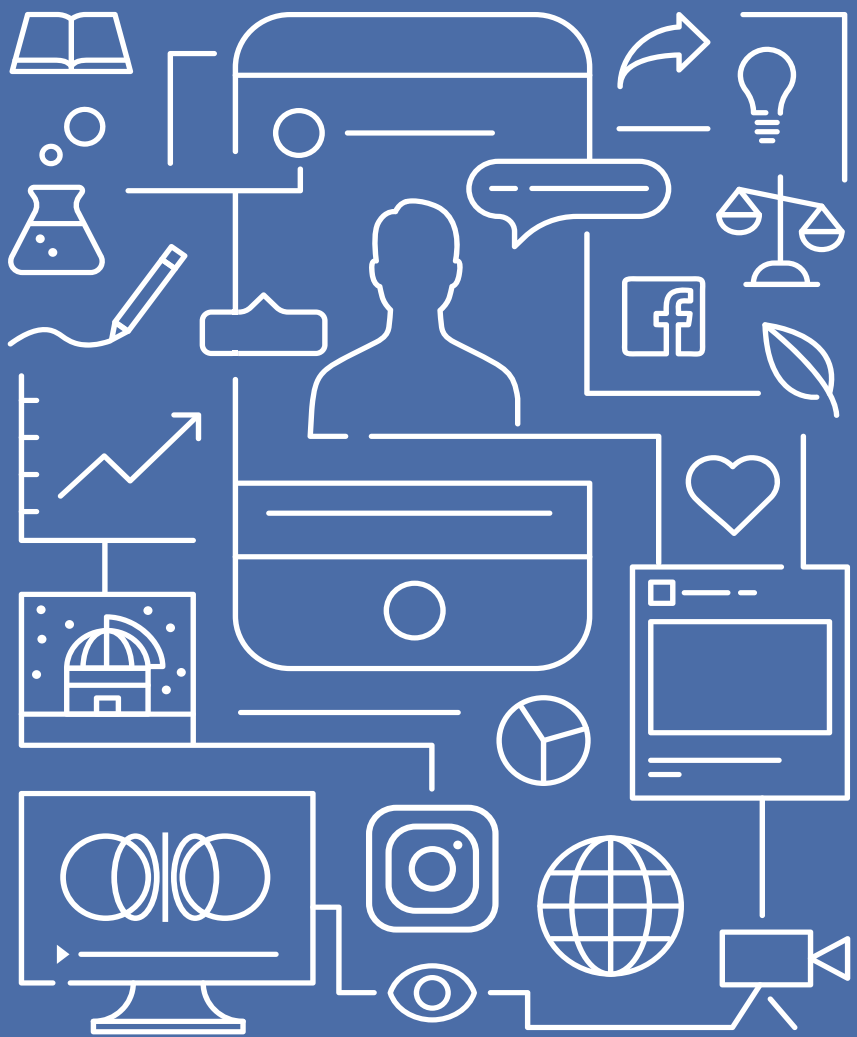



# Business Influencers Guide





Facebook is such a powerful tool.  
I love the ability to instantly  
connect with friends, customers,  
and employees around the globe.

**MEG WHITMAN**

CEO of Hewlett Packard Enterprise

## Welcome

Whether you're new to Facebook or have years of experience, this guide is a comprehensive resource to help you be as successful as possible.

### CONTENTS:

- 2** Facebook at a Glance
- 3** Facebook for Business Influencers
- 6** Get Started
- 8** Build Your Presence
- 12** Develop Your Audience
- 16** Key Features & Tools
- 24** Instagram
- 32** Content Ideas
- 34** Facebook Media Central
- 35** Frequently Asked Questions
- 36** Resources & Links

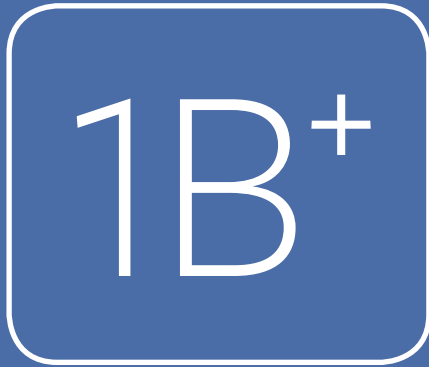
### Experience



When you see the above icon, click the image/ interface to engage or experience the social content.



For a digital version of this guide, go to [fb.me/influencersguide](https://fb.me/influencersguide)



Over **1 billion people** use Facebook every day.



**1 out of every 5** mobile minutes are spent on Facebook.



**500 million+** people now use Instagram every month.



**45 million+** people see business news on Facebook every day.



**500 million+** people watch video on Facebook daily.



**50 minutes a day** are spent by the average person across Facebook, Instagram, and Messenger.



**150+ CEOs** across industries, regions, and enterprise size use Facebook.

SOURCE: Q1 2016 Facebook Earnings Call

## Facebook for Business Influencers

Facebook is the single best place for business influencers to connect authentically with people and reach new audiences.

Facebook gives you the opportunity to directly communicate with target audiences, with complete control over your message and precision targeting. With a global community of more than **1.7 billion** people on Facebook, you can reach existing and new audiences with a flexible set of publishing tools to share your stories in text, photos, videos, and more.



**Doug McMillon**  
Walmart



**Mary Barra**  
General Motors



**Hamdi Ulukaya**  
Chobani



**Marcelo Claure**  
Sprint



**Sigve Brekke**  
Telenor Group



**Indra Nooyi**  
PepsiCo



**Loic Le Meur**  
Leaders



**Beth Comstock**  
GE

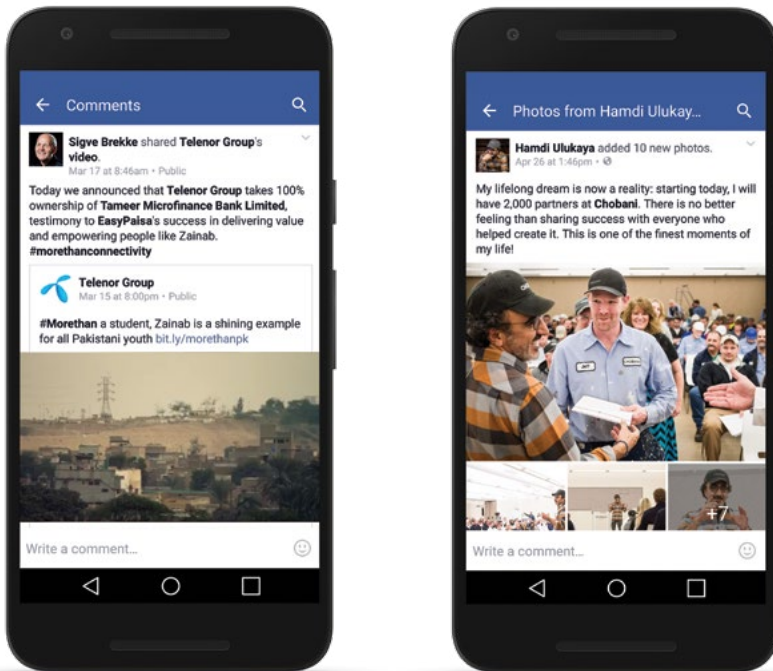
## FACEBOOK IS A LEADERSHIP PLATFORM

**Earn trust**

Build trust by allowing employees, customers, and stakeholders to get to know you, not just as a figurehead, but as a real person with passions and interests. People will trust your company more if they know and trust you.

**Be heard**

Shape your industry's agenda by directly communicating insights about your company and industry, making important announcements, and highlighting social causes.



Telenor Group CEO Sigve Brekke announced a strategic acquisition of a Pakistani microfinance bank via a post and shared video.



Chobani CEO and founder Hamdi Ulukaya shared photos after giving his employees an unexpected 10% stake in the company.



71%

of US respondents agree that a company whose CEO uses social media is more trustworthy.<sup>1</sup>

61%

of respondents said that Facebook is the most-used social media platform when researching the culture of potential employers.<sup>2</sup>

80%

of employees say they would prefer to work for a social CEO.<sup>3</sup>

CEOs who don't use Facebook are like CEOs who don't watch TV...out of touch with a significant part of their customers' and employees' lives.... CEOs have the opportunity to... help customers feel more connected to the company.<sup>4</sup>

**THE WALL STREET JOURNAL.****Listen & improve**

Learn from your customers and employees and improve your business as you engage directly with all of your stakeholders.

**Recruit talent**

Attract the best talent by highlighting your company's mission, culture, and social impact. Facebook's precise targeting can help you reach and engage your future workforce.

**Engage employees**

Engage with and align employees globally, complementing your internal communications systems and reaching partners and deskless employees without corporate email accounts. Feel the pulse of your organization in real time.

**Protect & build your reputation**

Corporate reputations are already a topic on Facebook. Not having a voice in conversations about your business and your reputation is a clear liability.

# Setting up your Facebook Page

When you're ready to begin building your public presence, log in and follow these steps:

1

## Create a Page

Go to [facebook.com/pages/create](https://facebook.com/pages/create) and select the public figure category.

2

## Establish your identity

Choose a friendly Profile Picture to represent you across Facebook and a simple cover photo for your Page. Edit the 'About' section to include your bio and include personal interests to bring your authentic personality to life.

3

## Give your page a custom URL

Create a custom URL to include in offline materials. Choose yours by visiting [facebook.com/username](https://facebook.com/username).

4

## Edit settings

Click 'Settings' at the top of your Page to add other admins, change moderation settings, and more. We recommend disabling visitor posts and setting a strong profanity filter on comments.

5

## Say Hello

Share a casual photo, video or status update on your new Page. Don't overthink it.



## Let us know

Check in with your Facebook contact to request [page verification](#), ask questions, and help with next steps.

# Managing your Facebook Page

Once you are set up, consider these best practices:

## Two Admins

We recommend having at least two admins on your Page. Please remember to add real accounts – fake or shared accounts are against our terms of service, and may be disabled.

## Page Manager Policy

Make sure you have clear rules about the number of people who can manage your Page. While more managers can be an efficient way to manage your Facebook Page, the more you have, the higher the security risk.

## Page Manager Roles

Ensure that each manager is assigned the correct role based on what their job requires: Admin, Editor, Moderator, Advertiser, or Analyst. Be sure to remove any employees as Page managers if they leave your business.

## Security

Securing your account is an important step to securing your Page. Enable Login Approvals on any Facebook accounts that can manage your Page. Login Approvals is a security mechanism that requires you to enter a special code when someone tries to log in to your account from an unrecognized device. For more information, visit [facebook.com/help/security](https://facebook.com/help/security).

### Quick Tips:



+1 Admins



Establish Roles



Enable Login Approvals



# Build Your Presence

Once you have a public presence, get the most out of Facebook by following these 5 principles:

## 1. Be yourself

Facebook is where people connect with friends, family, and topics they care about. Allow people to get to know you as an approachable individual beyond your official biography.

Always use the first-person and speak in your own distinct voice. Your team can help, but your voice should be consistent regardless of the author. Share what makes you unique: your passions, interests, insights, and career path. Bring your message to life by varying formats between status updates, links, photos, video, Facebook Live, and more.

Your everyday experience is interesting to your followers. Capture candid photos and videos on the go and share what you see and hear. You don't need a studio or a professional - just use your phone.



**Left**  
CEO Devin Wenig sharing a beer with colleagues at eBay's Portland office.



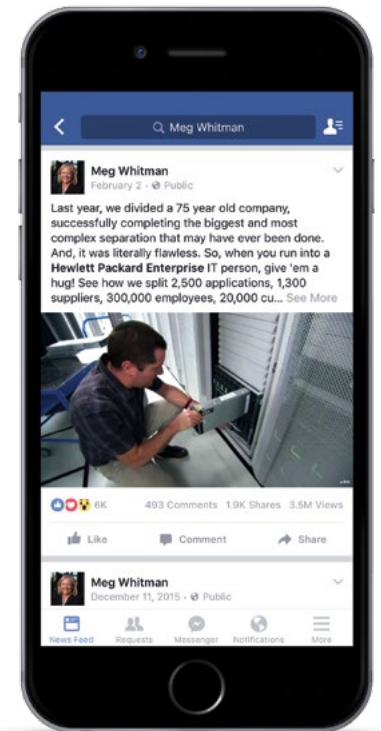
## 2. Be strategic

Starting with your business or communication objectives, develop a content strategy, team workflow, and specific goals you can measure or evaluate. Begin with a few themes relevant to your key audiences. Many business leaders begin with **Personal**, **Company**, and **Industry** as initial themes.

### SAMPLE FRAMEWORK

### EXAMPLE TACTIC

|                         |   |
|-------------------------|---|
| <b>Theme A</b>          | Company   |
| <b>Target Audiences</b> | <ul style="list-style-type: none"> <li>Customers</li> <li>Employees</li> </ul>  |
| <b>Purpose</b>          | <ul style="list-style-type: none"> <li>Inspire</li> <li>Inform</li> </ul>   |
| <b>Approach</b>         | Highlight company's <ul style="list-style-type: none"> <li>Purpose</li> <li>Values</li> <li>Culture</li> <li>Social impact</li> </ul>   |
| <b>Tactics</b>          | <ul style="list-style-type: none"> <li>Inspiring photos in the office or in the field from the CEO's perspective</li> <li>Behind-the-scenes video at a community event</li> <li>Customer or employee town hall via Facebook Live video</li> </ul> |



**Above**  
Meg Whitman shares a video revealing the behind-the-scenes work of the Hewlett Packard separation.



Continued on Next Page >

**Above**

Walmart CEO Doug McMillon replies to a thoughtful employee comment on his post.

**3. Be relevant**

People value your perspective about what's happening in your company, industry, and community.

Share news with a concise update revealing why it matters to you and your audience. Consider opportunities to break news and share insights with your followers first. Doing so allows you to shape the media narrative and provide context and interpretation to your supporters.

Build credibility with people by giving them access through Facebook to moments they might not otherwise experience.

**4. Be consistent**

The most successful influencers on Facebook publish once per day or more. Begin with a rhythm that works for you and engage more as you become comfortable.

Develop a content calendar of special dates and moments you want to highlight and use your publisher tools to draft and schedule posts.

Post when an opportunity presents itself. In the time it takes to write an email, you can post an update, photo, or video to Facebook from your phone or computer. Give yourself the flexibility to share unscripted moments.

**5. Be engaged**

Facebook is a conversational medium. Show your audience you're listening and value them. Ask questions and solicit their input.

Respond to thoughtful comments on your posts when you can. You can privately reply to any comment by clicking "Message" next to the comment. Build brand advocates through targeted interaction.

When another Page mentions you or shares content your audience would find valuable, comment on or share those posts with your own audience.

**Be patient**

Developing an audience and clear voice takes time.



Use Page Insights to understand how you're connecting with your audience and adapt your approach accordingly.

# Develop Your Audience

You want to reach the right people with your message. Build an audience on Facebook intentionally by including your existing relationships and reaching new people through organic and paid marketing techniques.



## Start with who you know

- Invite your friends and contacts to like your new Page and use the email contact uploader to invite up to 5,000 people at a time.
- Coordinate with your communications department to share your Page with your employees.
- Engage with the Pages of other business influencers and public figures you know or follow.

## Leverage your existing assets

- Share your Page and Facebook posts with your followers on other social networks.
- Add the Like, Share, or Page plugins to your company website so visitors can discover your Facebook presence, see your updates, and share with their friends. [facebook.com/docs/plugins](https://facebook.com/docs/plugins)
- Embed relevant Facebook posts on your website. [developers.facebook.com/docs/plugins/embedded-posts](https://developers.facebook.com/docs/plugins/embedded-posts)
- Cross-publish your blog to Facebook using Facebook Notes or with an Instant Articles plug-in. [facebook.com/facebookmedia/get-started/instant-articles-partners](https://facebook.com/facebookmedia/get-started/instant-articles-partners)

## Cross-promote to reach more people

- Comment on and engage with the Pages of other influencers, publishers, or organizations to put your name in front of new audiences.
- Tag relevant Pages in your posts. When you do, your post might be seen by some of the the people who like the tagged Page.
- Collaborate with other Pages to share each other's posts or co-create content such as a joint Q&A or Facebook Live. If you support a nonprofit or cause, cooperate to provide a guest post or series for them.
- Share your Facebook Page URL and relevant post links with your media contacts, particularly when your posts are newsworthy.



## Promote with Facebook Ads

With Facebook Ads, you can get more people to like your Page and drive engagement on specific messages with targeted audiences. Reach the right people with targeting options including location, demographics, job title, interests, behavior, language, and more. If you have existing lists of contacts, Custom Audiences help you find your existing contacts among all the people who are on Facebook.



### Page Likes

Build your Page audience by getting more Page Likes. It's a great way to connect with new customers and learn more about your audience.



### Event Response

Let people know about your special event with a Facebook ad. When people see it, they can join and the event will be added to their Facebook calendar. They'll also get reminders for the event, and you can keep track of how many people responded.



### Page Post Engagement

Get more people liking, commenting on, and sharing your posts. You'll reach more of the people who like your Page and new audiences.

### Post Boost

When you post to your Page, you can click the Boost Post button to get your post to a larger audience. With a boosted post, you'll reach more of the people who like your Page, their friends and all-new audiences in their News Feeds.

Boost Post



### Video Views

Create ads that feature your videos and tell your story. Your audiences can view your video ads in NewsFeed on desktop and mobile devices.



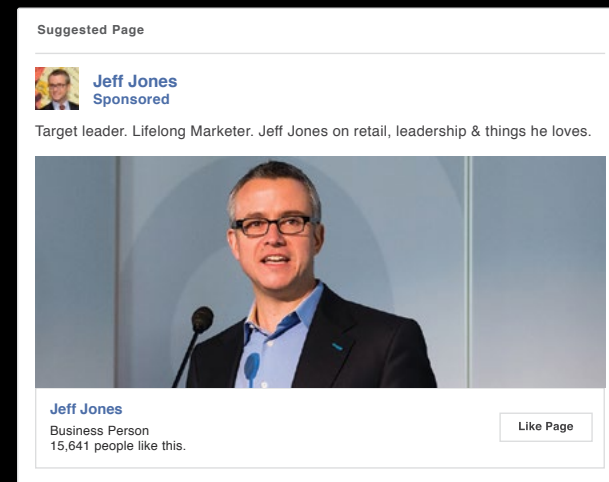
### Clicks to Website

Bring more people to your website from Facebook. When people click your ad, you can send them to any page on your website.

Get started by visiting [facebook.com/business/learn](https://facebook.com/business/learn)

## Page Like Ads

It's easy to start a Page Like campaign and develop your desired audience. Based on the audience(s) you want to reach, develop at least 2 variations of creative. Use high resolution photographs in landscape aspect sized 1200 x 444 pixels. Minimize text to less than 20% text in your image. Write engaging copy for why someone should follow your Page. Your copy must be less than 90 characters.



BEST  
PRACTICES



TEXT:  
< 90 Characters



PHOTO:  
1200 X444

## Creative Resources for Facebook Advertising

Basic Strategy: [facebook.com/business/a/creative-guide-making-ads-tips](https://facebook.com/business/a/creative-guide-making-ads-tips)

Image Tips: [facebook.com/business/a/creative-guide-select-images-tips](https://facebook.com/business/a/creative-guide-select-images-tips)

Ways to get Images: [facebook.com/business/a/creative-guide-creating-images-tips](https://facebook.com/business/a/creative-guide-creating-images-tips)

Writing Copy: [facebook.com/business/a/creative-guide-ad-copy-tips](https://facebook.com/business/a/creative-guide-ad-copy-tips)

Text Overlay Tool: [facebook.com/ads/tools/text\\_overlay](https://facebook.com/ads/tools/text_overlay)

## Key Features & Tools



## Mentions

Facebook Mentions is a mobile app tailor-made for public figures. It's the simplest way for you to share with your fans on Facebook, interact with other influencers, and see what people and media on Facebook are saying about you and the topics you care about.

**Get Started** by visiting [facebook.com/mentions](https://facebook.com/mentions) to get Mentions. Contact Facebook if you have any questions or issues.

**Post to your Page** directly from Mentions. You can check-in to a location, share photos, share video or Live video from your phone, or host an impromptu Q&A from the road.

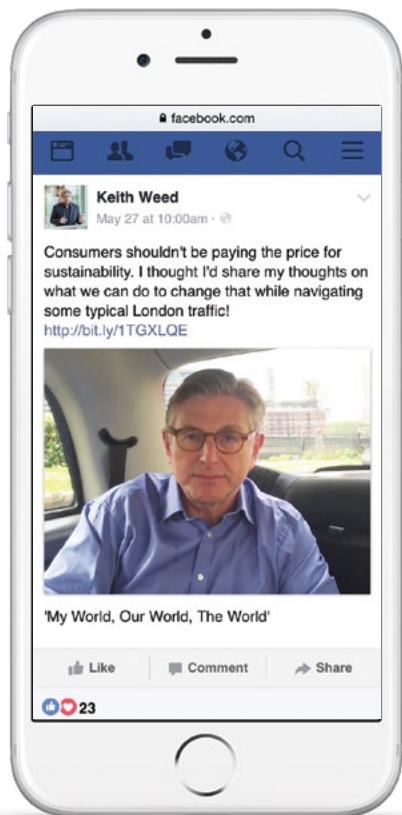
**Use the News Feed** tab on Mentions to see relevant posts from other public figures, news sources, and topics trending across Facebook in real time. It's a great source of content you can share with your fans and an easy way to engage with other influencers through comments. Begin by searching for and finding the Pages you want to follow.

**Check the Mentions tab** to see what people are saying about you and other public figures or topics important to you. If you see an interesting post, like or comment on it. Your fans will be thrilled to see your response! Edit the topics you track by tapping the top bar.

**Connect your Mentions account** to Twitter and Instagram to easily share your Facebook posts across multiple networks from one place. Go to the Profile tab, select the settings icon, and sign in to your other accounts. When you have a post to share, select the relevant account from the post dropdown and modify the text as needed.

## Facebook Video

500 million people watch video on Facebook every day. The easiest way to capture their attention is to pick up your phone and start filming.



### Above

Unilever's Keith Weed discusses sustainability while navigating London traffic.



1. Upload your video to Facebook when sight, sound, and motion best express your message.
2. Short (<5 minute), authentic videos from public figures often perform best with fans. Video shot on your phone with authentic content typically beats formal, studio-produced clips.
3. The first few seconds matter most to capture attention in News Feed. Use thumb-stopping visuals to make an immediate impression.
4. Add captions or use visual aids to enhance the video for people watching without sound.
5. Add a compelling description to your video as a "headline" to intrigue viewers. Add tags and a location where possible.
6. Edit your video, create playlists, add a custom thumbnail, and more from your video library.

## Facebook 360

Facebook 360 provides a new way for people to showcase their most compelling stories in a new and immersive way.

### Interactive and immersive

As the video plays, watch the scene come alive! Turn your device or drag your finger to move around within the video and explore and and every angle.

### Accessible in VR

Headsets including the Samsung Gear VR and Oculus Rift bring 360 Video to life straight from News Feed.

### Discoverable and shareable

Facebook 360 starts playing from News Feed with a special icon that indicates interactivity, capturing your viewers' attention and allowing them to discover and experience your content. 360 Videos on Facebook are easily shared across Pages, Groups and News Feed.



### Left

Bill Gates has a 360 conversation with author Neal Stephenson.





**Above**

CEO Doug McMillon brought Walmart's employees from around the world into a company event for a special message using Facebook Live.

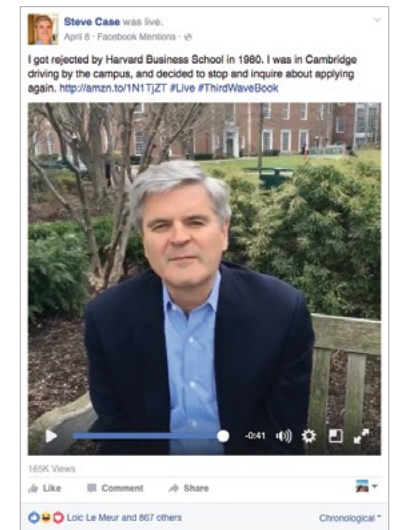


## Facebook Live

Facebook Live video is a new way to share an experience with your audience in the moment.

1. Live video on Facebook is social, authentic, exciting, and interactive. It's one of the best ways for you to develop a real connection with your followers.
2. Go Live wherever you are from the Facebook, Pages Manager, or Mentions apps. Your fans can engage in real time, asking questions, commenting, or just following along with you. You will see how many people are watching and their reactions and comments directly on your screen.
3. Your video is automatically saved to your Page for fans to view later. You can remove it at any time, just like any other post.
4. For times when a professional production is preferred, learn about using the Facebook Live API for publishing live video on your own or with a Facebook partner. [live.fb.com/api](https://live.fb.com/api)

5. Influencers use Facebook Live to host Q&As, share major announcements, respond to breaking news, interview other influencers, go behind-the-scenes, or give a live demonstration.

**Above**

Steve Case returned with Facebook Live to Harvard Business School to ask about re-applying.





## BEST PRACTICES

**Build anticipation** by telling fans the date and time of your broadcast through Facebook, Instagram and other social accounts at least one day before. You can use an announcement as an opportunity to test going live.

**Make a plan** for what you'll do in the video. Are you doing a Q&A, taking the audience behind the scenes, or going live from an event?

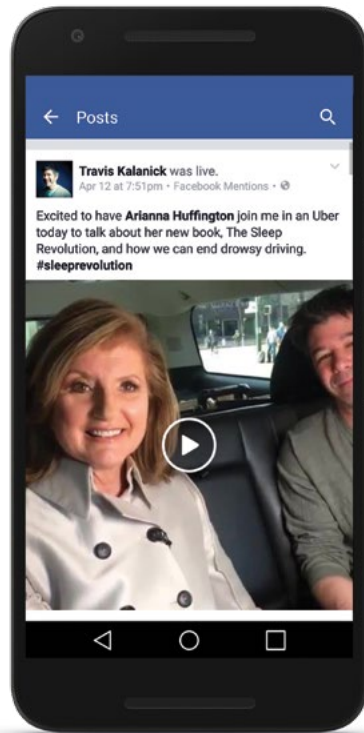
**Connectivity** is critical. Make sure you have a strong WiFi or 4G/LTE connection. If your connection is weak, the "Go Live" button will be grayed out. Where possible use a dedicated, password-protected WiFi connection of at least 10 Mbps.

**Upgrade stability and sound** using a small tripod or a mic compatible with your phone.

**Broadcast longer** so fans have time to discover and tune in to your live. We recommend that you go live for at least 10 minutes or more.

**Airplane mode** prevents interruptions while recording.

**Write** a compelling description for fans before going live. Share your location and tag relevant Pages.

**Above**

Arianna Huffington joined Uber CEO Travis Kalanick from the back of an Uber to discuss drowsy driving.



**Say hello** to your fans by name when responding to their comments. Prompt them for questions on a certain topic to encourage engagement.

## Other Tools

**Notes**

Facebook Notes give your ideas a beautiful canvas with rich formatting, embeddable multimedia, and instant reading on mobile devices. Whether you have an op-ed or speech to share, a photo essay, or a blog post, Notes are the best way on Facebook to share what's on your mind. Drafts are automatically saved. Learn more at [facebook.com/facebookmedia/best-practices/notes](https://facebook.com/facebookmedia/best-practices/notes)

**Facebook Q&A**

A Facebook Q&A is a way to engage your fans by responding to their questions with written responses. Fan comments are ranked by quality and popularity. You can choose the questions you want to reply to and your response will automatically move to the top of the post thread. Learn more at [facebook.com/facebookmedia/best-practices/hosting-qa](https://facebook.com/facebookmedia/best-practices/hosting-qa)

**Events**

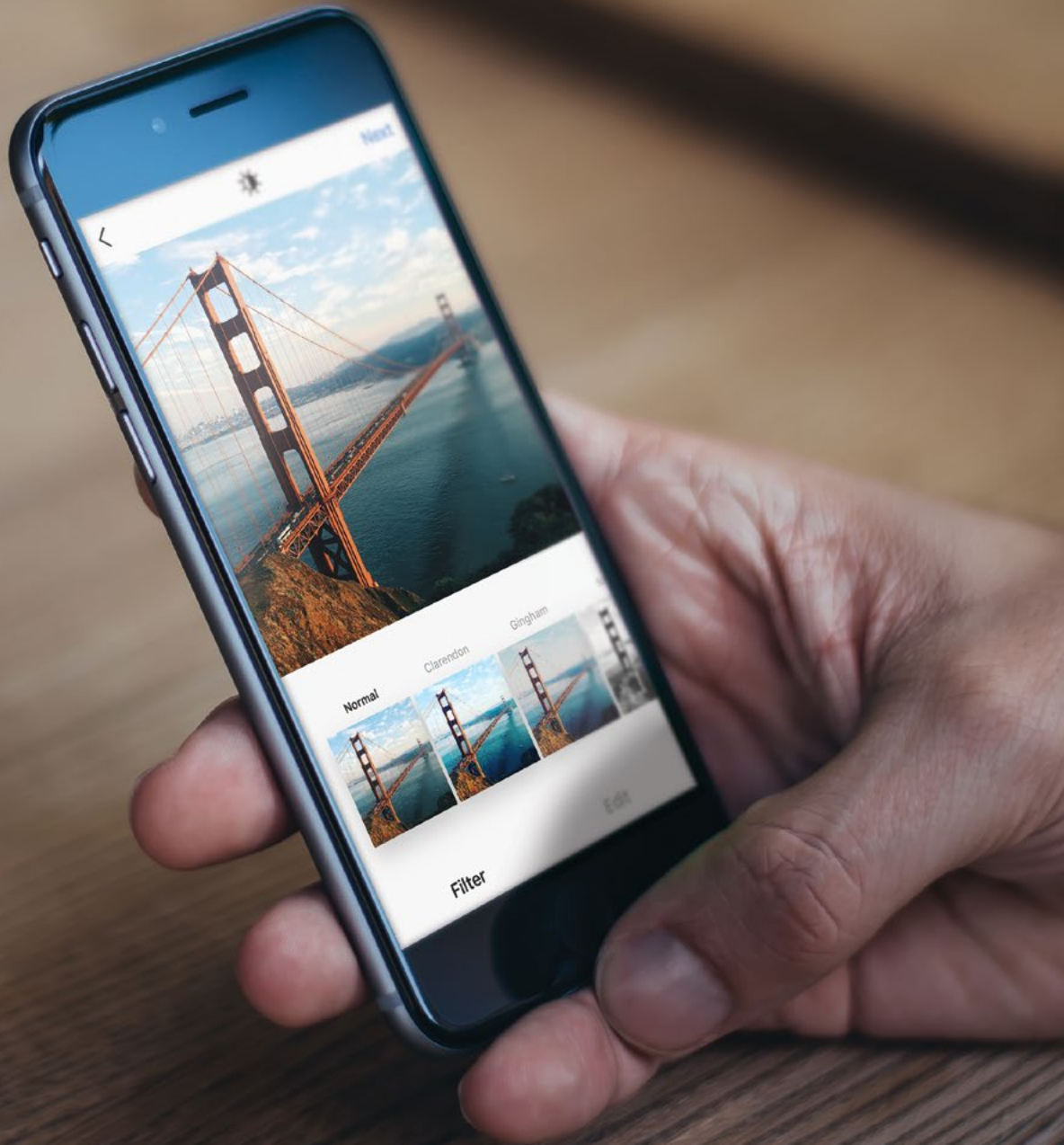
Use a Facebook Event to drive attendance at speaking engagements, major public events, or when you have a special announcement to make on Facebook.

**Insights**

Page Insights help you understand your audience, the success of posts, and the health of your Page over time. Navigate to Insights at the top of your Page. Detailed metrics can be exported to a spreadsheet for additional analysis.

**Pages Messaging**

Increasingly people want to communicate through private messaging because it's fast and convenient. Page Admins can turn on and off messaging for their Page, but once you enable it people will expect you to respond. So turn on messaging only when you can commit to responding to messages. You can also reply privately to public comments on your posts. Learn more at [facebook.com/business/news/pages-messaging-tips](https://facebook.com/business/news/pages-messaging-tips).



## Instagram

Instagram is a community of more than 400 million people connected through images. What's so special about images is that they're a universal language. They transcend borders, cultures, and generations.

People are using Instagram to capture and share the world's moments and connect with their passions. In fact, almost half of every user's feed is comprised of interest-based accounts — brands or people they don't know, but want to know more about. Instagram is a great place to complement your Facebook presence and tell the story of you and your organization through visuals. Instagram is easy, fun, and inspiring.

## GET STARTED

1. Download the Instagram app. Tap the 'Sign Up' button to begin the account creation process.

2. Add a simple personal statement and a link to your Facebook page in your profile information.

3. Choose an authentic image as your profile photo.

4. Two tools that might be useful to you and your team are two-factor authentication and account switching. Two-factor is an extra level of protection to keep your account safe from hackers. Account switching allows for easy switching between two different Instagram accounts (without logging out and back in again). Account switching is really helpful if you have a social media manager owning the day-to-day management of your account who also has a personal account of their own.

5. You can link your Instagram account to your Facebook Page to save time and ensure your Facebook fans never miss an Instagram moment from you at [facebook.com/pages/instagram](https://facebook.com/pages/instagram).

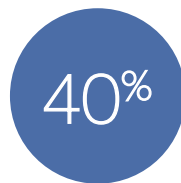


## Above

Walmart CEO Doug McMillon



Over the last six months, the time people spent watching video on Instagram increased by over



6. In your Instagram profile settings, you can associate your Instagram account with your Twitter and Facebook accounts. You can easily share select Instagram posts with your other communities.

## FIND YOUR VISUAL VOICE

1. Just like with your Facebook Page, Instagram followers value exclusive content taking them behind the scenes and showing them the world through your eyes. Whether through personal images from your home life or snapshots across your company and business travel, bring your followers along for the journey.

2. Choose the right format for each image. Square is the original format and it works well as a default size. Portrait is perfect for capturing longer shots (like famous buildings or a full ensemble). Landscape is ideal for wide shots.

3. Video on Instagram is growing and top accounts who use video are seeing great engagement. Use video to capture authentic, funny, and surprising moments that simply can't be conveyed with a still photo. With length anywhere between a few seconds and a minute, videos on Instagram are best suited for quick consumption. So whether it's a single moment or a mini-collection of them, think of Instagram as a lightweight place for video.

4. Captions give you a chance to be authentic and develop a voice for your account. Some accounts have success with long-form storytelling, while others use captions to get feedback on a new project, write personal notes to fans, or just share small snippets of every day life. Develop a point of view and be consistent.

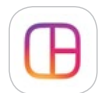
## Get Creative

Instagram believes in simplicity and creativity. We've developed a family of apps that can help you push your creativity and storytelling on Instagram to new heights.



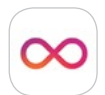
## Hyperlapse

helps you create quick, time-lapse videos.



## Layout

allows you to combine multiple images into a collage.



## Boomerang

helps you create a mini-video that loops back and forth.

5. Instagram provides many tools to help you edit your photos. With these tools you can straighten a photo, adjust the crop, make your photo brighter, dial up the colors or shadows, sharpen, and more. Filters are also a fun way to adjust the look of a photo.

## GROW YOUR COMMUNITY



### Hashtags

Hashtags are an important way to connect with your audience on Instagram. Figure out which hashtags your community is already using and join in the conversation. When you add a hashtag to your post, that post is now discoverable in search on that hashtag. Just be careful not to add too many hashtags as it can start to look cluttered and spammy. **Emojis** are also a fun way to communicate with your fans or reiterate a small detail in your photo. You can even combine a hashtag and an emoji together.



### Add a location

Adding a **location** or **event tag** to your post helps it be discoverable in search for that place or event. For instance, if you tag a post Eiffel Tower, anyone who searches for the Eiffel Tower might find it. It's important to use accurate location and event tags.



### Tag

Does your photo have other Instagrammers in it? If so, **tag** them in the photo so they can see your shot. You can see all the photos you're tagged in in your Photos of You section. Tagging is a good way to build your audience and crosspromote your account to a new audience.



### Share

After you post on Instagram, you should consider **sharing** the image or video to other social media accounts you own. You can also grow your Instagram community by reminding fans to connect with you there and including easy links to your Instagram profile in a prominent place on your site.

## CONNECT WITH YOUR FOLLOWERS

1. Following people and liking their photos and video are important ways to interact with the larger community on Instagram and show your appreciation to high-quality creators. You don't need to follow everyone in your community but be sure to follow a good cross-section of accounts that inspire you.

2. Liking is also a great way to show appreciation on Instagram. Be sure to be engaged with the audience at large.

3. Commenting on other people's photos is perfect for very important moments, like when another influential person shares a photo of you on their account or you really love an image shared by the community.

4. Instagram Direct is an easy way to share an image or video with a small group of people. When sharing an image posted by someone else, just click the arrow and then choose the people you'd like to send it to. You can also use Direct to share an image with just your inner circle. Tap the inbox icon in the upper right-hand corner of your main feed, choose the photo or image, and then send to just selected friends. Often people use Direct to privately message fans. This could be a good way to reach out to a community member you might want to partner with.



### Above

Founder Blake Mycoskie celebrates the 10th anniversary of TOMS Shoes.



### Using Links on Instagram:

Instagram does not support links in captions. You can include a link in your bio for fans to learn more.





## Top Tips

1

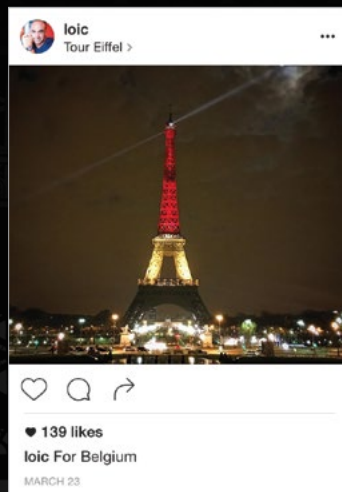
The best way to reach out to Instagrammers is to use the tools provided by the platform. Spend some time interacting with them naturally on the platform: follow them and like their photos over time. After a few days to a few weeks, leave a comment or send them a message via Instagram Direct to engage. Some Instagrammers may even have their email addresses in their profile bios, too. Remember: be authentic and focus on building a real relationship.

2

It's important to drive toward long-term, quality engagement with your community. Develop a point of view and a content plan, and stick to frequent posts that perfectly align with your goals. In terms of measuring how a post performs, pay attention the number of likes and comments you receive. During a very big moment, you may also see a surge of new followers.

3

Your account should have a point of view and authentically communicate that perspective in a way that only you could. Also, consider posting newsworthy moments on Instagram first, as this can result in a big bump in engagement and followers.



### Above

French entrepreneur Loic Le Meur expresses his solidarity with terrorism victims in Belgium.



4

Instagram is a community and the more time you put into it, the more your efforts will be rewarded. Remember to post regularly and maintain a high bar for all of your content. Our data does show a correlation between how often you post and follower growth.

5

The Instagram community appreciates high-quality content, but that doesn't mean that everything you post must be a work of art. Study some good accounts in your community and pay attention to their visual voice and point of view. Make sure your account is relevant to who you are and feels authentic and consistent.

6

Follow the [@Instagram](#) account and the Instagram blog ([blog.instagram.com](#)) for ideas, tips, and regular challenges to stretch your creativity and improve your craft.

7

## Have fun!

### Instagram Content Ideas

Are there mementoes at home or in your office with stories to tell? Take an Instagram photo or video and caption with a backstory your followers can appreciate.

Avoid formally posed "official" photos and grin-and-grip shots. Instead, experiment with candid moments and unexpected perspectives. For instance, give followers a peek into your routine with a "day in the life" photo series or short videos. Consider having an employee, customer, or fan be the photographer.

# Content Ideas

1

Bring company events to a broader audience via Facebook Live.

2

Announce new partnerships or products through visuals.

3

Shine a spotlight on social causes important to you and your company.



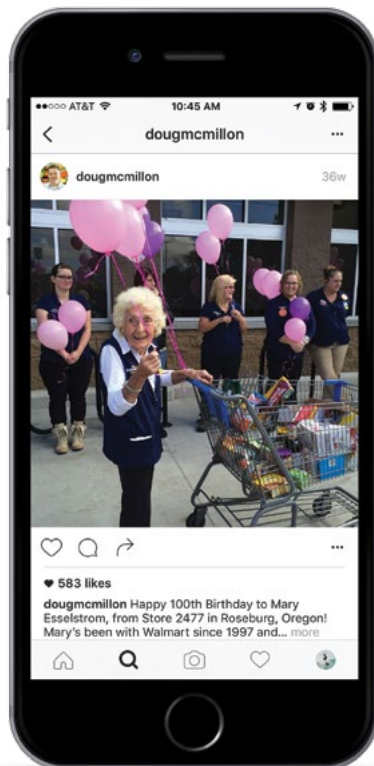
## Above

Mary Barra of General Motors shares video of her participation in a community service project alongside employees in Detroit.



4

Celebrate your company, customers, employees, and partners. Make note of awards and recognition.



5

Publish your regular blog or newsletter in a Facebook Note or with a short video.

6

Showcase your company's unique culture with behind-the-scenes videos or vintage #tbt (throwback Thursday) photos.

7

Develop a content series to underscore an important strategic theme.



## Above

GE Vice Chair Beth Comstock hosts an Open Office Hours series to discuss innovation and change.



8

Connect with people over a personal interest with broad, humanizing appeal.



## Above

Sprint CEO Marcelo Claure shares his passion for football (soccer) with fans.



9

Inspire future leaders inside and beyond your company with video shorts.

10

Host regular office hours or a topically focused Q&A using Facebook Live.

# Facebook Media Central

Facebook Media Central helps connect public figures to their fans. Visit one of our partner centers to receive personalized Facebook and Instagram insights and produce authentic content.

## Culture

Sign Facebook's iconic Write Something Wall, or jump into our miNY Room for an outsized Instagram experience. We'll tour the office to explore how the open floor plan, dynamic screen content and Analog Research posters support our open, connected, and always-iterating culture.

## Strategy & Training

We'll demonstrate the latest Facebook and Instagram products and features, configure and optimize your Page, provide best practices, and answer all of your questions.

## Content

You can put the best practices you learn to work immediately. We'll facilitate your authentic Live and on-demand videos in one of our production locations. Engage your audience in a Live Q&A, reading or performance, take our Rapid Fire Challenge, or film something new. The assets are yours to share with your fans.



## Left

Target CMO Jeff Jones has fun in the Instagram miNY room.



Let us know if you will be near a Facebook office and we'd be happy to host you!

# Frequently Asked Questions

## Can I have both a personal profile and a public Page on Facebook?

Yes, many influencers choose to retain a personal profile for connecting more intimately with friends and family while managing their public voice through a Page. We recommend setting higher privacy settings on your profile after you establish a Page. Our team can help transition any followers of your current profile to your Page.

## How much time does it take to manage a successful Facebook Page?

Creating a Page is fast and easy. Once you have a Page, you can share a Facebook post in less time than the time it takes to read this page. You can invest more time as you get comfortable and see a return on your investment. The more you engage, the more value you'll get out of Facebook.

## Do fans expect me to respond?

No, fans do not expect you to respond to their comments on your posts, although they appreciate if you do briefly remark on a high quality comment or answer a good question. You have the option in your Page settings to enable or disable private messaging with followers. If you receive a customer support comment/question, your company page can respond instead of you.

## Are there any legal issues with having a Facebook Page as an influencer at a public organization?

Many leaders at public organizations use Facebook and most organizations have existing Facebook Pages. However, it's wise to check with your own legal counsel on any guidelines you should follow.

## How can I protect myself and my brand from negative comments?

Generally, people using their real identities on Facebook means conversations are more civil and positive. Also, the people most likely to see your content in News Feed are your fans. You have strong moderation filters in your Page settings. It's easy to hide any negative commentary and, where necessary, report or ban a user from commenting on your Page. Many business executives leverage their company's social support team to monitor their Page.

# Resources & Links

## Facebook Topic Pages

- Influencers on Facebook: [facebook.com/influencers](https://facebook.com/influencers)
- Books on Facebook: [facebook.com/books](https://facebook.com/books)
- Nonprofits on Facebook: [facebook.com/nonprofits](https://facebook.com/nonprofits)

## Media Portal

Hear about Facebook's latest media products, best practices, and community stories on our Media Portal. Discover resources to help you share compelling stories. [media.fb.com](https://media.fb.com)

## Facebook for Business

Learn more about Facebook's marketing tools to achieve your business objectives. [facebook.com/business](https://facebook.com/business)

## Blueprint

Everything you and your team need to become Facebook experts. [facebook.com/blueprint](https://facebook.com/blueprint)

## Facebook News, Media, & Publishing Group

Join this group moderated by Facebook's media partnerships team to get key updates on our platform, case studies, and best practices guides. [facebook.com/groups/media.publishers](https://facebook.com/groups/media.publishers)

## Facebook for Developers

The best place for developers to come to learn about building, growing and monetizing your business on Facebook through media and ad products. [developers.facebook.com](https://developers.facebook.com)

## Facebook Help Center

The one-stop shop for help on Facebook. Use our search bar or suggested topics to find answers. [facebook.com/help](https://facebook.com/help)





