

Facebook For Entrepreneurs.



MITCHELL PRODUCTIONS, LLC

MODULE FOUR

SOCIAL MEDIA COACH: SHARVETTE MITCHELL

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How to score with your implementation process!

- Option One
- If posting each day: Designate 10 - 15 minutes each day to post on your timeline according to your 30 day client attraction plan.
- Option Two
- If pre-scheduling your posts: Designate 30 - 45 minutes once a week to schedule posts according to your 30 day client attraction plan.
- Pre-scheduling tools: Facebook Business Page, Hootsuite.com or Pagemodo.com
- Vary the times that you post on your page. Consider 8:00am to 9:00am, 12 noon to 2:00pm and 7:30pm to 9:30pm
- Take notice of the posts that get the most engagement.
- Take notice of the time that post was made.
- Ensure that you have the Facebook mobile app downloaded on your phone.

“Rinse and Repeat” method

- Take the first two weeks of your 30 Facebook Client Attraction Plan and repeat for the last two weeks.
- When starting a new month, use the same plan from the previous months and mix in a few new things.
- For blog posts and articles, re-post them more than once during the month.

Facebook best practices you should know about

- When you post on your personal and or business page, SHARE that post in a few groups.
- When someone shares your post, ALWAYS go to their page and comment on the post to thank them. This gives people quick and easy access to connect with you.
- If someone comments on your post, wait until later in the day or the next day to reply to their comment. This puts the post back in the newsfeed for more exposure!

Case Study - Patti LaBelle Pie Phenomenon
What Social Media Lessons Can We Learn?

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