

5 Tips to Manage Your Facebook Pages

Facebook is arguably the most important social channel for your brand, which means your strategy on the network needs a laser-like focus. Maintaining a branded Facebook page is a cool way to connect with stakeholders, promote your brand and establish a working feedback loop. Steve Cisowski, social media manager at Elsevier Health Sciences, has these five tips to better manage your branded Facebook page.

Understand your fans. Because you need to speak to your fans in their own language, you need to know everything about what they expect from your brand. Your brand offers solutions to your customers, so keep in mind everything that goes through their daily lives. What are their concerns and pain points? How can you offer some solutions to their needs? Structuring your engagement strategy around meeting their challenges will ultimately help them receive the most value in being a fan of your page.

Strive for balance. Make sure your Facebook posts are well rounded and do not focus on one particular format. For example, bombarding your fans with promotions and discounts too frequently will only alienate them. Be sure to mix in content within your posts that is informative, educational and entertaining.

Be transparent and honest. Speak to your fans like they are dear friends, which they are. They have decided to be your fan in the first place because they are loyal customers and find value in your brand. Be forthcoming, appreciative and never underestimate their savvy.

Maintain a content calendar. The easiest way to ensure that your page remains active and loaded with engaging content is to manage a calendar that organizes all of your posts on a daily or monthly basis. This will help determine if your posts represent a balanced mixture of content and messages.

Give your fans opportunities for feedback. Remember to include posts that encourage discussion. For example, posting open-ended questions will allow your fans to speak their minds about your product, communicating their needs or their wants. Your fans will comment on your posts regardless, so control the conversation in a way that will give you customer insights.