

MAXIMIZE YOUR FACEBOOK BUSINESS PAGE

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COURSE DETAILS

- The Facebook Algorithm
- How to Engage
- Measuring Insights
- Using Hashtags
- Scheduling Facebook Posts
- Hosting a Facebook Event
- Going Live on Facebook





THE FACEBOOK ALGORITHM



THE FACEBOOK ALGORITHM

The Facebook algorithm decides which posts people see every time they check their Facebook feed, and in what order those posts show up.

Facebook says that there is no single algorithm, but rather "multiple layers of machine learning models and rankings" built to predict which posts will be "most valuable and meaningful to an individual over the long term."

In other words, instead of presenting every available Facebook post in chronological order, the Facebook algorithm evaluates every post, scores it, and then arranges it in descending order of interest for each individual user.





HOW DOES THE ALGORITHM WORK?

- First, Facebook takes every post available in user's network, and it scores those posts according to predetermined ranking signals, like type of post, regency, etc.
- Next, it discards what a user is unlikely to engage with, based on that user's past behavior. It also demotes content that users don't want to see (clickbait, misinformation, or content that they've indicated they don't like).
- Then, it runs a "more powerful neural network" over the remaining posts to score them in a personalized way and ranks them in order of value.
- And finally, it arranges a nice cross-section of media types and sources that a user has an interesting variety of posts to scroll through.



4 MOST IMPORTANT RANKING SIGNALS

1. RELATIONSHIP

Is the post from a person, business, news source, or public figure that the user often engages with?

2. CONTENT TYPE

What type of media is in the post, and which type of media does the user interact with most?

3. POPULARITY

How are people who have already seen the post reacting to it? Are they sharing it, commenting on it, or ignoring it?

4. REGENCY

How new is the post? Newer posts are placed higher.



HOW TO WORK WITH THE ALGORITHM

- Reply to your followers sent via Messenger and comments left on posts using Inbox.
- Post conversation-starters between your followers.
- Aim for "comments and shares" over "likes" as this carries more weight.
- Post when your audience is online. Best times for Facebook is Tuesday, Wednesday, and Fridays from 9am-1pm.
- Go LIVE on Facebook
- Create longform videos that people want to watch.



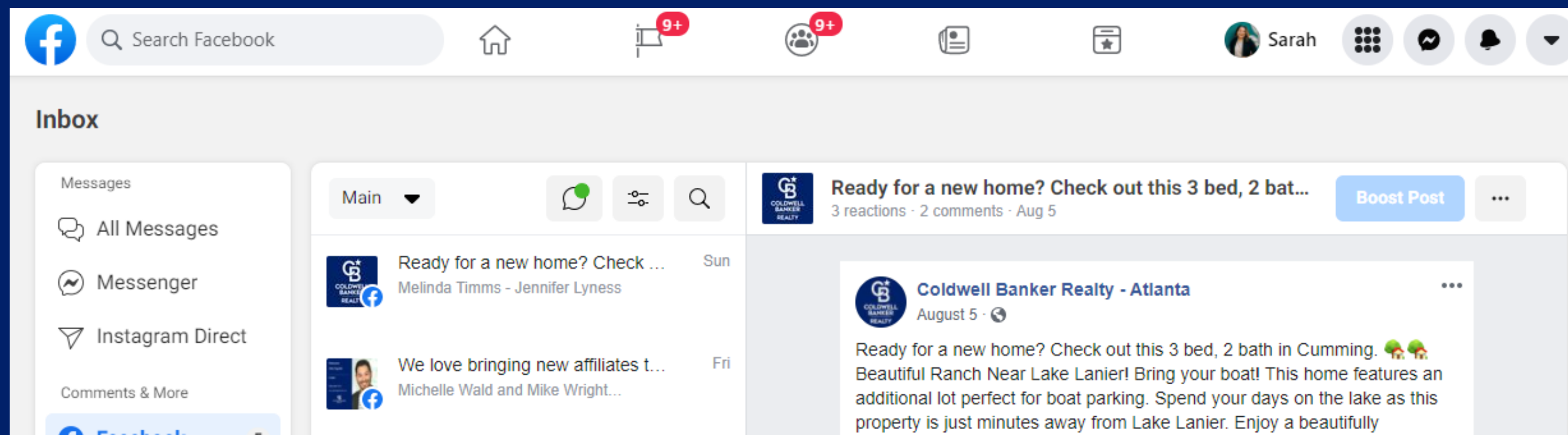
HOW TO ENGAGE



MANAGE COMMUNICATIONS WITH INBOX

The Inbox tab makes it easy to communicate on behalf of your business and engage with your community. Monitor all the messages and comments you receive on Facebook and Instagram. This can help you respond to people quickly, strengthen relationships with existing customers and connect with new ones.

You can also filter your inbox to see unread messages and comments, and mark messages and comments to move them out of the main inbox. You can mark messages and comments to follow up, mark as complete or move them to your spam folder.





MEASURING INSIGHTS



METRIC DEFINITIONS

ACTIONS ON PAGE

When a user takes an action on your page outside of interacting with a post such as navigating to your website or clicking on your phone number.

PAGES VIEWS

The number to of times your page was viewed by people.

LIKES

The number of times a new person liked your page through organic or paid efforts.

REACH

The number of people who saw any of your posts at least once.

POST ENGAGEMENT

Any action someone takes on one of your posts such as likes, comments, and shares.



WHERE TO FIND YOUR PAGE'S INSIGHTS

The image shows a screenshot of the Facebook Business Manager interface. On the left, the 'Manage Page' sidebar is visible, listing various management tools. The 'Insights' option is highlighted with a yellow box. The main area displays the profile of 'Coldwell Banker Realty-Westlake', featuring a cover photo with the text 'THE REAL ESTATE COMPANY THAT SHINES LIKE NO OTHER' and the company logo. Below the profile picture, the name 'Coldwell Banker Realty-Westlake' and the handle '@cbu.westlake · Real Estate' are shown. Navigation tabs for 'Home', 'Services', 'Reviews', 'Shop', and 'More' are present. At the bottom, there are sections for 'Free Facebook Business Tools' and a 'Create Post' button.

Manage Page

- Coldwell Banker Realty-Westlake
- Page
- News Feed (8 new)
- Updates (20 new)
- Manage Shop
- Inbox (21 new comments)
- Business App Store
- Resources & Tools
- Manage Jobs
- Notifications
- Insights**
- Publishing Tools
- Ad Center

Coldwell Banker Realty-Westlake
@cbu.westlake · Real Estate

THE REAL ESTATE COMPANY THAT SHINES LIKE NO OTHER

COLDWELL BANKER REALTY

Edit

Edit Call Now

Promote View as Visitor

Create Post

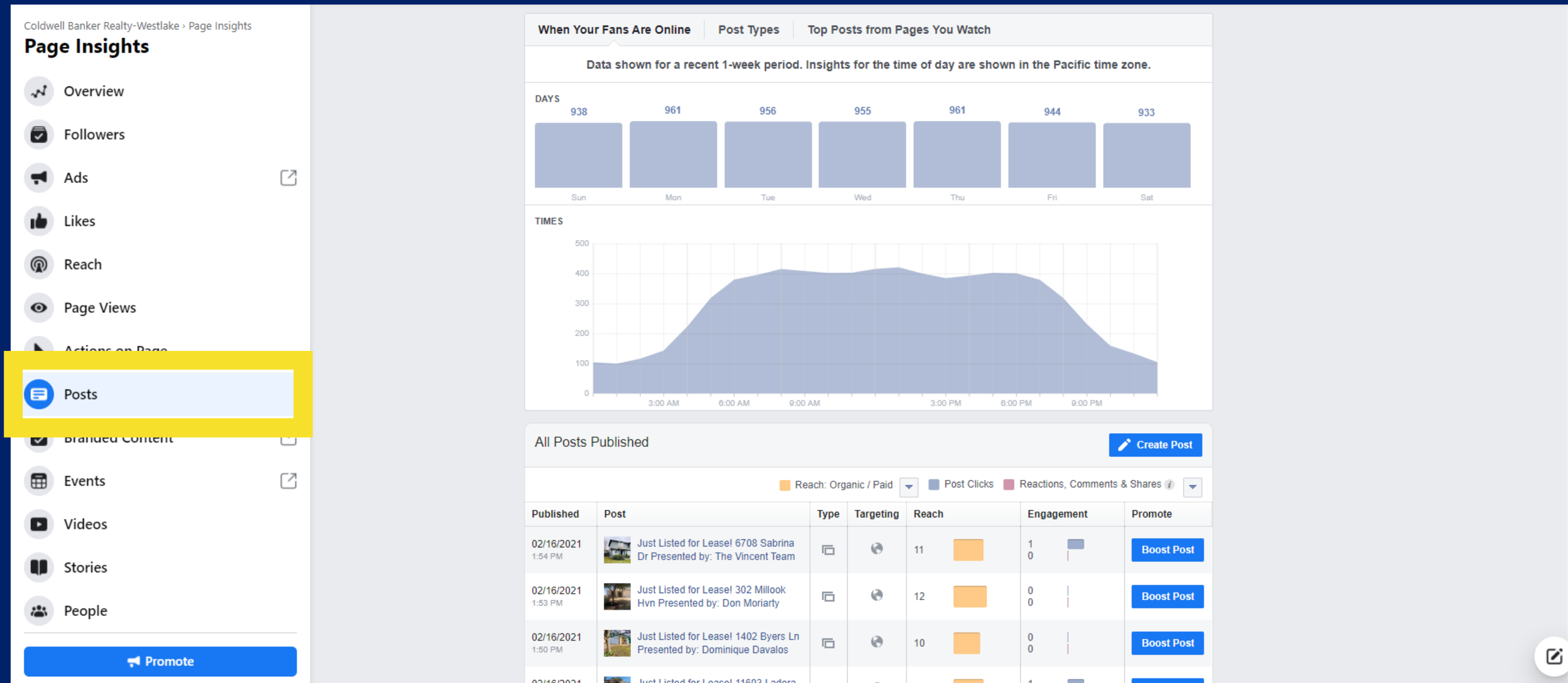
Photo/Video Get Messages Feeling/Activity

Free Facebook Business Tools

Add Appointment Bookings



INDIVIDUAL POST METRICS





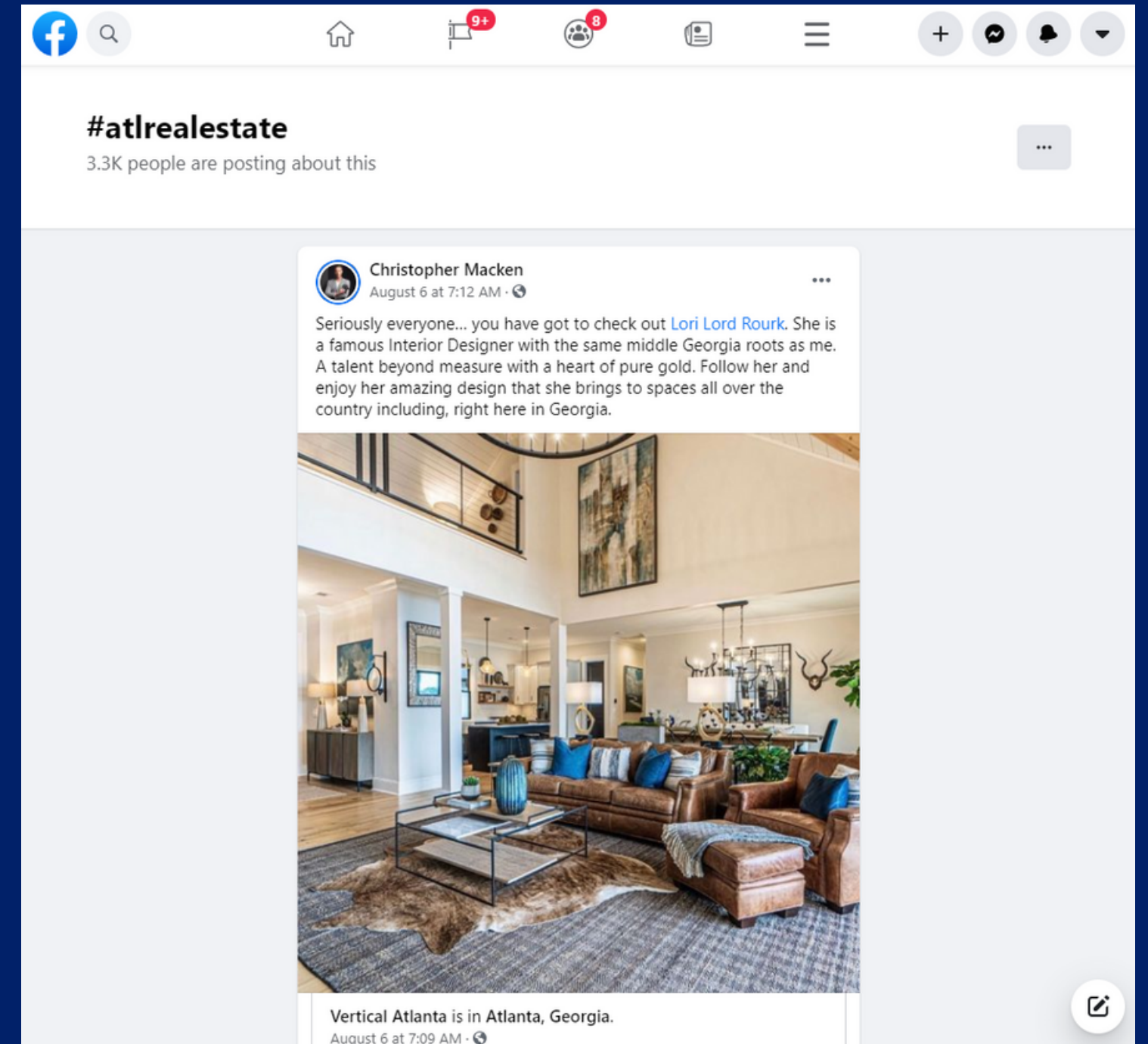
USING HASHTAGS



TIPS AND TRICKS

Facebook recommends 1-2 hashtags per post

- Because so many people's profiles are private, remember it's more challenging to gauge the most effective hashtag on Facebook specifically
- Monitor Facebook hashtags at facebook.com/hashtag/KEYWORD





TIPS AND TRICKS

Hashtags always start with #, but they won't work if you put spaces, punctuation, or symbols.
Ex) #how'sitgoing vs. #howsitgoing OR #coldwell banker vs. #coldwellbanker

Don't string too many words together. The best hashtags tend to be relatively short and easy to remember! Ex) #CBProud vs. #ColdwellBankerProud

Use relevant hashtags. If it's too obscure, it will be hard to find and it won't likely be used or found by other social media users.

Remember to use hashtags that are most relevant to your business and posts over hashtags with lots of use. For example, #PhillyRealEstate is more relevant to drive actual business to a Philagent than #realestate which has more usage.



SCHEDULING FACEBOOK POSTS



POST SCHEDULING

Knowing how to schedule posts allows you to save time, give your followers consistency at high traffic times, and connect with more people.

Best practices include posting 3-4 times per week with consistent and quality messaging. This amount of posting keeps your brand top of mind for your audience without overwhelming them with content that works against the algorithm.





NAVIGATE TO PUBLISHING TOOLS AND/OR CREATOR STUDIO

Manage Page

Coldwell Banker Realty-
Westlake

Page

News Feed
8 new

Updates
20 new

Manage Shop

Inbox
21 new comments

Business App Store

Resources & Tools

Manage Jobs

Notifications
30 new

Insights

Publishing Tools

THE REAL ESTATE COMPANY
THAT SHINES LIKE NO OTHER

CB

COLDWELL BANKER REALTY

Edit

COLDWELL
BANKER
REALTY

Coldwell Banker Realty-Westlake
@cbu.westlake · Real Estate

Edit Call Now

Home Services Reviews Shop More

Promote View as Visitor

Free Facebook Business Tools

Create Post



CREATOR STUDIO

Manage Page

2 new messages

- Podcasts
- Business Apps
- Leads Center
- Events
- Resources & Tools

Creator Studio

Manage Jobs

Notifications
171 new

Insights

Publishing Tools

Ad Center

Page Quality

Edit Page Info
1 new

Settings
2 new



Coldwell Banker Realty - Carolinas

@cbrealtyncsc · Real Estate Service

Edit Message Now

Home

About

Services

Shop

More

Promote

Search

More options



Create Ad

How would you like to grow your business?

See all



Create New Ad

Make an ad using text, photos or videos to promote your business

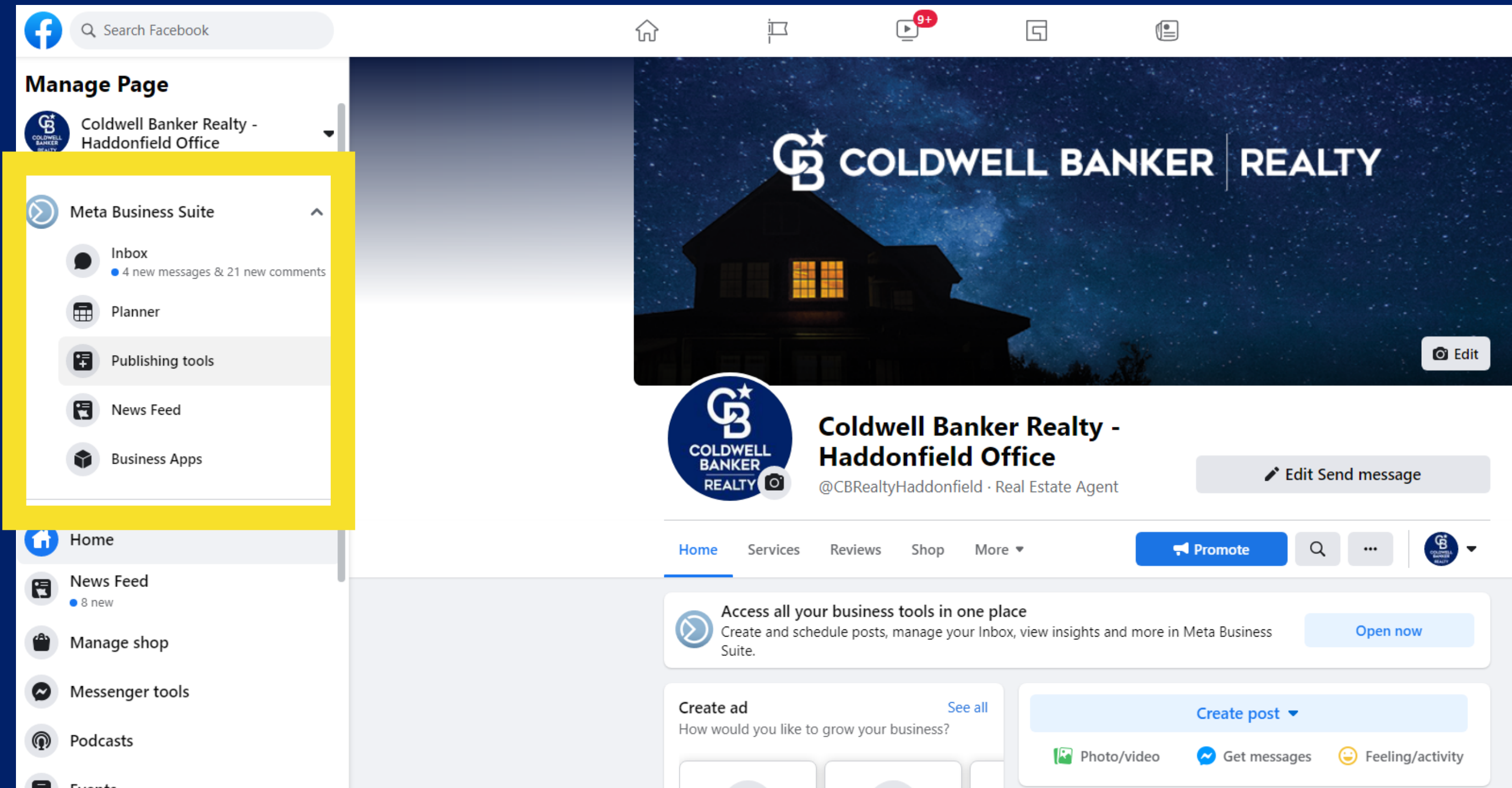


Boost a Post



Boost an Instagram Post

CB META BUSINESS SUITE





HOSTING A FACEBOOK EVENT



SETTING UP YOUR EVENT

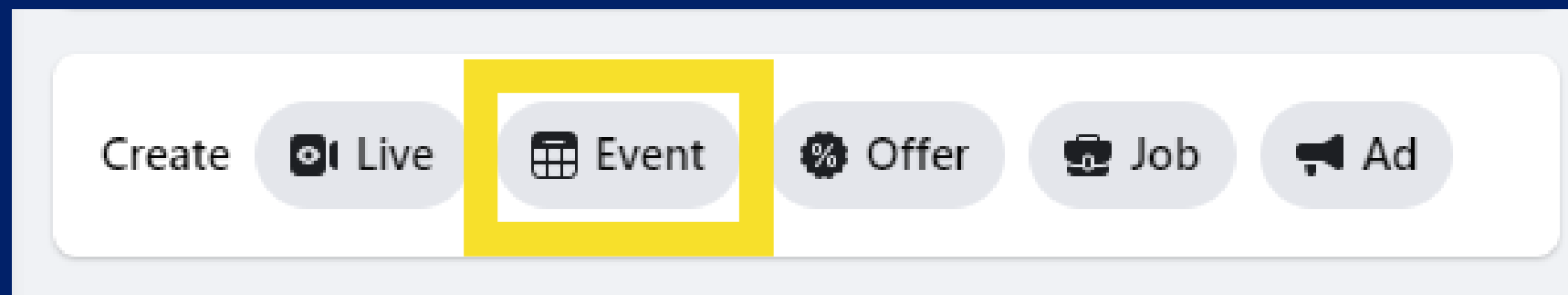
Click Create: Event on your Facebook business page

Select Online or In Person

Fill out event details, including a detailed description

If your hosting an open house, post some photos of the property in the event feed to generate buzz

Log into your personal account and invite people to the event





GOING LIVE ON FACEBOOK



WHY GO LIVE ON FACEBOOK?

- Over 78% of online audiences are watching videos on Facebook Live
- The algorithm rewards business pages and people who go Live
- Great for hosting virtual open houses with some people who are not comfortable going to see houses in person and so many others moving from state to state
- Allows you share announcements in real time and interact with your followers directly





WHAT TO SAY AND DO

Have someone else film you if possible.

Wear quiet shoes and practice what you're going to say beforehand.

Try and make the entire thing last around 10 minutes max.

Have the person filming or yourself engage with those who have joined and answer any questions that come up.

Download the video when you are done so you can:

- Cross-post it to other social media channels
- Embed the YouTube link to your website
- Send it to any buyer's agents who schedule showings



Q & A



THANK YOU

Please reach out to your field
social media specialist with any
additional questions!

Keep an eye on more courses in
SalesPro.



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