



## Facebook Best Practices

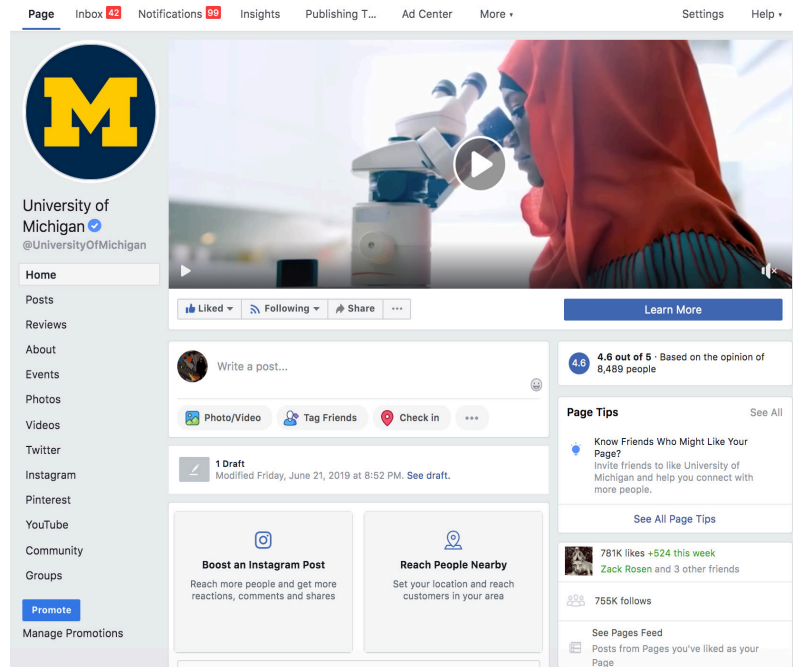
Facebook continues to be the most-used social media platform and the motherlode of social media content. Developing a strategy specific to Facebook is just as important as the content published to the social giant.

### Optimize Your Profile

Optimize your business profile by adhering to your brand. Fully complete your profile with a branded profile picture (Block M), appropriately sized cover photo or video, and a call-to-action button for your followers to take that extra step to learn more about your brand.

Don't forget to complete your about section with a clear, concise description of your brand, including a company overview, company mission, and web address.

After you have finished setting up your profile you can submit a request to become verified, letting your audience know your page is official.



### Utilize Private Groups

Facebook is moving in a direction where privacy is at the forefront. Building private niche communities around common interests can encourage the conversation between members and fuel engagement.

We're using closed groups to send and share specific messages with admitted students & their parents. This content may not appeal to our broader audience but performs well among these groups.

Anyone can request to join, but it is up to the administrator approve their entry and verify their credentials.

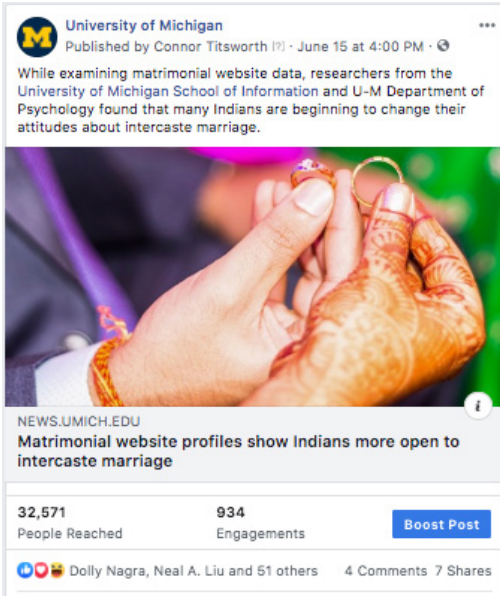
#### Groups by This Page

	<p><b>UMichStudents - Official</b> Closed group 1,685 members An official group created by the University of Michigan for STUDENTS to ...</p>	<a href="#">+ Join Group</a>
	<p><b>UMichParents - Official</b> Closed group 2,319 members An official group created by the University of Michigan for parents, guardi...</p>	<a href="#">+ Join Group</a>



## Content Reigns

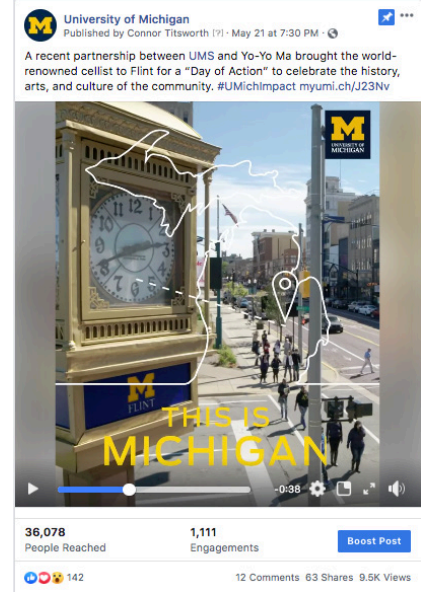
Content is one of the most important components of a successful Facebook presence. From the amount of content you post (1-2 times per day), to the time of day you post, content plays a factor in gaining the most engagement from your followers.



Designing a content calendar, we developed themes to strategically cross-post content from partners across campus to showcase the full breadth of expertise at U-M.

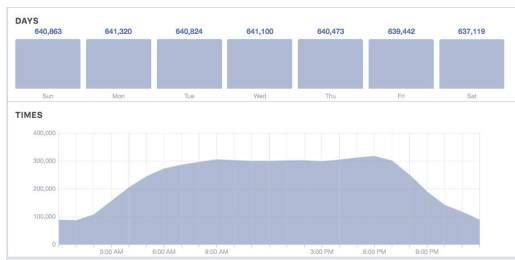
Using compelling language and providing a call to action to followers are critical; and we always include relevant links along with a video or photo to drive engagement.

We have invested in paid social ads when the subject matter and content is most relevant.



## Know Your Social Data

Understanding how your audience engages online is an important factor when developing a Facebook strategy. Facebook insights give an in-depth look into the many ways your audiences are engaging with your posts.



Keeping in mind that timing matters, we focus on when our digital audience is most likely online and post during those times.

Type	Average Reach	Average Engagement
Photo	48,172	1,292 / 790
Video	45,424	1,645 / 623
Link	27,233	339 / 140
Shared Video	16,195	1,503 / 296

Following the analytics, we measure the types of content we publish by tracking engagement per individual post type.

Photo	71.8K	5.5K / 3K	Boost Post
Link	33.1K	353 / 114	Boost Post
Photo	38.2K	940 / 793	Boost Post
Link	41.9K	913 / 291	Boost Post
Photo	54K	1.5K / 1.4K	Boost Post
Video	93.6K	2.4K / 2K	Boost Post
Video	19.8K	320 / 59	Boost Post
Photo	59.6K	834 / 1.2K	Boost Post
Video	59.7K	1.7K / 608	Boost Post
Link	37K	430 / 242	Boost Post