you and the @...ME crew. Thanks for such a wonderful SXSW experience. Hope our paths cross again soon Natasa!! 2 hrs · Like · 1

Leticia Barr It was wonderful to meet you and spend time with you and everyone from @...ME! Thank you so much for a fabulous SXSW! I hope you had a safe trip home and we see each other again in Austin again next year! 2 hrs · Like · 2

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Arts & Marketing
Contact Us Liked Message

Timeline About Photos Reviews More

PEOPLE

4,022 likes
78,592 visits

Kayla Wright, Aerolyn Shaw and 6 other friends like this or have been here.

Invite your friends to like this Page

ABOUT

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<http://www.EverywhereAgency.com/>

APPS

Pinterest

Everywhere Agency with Aerolyn Shaw and Kayla Wright 11 mins · 0

Our own budding philanthropists are sending a big THANK YOU to everyone who donated to their Covenant House Georgia #CHsleepout fundraising efforts! Thanks to you all they raised over \$600 to help Atlanta's homeless youths. Already looking forward to next year's Sleepout!

#CHsleepout THANK YOU!

What's Engaging?

- Is it visual?
- Is it shareable?
- Is it relevant to your audience?
- Is it conversational?



Canva.com = Engaging Content



EVERYWHERE

+ Add a new page
@KelleyMcLees

#Social16

Create Engaging Content

We love it



Your Newsfeed + Facebook's Newsfeed Algorithm



Danica Kombol

February 1 · 🧑‍🤝‍🧑 ▼

Allowed on Timeline ▼

Putting my game face on. Wig or no wig? — with David Lewis.

Tag Photo

Add Location

Edit

Like · Comment · Stop Notifications · Share

Donna Antoinette Lampkin, Lina Skandalakis, Patricia O'Driscoll and 74 others like this.

View 33 more comments



Kimberley McGraw Euston You look line Joan Jett

February 1 at 5:31pm · Unlike · 👍 1



Desiree Landers Miller The best. Rock it mama!

February 1 at 5:45pm · Unlike · 👍 1

Video is King



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Facebook by BuzzFeed Food
128,558,745 Views

MAGIC CHOCOLATE BALL

Like Share



-0:53

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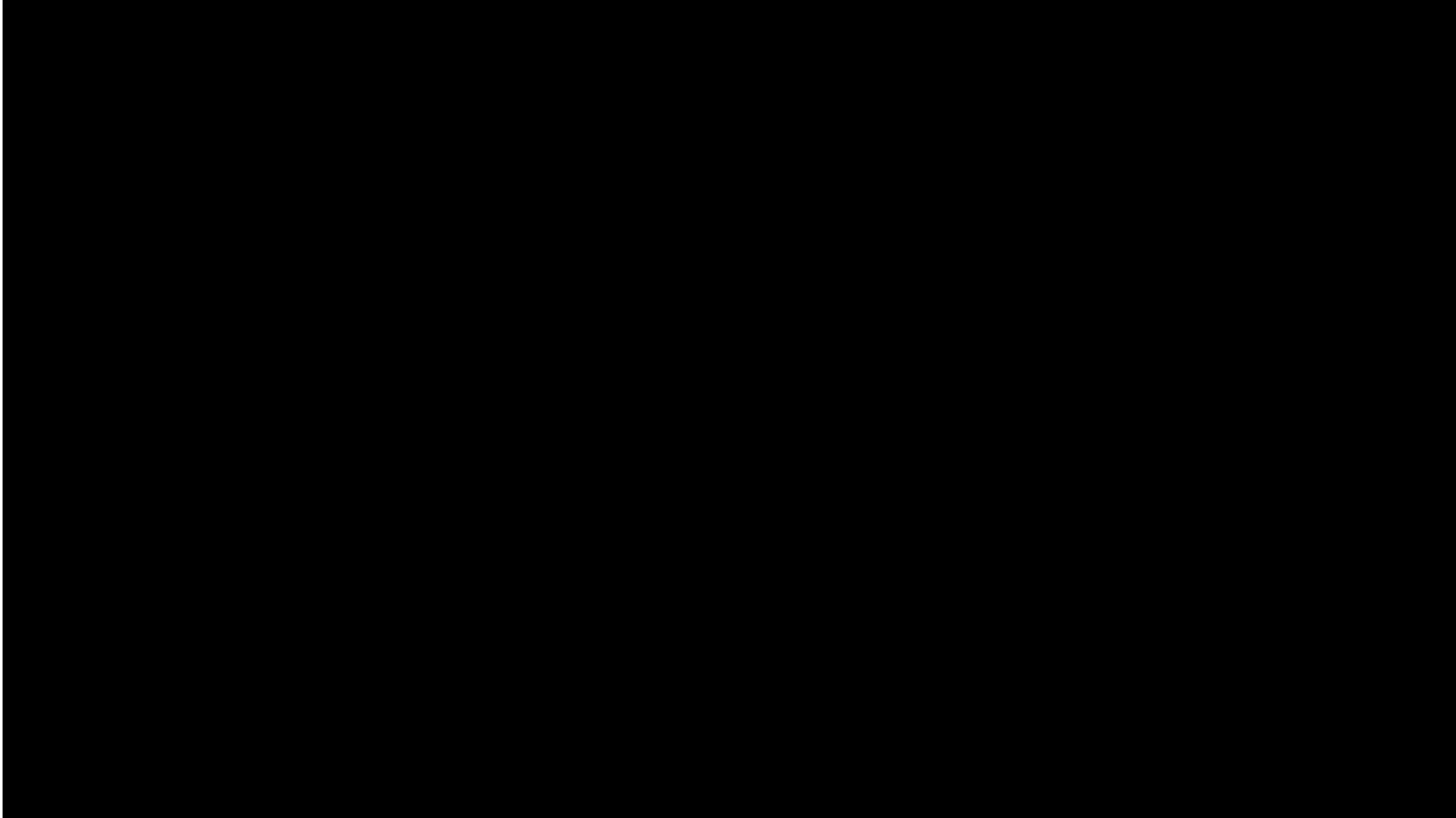
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MAGIC CHOCOLATE BALL







Facebook Live



The image shows a screenshot of a Facebook Live video player. The video frame on the left features Ken Burns, a man with dark hair wearing a dark jacket over a white shirt, smiling. The background is a red wall with the 'pbs.org' logo in the top right and the 'PBS' logo in the bottom right. Below the video frame is a red progress bar and playback controls, including a play button, a skip forward button, a volume icon, and a timestamp of '1:25 / 2:38'. To the right of the video is a Facebook post from the page 'PBS was live', dated 'March 12 · 4h'. The post text reads: 'See Ken Burns (PBS) at the PBS Anywhere Lounge at SXSW'. It shows '81,388 Views', 'Like Comment Share' buttons, and '4.5K' reactions. Below the post are several comments from users: Eric Rick DeCres, Lori Pendergrass, Lucille May, and George Tarkenton. At the bottom of the Facebook interface, there are icons for 'Watch a comment', 'CC', a settings gear, a full-screen icon, and a share icon.

Facebook Live Examples

Tips for Video on a Budget

- Watch and learn – teach yourself
- Just do it!
- Use influencers to create content

Snapchat is Your Friend

- Repurpose video content
- Use Snapchat producers to create it for you
- Save all videos
- Run own Snapchat if you can

Facebook Analytics

Showing data from 03/17/2015 - 03/23/2015

Page Likes >

4,021 Total Page Likes
▲0.3% from last week

11 New Page Likes
▼52.2%

— This week
— Last week

03/17 03/18 03/19 03/20 03/21 03/22 03/23

Post Reach >

12,714 Total Reach
▲15.8% from last week

5,748 Post Reach
▼3.4%

— This week
— Last week

03/17 03/18 03/19 03/20 03/21 03/22 03/23

Engagement >

991 People Engaged ⓘ
▲22.6% from last week

117 Likes

6 Comments

3 Shares

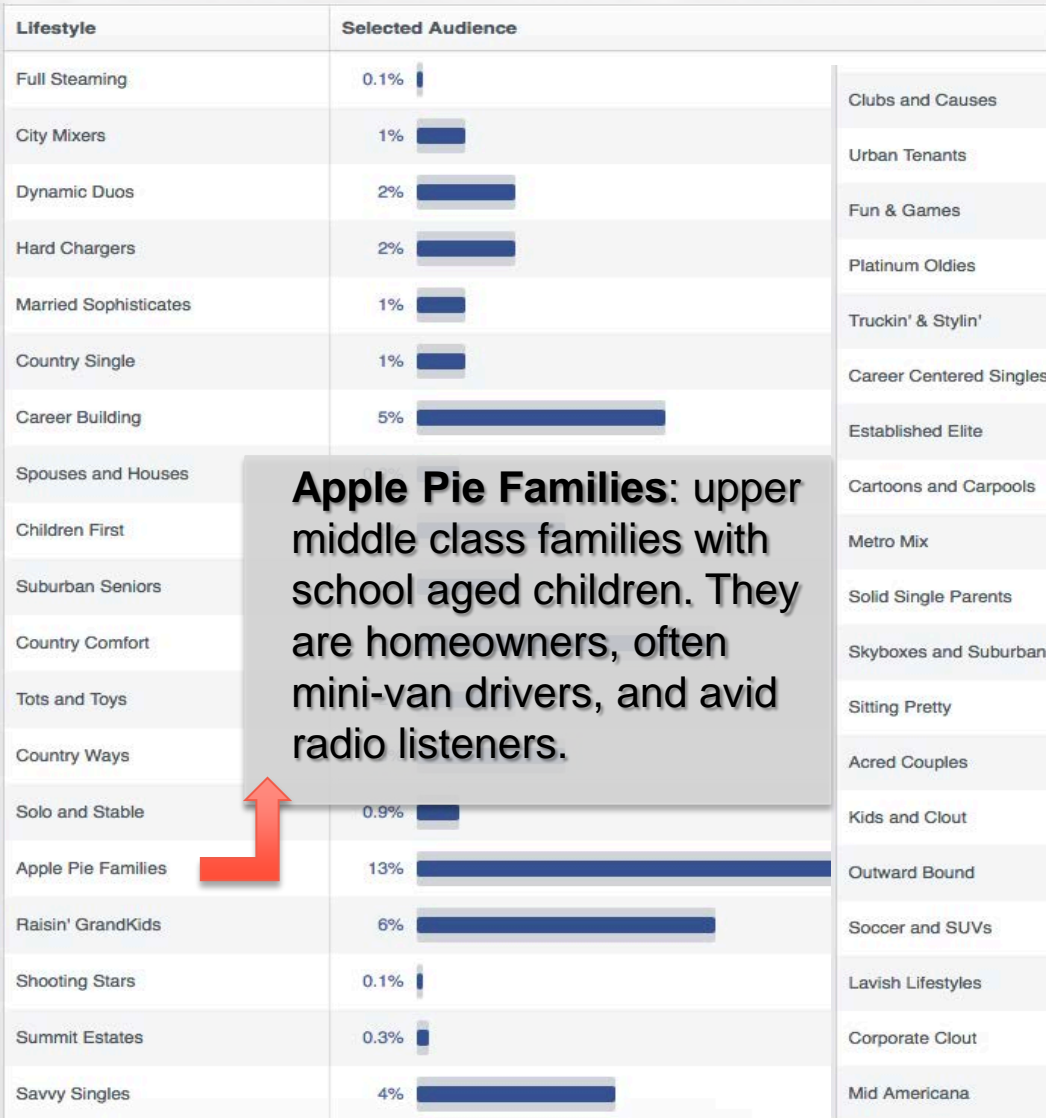
3,060 Post Clicks ⓘ

Your 5 Most Recent Posts >

Reach: Organic / Paid | Post Clicks | Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/23/2015 4:26 pm	Our own budding philanthropists are sending a big THANK YOU to everyone who donated to their			64	13 4	
	Happy 1st Day of Spring! It's not feeling so spring in Atlanta with a cloudy forecast & current			93	0 0	

Facebook Audience Analysis



Apple Pie Families: upper middle class families with school aged children. They are homeowners, often mini-van drivers, and avid radio listeners.



Urban Tenants: households are predominantly singles in their early 50s. These middle income white collar professionals take advantage of urban life, enjoying the income and time that they have to the fullest.

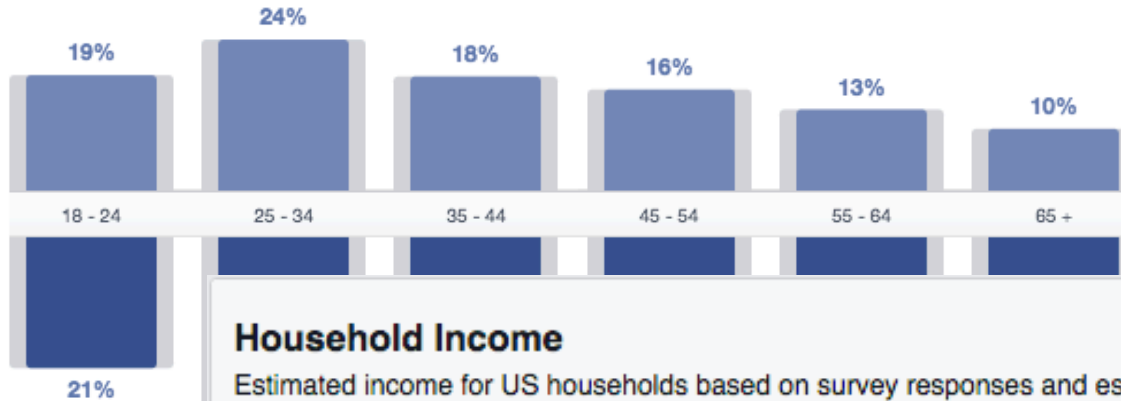
Facebook Audience Analysis

Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

■ 54% Women
54% All Facebook

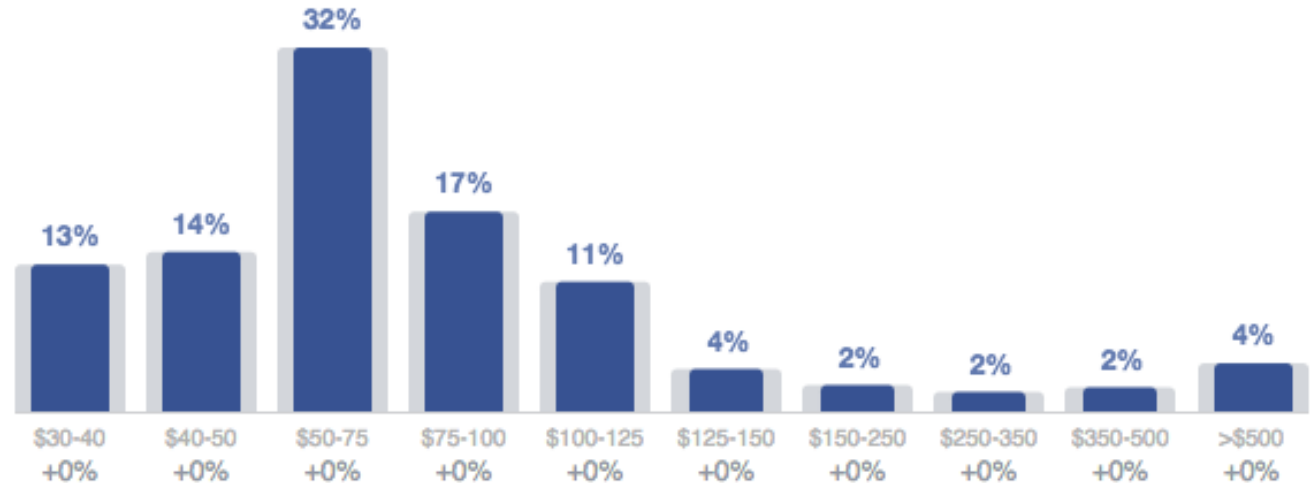
■ 46% Men
46% All Facebook



Household Income

Estimated income for US households based on survey responses and estimates using demographic data...

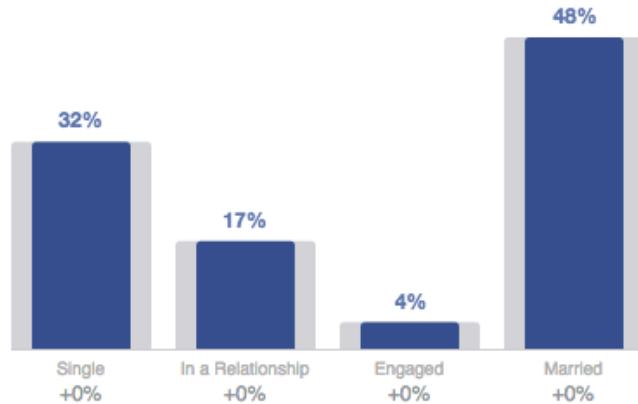
In Thousands of US Dollars



Facebook Audience Analysis

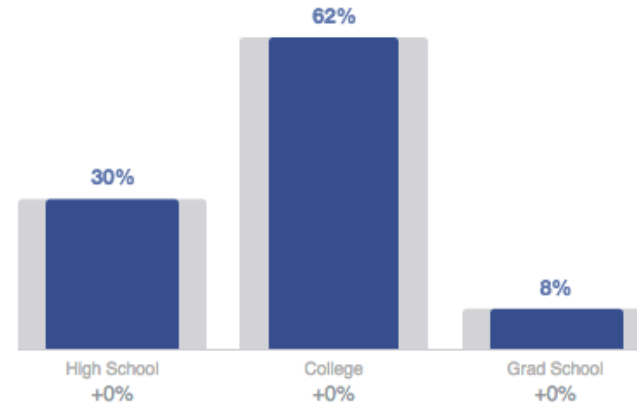
Relationship Status

Self-reported data from people who list a relationship status on Fac...



Education Level

The highest level of education reached based on self-reported data...



Purchase Behavior

US consumer behavior based on purchase activity. Source: Datalogix, Epsilon and Acxiom

Category	Selected Audience
Household products	34%
Home and garden	18%
Clothing	61%
Kids products	3%
Pet products	41%
Health and beauty	35%
Food and drink	71%
Subscription services	62%
Business purchases	3%
Sports and outdoors	31%

Major Keys

- All about engaging content
- Experiment with video
- Use Facebook Insights to your advantage

Helpful Links

- <http://www.socialmediaexaminer.com/use-short-video-for-social-marketing/>
- <https://www.facebook.com/facebookmedia/best-practices/live>
- <http://www.socialmediaexaminer.com/facebook-live-what-marketers-need-to-know/>
- www.Canva.com

