

Small Biz Tips: Top 5 Quickie Facebook Marketing Tips

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There are many quick and easy tips you can use to tweak your Facebook marketing efforts. Here are my current top 5:

#1 Create a business page. By this, I mean an official Page with a capital P. Here are just a few reasons this is a big deal:

- Maintaining a personal account for anything other than an individual person is a violation of Facebook's Statement of Rights and Responsibilities - you risk permanently losing access to the account and all of its content. ([How to convert your personal account to a Page](#)).
- A personal account will not provide you with Insights, like how many people saw your post.
- You can never enlist the help of others (as Admins) without giving out your personal password.
- You can only have 5000 friends – you can have an unlimited number if Likes.
- There are additional features that are only available for Pages.

#2 Freshen Up. Change your cover photo regularly (you do have a cover photo, don't you?). It keeps your page looking fresh AND puts you in the newsfeeds of your followers in the form of an announcement about the change. Get creative and change the images to coincide with special events and holidays. [Download a great cover photo template for Photoshop](#).

#3 Show Up. To reap the optimum rewards on Facebook, you need to develop a presence. To develop that presence, you need to be present. You simply cannot post once or twice a week and expect to get results. A good rule of thumb is to post daily, but no more than three times a day.

#4 Stick a Pin in it. Use the [Pin to Top feature](#) to spotlight a post for one week (great for specials, upcoming events, etc). While you're at it, use the [highlight](#) function for important status updates!

#5 Schedule Some Posts. So we've already established that you should post daily, but what if sometimes you need to be on the road during the hours most of your followers would be seeing those posts? You can use the schedule feature to ensure you don't miss a day of posting. This is also a great tool for those times when you have an important announcement you don't want to forget in case you get busy. Not all types of posts can be scheduled, though. Events, polls, offers and milestones have to be posted 'live'. [Learn how to schedule a post on your Facebook Page](#).

This is just the tip of the iceberg when it comes to social media marketing on Facebook. I would love to discuss more ideas with you as your social media coach!

About the Author:

Bonny Clayton, owner of [Timely Manner Consulting](#), helps small business owners establish and maintain an online presence through web site design and social media techniques while also supporting them in their back office tasks.

With 25 years of administrative support experience and 10 years of web design experience, Bonny can help resolve whatever administrative, creative and/or technical needs you have.

SOUND OFF: What quick Facebook tip(s) have you found to be invaluable in your social media marketing efforts?

