

Setting up a Facebook Account

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The logo for the History Trust of South Australia is a purple rounded square containing the text "HISTORY TRUST OF SOUTH AUSTRALIA" in white, bold, uppercase letters.

**HISTORY
TRUST
OF SOUTH
AUSTRALIA**

Facebook basics

Personal Profile



VS.

Fan Page



- Communicate with family and friends.
- Share photos, videos, links
- Connect with your favourite celebrities, bands, and causes

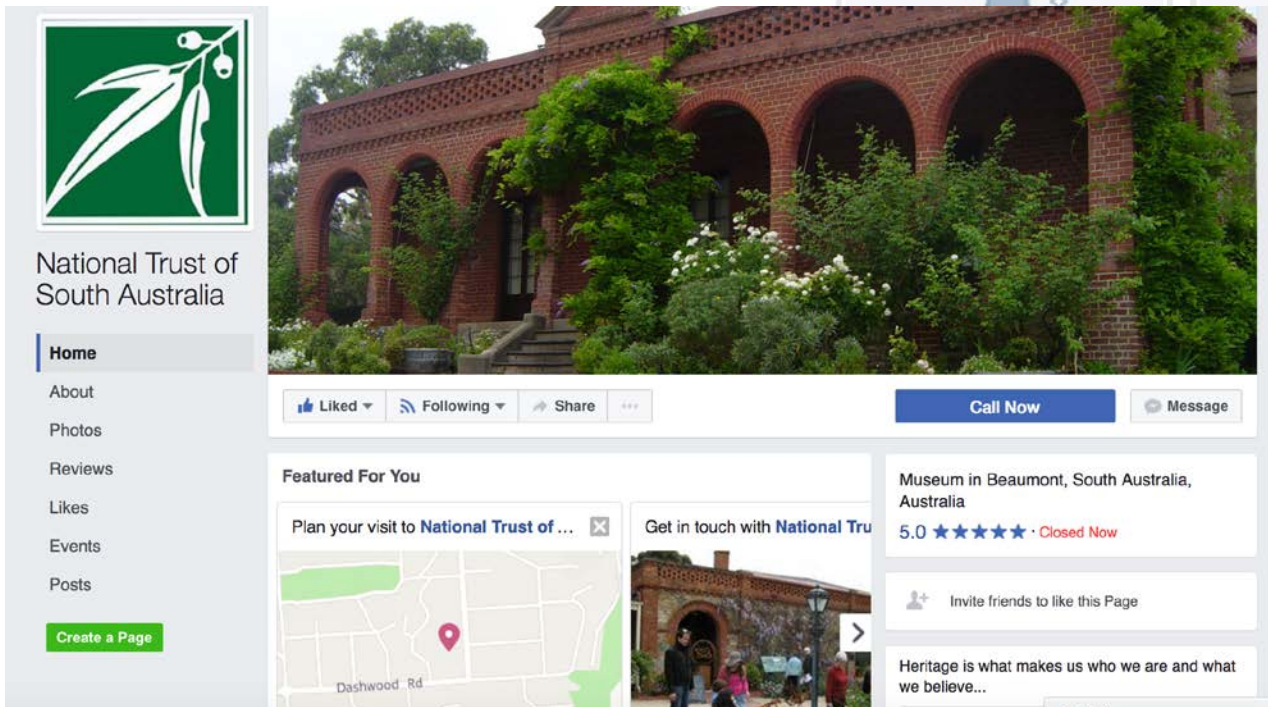
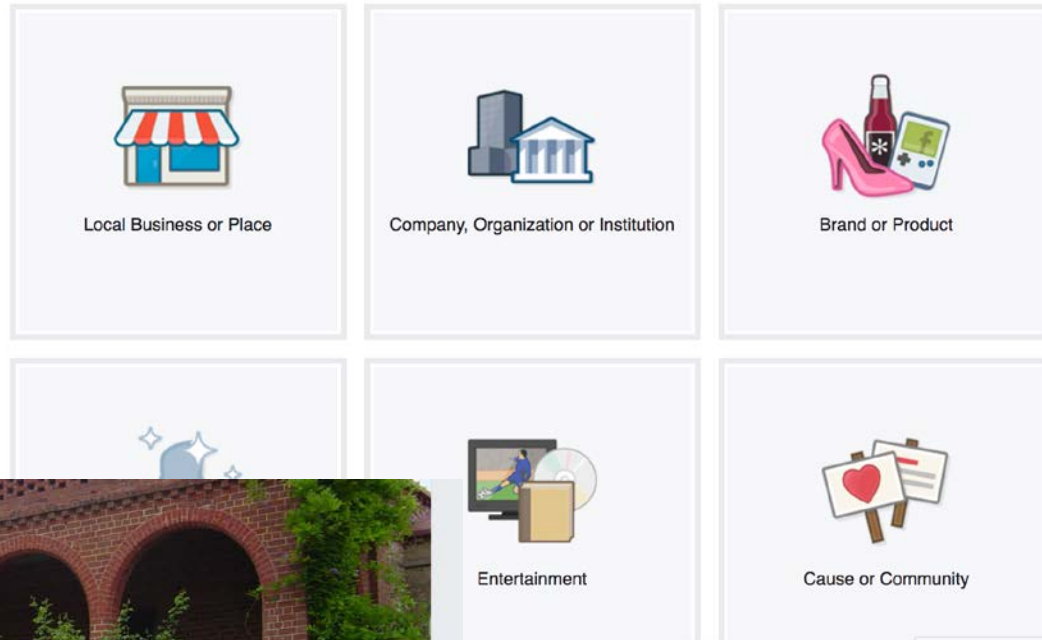
- Online Business profile
- Market your business
- Public and easily shareable
- Run paid marketing ads and promotions
- Access insights about your fans, and how your posts are going

To create a Facebook account:

1. Go to www.facebook.com
2. Enter your name, email or mobile phone number, password, date of birth and gender.
3. Click Create an Account.
4. To finish creating your account, you need to confirm your email or mobile phone number.

Setting up a 'page'

1. Facebook account
2. Choose your business type
3. Upload profile picture and cover picture
4. Tell people about your business



Become part of the community

- Connect with likeminded organisations
- The internet has its own culture
[#BrickMonday](#) [#ThrowbackThursday](#)
[#MaytheFourth](#)
- Listen in on and contribute to social conversations
- Reach out to your local community and tell them you are on Facebook
- Ask friends and other pages to share your page

Goals

50% - Entertain, invite conversation, ask questions, share images and video

30% - Be useful and informative with industry info, hints, tips, curate relevant content

20% - Business calls to action (but not 'buy it now')

Audience

Success

Video is King

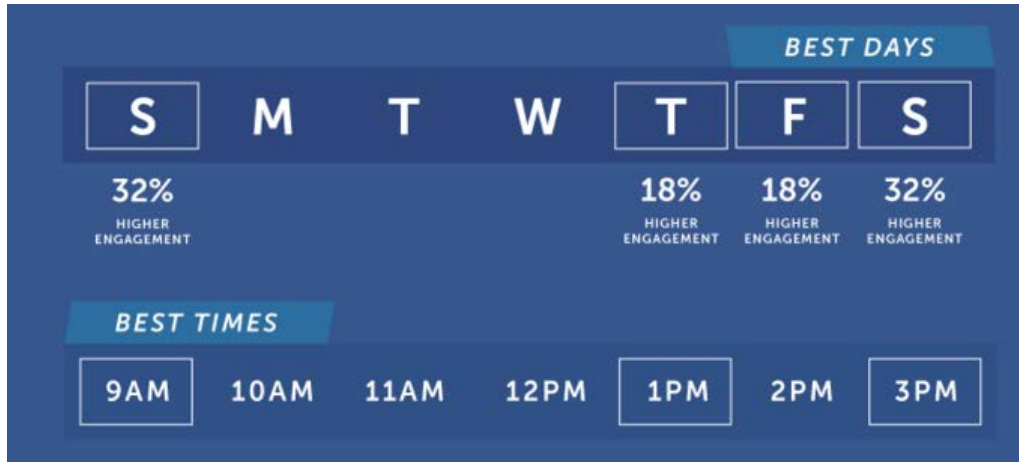
The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font. The letters are set against a dark blue rectangular background. The two 'o's in "book" are replaced by white play button icons (triangles pointing to the right), suggesting a video or media theme.

facebook

Engagement Tips

- 1. Post length:** between 100 and 250 characters receive 60 percent more likes, comments, and shares.
- 2. Type of posts:** Photos, photo albums, and videos get 120 percent, 180 percent, and 100 percent more engagement than links and text-only posts
- 3. Tell your fans what you want them to do:** Comment, like, share tag friends etc.
- 4. Have conversations with your fans:** engage
- 5. Build it:** by telling your friends, family and existing about it.
- 6. Tell everyone:** your physical and online networks, email, brochures, posters.

Reaching your audience



Monday

am

Motivational
Quote or
#BrickMonday
photo

Tuesday

noon

Did you Know?
Check out these
tips

Wednesday

noon

Behind the
Scenes with staff
(image/video)

Thursday

pm

Opening hours
or upcoming
event, or
#throwbackthursday

Friday

noon

Fun facts!
Curated content

Takeaways

- Choose your platform
- Know your audience
- Content Strategy (share the load)
- 50/30/20% content rule
- Videos and Photos
- Join the Community

<https://www.facebook.com/business/learn/set-up-facebook-page/?ref=u2u>