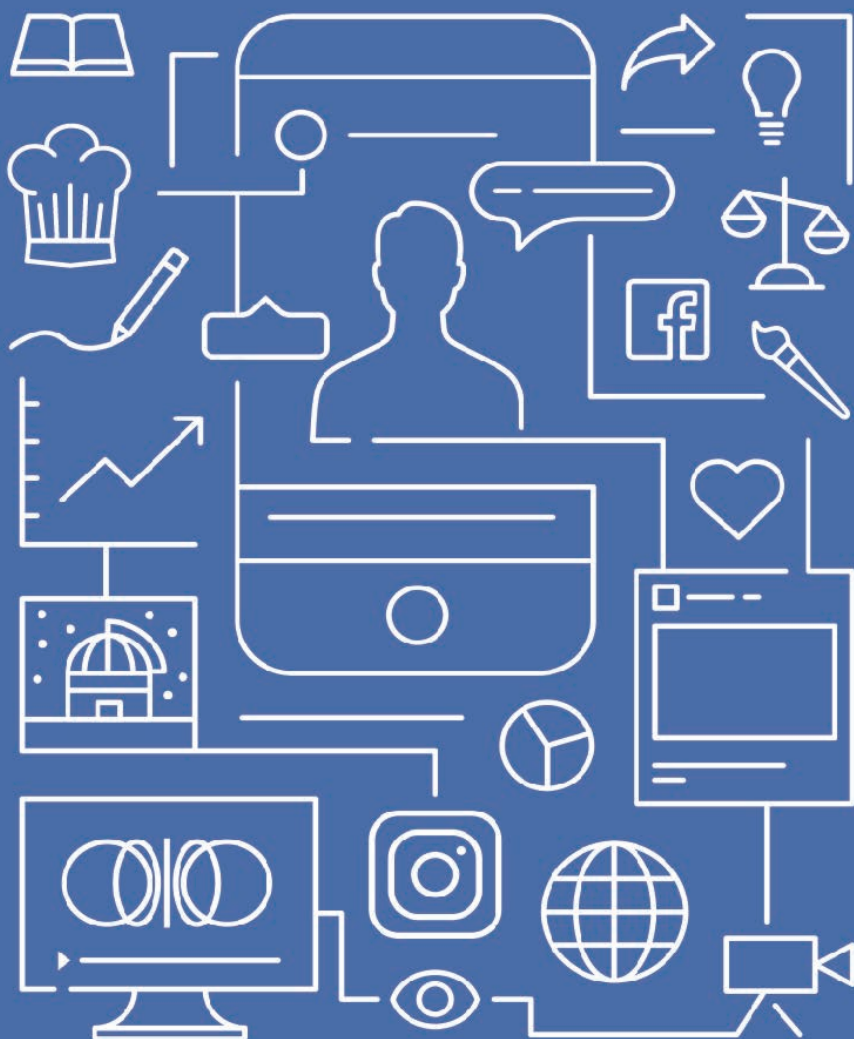


facebook



"Facebook has opened up a
new world for writers."

PAULO COELHO

Author



Welcome

Whether you're new to Facebook or have years of experience, this guide is a comprehensive resource to help you be as successful as possible.

CONTENTS:

- 2** Facebook at a Glance
- 3** Facebook for Influencers
- 4** Get Started
- 6** Build Your Presence
- 10** Develop Your Audience
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Experience



For a digital version of this guide, go to fb.me/influencerguide

2.3B⁺

Over **2.3 billion people** use Facebook every month.



1.5 billion
people use Facebook
every day



10x more engagement
of Facebook Live than
other videos



1 billion+
people now use Instagram
every month.



250 million
people use Instagram
Stories every day



80% increase
in overall time spent watch
Instagram video



1.3 billion
people use Messenger
every month

Facebook for Influencers

Facebook is the single best place for influencers to connect authentically with people and reach new audiences.

Facebook gives you the opportunity to directly communicate with audiences, with complete control over your message. With a global community of more than 2 billion people on Facebook, you can reach existing and new audiences with a flexible set of publishing tools to share your stories in text, photos, videos, and more.



Setting up a Facebook Page

When you're ready to begin building a Facebook Page, log in and follow these steps:

1

Create a Page

Go to facebook.com/pages/create and select the public figure or author category.

2

Establish your identity

Choose a friendly profile picture to represent you across Facebook and a simple cover photo for your Page. Edit the 'About' section to include your bio and include personal interests to bring your authentic personality to life.

3

Edit settings

Click 'Settings' at the top of your Page to add other admins, change moderation settings, and more. We recommend setting a strong profanity filter on comments.

4

Say Hello

Share a casual photo, video or status update on your new Page. Don't overthink it.



Let us know

Check in with your Facebook contact to request Page verification.

Managing your Facebook Page

Once you are set up, consider these best practices in page management:

Two Admins

We recommend having at least two admins on your Page. Please remember to add real accounts – fake or shared accounts are against our terms of service, and may be disabled.

Page Manager Policy

Make sure you have clear rules about the number of people who can manage your Page. While more managers can be an efficient way to manage your Facebook Page, the more you have, the higher the security risk.

Page Manager Roles

Ensure that each manager is assigned the correct role based on what their job requires: Admin, Editor, Moderator, Advertiser or Analyst. Be sure to remove any employees as Page managers if they leave your team.

Security

Securing your account is an important step to securing your Page. Enable Login Approvals on any Facebook accounts that can manage your Page. Login Approvals is a security mechanism that requires you to enter a special code when someone tries to log in to your account from an unrecognized device. For more information, visit facebook.com/about/basics/stay-safe-and-secure.

Quick Tips:



+1 Admins



Establish
Roles



Enable Login
Approvals

Build Your Presence

Once you have a public presence, get the most out of Facebook by following these 10 principles.

1. Be yourself

Your fans and followers are looking for a connection and are more likely to engage with a post that feels personal rather than something that's over-produced or obviously not created by you. Post in the first person, and be casual and conversational.

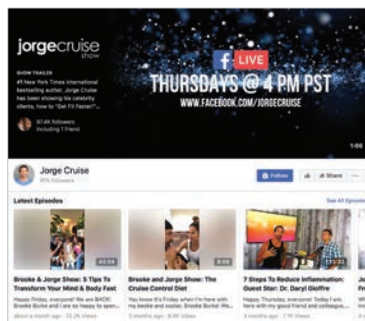


Above

Paulo Coelho serenades his fans on Facebook Live..

2. Post consistently

Consistent posting is key. As long as you stay fresh and authentic, fans will be excited to follow the journey. You can schedule posts for your own consistent series, like a weekly post that highlights a “quote of the week.”



Above

Jorge Cruise goes live consistently each week to discuss ways to better oneself.

3. Post natively

Upload photos and videos directly to Facebook and Instagram to maintain an authentic appearance.

4. Share exclusive content

Share exclusive content that fans can't see from anyone else. Control your narrative by making announcements to fans on Facebook and Instagram first and responding to news directly.



Above

Tony Robbins went live to give fans an exclusive sneak peek of his Business Mastery event.

5. Interact with other influencers

Partner with other organizations, personalities, and brands to create co-promotions and encourage sharing. When you tag the Page of another influencer or organization, your post will be eligible to appear in the News Feed of people who follow those accounts, extending your reach.

6. Engage with your audience

Speak to your audience by asking them questions or taking a moment to react or respond to comments on your posts. If you go live on Facebook or Instagram, dedicate time to do a Q&A with your live viewers.

**Above**

Harlan Coben asked his fans to vote for which cover art he should use for his upcoming novel.

7. Weigh in on current events

Your followers value your perspective about what is happening in the world. Use your voice to weigh in on trending topics and issues.



Above

Gretchen Rubin went live to celebrate International Women's Day.

8. Keep it connected

Help your audience find you by linking to your Facebook and Instagram accounts on your website, on other platforms, and in other marketing materials.

9. Create episodic content

Consider starting your own content series like a #motivationmonday or #dailydash to encourage followers to keep coming back to your account.

10. Experiment and get creative

Post a variety of content to maximize your reach. Your audience won't all have same preference of content they'd like to see. Some will like video, some will like photos, and others may like stories. Make it fun by using creative tools like Boomerang, face filters, drawing tools, and more.

Be patient

Developing an audience and clear voice takes time.



Use Page Insights to understand how you're connecting with your audience and adapt your approach accordingly.

Develop Your Audience



Find your people. Build an audience on Facebook through existing relationships, your established platforms, and organic and paid marketing techniques.

Start with who you know

- Invite your friends and contacts to follow you and use the email [contact uploader](#) to invite up to 5,000 people at a time.

Leverage your existing assets

- Share your Facebook posts with your followers on other social networks.
- Announce in your newsletter that you are officially on Facebook and Instagram.
- Add the Like, Share, or Page plugins to your website so visitors can discover your Facebook presence, see your updates, and share with their friends. developers.facebook.com/docs/plugins/
- Embed your Facebook posts on your website. developers.facebook.com/docs/plugins/embedded-posts

Cross-promote to reach more people

- Comment on and engage with the Pages of other influencers, publishers, or organizations to put your name in front of new audiences.
- Tag relevant Pages in your posts. When you do, your post might be seen by some of the the people who like the tagged Page.
- Collaborate with other Pages to share each other's posts or co-create content such as a joint Q&A or Facebook Live. If you support a nonprofit or cause, cooperate to provide a guest post or series for them.
- Share your Facebook Page URL and relevant post links with your media contacts, particularly when your posts are newsworthy.

Promote with Facebook Ads

With Facebook Ads, you can get more people to like your Page and drive engagement on specific messages with targeted audiences. Reach the right people with targeting options including location, demographics, interests, and behavior. If you have existing lists of contacts, Custom Audiences help you find your existing contacts among all the people who are on Facebook.



Page Likes

Build your Page audience by getting more Page Likes. It's a great way to connect with new customers and learn more about your audience.



Event Response

Let people know about your special event with a Facebook ad. When people see it, they can join and the event will be added to their Facebook calendar. They'll also get reminders for the event, and you can keep track of how many people responded.



Page Post Engagement

Get more people liking, commenting on and sharing your posts. You'll reach more of the people who like your Page and new audiences.



Video Views

Create engaging ads that feature your videos and tell your story. Your audiences can view your video ads in News Feed on desktop and mobile devices.



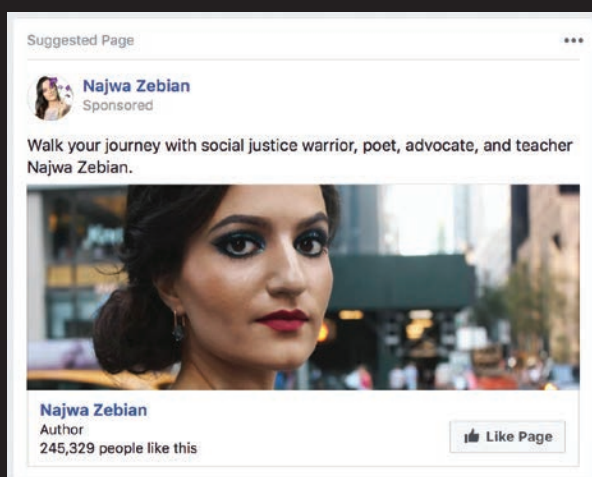
Clicks to Website

Bring more people to your website from Facebook. When people click your ad, you can send them to any page on your website.

Get started by visiting facebook.com/business/learn

Page Like Ads

It's easy to start a Page like campaign and develop your desired audience. Based on the audience(s) you want to reach, develop at least 2 variations of creative. Use high resolution photographs in landscape aspect sized 1200 x 444 pixels. Minimize text to less than 20% text in your image. Write engaging copy for why someone should follow your Page. Your copy must be less than 90 characters.



**BEST
PRACTICES**



TEXT:
< 90 Characters



PHOTO:
1200 X444

Creative Resources for Facebook Advertising

Basic Strategy: facebook.com/business/a/creative-guide-making-ads-tips

Image Tips: facebook.com/business/a/creative-guide-select-images-tips

Ways to get Images: facebook.com/business/a/creative-guide-creating-images-tips

Writing Copy: facebook.com/business/a/creative-guide-ad-copy-tips

Text Overlay Tool: facebook.com/ads/tools/text_overlay

Key Features & Tools





Facebook Video

500 million people watch video on Facebook every day. The easiest way to capture their attention is to pick up your phone and start filming.

- 1.** Upload your video to Facebook when sight, sound, and motion best express your message.
- 2.** Authentic videos (3+ minute) from public figures are often the most engaging. Video shot on your phone with authentic content often performs better with fans than formal, studio-produced clips.
- 3.** The first few seconds matter most to capture attention in News Feed. Use visuals that make an immediate impression.
- 4.** Add captions or use visual aids to enhance for people watching without sound.
- 5.** Add a compelling description to your video as a “headline” to intrigue viewers. Add tags and a location where possible.
- 6.** Edit your video, create playlists, add a custom thumbnail, and more from your video library.
- 7.** Use Premieres to release pre-recorded videos as a live moment, giving fans the ability to interact and experience the video for the first time together. Instructions [here](#).

Left

Dr. Jane Goodall shared the video trailer about her National Geographic feature:



Facebook Live

Facebook Live is a way to share an experience with your audience in the moment.

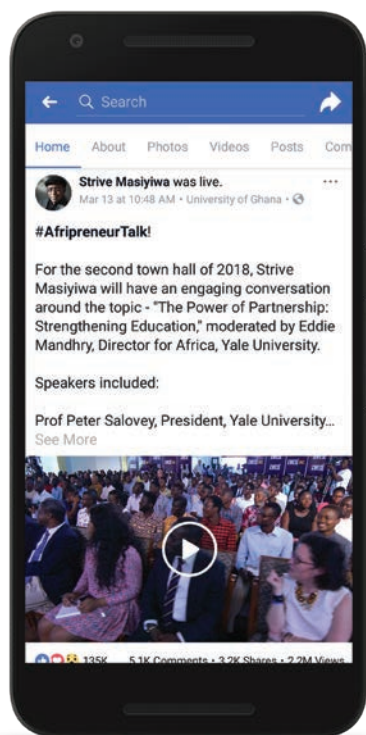
1. Live video on Facebook is social, authentic, exciting, and interactive. It's one of the best ways for you to develop a real connection with your followers.

2. Go live wherever you are from any of the Facebook apps or on desktop. Your fans can engage in real time, asking questions, commenting, or just following along with you. You will see how many people are watching and their reactions and comments directly on your screen.

3. Your video is automatically saved to your account for fans to view later. You can remove it at any time, just like any other post.

4. For a more professional production with graphics and multiple cameras, you can use the Facebook Live API. Learn more at live.fb.com/stream.

5. Influencers use Facebook Live to host Q&As, share major announcements, respond to breaking news, interview other influencers, go behind-the-scenes, or give a live demonstration.



Above

Strive Masiyiwa went live from the Education & Entrepreneurship Town Hall.

FACEBOOK LIVE BEST PRACTICES

Build anticipation by telling fans the date and time of your broadcast through Facebook, Instagram and other social accounts at least one day before. You can use an announcement as an opportunity to test going live.

Make a plan for what you'll do in the video. Are you doing a Q&A, taking the audience behind the scenes or going live from an event?

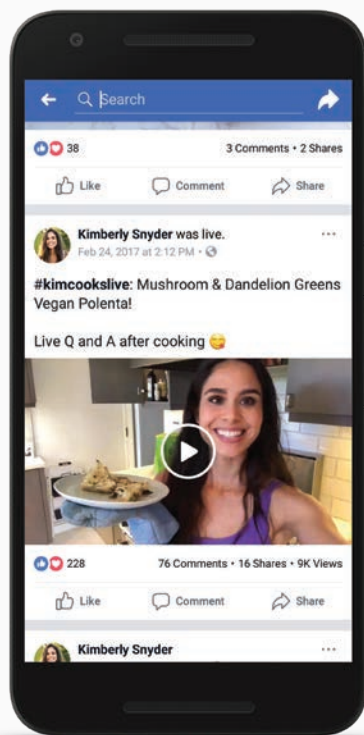
Connectivity is critical. Make sure you have a strong WiFi or 4G/LTE connection. If your connection is weak, the "Go Live" button will be grayed out. Where possible use a dedicated, password-protected WiFi connection of at least 10 Mbps.

Upgrade stability and sound by using a small tripod or a mic compatible with your phone.

Do not disturb mode prevents interruptions while recording.

Write a compelling description for fans before going live. Share your location and tag relevant Pages.

Use **Live With** to invite fans or fellow influencers into the broadcast from wherever they are.



Above

Kimberly Snyder hosts a weekly cooking show to share recipes and talk with fans.

Say hello to your fans by name when responding to their comments. Prompt them for questions on a certain topic to encourage engagement.



Facebook Groups

Groups are a meaningful way for public figures to engage with their communities. It's a dedicated space for fans to have in-depth, meaningful conversations around common interests, causes, and activities.



BEST PRACTICES FOR GROUPS

Use a Closed Facebook Group to make people feel a part of something special.

- People feel more comfortable engaging and interacting with content when they feel a shared connection to the rest of the Group. In a Closed Group, people must request to join the group and only members can see the content.

Use a Group Questionnaire to vet new Group members.

- Set up a questionnaire for people to fill out when requesting to join the Closed Group to ensure that only true fans join. You can also use this questionnaire to get more information from potential members, such as what they're looking forward to seeing in the group.

Connect your Facebook Group to your official Page.

- Linking your Group will help with discovery. Instructions [here](#).
- You can also protect your personal profile by posting to your Group as your Page. Instructions [here](#).

Set the tone for your Group.

- Create a welcome post asking for people to introduce themselves.
- Write a description that clearly states the group's purpose and any community rules to help new members understand how to best contribute and engage in a respectful way.

Encourage participation from members.

- Ask questions. Simply asking what people are up to or asking for advice (for example, what you should eat when visiting a new city) can start conversations.
- Use polls to allow less vocal members to add their opinion with a single tap.
- Comment on posts by members. Let people know you're paying attention.
- Collaborate using Events and Chat.
- Deputize super fans to help moderate and enforce group rules.
- Use the Group Insights feature to understand who your top contributors are.

Get more tips at facebook.com/community/education.



Social Good

Facebook encompasses the largest community of volunteers, donors, and activists coming together to make a difference. Registered 501(c)3 organizations can collect donations directly on Facebook. Facebook waives all processing fees so 100% of donations go directly to the nonprofit. Read more [here](#).

Your fans care about you and are interested in what you care about. If you have a cause or nonprofit that you're passionate about, you can use the Facebook community that you've already built to spread the message and raise funds.



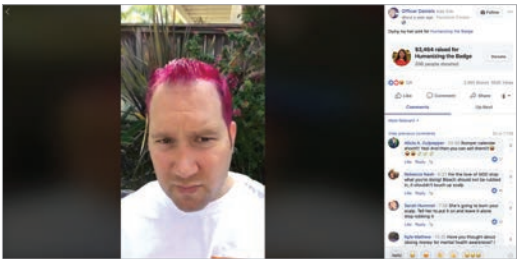
Create a Fundraiser for an organization you care about at facebook.com/fundraisers.

Share exclusive content that fans can't see from anyone else. Control your narrative by making announcements to fans on Facebook and Instagram first and responding to news directly.

Left

Jose Andres created a fundraiser to support victims of Hurricane Florence

Go live on Facebook and add a donate button. [More info here.](#)



Above
Officer Daniels went live to dye his hair, raising money for Humanizing the Badge.

Add a donate button to another Page post (text, video, or photo) about the cause or nonprofit. [More info here.](#)



Above
Humans of New York raised nearly \$90,000 for the International Refugee Assistance Project

Share a Fundraiser created by someone else to your Page and add some text about why you're supporting it.

Best Practices for Public Figure Fundraising

Know your facts. Make sure that you can speak intelligently about the cause/nonprofit.

Passion matters. Share your personal story of why this cause matters.

Match donations to your fundraiser as a way to rally more support. [More info here.](#)

Say thanks! Be sure to thank your supporters early and often.

Develop authentic creative, especially videos and photos

Ask your audience to share their own story of why the cause matters to them.

Ask fellow public figures and influencers to share your fundraising post.






































Page Insights

Page Insights help you understand your audience, the success of posts, and the health of your Page over time. Navigate to Insights at the top of your Page.

Know When Your Fans Are Online

Get a week's view of when people who like your Page are on Facebook. Click any part of the graph to see the number of people and time, so you can plan posts when your audience is most likely to be on Facebook.



All Posts Published						
Reach: Organic / Paid Post Clicks Reactions, Comments & Shares						
Published	Post	Type	Targeting	Reach	Engagement	Promote
12/14/2018 11:33 AM	 If you're looking for a book giving guide this holiday season, this			4.8K 	589 	Boost Post
11/27/2018 12:07 PM	 James Patterson, who recently published his newest book THE			4.5K 	4120 	Boost Post
11/14/2018 5:58 PM	 Join us for the Facebook Live broadcast of the National Book			6.2K 	8136 	Boost Post
10/30/2018 11:29 AM	 Have you heard the news about #TheChefExperience by James			4.5K 	5018 	Boost Post
10/30/2018 8:39 AM	 Have you heard the news about #TheChefExperience by James			4.7K 	12015 	Boost Post
10/16/2018 9:22 PM	 Join the National Book Foundation for a discussion at North Carolina			2.8K 	6522 	Boost Post
10/02/2018 9:15 AM	 Welcome to Facebook, Howard Schultz! Congrats on the			2.4K 	9525 	Boost Post
See More						

See Which Posts Performed The Best

Explore a breakdown of your posts with specific metrics on clicks, likes, and post types. Knowing which content performed the best will help you brainstorm new ideas.

Understand Your Target Audience

View the demographic breakdown of your fans with stats on gender, location and even language. When you understand who your audience is, you can create content just for them.

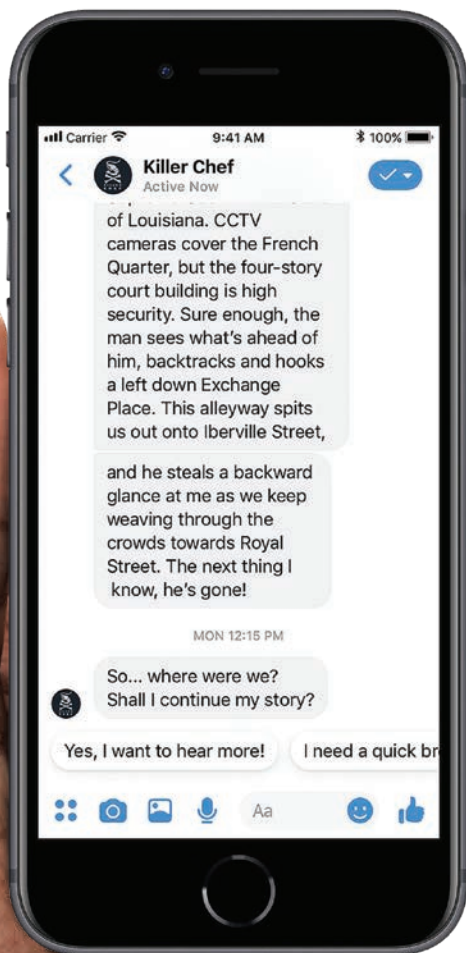
You can toggle the drop downs at the top of this chart for additional insights. For instance, you can see how posts differ by engagement rate.

Audience Insights Tool

With Audience Insights, you can analyze your audience by lifestyle, employment, income, education and other factors.

Export Data for Deeper Analysis

Detailed metrics can be exported to a spreadsheet format for additional analysis.



Above

Author James Patterson released his novel *The Chef* on Messenger, allowing readers to dive deeper into the storyline via interactive audio and visual content.

Other Tools



Messenger

Private messaging is a fast and convenient way to interact with fans. Consider creating a custom Messenger Bot to engage with your audience in creative ways. If you want to, you can also disable messages to your Page.



Events

Use a Facebook Event to drive attendance at speaking engagements, major public events, or when you have a special announcement to make on Facebook. Create a Facebook Tour for your latest speaking or book tour.



Notes

Facebook Notes give your ideas a beautiful canvas with rich formatting, embeddable multimedia, and instant reading on mobile devices. Whether you have an op-ed or speech to share, a photo essay, a blog post, or a book excerpt, Notes are the best way on Facebook to share what's on your mind. Learn more at: facebook.com/facebookmedia/best-practices/notes



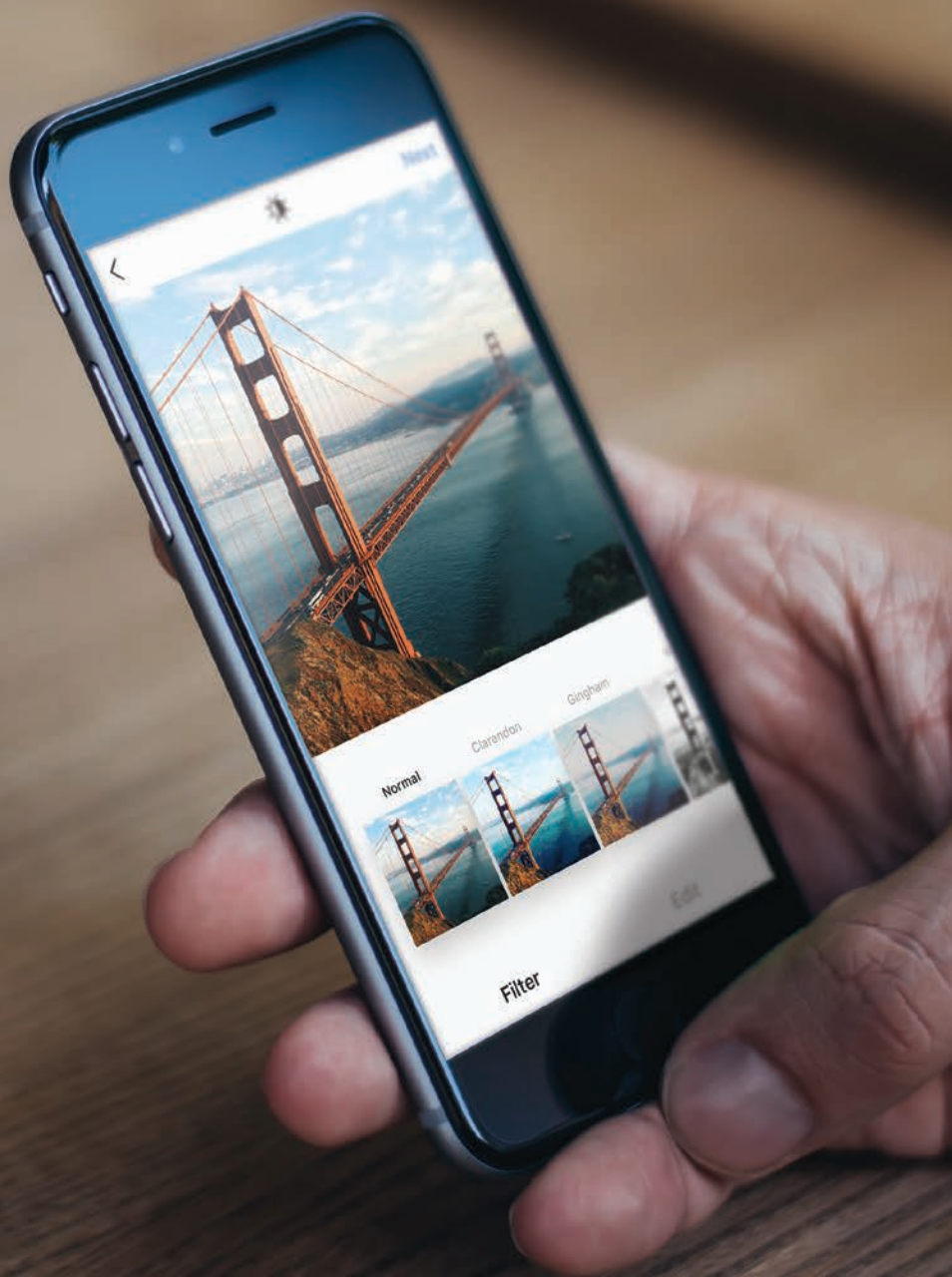
Facebook 360

Place your audience right in the action by uploading panorama photos or 360 videos. Turn your device or drag your finger to move around within the scene and explore every angle.



Facebook Text Q&A

A Facebook Q&A is a way to engage your fans by responding to their questions with written responses. Fan comments are ranked by quality and popularity. You can choose the questions you want to reply to and your response will automatically move to the top of the post thread.





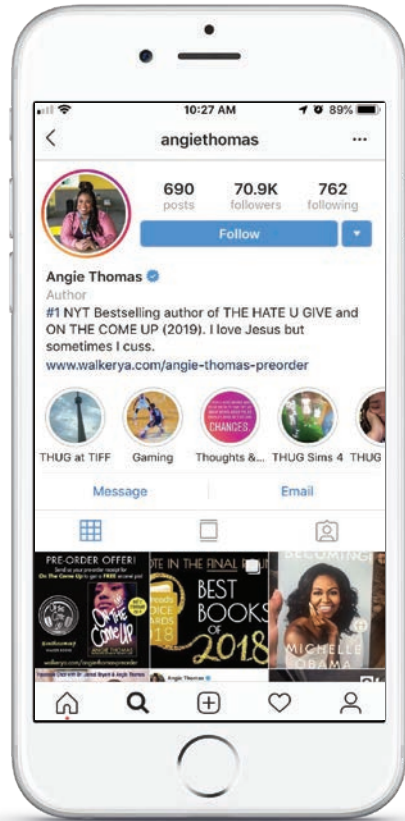
Instagram

Instagram is a community of more than 1 billion people connected through images. Images are a universal language. They transcend borders, cultures, and generations.

People are using Instagram to capture and share the world's moments and connect with their passions. In fact, almost half of every user's feed is comprised of interest-based accounts — brands or people they don't know, but want to know more about. Instagram is a great place to complement your Facebook presence and tell the story of you. Instagram is easy, fun, and inspiring.

GET STARTED

1. Download the Instagram app. Tap the 'Sign Up' button to begin the account creation process.
2. Add a simple personal statement in your bio, and choose an authentic image as your profile photo.
3. Two tools that might be useful to you and your team are two-factor authentication and account switching. **Two-factor** is an extra level of protection to keep your account safe from hackers. **Account switching** allows for easy switching between two different Instagram accounts (without logging out and back in again).
4. You can link your Instagram account to your Facebook and Twitter accounts to easily share content across platforms.



Above

Author Angie Thomas

The time spent
by people spent
watching video
on Instagram has
increased by over

80%

FIND YOUR VISUAL VOICE

1. Just like with your Facebook Page, Instagram followers value exclusive content taking them behind the scenes and showing them the world through your eyes. Whether personal images from your home life or snapshots across your professional life, bring your followers along for the journey.
2. Choose the right **format** for each image. Square is the original format and it works well as a default size. Portrait is perfect for capturing longer shots (like famous buildings or a full ensemble). Landscape is ideal for wide shots. You can also add multiple photos and videos in one post.
3. Use **video** to capture authentic, funny, and surprising moments that simply can't be conveyed with a still photo. With length anywhere between a few seconds and a minute, videos on Instagram are best suited for quick consumption. So whether it's a single moment or a mini-collection of them, think of Instagram as a lightweight place for video.
4. **Captions** give you a chance to be authentic and develop a voice for your account. Some accounts have success with long-form storytelling, while others use captions to get feedback on a new project, write personal notes to fans, or just share small snippets of every day life.
5. Instagram provides many **tools** to help you edit your photos. With these tools you can straighten a photo, adjust the crop, make your photo brighter, dial up the colors or shadows, sharpen, and more. Make it fun with face filters, stickers, drawing tools, and more.

Get Creative

Instagram believes in simplicity and creativity. We've developed a family of apps that can help you push your creativity and storytelling on Instagram to new heights.



Hyperlapse

helps you create quick, time-lapse videos.



Layout

allows you to combine multiple images into a collage.



Boomerang

helps you create a mini-video that loops back and forth.

GROW YOUR COMMUNITY

**Hashtags**

Hashtags can make your content more discoverable to new people on Instagram. Figure out which hashtags your community is already using and join in the conversation, or create your own hashtag for a book or project. **Emojis** are also a fun way to communicate with your fans or reiterate a small detail in your photo. You can even combine a hashtag and an emoji together.

**Tag**

Does your photo have other Instagrammers in it? If so, **tag** them in the photo so they can see your shot. You can see all the photos you're tagged in via the Photos of You section. Tagging is a good way to build your audience and cross-promote your account to a new audience.

**Add a location**

Adding a **location** or **event tag** to your post helps it be discoverable. For instance, if you tag the location as the Eiffel Tower, anyone who searches for the Eiffel Tower might find it. It's important to use accurate location and event tags.

**Share**

After you post on Instagram, you should consider **sharing** the image or video to other social media accounts you own and/or choose to automatically crosspost to Facebook. You can also grow your Instagram community by reminding fans to connect with you there and including easy links to your Instagram profile in a prominent place on your website.

**Save**

Simply tap the bookmark icon to save a post to a private tab on your profile. There you can see all the posts you've saved — and they're only visible to you.

CONNECT WITH YOUR FOLLOWERS

1. Following people is an easy way to engage with your community and to show your appreciation for high-quality creators. You don't need to follow everyone in your community but be sure to follow a good cross-section of accounts that inspire you. Pay attention to what they post so you can be inspired in return.

2. Liking is also a great way to show appreciation on Instagram. Be sure to be engaged with the audience at large.

3. Commenting on other people's photos is perfect for very important moments, like when another influential person shares a photo of you on their account or you really love an image shared by the community.

4. Instagram Direct is an easy way to share an image or video with a small group of people. When sharing an image posted by someone else, just click the arrow and then choose the people you'd like to send it to. Tap the paper airplane icon in the upper right-hand corner of your main feed to see your conversations. People also use Direct to privately message fans. This could be a good way to reach out to a community member you might want to partner with.



Above

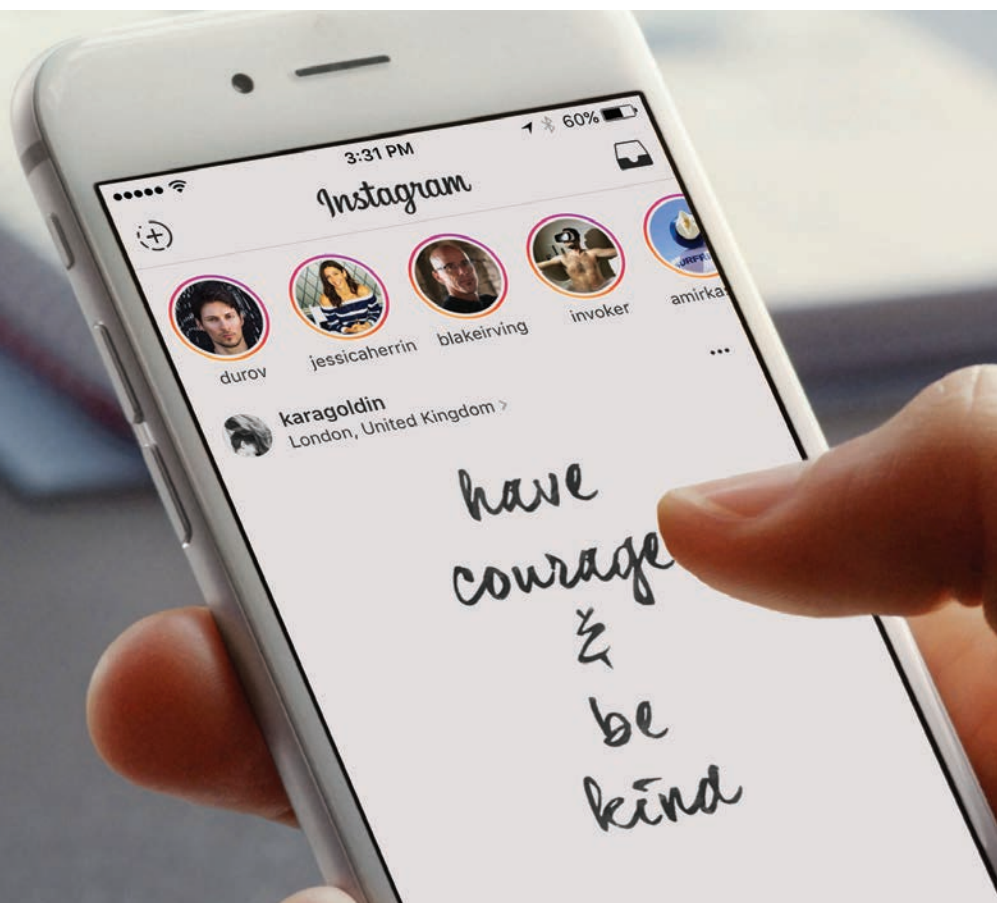
Doyin Richards shares a photo of himself brushing his daughter's hair.

Using Links on Instagram:

Instagram does not support **links** in captions, however, you can include one in your bio.

Instagram Stories

Instagram Stories is an easy way to engage with your Instagram followers throughout the day. Share all your moments - the highlights and everything in between in a space at the top of the feed. Unless, you choose to keep them, photos and videos disappear after 24 hours.





HOW IT WORKS

Swipe right to easily access the camera to capture and share photos and videos to your story. Pull down to upload photos and videos taken from your camera in the last 24 hours. You can see what's in your story by clicking 'your story' on the left of the bar at the top of the feed.



CREATIVE TOOLS

Drawing, text, and stickers within Instagram Stories let you personalize your moment. You can also tag other accounts and verified accounts have the ability to add links to their stories.



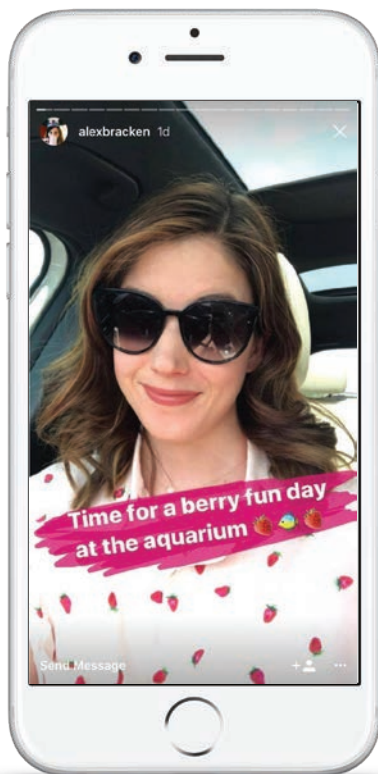
SHARE YOUR STORY

Your Instagram story will appear in a bar at the top of feed. People can also access your story from your profile by tapping on your profile photo.



CROSSPOST TO FACEBOOK

You can automatically crosspost your Instagram Story to a Facebook Story



Above

Alex Bracken shares a story about her trip to the aquarium.

Instagram Live

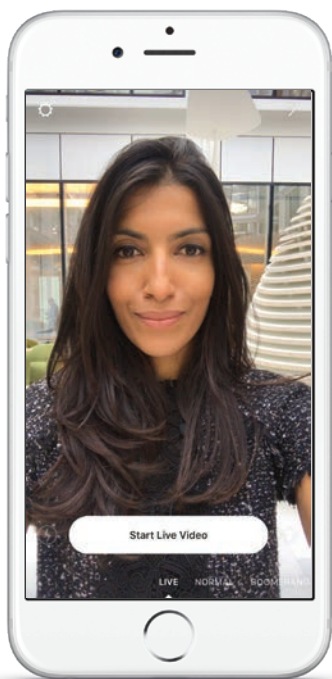
Go live on Instagram Stories to connect with friends and followers right now.

Make sure you have a **strong internet connection** and **hold phone upright**.

Swipe right from feed to open the Stories Camera then tap 'Live' then **'Start Live Video'**. You can go live for up to an hour, and you'll see when

new people join. The longer you stay live, the more time your fans have to join.

Your most engaged followers may receive a **notification** that you're live and your story will move to the front of their stories bar at the top of the feed.





IGTV is an app and surface within Instagram where people can watch long-form videos from their favorite creators and influencers.

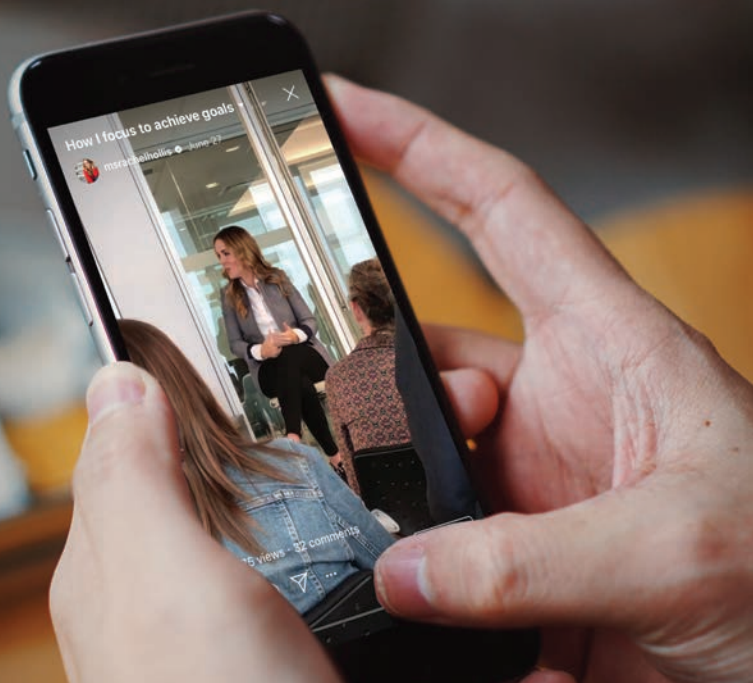
IGTV is formatted for how you actually use your phone, so videos are full screen and vertical.

Videos on IGTV can be up to one hour long.

You'll have your own channel on IGTV that gives you more opportunity to be discovered by new fans. When people open IGTV, they'll see multiple channels filled with videos from creators they already follow on Instagram and others they might like based on their interests.

Right

Author and motivational speaker Rachel Hollis uses IGTV to share her top tips for living an inspired life.





Top Tips

1

Instagram is a community and the more time you put into it, the more your efforts will be rewarded.

2

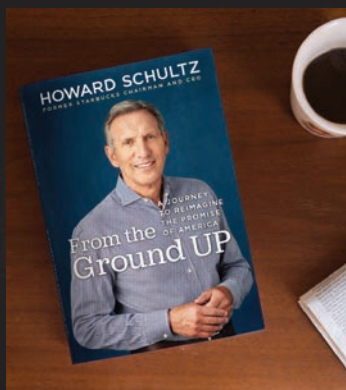
Your account should have a point of view and authentically communicate that perspective in a way that only you could. Develop a voice and a content plan, and stick to frequent posts that perfectly align with your goals.

3

Our data does show a correlation between how often you post and follower growth. Pay attention to the number of likes and comments you receive. During a very big moment, you may also see a surge of new followers.

4

Consider posting newsworthy moments on Instagram first, as this can result in a big bump in engagement and followers.

**Above**

Former Starbucks CEO Howard Schultz revealed his book cover on Instagram.

5

The Instagram community appreciates high-quality content, but that doesn't mean that everything you post must be a work of art. Study some good accounts in your community and pay attention to their visual voice and point of view. Make sure your account is relevant to who you are and feels authentic.

7

Follow the @Instagram account and the Instagram blog (blog.instagram.com) for ideas, tips, and regular challenges to stretch your creativity and improve your craft.

8

Have fun!

6

If you are interested in partnering with an Instagram celebrity, try sending them a direct message on the platform. Some Instagrammers may even have their email addresses in their profile bios.

Instagram Content Ideas

Are there mementoes at home or in your office with stories to tell? Take an Instagram photo or video and caption with a backstory your followers can appreciate.

Avoid formally posed “official” photos and grin-and-grip shots. Instead, experiment with candid moments and unexpected perspectives. For instance, give followers a peek into your routine with a “day in the life” photo series or short videos.

Facebook First Reads

Facebook and Instagram are two of the biggest online reading communities in the world. Here are some ideas to consider as part of your book release social strategy.

Give readers a preview of new books on Facebook with the hashtag #FacebookFirstReads. Here are the steps:

1. Excerpt: Before your book is released, share an excerpt exclusively on Facebook using a Facebook Note. We recommend publishing the excerpt one week before the book is released.

Below

Patrick J. McGinnis released a sneak peek of his book *The 10% Entrepreneur* with a Facebook Note.



2. Live reading: On publication day, engage your community by hosting a Facebook Live reading.

3. Live Q&A: After your book has been released, host a Live Q&A to answer your reader's questions about the book.

IN ADDITION TO THE FACEBOOK FIRST READS PROGRAM, WE ENCOURAGE YOU TO CONSIDER THESE IDEAS:

Virtual Book Tour: Program a virtual book tour for those who can't make it in person.



Above

Brene Brown did Facebook Live Q&As at stops all along her book tour.

Create a Facebook Group: for readers to discuss your latest release with each other. Consider posting exclusive content in the group, such as a reading guide or hosting a Live Q&A just for group members.

Ask fans to post about the book: Ask fans to tag you in pictures of themselves with your book.

Use your influencer network: Consider sending a book to influential friends and asking them to post on their social channels.

Instagram Takeover: Team up with a media partner (local library, website, publisher) to takeover their Instagram account for a day.

Book release countdown: Find visual creative ways to drum up anticipation about the book release.



Above

Elizabeth Gilbert posted creative photos of numbers to count down to her book release.

Content Ideas

1

Take your audience on a typical day-in-the-life through a Facebook or Instagram Story.

2

Share a video talking about the advice you would give to yourself at an earlier age.

3

Explain a difficult concept in your field in the space of a cocktail napkin or with a short video.



Above

Deepak Chopra explained how we can be happy for no reason

4

Write a thank you note or record a video thanking someone who has inspired you.



5

Demonstrate a secret skill or talent that your fans may not know you have.

6

Talk about your pop culture favorites in music, film, or television.



Above

Buzz Aldrin gave a nod to The Avengers

7

Introduce your editor, colleague, or other work partner through a video.

8

Tell your audience about a travel experience that impacted your life or work.

9

Share a photo or video of your bookshelf or of a collection of your favorites.



Above

Adam Silvera shared a photo of his rainbow bookshelf

10

Post about topical events, whether it's an international holiday or Throwback Thursday.



Above

Melinda Gates posted a video about International Day of the Girl



Frequently Asked Questions

Can I have both a personal profile and a public Page on Facebook?

Yes, many influencers choose to retain a personal profile for connecting more intimately with friends and family while managing their public voice through a Page. We recommend setting higher privacy settings on your profile after you establish a Page. Our team can help migrate any followers of your current profile to your Page.

How much time does it take to manage a successful Facebook Page?

Creating a Page is fast and easy. Once you have a Page, you can share a Facebook post in less time than the time it takes to read this page. You can invest more time as you get comfortable and see a return on your investment. The more you engage, the more value you'll get out of Facebook.

Do fans expect me to respond?

No, fans do not expect you to respond to their comments on your posts, although it is an easy way to engage with your community. You have the option in your Page settings to enable or disable private messaging with followers.

How can I protect myself from negative comments?

Generally, people using their real identities on Facebook means conversations are more civil and positive. The people most likely to see your content in News Feed are your fans. You can also set strong moderation filters in your Page settings. It's easy to hide any negative commentary and, where necessary, report or ban a user from commenting on your page.

General Resources

Facebook Topic Pages

- Influencers on Facebook: facebook.com/influencers
- Books on Facebook: facebook.com/books

Facebook and Instagram for Influencers Website

Visit our Facebook and Instagram for Influencers website to stay up to date on the latest features and to sign up for our newsletter. facebook.com/facebookmedia/books

CrowdTangle Dashboard

Track your progress and learn how other influencers are using Facebook, Instagram, Twitter and Reddit with CrowdTangle. crowdtangle.com

Media Partnerships Website

Hear about Facebook's latest media products, best practices, and community stories on our Media Partnerships Website. media.fb.com

Facebook for Business

Learn more about Facebook's marketing tools to achieve your business objectives. facebook.com/business

Blueprint

Everything you and your team need to become Facebook experts. facebook.com/blueprint

Facebook News, Media, & Publishing Group

Join this group moderated by Facebook's media partnerships team to get key updates on our platform, case studies, and best practices guides. facebook.com/groups/media.publishers

Facebook Help Center

The one-stop shop for help on Facebook. Use our search bar or suggested topics to find answers. facebook.com/help

Questions?

Get in touch with us by emailing influencers@fb.com



