



FACEBOOK PLANS

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OPTIMIZING THE FACEBOOK PLATFORM

VIDEOS

The Facebook algorithm prefers videos over pictures.

- 3 min trailer can keep audience attention and get point across
- Can post these as posts or even on Facebook stories
- Original videos should be posted not YouTube links
 - Facebook prioritizes "original" content over links.

ENGAGEMENT

There are "organic" ways to boost engagement.

- Using more hashtags will increase views and engagement.
- Better thumbnails that don't make videos seem like ads.
 - This will make the audience feel more inclined to click on them, which boosts engagement.
 - Most video posts barely get any clicks.
- Use an employee advocacy tool.

FORMATTING

The posts should aim to be concise and to the point – Different than LinkedIn.

- Post should be less wordy.
- Highlight key words using Unicode.
- Use buzz words instead of sentences.

PERSONAL POSTS

The Facebook algorithm doesn't like business content as much as it used to.

- FB algorithm prefers personal posts rather than business-only posts.
- Important to diversify content and not only advertise Aviatix.
 - Ex. Educational content, etc.
- Interaction with the public through comments is necessary (*this part comes later, once we build an audience*).
 - Shares, reactions, etc. make posts "personal".




A SAMPLE POST

Post Details

Aviatrix
Published by Hootsuite [?] · July 1 · 🌐

Experiencing challenges with #publiccloud networking? We invite our European friends to join our webinar for a customer case study and discussion on these challenges with Jumbo Supermarkten and Aviatrix partner CloudNation. Register here:
<https://www.meetup.com/.../Architecting-mul.../events/271603637/>
#multicloud #enterpriseit #solutionarchitecture #awscloud #azurecloud



webinar
REAL-LIFE CHALLENGES IN PUBLIC CLOUD NETWORKING
donderdag 2 juli | 16:00 uur

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

400 People Reached
9 Engagements

Boost Post

1 Share

Performance for Your Post

400 People Reached

6 Reactions, Comments & Shares

Reaction	On Post	On Shares
4 Like	2	2
1 Love	1	0
0 Comments	0	0
1 Shares	1	0

3 Post Clicks

Click Type	Count
0 Photo Views	0
0 Link Clicks	0
3 Other Clicks	3

NEGATIVE FEEDBACK

0 Hide Post
0 Report as Spam
0 Hide All Posts
0 Unlike Page

Reported stats may be delayed from what appears on posts


Maybe we could try a post like this in the future:

Aviatrix
1d · 🌐

Experiencing challenges with #PublicCloudNetworking? We invite our European friends to JOIN our webinar on JULY 2 at 4:00 PM for solutions through #jumbosupermarkten.

Guest speakers: #Aviatrix's partner, #CloudNation

👉 Register below!
#multicloud #enterpriseit #solutionarchitecture #awscloud #azurecloud



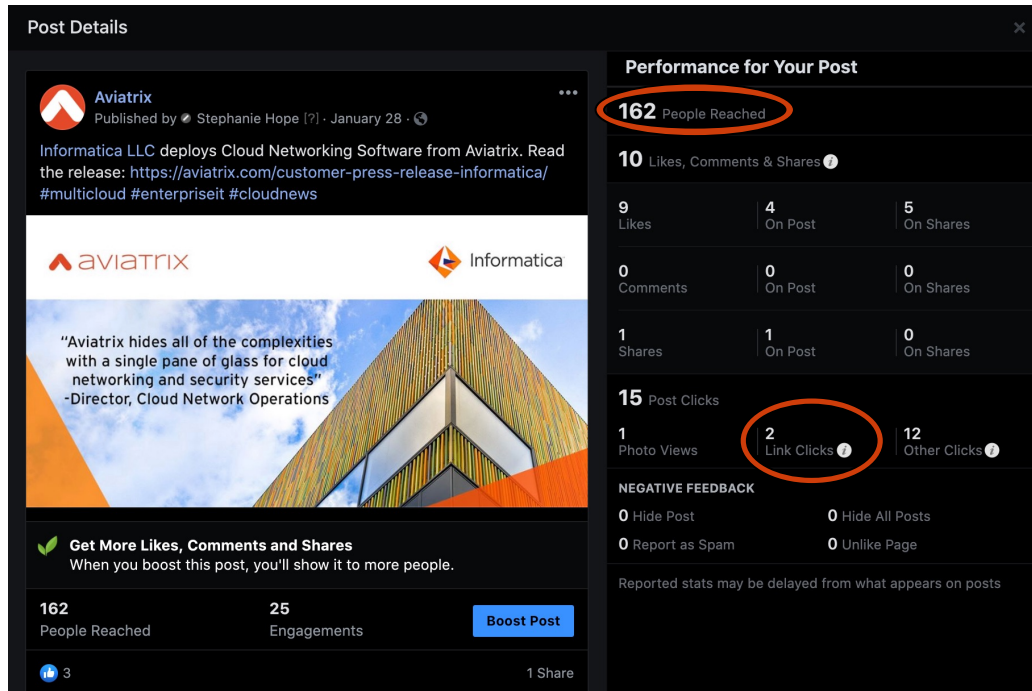
webinar
REAL-LIFE CHALLENGES IN PUBLIC CLOUD NETWORKING
donderdag 2 juli | 16:00 uur

MEETUP.COM
Real-life challenges in multi cloud networking
do 2 jul. 2020 16:00: A co-hosted webinar (in English) on challenges in multi c...

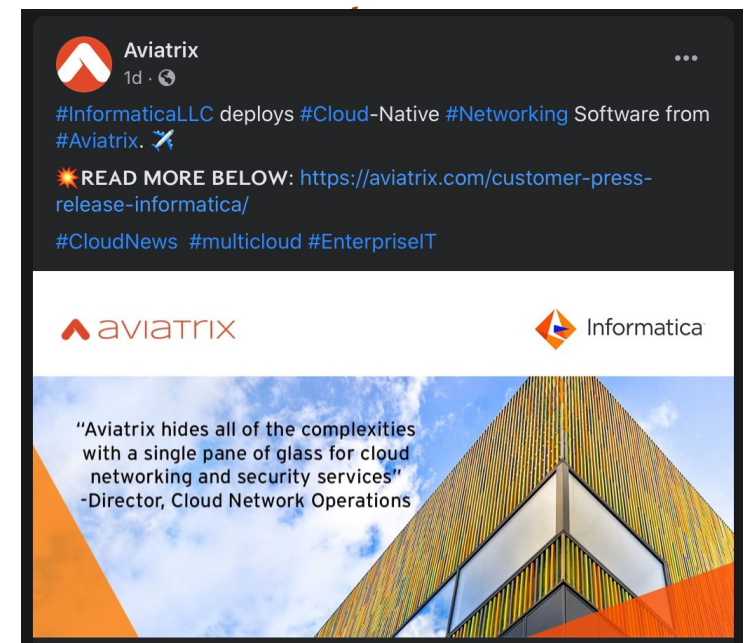
This post reached 400 people, but its overall engagement was very low. No one clicked the link, which was the main point of the post. This could be because we have a small European audience, or because of the content of the post itself.



A SAMPLE POST



There's not much I would change, but we can



This post did well in terms of engagement. Even though 2 clicks is a small number, it has a good amount of likes and shares when compared to the number of people reached. Tagging people/enterprises in our pictures will also boost post engagement.




A SAMPLE POST

Post Details

Aviatrrix
Published by Hootsuite [?] · February 12 · 🌐

Beep beep! Aviatrrix is on the road and we're headed to your city next. Join us for lunch and learns, training days and more. Check out our events page here. <https://aviatrrix.com/events/> #AviatrrixRoadShow2020 #enterpriseit #multicloud



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

176 People Reached **17** Engagements **Boost Post**

👤 Shahzad Ali and 2 others 1 Share

Performance for Your Post

176 People Reached

7 Likes, Comments & Shares

6 Likes	3 On Post	3 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

10 Post Clicks

0 Photo Views	5 Link Clicks	5 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Maybe we could try a post like this in the future:


Aviatrrix
1d · 🌐

Beep beep! 🚗

#Aviatrrix is on the road and we're headed to your city next! Join us for lunch and learns, training days, and more.

UPCOMING EVENTS: <https://aviatrrix.com/events/>

🌟 Tag someone who you would like to attend the #AviatrrixRoadShow2020 with! #enterpriseit #multicloud



👍 Like 💬 Comment

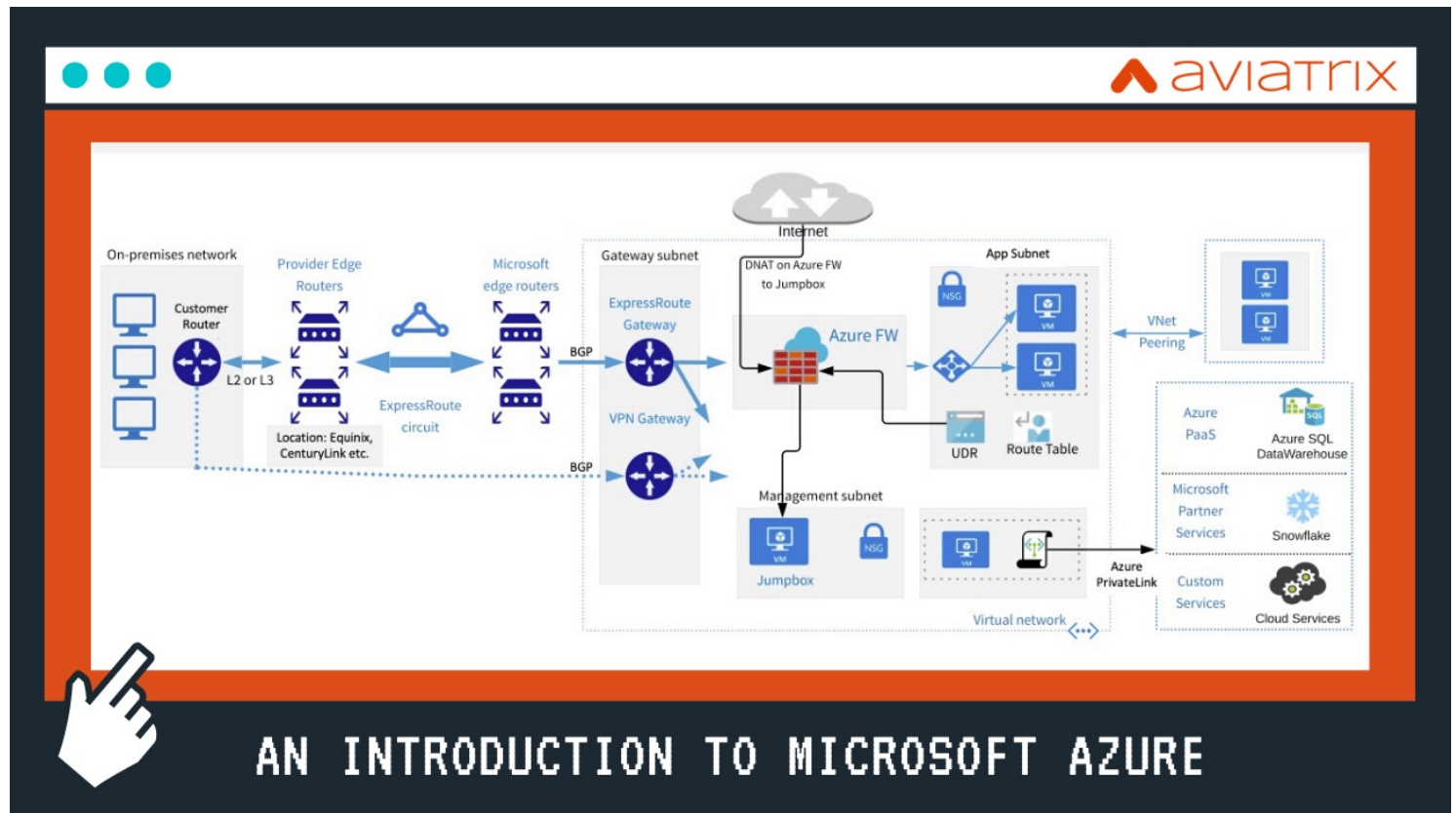
This post also did well, and 5 clicks is usually the highest number of clicks our non-boosted posts get. The "Beep beep!" adds a personal touch and the photo of the bus is not super business related, which adds variety to the page.



A SAMPLE THUMBNAIL

This isn't an immediate concern in this case because we won't be posting YT vids much anymore.

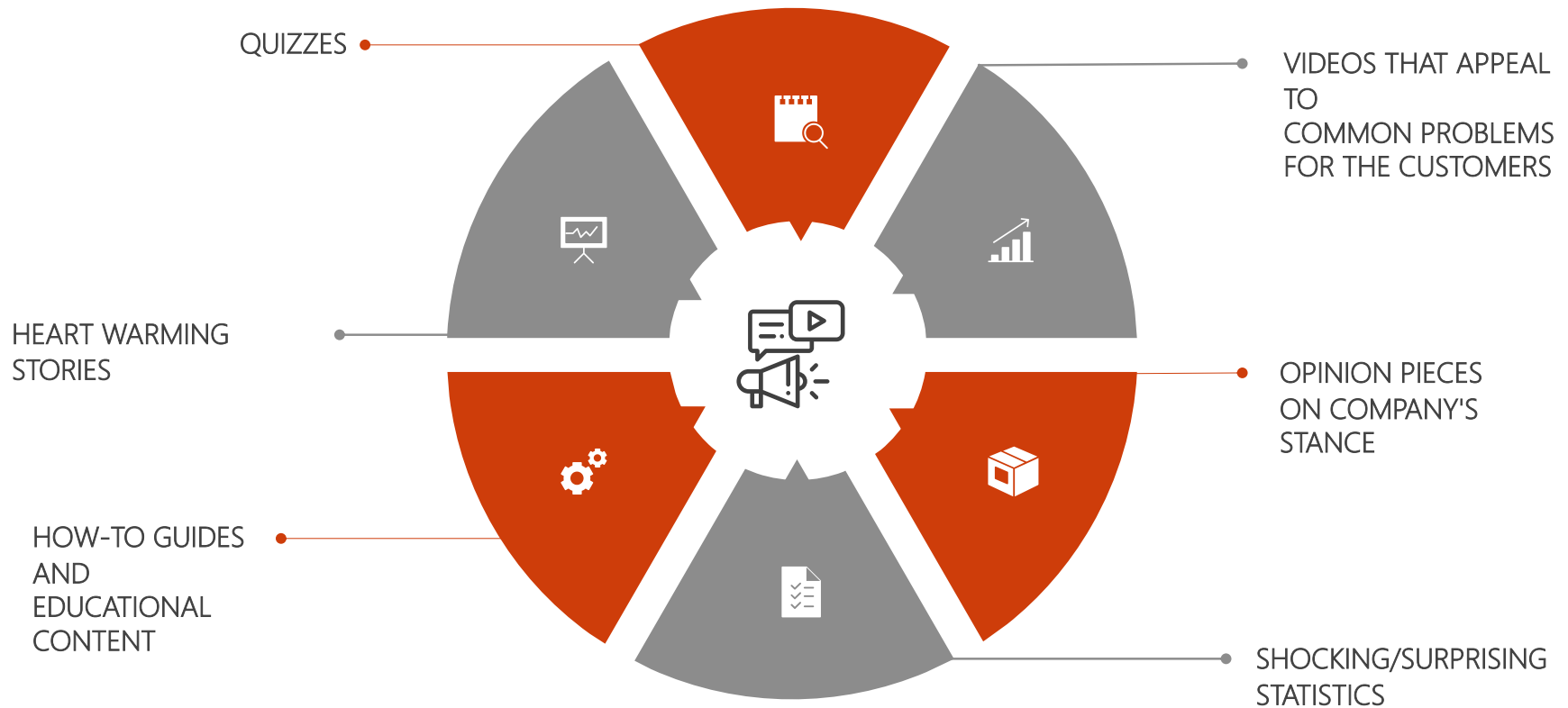
In the case we do, here is a sample thumbnail idea.



AN INTRODUCTION TO MICROSOFT AZURE



POPULAR POST TYPES





BOOSTING POSTS

1. Set Goal

- How many people should the posts reach
- Conversion rate
- Effective CTA

3. Narrow Audience

- Observe demographics that interacted with previous posts
- Age, gender, area, behavior

2. Set Timeline

- Same ad should not run too long
- Different posts can run for 3-4 days each week before an upcoming event

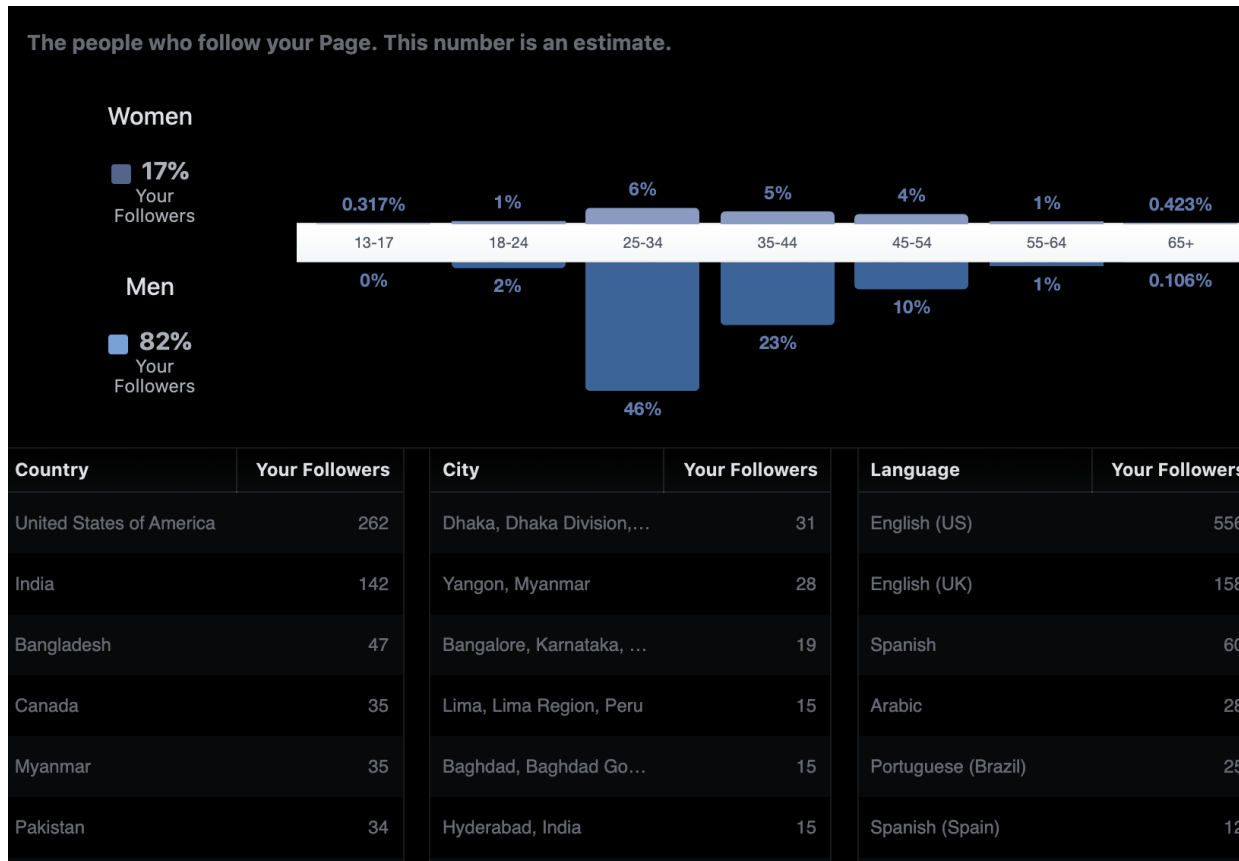
4. Analyze Previous Posts

- Which types of posts received most engagement and boost those
- Apps let you customize targets and automatically boost posts





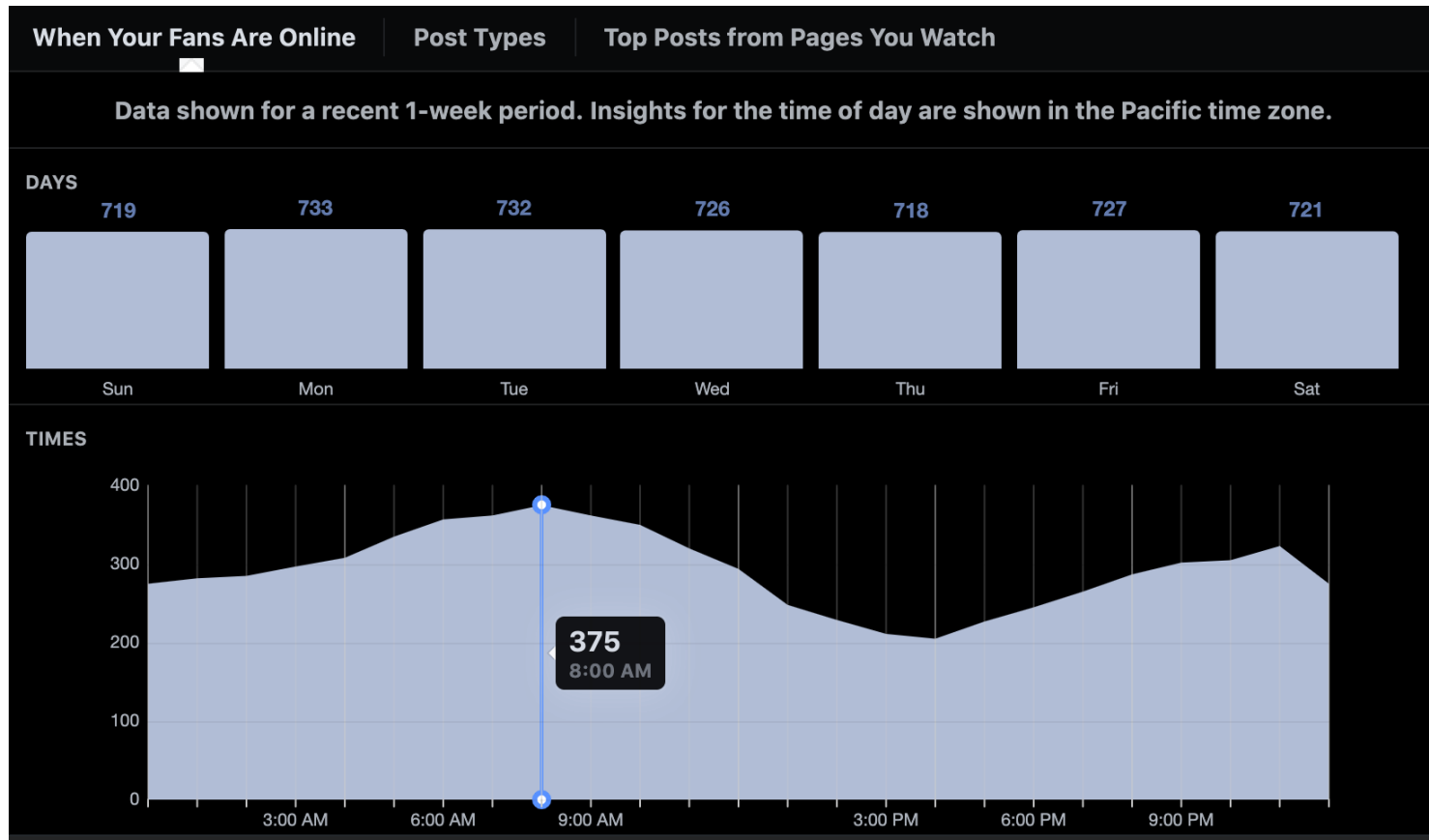
3. NARROW AUDIENCE



There would be no point in boosting a post that targets Europe because we barely have any people from Europe following our page.



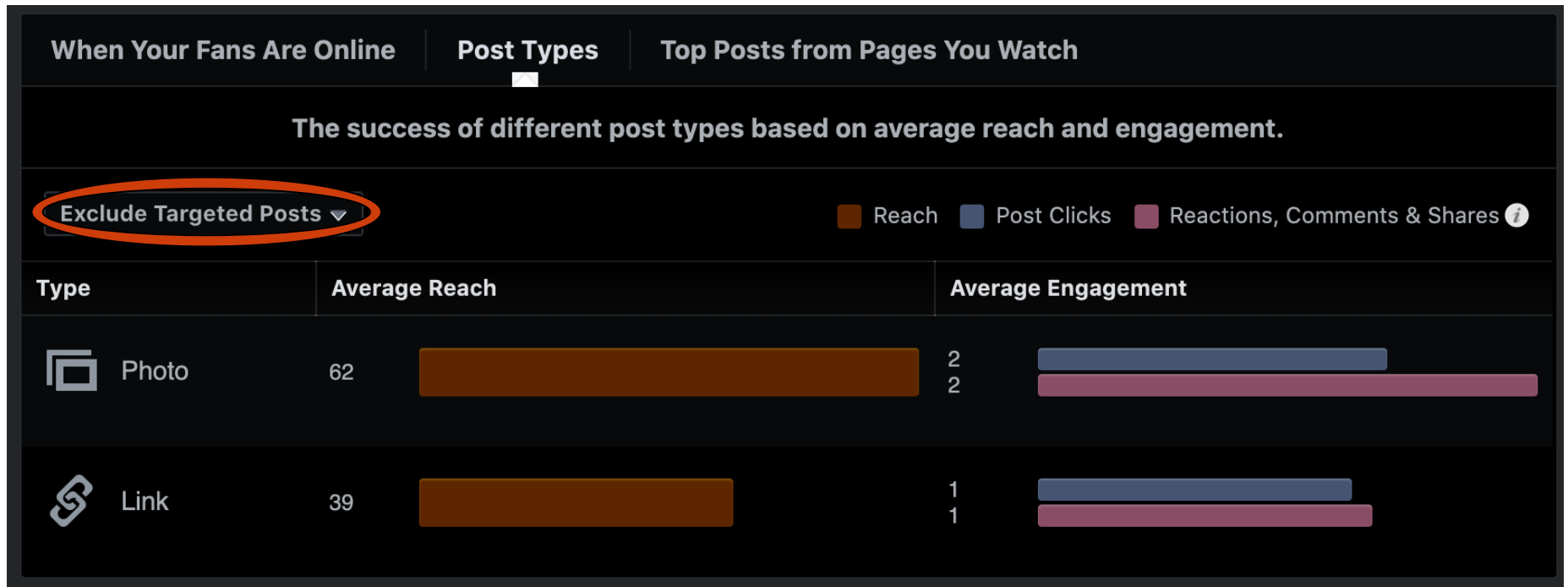
3. NARROW AUDIENCE



***Best time to
boost or
post would
be on
Monday at
8:00 AM.***



4. ANALYZE PREVIOUS POSTS





**THANK
YOU**