Facebook Manual
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What is Facebook

Facebook is a social utility for connecting people with those around them - friends, family, co-workers, or simply others with similar interests.

Facebook started in 2004 as a closed community for college students (requiring users to sign up with a valid university email address) but has since expanded beyond that to high schools, corporations, regional networks, or any user across the world. Facebook allows users to connect and share information in variety of ways.
Why use Facebook for business

At the time of writing, Facebook has over 2 billion active users and that number continues to grow steadily. It is the third most trafficked website in the world (behind Google and Yahoo) and the most trafficked social media site in the world. As early as July 2007, Facebook started calling itself one of the top people/social search engines on the web.

Think your customers aren’t on Facebook? There are tens of thousands of regional and work-related networks. More than two thirds of Facebook users are in the work force and the fastest growing demographic is those 35 years and older. While Facebook may have started off as a community for college students, it has expanded far beyond that and you will be hard-pressed to find a demographic not yet represented among Facebook’s 2 billion users.

Interesting facts about Facebook:

› If Facebook were a country, it would be the world’s second largest – its users are greater in number than the population of India and only just shy of the population of China
› Worldwide, there are over 2.01 billion active Facebook users. 1.15 billion of those are mobile daily active users with 1.32 billion people who on average log onto Facebook daily
› Five new profiles are created every second
› Facebook users are 76% female
› The average Facebook user spends more than 20 minutes a day on Facebook
› 23% of users check Facebook more than five times a day
› 16 million local business pages have been created as of May 2013
Benefits of using Facebook

A Facebook page has many potential benefits for your business. While some of these benefits are similar to having a website, a number are unique to Facebook.

Listed below are some of the advantages of Facebook for increasing awareness and business growth:

**Facebook is a low-cost marketing strategy**
Marketing activities that would cost thousands of dollars through other channels can be used on Facebook for a fraction of the cost, or even free.

**Share basic information about yourself and your business**
Your business Facebook page is a place where you can publicise your business name, address and contact details, and briefly describe your products and services. Having a business page is much more professional than promoting yourself via a personal page.

**Talk to existing and potential customers**
You can use Facebook to engage with existing and potential customers by posting and receiving messages and sharing photos and videos using your own personality and flare. This increases your credibility and promotes your business by building long-term relationships with other users. This can also be a way to gather valuable leads.

**Facebook can steer traffic to your website**
You can include a link to your website on your Facebook page. Customers who come to your website from Facebook are likely to be more receptive than the average visitor, because they already know something about your business and were motivated to click the website link.
Targeted Advertising
Facebook can analyse all the information that millions of users enter into their profiles. As the owner of a business page, you can use this information to deliver targeted paid advertising to a specific demographic.

Raise band awareness and promote positive word-of-mouth
You can increase your business’s profile on Facebook by encouraging existing and potential customers to like and follow your Facebook page. Once they follow your page, your customers will receive your updates on their newsfeed, where their friends may also see them if they choose to engage with your post. Customers can also post positive messages, reviews and recommendations about your products or services, shared on their newsfeeds for all their friends to see.

Facebook Insights
You can utilise the Facebook Insights tool which is easy to understand and provides great information to business owners. Using Insights, you can see how many page likes you have, the reach of your posts and page, your engagement and overall post performance. This way you can gauge what information people like and respond to and make sure you include more of this on your page and in your next post.

Admins
A business page allows you to add page admins and assign roles to help you manage your page. If you have a PA or support person, this is a great asset.
Do’s and don’ts of Facebook

Facebook can help promote your business and attract new people to your site. But have you ever come across a company’s social media presence that seemed too personal or too robotic? All too often, these underwhelming social media fails stand out much more than brands that are doing everything right. Here are some of the most common social media mistakes business pages make, as well as some tactics everyone should adopt.

Do
› Use a professional profile picture and correct branding
› Coordinate your cover photo, pinned post and page call to action to promote current marketing campaigns
› Post during strategic times of the day
› Engage with your audience and reply to comments, reviews and mentions
› Set up call to action and messaging buttons
› Post consistently
› Have a personality, be original and have fun
› Provide great customer service and user experience
› Encourage happy vendors / buyers to leave positive reviews on your page
› Ensure you have a short URL or create a username to make your page easier to find and market i.e. fb.com/pbanneagent or @PBAanneAgent
› Verify your business page
› Tag local businesses in your post
› Show your involvement in the community and at events

Don’t
› Leave your ‘About’ section blank, this is a great section to really sell yourself and add personality to your page
› Spam your audience – spend more time crafting higher quality posts than posting ten times a day
› Post irrelevant content for the sake of engagement
› Forget about multimedia posts (video, photos etc.)
› Always be selling – show them your personal side and what you do when not selling houses
› Be slow to respond or ignore negative comments
› Don’t be too personal or too robotic
› Use bad grammar
› Use stock photos, keep it authentic and true to our brand
› Post only text, use images
› Be negative, try and keep your page a positive and friendly environment
› Write long posts, keep them simple
Build an audience

Once you’ve set up your business page, you can build an audience of people who are interested in what you have to offer. People can like your page and sign up to receive notifications when you publish updates, helping you reach customers and stay top of mind with them.

A great way to start is to invite people in your life who may be genuinely interested in your business to like and follow your Facebook page such as colleagues, family, friends, and existing clients.

They can support you by interacting with your posts and sharing your content. This initial audience helps you establish credibility, build your reputation and spread the word about your business straight away. You should also ensure that a link to your Facebook page is prominent on your website, email signature, email newsletters and other marketing collateral.

Getting more likes for your page will help you:

› Let people know what your business is all about and what it has to offer  
› Easily keep people updated about new products, listings and events  
› Find new customers more effectively  

By supporting local business and events on your page you will also attract more followers. To do this you should like other business pages from your business page, like and comment on their posts and tag them in your posts and photos when engaging with them. Make sure you keep up the conversation by staying active on your page and replying to comments on your posts. When people know that you’re interacting with them, they are more likely to feel connected to your business.

You can also choose to promote your page for a small fee which will create a targeted advert on Facebook to encourage people to like and follow your page.

To see how to do this, check out the link below: facebook.com/business/a/promote-your-page-today
The first thing to understand about social media is that it is meant to be ‘social’. That is how it got its name. Many salespeople think it is a platform to push their latest listings or brag about their latest sale but as these people are your customers and not your friends, it is not appropriate to excessively do so. Social media, correctly used, is a great way to tell people what you are all about. They get to know you as a person and appreciate your qualities before they meet you in some cases, and before they decide to work with you professionally. Sure – they need to know you are successful and so the occasional new listing and sold post is OK but it should not be ALL you do on social media.

Here are some tips:

› Write about what is happening in your patch i.e. community events etc.
› Use images and video to communicate instead of just text to keep things interesting
› Show you care about your customers – how you give gifts, the information you provide to buyers and sellers, sold sign photos etc
› Use timeline contests and ask questions to get people engaged in your social media
› Celebrate your successes, personal achievements and share client testimonials

› Make it a communication channel – not just one way from you, but encourage people to talk to you and ask you questions
› Use the 70/20/10 rule - 70% adding value and brand building, 20% sharing others posts and ideas, 10% promoting yourself and your business
› Keep posts short and sweet - posts with less than 100 characters get more engagement
› Post during strategic times of the day – highest traffic occurs after 7pm and engagement is higher on Thursdays, Fridays, and weekends
› Try not to post more than once a day as you don’t want to fill your follower’s news feeds with your posts
› If you have a limited budget – target women only as 76% of Facebook users are women

The marketing team distribute content onto the branch pages regularly so make the most of this resource and share it to your page also. These posts range from blogs (tips and information about the property market), market statistics, campaigns, competitions, ‘how to’ videos, and community events on a national and local scale.
Facebook posting rule - The Facebook trifecta

Knowing what to post on Facebook can be tricky, especially when you don’t have a lot of time! A great rule of thumb to engage with your audience and increase engagement on your business page, is to follow this model.

**70% Value and Relevant Content**
70% of your activity should add value to your business, and build brand awareness. The best posts in this category are fun in nature. Ideas can range from local news, events in your community, contests, open homes or your favourite recipes - get creative!

**20% Shared Content**
20% of your posts should be sharing others’ ideas or Facebook posts. Tagging other business pages, promoting their events/sales, by clicking ‘Share’ on posts that you find to be interesting or relevant.

**10% Promotional Content**
10% of your Facebook posts should be promotional in nature. Endorsement of new listings, solds, events, all fall into this category. Only sell 10% of the time.
Engagement

Generally speaking, engagement on Facebook is when people perform actions on your page. They may like a post, click on a link or comment on an image for example. With Facebook Insights, engagement is defined as post clicks, likes, shares and comments.

To increase your engagement, you could try the following:

- Create shareable content
- Include a call to action
- Ask questions and encourage conversation
- Use more images
- Hold social media competitions / giveaways
- Tag people and businesses you are talking about
- Share others content onto your page
- Schedule your posts to go live at peak times
- Use hashtags
- Like business pages and posts as your business page
Advertising

Social media is a tremendous way to increase exposure and traffic for your business, create loyal customers, and generate leads and sales. It’s never been cheaper or easier to build your brand and create new demand for your products and services.

Boosting vs Ads Manager
A boosted post is the most basic advertising you can do on Facebook and allows a post that may only be seen by a small portion of your audience, to be viewed by more people and help increase engagement. Boosted ads are great for more personal messages such as community posts, open homes, informative videos etc. A boosted post will appear on your news feed whereas an ad placed through Property Suite will not.

Digital Facebook Advertising – Property Suite
We now have an internal process in place where you can receive all the benefits of Facebook’s professional digital advertising without having to lift a finger. Simply complete the Digital Advertising Form on LookBook and pass on to your admin to add details such as budget, timing and demographics into Property Suite. This information is then passed onto a specialist digital agency who manages this for us and will optimise the ad to ensure it reaches a wide audience. This ad will not be posted directly onto your page, but you will receive a proof so you know what it looks like and can show your vendors. Statistics from this advertising are also collected and will pull through to your vendor reporting to show the overall reach and engagement this form of advertising achieved during the promotional period.
Getting Started

A business page is similar to a personal profile except that it is by default public, and users can become a follower of your page without first requiring approval from the page administrators (there are no friend requests on a business page). Creating a page is completely free but will require your time to build and maintain.

Here are some simple steps to set up a Facebook business page:

› Sign into your personal Facebook account
› Enter facebook.com/pages/create into the URL
› Select ‘Local Business or Place’
› Enter your page name as ‘Agent Name Property Brokers’ – make it easy for people to find your page
› Page category - select ‘Real Estate’
› Enter your office address and contact details, select ‘Get Started’ to agree to the Facebook Pages terms

From there, follow the prompts and complete the required steps and make the page your own.

Below is an online guide on how to set up your page:
facebook.com/business/learn/facebook-page-basics
Profile images and cover photos

The profile image is the smaller image that will sit beside your posts. As this image is greatly reduced in size, you should avoid using words as they will be difficult to read when shrunk. We recommend that you use your current Property Broker’s marketing profile headshot photo as your profile image.

The cover image is the large banner at the top of your business page. Here, we encourage you to use one of the current campaign images or approved (and correctly sized) branded images in LookBook.

If you would like a customised cover photo that is locally significant, please contact the creative team at creative@pb.co.nz to put this together for you. The creative team know what sizing to use and will ensure that the image is compatible on both desktop and mobile devices.
Checklists

Daily Facebook Checklist  Approx. time 15 mins
› Check notifications
› Reply to any private messages
› Like/reply to any comments on posts
› Like/comment on any page mentions
› Check for any new reviews / recommendations and respond
Scroll through timeline and:
› Like/comment on a few local business posts
› Share any local competitions
› Share any Property Brokers posts (blogs, events, competitions)

Weekly Facebook Checklist  Approx. time 20 mins
› Post onto your page at least once (recently solds, open homes, giveaway, local events, awards)
   Mix it up with video and photo content
› Follow some new business pages – local business, colleagues, pages of interest
› Share a post or topical news story to your page

Monthly Facebook Checklist  Approx. time 30 mins
› Run a small giveaway on your page (tag local business in the post if you can)
› Check the details on your ‘about’ page and ensure they are still current
› Apply some form of paid advertising, whether to a listing, a post or to promote your page
Property Brokers’ Facebook Guidelines and Policy

It is not mandatory for you to be on any social media as part of Property Broker’s Ltd.
If you engage in social media however, it is then mandatory for you to resource, upskill understand and maintain the medium.
If you’re on social media personally, you still have a duty of care to your brand and our brand.
Building and maintaining an audience and creating content is an ongoing, time-consuming responsibility.

Policy:

The use of engagement in social media is not mandatory
Property Broker’s Ltd believes that social media can drive brand awareness and exposure if used responsibly, with awareness and commitment. As a member of the Property Broker’s network or group, Property Broker’s Ltd requires you to adhere to the following policy document.

Purpose
The purpose of this policy is to ensure that individuals within Property Broker’s Ltd understand the company’s expectations in relation to the use of social media, appreciate the obligations of using social media, are informed of the importance of managing the risks associated with its use in a practical sense and adopt best practice use. Property Broker’s Ltd does not require anyone within Property Brokers to have a social media presence. However, if you choose to have a work-related social media presence, Property Broker’s Ltd requires that you do so in accordance with the guidelines outlined in the social media documents.

What do we mean by social media?
For the purposes of this policy, social media means any facility for online publication. Any commentary, including without limitation, blogs, wikis, social networking sites such as Facebook, LinkedIn, Twitter, Instagram, Flickr and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, email and the internet.

Social media, real estate and our brand
Brand representation is the responsibility of all social media users associated with Property Broker’s Ltd. We want you to understand that engagement with social networks places information into the public domain reaching a broad community and can impact the public perception of the Property Broker’s brand at large.
It is important that you do not post, share or link materials that are defamatory, harassing, or indecent. This could bring the brand into disrepute. You should always add value through social media engagement by intelligently developing and sharing content. You should acknowledge that social networking is a relationship building channel, not a transaction based, lead generating or advertising channel.

Let us know
The Property Broker’s marketing team must be notified of all branded social media pages via email to creative@pb.co.nz when the account is opened so we can connect this to your Marketing Profile in Property Suite for digital marketing purposes.

Our responsibility to you
Property Broker’s Ltd will provide the Policy and Guidelines for Property Broker’s social media interactions. Property Broker’s Ltd will also provide collateral that advises on audience, purpose, content and conflict resolution for social media. Property Broker’s Ltd can assist with technical and set-up support for social media. Property Broker’s Ltd may review your social media platforms to ensure the brand is well represented through activation, creative and content. Property Broker’s Ltd can request removal of a comment/post if deemed non-compliant with this policy. If a social media presence is deemed to be non-compliant with this policy on more than one occasion, Property Broker’s Ltd can request closure of the platform.
Your responsibility to us
Administrators of social network platforms must log in daily to ensure timely management of responses. Users are responsible for the content published on the platforms they manage. You must take responsibility for content and ensure communication is compliant with industry requirements. It is important you honour the terms of your contract with Property Broker’s Ltd and contracts with any other clients, and do not publish or respond to rumours and/or internal or confidential information about Property Broker’s Ltd, competitors, clients or related third parties.

Identification
This policy is relevant not only to Property Broker’s Ltd branded business social networking platforms, but also employees of the Property Broker’s network, who list their work affiliation on a private social network, and employees of the Property Broker’s network who use social networking privately. This is because prospective and existing clients in the industries serviced by the Property Broker’s network often search for service providers on the internet and through social media or cross-check recommendations they are given. Working in service industries, Property Broker’s network members and employees are easily identifiable as representative of the Property Broker’s Ltd brands online, whether or not use of social media is for business purposes or whether or not the individual identifies themselves as a Property Broker’s member. Therefore, conduct privately and personally, reflects on the professional reputation of the individual and the brand they represent. Participation in, and behaviour on, social networks whether or not the individual is at work and participating during work hours, and regardless of whether the participant is identified as a member of the Property Broker’s network, should be in accordance with the desired public image of the individual member or employee and the relevant brand.

Content:

Don’t tell secrets
It’s perfectly acceptable to talk about your work and have a dialogue with the community, but it’s not okay to publish confidential information. Confidential information includes things such as unpublished details about our software, details of current projects, future marketing initiatives, financial information, research and trade secrets. We must respect the wishes of our corporate customers regarding the confidentiality of current projects. We must also be mindful of the competitiveness of our industry.

Be honest
Do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name, be clear who you are, and identify that you work for or in the Property Broker’s network. Nothing gains you notice in social media more than honesty — or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out but also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

Respect your audience, Property Broker’s and your co-workers
The public in general, and Property Broker’s employees and customers, reflect a diverse set of customs, values and points of view. Don’t say anything contradictory or in conflict with the Property Broker’s website. Don’t be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory — such as politics, sexual orientation or religion. Use your best judgement and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of Property Broker’s Ltd or represent the Property Broker’s network.

Protect Property Broker’s customers, business partners and suppliers
Customers, partners or suppliers should not be cited or obviously referenced without their approval. Never identify a customer, partner or supplier by name without permission and never discuss confidential details of a customer engagement. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for a customer so long as the information provided does not violate any non-disclosure agreements that may be in place with the customer or make it easy for someone to identify the customer. Your business page is not the place to ‘conduct business’ with a customer.

Protect your own privacy
Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Property Broker’s Ltd website and pages. Other privacy settings that might allow others to post information or see information that is personal should be set to limited access. Be mindful of posting information that you would not want the public to see.

Respect copyright laws
It is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including
Disclaimers
Many social media users include a prominent disclaimer saying who they work for, but that they’re not speaking officially. This is good practice and is encouraged, but don’t count on it to avoid trouble as it may not have much legal effect. Wherever practical, you must use a disclaimer saying that while you work in the Property Broker’s network, anything you publish is your personal opinion, and not necessarily the opinion of Property Broker’s Ltd. Ensure it is clear that content is the member’s own view and does not appear to be attributed to or endorsed by Property Broker’s Ltd by entering the below disclaimer in the about page or other relevant section.

“The opinions expressed here represent my own and not those of Property Broker’s Ltd”.

Leaving
If a Property Broker’s employee or representative leaves the Property Broker’s network, any branded social media business account should be closed and any personal account affiliation ceased.

the Property Broker’s Ltd owned trademarks, service marks, copyright and brands. You should never quote more than short excerpts of someone else’s work, and always attribute such work to the original author/source. It is good general practice to link to others’ work rather than reproduce it.

Controversial issues
If you see misrepresentations made about Property Broker’s Ltd in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don’t try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

Be the first to respond to your own mistakes
If a negative comment or complaint is made on your social media account you must notify comms@pb.co.nz immediately before responding to the comment. If you make an error, be upfront about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or defamatory comment about them), deal with it quickly. Always recognise other individual points of view and avoid personal attacks, online fights and hostile communications. Social media complaints can go viral quickly, it’s important we act swiftly, we take them seriously and we treat them with care.
Need help with your business page

Contact creative@pb.co.nz