

# Facebook Administration Secrets



## 50Corridor

[View Page](#)

- Your Settings
- Manage Permissions
- Basic Information
- Profile Picture
- Featured
- Resources
- Admin Roles**
- Apps
- Mobile
- Insights
- Help
- Deals

All Page admins can have a different role assigned to them, depending on what they need to work on.

[Learn more](#) about different kinds of admin roles.

**Rebecca Garrison****Manager**

Rebecca can manage admin roles, send messages and create posts as the Page, create ads, and view insights.

**Nadine Martinez****Manager**

Nadine can manage admin roles, send messages and create posts as the Page, create ads, and view insights.

**Kerry Shearer****Manager**

Kerry can manage admin roles, send messages and create posts as the Page, create ads, and view insights.

**Elizabeth Stream****Manager**

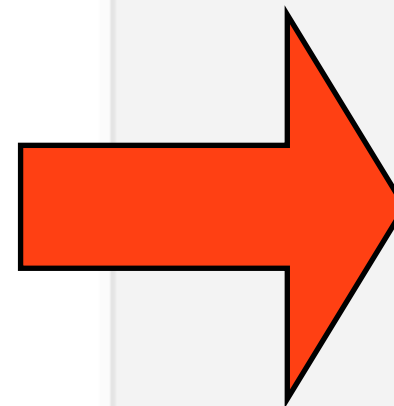
Elizabeth can manage admin roles, send messages and create posts as the Page, create ads, and view insights.

**Manager**

Can manage admin roles, send messages and create posts as the Page, create ads, and view insights.

[Add Another Admin](#)[Save](#)[Cancel](#)

# Add or delete Page Administrators





## 50Corridor

[View Page](#)

- Your Settings
- Manage Permissions**
- Basic Information
- Profile Picture
- Featured
- Resources
- Admin Roles
- Apps
- Mobile

Page Visibility: ☐ Unpublish page (only admins can see this page)  
[What is this?](#)

Country Restrictions:  [What is this?](#)  
[United States](#) x

- ☒ Only show this page to viewers in these countries  
☐ Hide this page from viewers in these countries

Age Restrictions:  [What is this?](#)

Posting Ability: ☒ Everyone can post to 50Corridor's timeline

☒ Everyone can add photos and videos to 50Corridor's timeline

Post Visibility: ☒ Show the box for "Recent Posts by Others" on the top of 50Corridor

Default visibility of posts by others on 50Corridor's timeline:  [\[?\]](#)

Tagging Ability: ☐ People can tag photos posted by 50Corridor

Messages: ☒ Show "Message" button on 50Corridor

Moderation Blocklist:  [\[?\]](#)

Profanity Blocklist:  [\[?\]](#)

Post privacy gating: ☐ Allow me to control the privacy of new posts I make on my Page. [\[?\]](#)

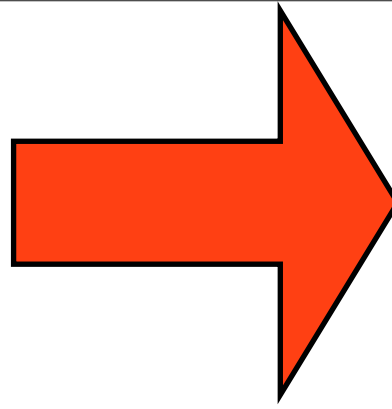
Delete Page: [Delete 50Corridor](#)

[Save Changes](#)[Cancel](#)

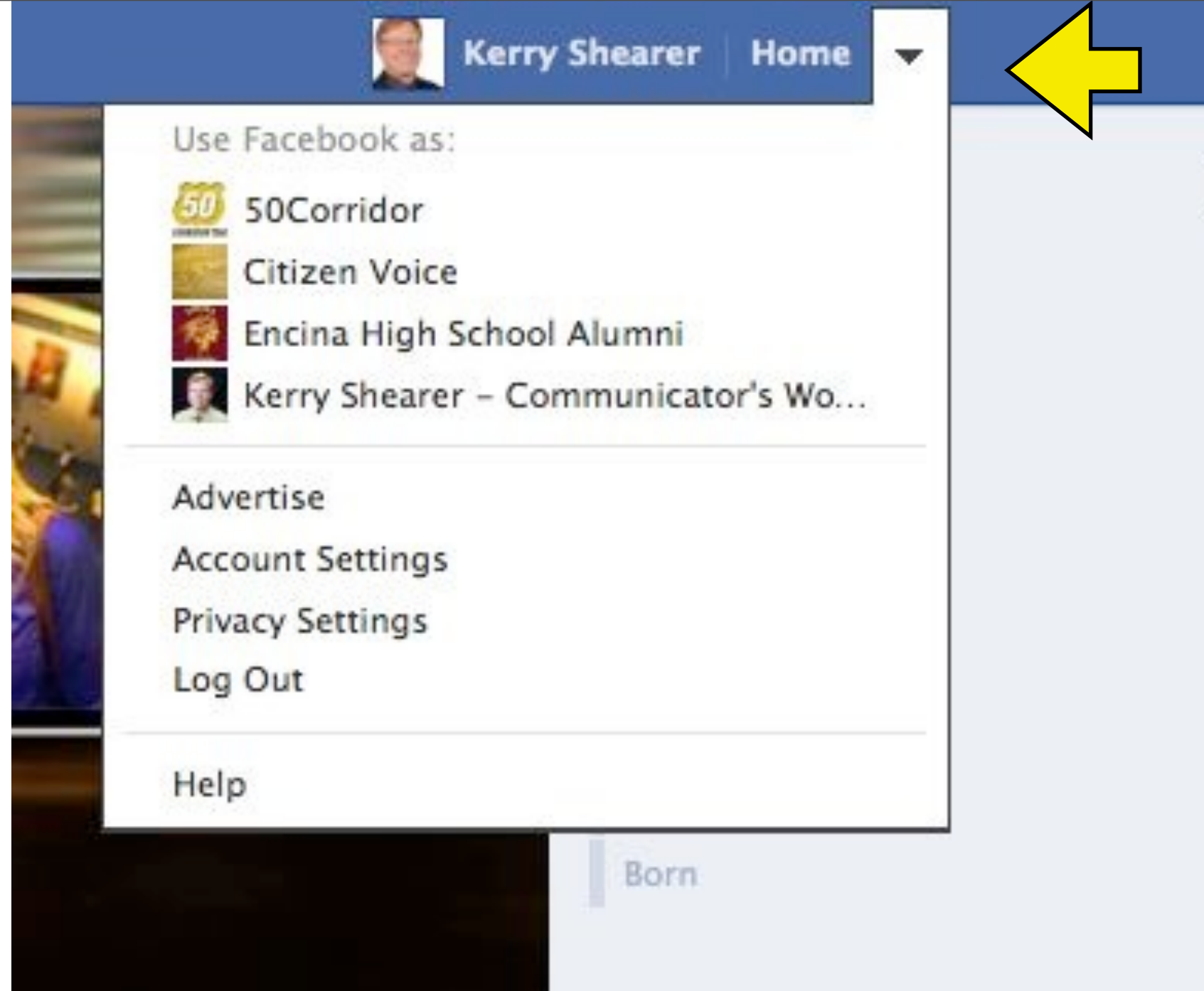
Set public  
posting  
permissions

Set  
profanity  
blocklist

# Change your identity!

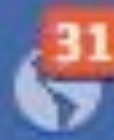


“Use Facebook as” allows you to switch from your personal identity to that of the Pages you are authorized to Administer





facebook



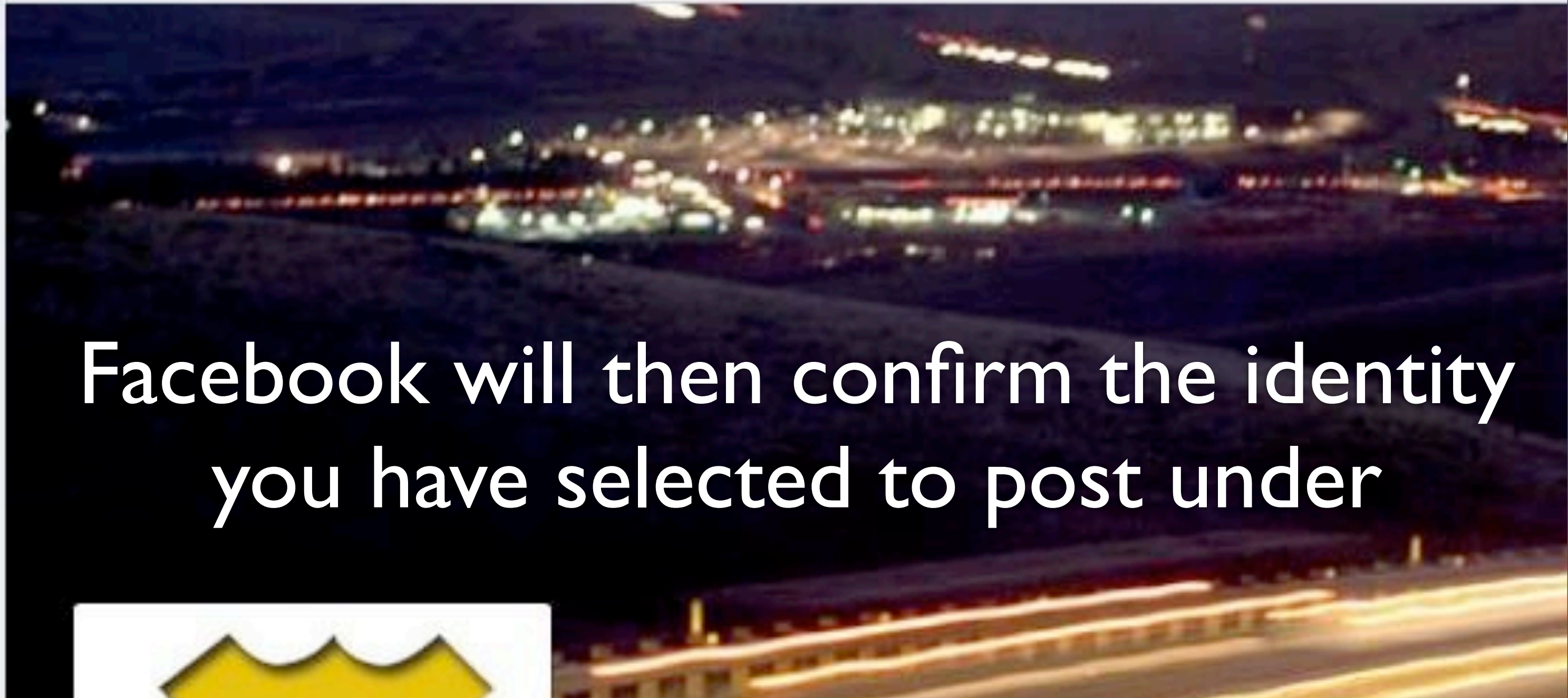
Search for people, places and things



You are posting, commenting, and liking as 50Corridor — [Change to Kerry Shearer](#)

## Admin Panel

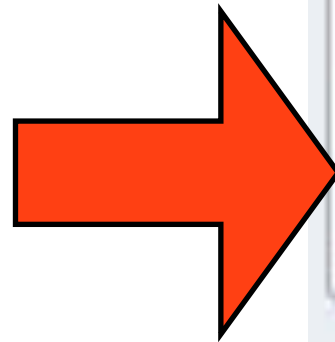
Edit



Facebook will then confirm the identity  
you have selected to post under

Facebook now allows you to schedule posts within the Status Update box.

Just click the clock icon and add year, month, day and time.



Facebook status update interface showing the scheduling options.

Navigation tabs: Status | Photo / Video | Event, Milestone +

Instruction: This is how you schedule your posts in advance

Scheduling fields: 2012 | November | 15 | 7 PM | + Add minute

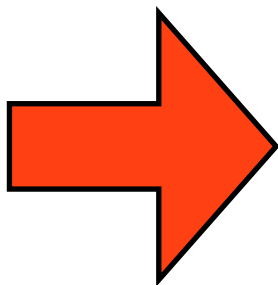
Buttons: [Clock icon] [Location pin icon] [Schedule]

Example post: 50Corridor shared a link via Constant Contact. November 7

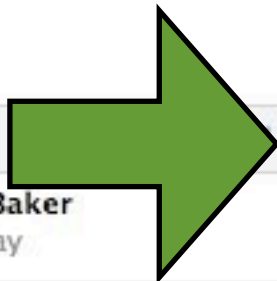
Example link: 50 Corridor - The Magazine <http://conta.cc/QlVASi>



The Admin panel is the doorway to Facebook Insights



Click on the Insights box



facebook

Search for people, places and things

50Corridor

Home

Admin Panel

Edit PageBuild AudienceHelpHide

Notifications

See All

POWER INN

Dawn Carlson likes 50Corridor's photo.

last Wednesday

Messages

See All

No new messages.

When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your admin settings.

New Likes

See All

Stephanie Baker

last Thursday

Gail Ann

about a month ago

Insights

See All

Your Posts

Talking About This

Reach

Page Tips

Next

Build Your Audience

Try these different ways to get more people to like your Page:

Now

October

2012

2011

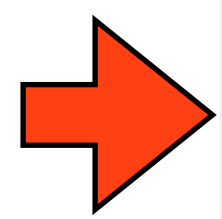
2010

Founded

It will then expand to show you metrics:

- Total Likes
- When you posted
- People talking about this
- Weekly total reach & trend

You can also see your reach and engagement for each separate post



facebook

Search for people, places and things

50CORRIDOR

Home

50CORRIDOR

Timeline

Overview

Likes

Reach

Talking About This

Check-Ins

All dates and times are in Pacific Time

Export Data

Total Likes?

Friends of Fans?

People Talking About This?

Weekly Total Reach?

Total Subscribes

261

64,395

6

122

--

0.38%

0.59%

200%

-14.08%

Posts?

People Talking About This?

Weekly Total Reach?

Page Posts

(Updated 5 minutes ago)

All Post Types

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
11/7/12	50 Corridor - The Magazine http://c...	87	7	4	4.6%

See Your Ad Here

50CORRIDOR

The Highway 50 Corridor TMA was formed in 1993 to improve quality of life in Sacramento and El Dorad...

Like · 50Corridor likes this.

Get More Likes



# Getting Likes



Post great  
content that  
your followers  
will share





# Photos and video get the most Likes and Shares



So...how do you  
write right?





Keep posts simple  
and short, with and  
one topic per post

1

Pretend like you're  
writing for just  
one person





Create urgency by  
putting a deadline  
in your headline  
where appropriate



List-based posts  
are some of the  
most clickable







“5 dumbest things drivers do in a highway construction zone”



“4 smart habits that could save you from an emergency room visit”



“3 things you need to know to keep your family safe at the beach”

# Draw upon common frustrations and experiences.

“Don’t you hate it when you have to wait in a long line at DMV? Use our easy on-line payment system and avoid the crowd!” [LINK]

Write like it's a  
conversation and  
show the human  
side



“We hate potholes too - thanks for letting us know!”  
-Laura/Road Dept”

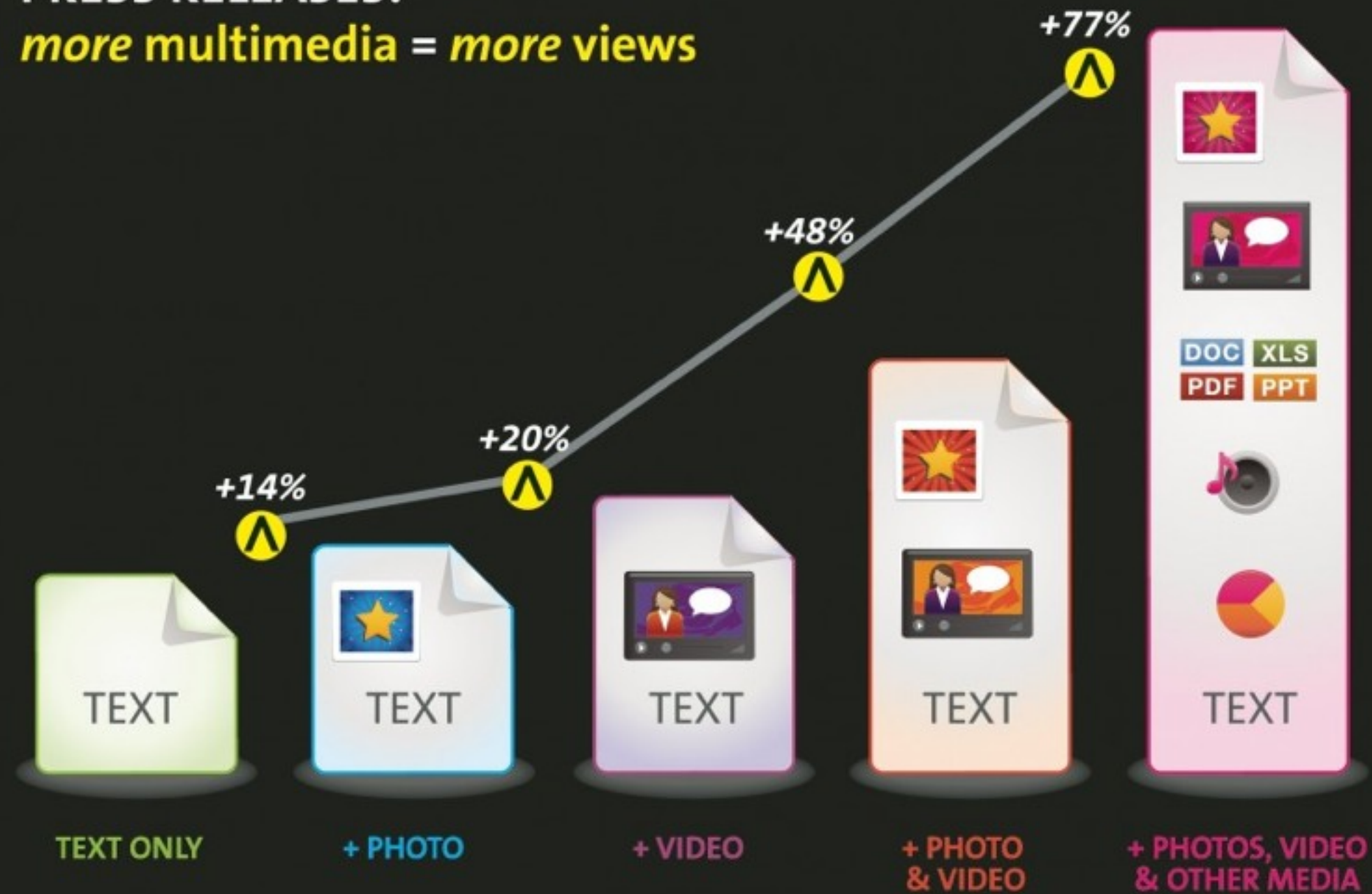


# Include a link for more information

- Web site
- Video
- Photo
- PDF



## PRESS RELEASES: *more multimedia = more views*



Increase in average online views per press release, when multimedia elements are added.  
Source: PR Newswire web analytics.

ENGAGEMENT AND WORKFLOW SOLUTIONS FOR PR / IR / CSR / MARKETING

ENGAGE  
OPPORTUNITY  
EVERYWHERE

  
**PR Newswire**  
United Business Media

# **Improve the Effectiveness of Your Tweets!**

(Info from AllTwitter.com)





# The TSA and Lady Gaga

- ✧ **Social networking doesn't move at the speed of bureaucracy!**
- ✧ **You need to be engaged to react, repost, and respond just like others are doing in the social media space**





# MAXIMIZE

## Your Tweets

### BEST DAYS TO TWEET

**17%**

Increase in  
engagement rate  
compared to  
weekdays.



Wed & Thurs are  
the days with the  
lowest rate of  
engagement.

**19%**

Percent of all brand  
tweets that are  
published on  
Saturday and Sunday.



## ENGAGEMENT BY TIME OF DAY

**+30%**  
**ENGAGEMENT**

**8AM-7PM**

Tweets that are published between 8AM and 7PM see a 30 percent increase in engagement rate over tweets published outside of that timeframe. This includes Saturday and Sunday.



**64% of brands  
take advantage  
of this trend.**



## LENGTH OF TWEET

**<100** = **+17%**  
**CHARACTERS**      **ENGAGEMENT**



**Fusework Studios** @Fusework

29 Jun

Tweets with less than 100 characters have a 17% higher rate of engagement than longer tweets do.

[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#)

4:20 PM - 24 Jan 12 via Buffer · [Details](#)

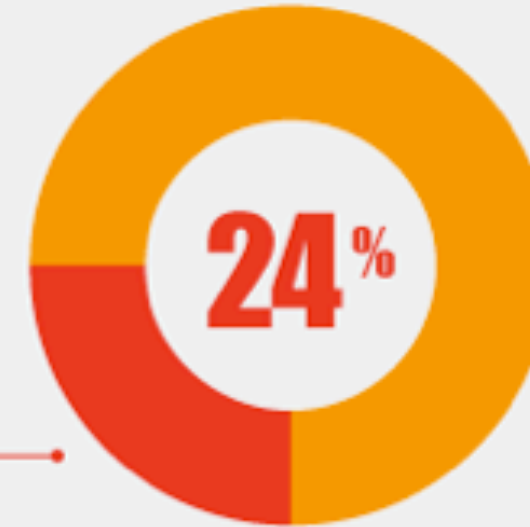
Reply to @Fusework

# HASHTAGS

**2X**

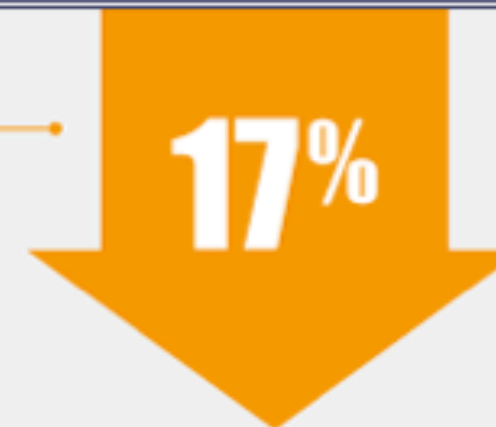
Tweets with #hashtags experience two times more engagement than Tweets without #hashtags.

With only 24% of tweets containing a #hashtag, most brands are not utilizing this to increase engagement.



**21 percent increase in engagement when using one or two hashtags.**

**17 percent DECREASE in engagement when using more than two hashtags.**



## AMPLIFICATION

**12X**

**A Tweet's "Retweet rate" increases 12 times when a Tweet asks its followers to either "Retweet" or "RT."**

**ONE PERCENT**

Only one percent of brands ask their followers to Retweet.



99% of all brands do not ask their followers to Retweet despite evidence showing that this call to action works.

**99%**

**Asking followers to Retweet is an easy and effective way to amplify your message.**



# Posting Social Media Updates/Dealing With Comments



**Don't delete negative comments - it  
will aggravate the commenter or take  
the conversation somewhere you don't  
want it to go!**



**Keep it Cool - don't take it personally!**  
**Check your head before reacting by**  
**communicating the issue to**  
**colleagues and leadership for input**



**Don't delay long. A slow response can  
damage your credibility.**



**Respond to each complaint in the  
public stream (unless it involves  
confidential medical information)**



**You set the tone in the general nature  
of your posts**



**Consider another avenue for  
complaints by giving your customers  
options to reach you**



**Keep your eyes open to monitor your  
online reputation! Google Alerts,  
Facebook Insights, etc.**