



**RURAL
FEMMES**
ERASMUS+ PROGRAM

Rural Femmes: Social Media

12/10/21

Co-funded by the
Erasmus+ Programme
of the European Union



Recap

- ▶ Why - free, wide reach, no shop front, integrates well, informative, reinforces brand, a type of **FREE** marketing
- ▶ Social media as a means of communication to develop or grow a business/brand
- ▶ Essentially, it is a platform for the communication and exchange of information through what is coined “social media channels”
- ▶ Looked at how the various social media channels differ and which ones were best for the different content you want to share or find
- ▶ Most used social media - 88% - YouTube, 76% - Facebook, 62% - Instagram, 44% - Twitter
- ▶ Touched on personal accounts, business accounts, paid advertising and analytics



How to create a Facebook business page

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Facebook - Overview

- ▶ The approximate age of the audience is between 35 and 65 years old
- ▶ Sharing content like text status posts, images, videos, and external links like blog posts, react to posts with emoji
- ▶ Can sell through the app - free Marketplace
- ▶ Can do paid advertisement through the app - sponsor post
- ▶ Facebook users can:
 - ▶ Friend people
 - ▶ Join a special interest group - discussion on topics
 - ▶ Follow a company/musician/artist/comedian you like
 - ▶ Post things for sale
 - ▶ Message all of the above directly



Facebook - Structure

- ▶ Profile name - keep the same on all channels
- ▶ Profile picture - brand recognition - logo or your image
- ▶ Cover photo - additional image - additional information
- ▶ Bio - add as much information here as possible
- ▶ Register a business here
 - ▶ Business manager
 - ▶ Creator Studio
 - ▶ Statistics
 - ▶ Messages inbox
 - ▶ Managed by several persons
 - ▶ Anyone can mention you
 - ▶ Sell products



Facebook - Engagement

- ▶ Create an attractive fully optimised profile to build trust
- ▶ Upload variety of attractive content
- ▶ Take care of the aesthetics and information
- ▶ Interact with other accounts
- ▶ Use the inbox of messages to interact with your followers
- ▶ Be aware of the comments and reviews you receive
- ▶ Optimise your pictures and videos. Select the correct format



Posts

- ▶ Has a Clear Goal
- ▶ Asks for Engagement
- ▶ Includes a Photo and a Link
- ▶ Is Brief, but Uses Compelling Language
- ▶ Isn't Always Promotional
- ▶ Is Relevant



Anatomy of a Successful Facebook Post

The diagram illustrates a Facebook post with six numbered callouts explaining its components:

- 1. Has a clear goal**: Points to the company name and date.
- 2. Asks for engagement (Ask a question, fill in the blank, photo caption, A,B,C, Tell us what you think.)**: Points to the main text of the post.
- 3. Uses a photo and link**: Points to the image placeholder and the URL.
- 4. Is brief but uses compelling language**: Points to the main text of the post.
- 5. Isn't always promotional**: Points to the 'Boost Post' button.
- 6. Is provocative (or inspirational).**: Points to the headline and description of the linked content.

The post content includes: COMPANY NAME, December 19, 2012, Short post here under 70 characters or a question that engages users. Include a short URL if photo post type. <http://bit.ly/1wa1f2O>, 84 people reached, Like · Comment · Share, Boost Post, and WWW.URLOFTHEPAGE.COM.



Facebook - Advertising and promotion

BUSINESS MANAGER

TYPE OF CAMPAIGN

AUDIENCE

LOCATION

BUDGET AND CALENDAR

AD FORMAT

- Followers, visits to site, promote event
- Fits best with goal – interests, age, single etc.
- City, device, operating system and platforms
- Budget per day or total budget
- Texts, image, video



Facebook Advertising

Tesco Mobile 11:08 40%

Virgo Boutique
Sponsored · 🌐

20% OFF EVERYTHING 🍂
Code - AUTUMN20



FLASH OFFER

20% OFF

everything

CODE: AUTUMN20

Ends Midnight 5/10/21

News Feed Watch Marketplace Groups Notifications Menu

Tesco Mobile 11:07 40%

Home Favourites Recent

Purina UK & Ireland
Sponsored · 🌐

Quality animal & plant proteins? Check ✅🐾
100% balanced & complete? Check ✅🐾
As tasty as it is nutritious? Check! ✅🐾



PROMISE N°1

ANIMAL PROTEIN + PLANT PROTEIN

100%

COMPLETE & BALANCED NUTRITION MADE WITH A

News Feed Watch Marketplace Groups Notifications Menu

Tesco Mobile 11:07 41%

Win A House Crosshaven Cork
Sponsored · 🌐

The countdown is on 🕒 Hurry, 75% gone 🕒
We are giving away this €300,000 Crosshaven, Cork home on October 31st for only €1... See more



75% OF TICKETS SOLD FOR OUR DRAW!

HURRY!

DRAW TAKES PLACE ON SUNDAY 31ST OCTOBER

WWW.WINAHOUSECROSSHAVENCORK.COM

WINAHOUSECROSSHAVENCORK.COM
Live Mortgage Free For €100 🏡
Winning a house in Drakes Point, Cross...

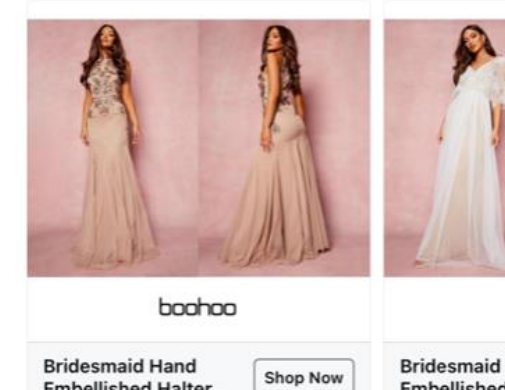
Shop Now

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Tesco Mobile 11:04 41%

boohoo.com
Sponsored · 🌐

Transition into AW21 with some serious style ⚡
Shop for 40% off everything! * 🌟 *Excluding selected items



boohoo

Bridesmaid Hand Embellished Halter... Shop Now

Bridesmaid Hand Embellished... Shop Now

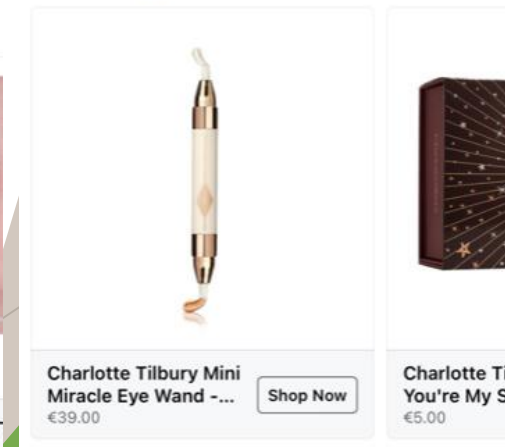
Like Comment Share

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Tesco Mobile 11:03 41%

Charlotte Tilbury
Sponsored · 🌐

Sign up to receive emails and enjoy 10% off your next order! 🌟 Restrictions apply.



Charlotte Tilbury Mini Miracle Eye Wand - ... €39.00 Shop Now

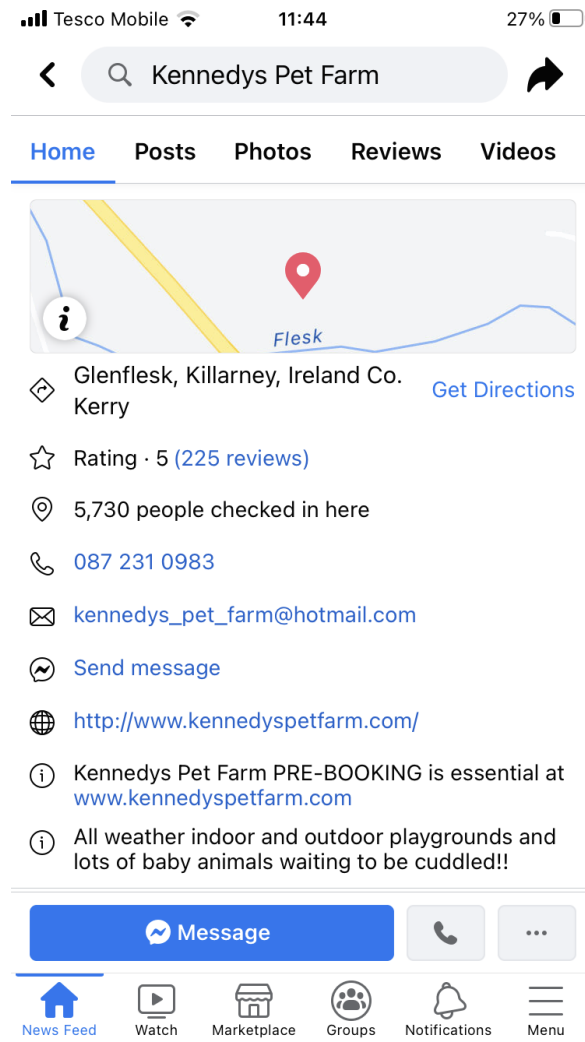
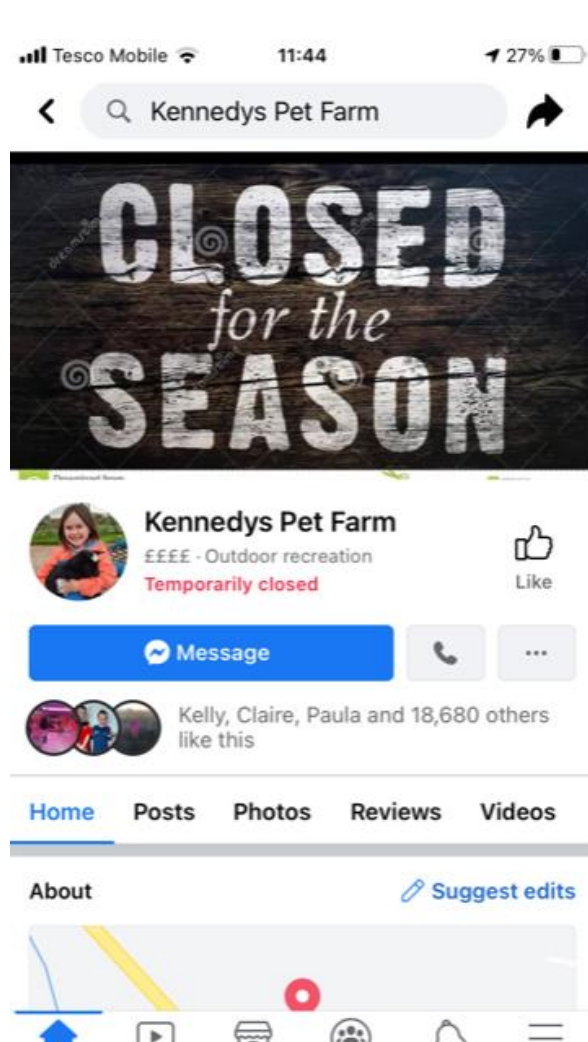
Charlotte Tilbury You're My Sunshine - ... €5.00

Like Comment Share

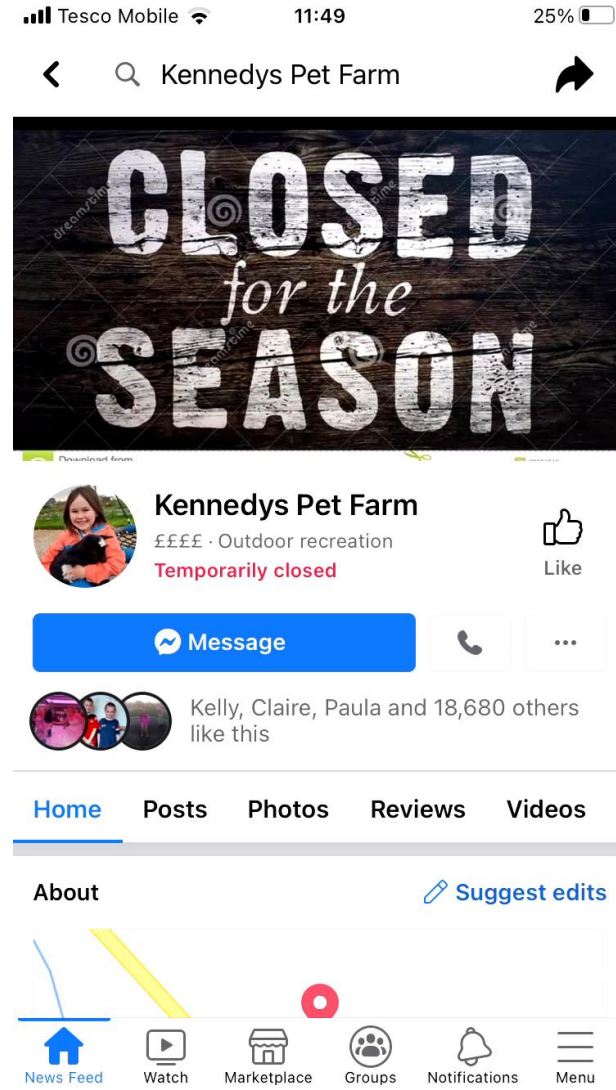
Virgo Boutique

News Feed Watch Marketplace Groups Notifications Menu

Example - Kennedys Pet Farm - 16K Followers



Facebook - Kennedys Pet Farm - 16K Followers



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