Facebook for Fun and Profit

Learn how to post relevant and compelling content to maintain and increase your business or club’s membership.

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Notes

Nothing is particularly hard if you divide into small jobs. – Henry Ford

Next Steps
In 24 hours I will do . . .

1. __________________________
2. __________________________
3. __________________________

Resources
1. GCFLearnFree.org
2. LYnda.com

Finish short-term tasks to achieve long term goals. – Michael Varma
Facebook Timeline – “Above the Fold”

1. **Cover Photo**
   - Cover photo dimensions are 851 x 315 pixels (11.35 x 4.2 inches).
   - Fastest and quality loading pictures are PNG files under 100 kbs.
   - Images are public and must follow all copyright laws.¹

2. **Profile Picture (Brand Identification)**
   - Profile photo dimensions are 180 x 180 pixels (2.4 x 2.4 inches).²
   - Thumbnail image will appear in news feed stories, ads, comments, etc.
   - Choose your picture wisely – maybe your business logo.

3. **Views and Apps**
   - Button dimensions are 111 x 74 pixels (1.48 x 0.99 inches).
   - Customize images for easy navigation.
   - Post a maximum of 12 views or apps (“Photos” app always appear first).

² Profile pictures can take up to 180 x 180 pixels but will display 135 x 135 pixels.
“Above the Fold” – Cover Photo

“Contents” – Views and Apps

“Below the Fold” – The Wall or Newsfeed
What Engages Viewers?

F

A

C

E

S
Public Relations

Q: What’s the main difference between ADVERTISING and PUBLICITY?

A: You PAY for advertising.
   You PRAY for publicity

“Publicity has at least 10 times the power of advertising.”
October 2012 Forbes Magazine

Publicize Your Event

1. ___________________
2. ___________________
3. ___________________
Successful Facebook Action Plan

1. Meet with Club members
   - Determine Facebook goals
   - Determine how often to post
   - Assign several administrators

2. Design your Facebook site
   - Choose a Cover Photo
   - Choose a Profile Picture
   - Choose and organize Views and Apps

3. Post compelling content (repeat)
   - Photo and brief succinct message
   - Use the built-in Facebook Events tab
   - Share posts via email or other social networks

Assume everyone can see what you put on Facebook.
Facebook (and website) Suggestions Guide

CONTENT - 65%

1. Promotion (20%)
   - Welcome/Introduction
   - Basic Club Description (WIIFM)
   - Upcoming Events

2. Education (20%)
   - Process/What to Expect
   - Materials/Articles
   - Goals/Objectives

3. Member Information (25%)
   - Calendar/Schedule
   - Member Achievements
   - Successes Inside/Outside of Club

PRESENTATION - 35%

4. Navigation and Organization (20%)
   - Easy to Find What You Need
   - Logical Structure
   - Clearly Defined Categories

5. Page Design/Layout (10%)
   - Appropriate Graphics
   - Easy-to-scan Contents (Layout)
   - Toastmasters International Logos

6. Administrative Content (5%)
   - Spelling/Grammar/Punctuation
   - Webmaster E-mail Address
   - Copyright Notices

Technical Tips

- Post quality before quantity
- Upload pictures of FACES revealing
  - Fun
  - Action
  - Character
  - Emotion
  - Success
- Fast loading (<100 kb) quality PGN files
- Embed/Link to Videos
  - http://youtu.be/iKC0kUb2Lu0
  - http://vimeo.com/22414259

Excellent Examples

Award Winning Facebook Sites
- facebook.com/SmedleyClub1
- facebook.com/TustinIrvineJazzercise

Award Winning Google Sites
- BergenMeisters.org
- SmedlyClub1.org

Resources

- www.GCFLearnFree.org
- www.LYNDACom