

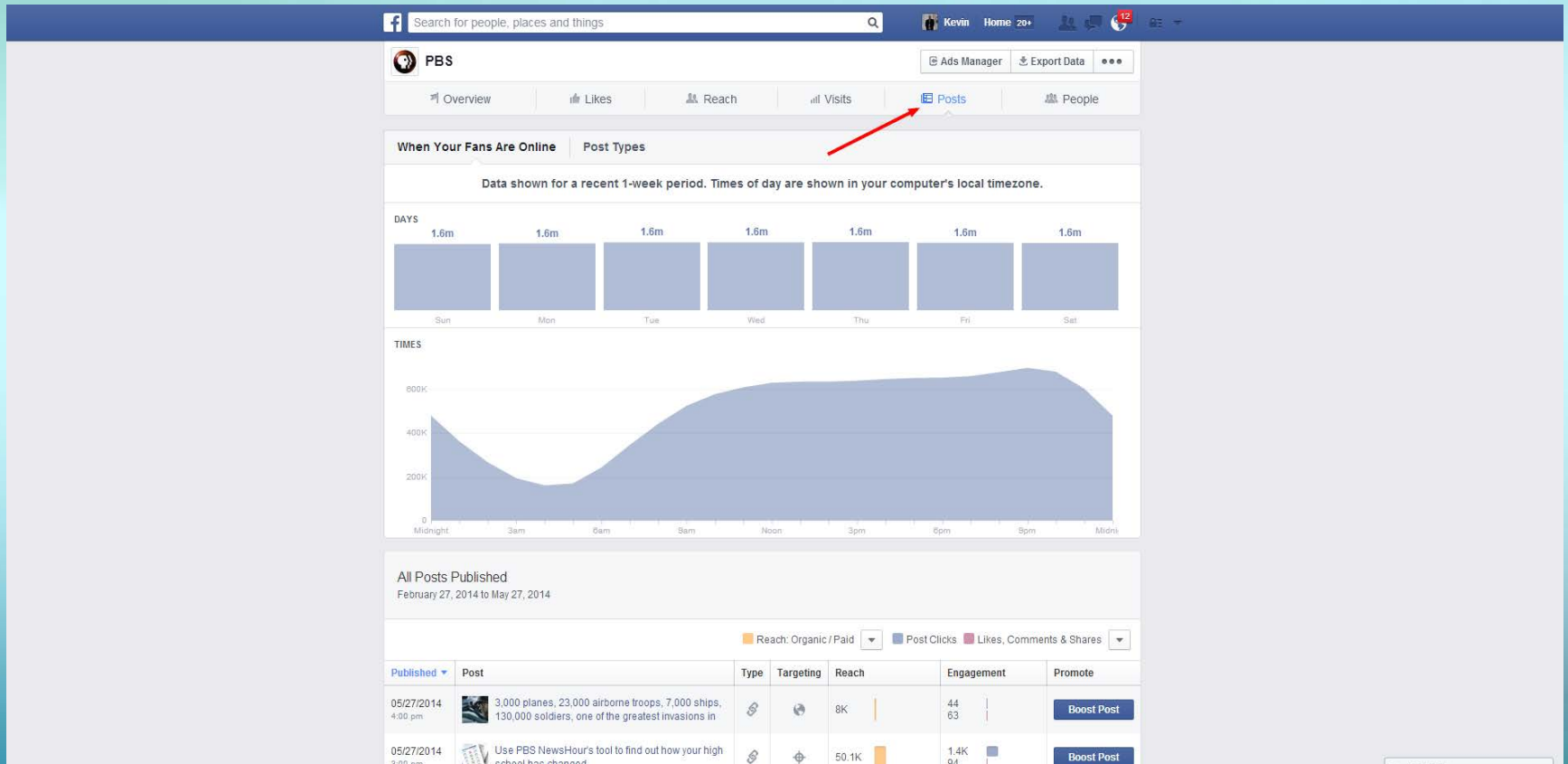
How to Find Your Brand's True Voice on Facebook

Kevin Dando, Sr. Director,
Digital Mktg.
& Communications, PBS

First, a bit of background

- PBS full-time social media staff = 2
- We oversee social media accounts with more than 8 million fans/followers/etc. (and work with PBS shows that have more than 22 million followers)
- PBS staff who work on social media as part of their job = many

You want your (Facebook) voice heard, right?



You want your (Facebook) voice heard, right?

- Would “dayparting” your posts be right for your audiences? (Example: posting lighter content in the morning, video in the afternoon)
- What are your competitors posting? When are they posting it? What kind of reactions is it getting (or not getting?)
- Ask your Facebook followers – what do they like? What do they *not* like? (This simple act can provide incredibly rich information)

You want your (Facebook) voice heard, right? Be human

Admit when you make mistakes



PBS

Posted by Kevin Dando [?] - April 24 - Edited - 

test -- did this work?

Be human & have a sense of humor (and you can accidentally reach 400,000 people)

Admit when you make mistakes



 **PBS**
Posted by Kevin Dando [?] · April 24 · Edited · 

test -- did this work?

update from PBS: thanks for your *many* comments on this post (lesson learned: the people who follow the PBS Facebook page are funny). We'd been unable to publish on Facebook all day today, and sent out a test post -- which apparently worked. Thank you!

Like · Comment · Share

 Anais Cayo, Jesse Thomas, Kevin Ruppenthal and 7,107 others like this. Top Comments ▾

@kdando

#PRNews

If you haven't already, consider Facebook advertising

- “Boost” posts if you must, but try to use Power Editor for finely tuned FB ad campaigns
- In general, ads should be placed in the newsfeed only (not on the right rail)

Facebook ads can:

- Target certain devices and operating systems
- Target certain incredibly precise audiences (parents, etc.)
- Target interests
- Followers of your page / non-followers of your page

Geo-targeted Facebook Posts

 **PBS**
Posted by Kevin Dando [?] · April 29 at 1:00pm · *

Attn Memphis!

Don't miss the premiere of *Civil War: The Untold Story* tonight at 8 on WKNO/Channel 10. It's a new 5-part series that looks at the war from a point of view rarely documented – the Western Campaign (from Appalachians to MS River). It's narrated by Elizabeth McGovern (Lady Cora, *Downton Abbey* on Masterpiece). Check out the web site for more info: <http://ow.ly/w83ZP>




Beginning April 29 on WKNO/Channel 10
7PM Beginning April 30 on WKNO2


Civil War: The Untold Story

With roots going back to the time of plantations and slavery, Orange Mound grew at the end of the nineteenth century out of the remains of that defunct way of life. Established on the grounds of the former Deaderick plantation.

WKNO.ORG

Unlike · Comment · Share


 PBS and 13 others like this.

 1 share

 Write a comment.. 


 **Nathan Brasfield** I'm so excited about this! Thanks for letting us know.
Like · Reply · April 29 at 4:20pm

1,284 people saw this post 

 **PBS**
Posted by Kevin Dando [?] · 29 mins · *

Hey South Carolina residents!

Charleston's own Stacy Pearsall is featured in a new PBS series. Follow her journey of pursuing her life's passion after returning home from war and see how she works with fellow veterans. New 3-part series **COMING BACK WITH WES MOORE** premieres May 13 @ 8/7c.






Coming Back with Wes Moore | Home

Coming Back with Wes Moore, a new series executive produced by best-selling author and former Army combat veteran Wes Moore, airs in three parts on consecutive Tuesdays beginning May 13, 2014, on PBS (check...)

PBS

Like · Comment · Share

 Write a comment.. 

118 people saw this post 

What should be on your radar

- Growth of mobile audience and how it affects your posts – how mobile-friendly is your content?
- Can you test it?

How to Find Your Brand's True Voice on Facebook

Takeaways

- Learn what drives your Facebook audience to engage and react
- Be human and have a sense of humor
- Experiment continually and stay abreast of Facebook's algorithm
- Use Facebook advertising to reach outside your Facebook fans