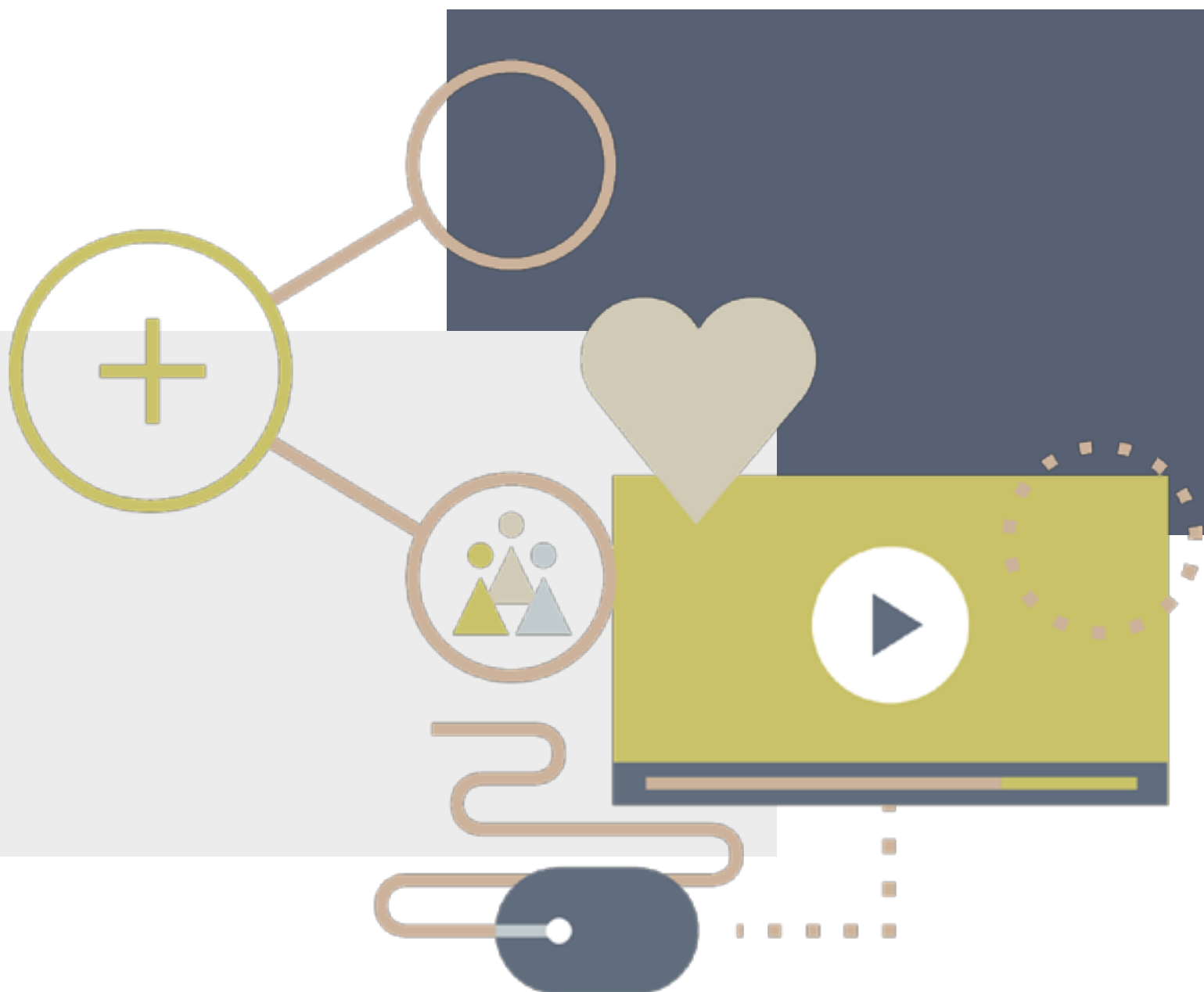


TELLING YOUR STORY THROUGH

# FACEBOOK



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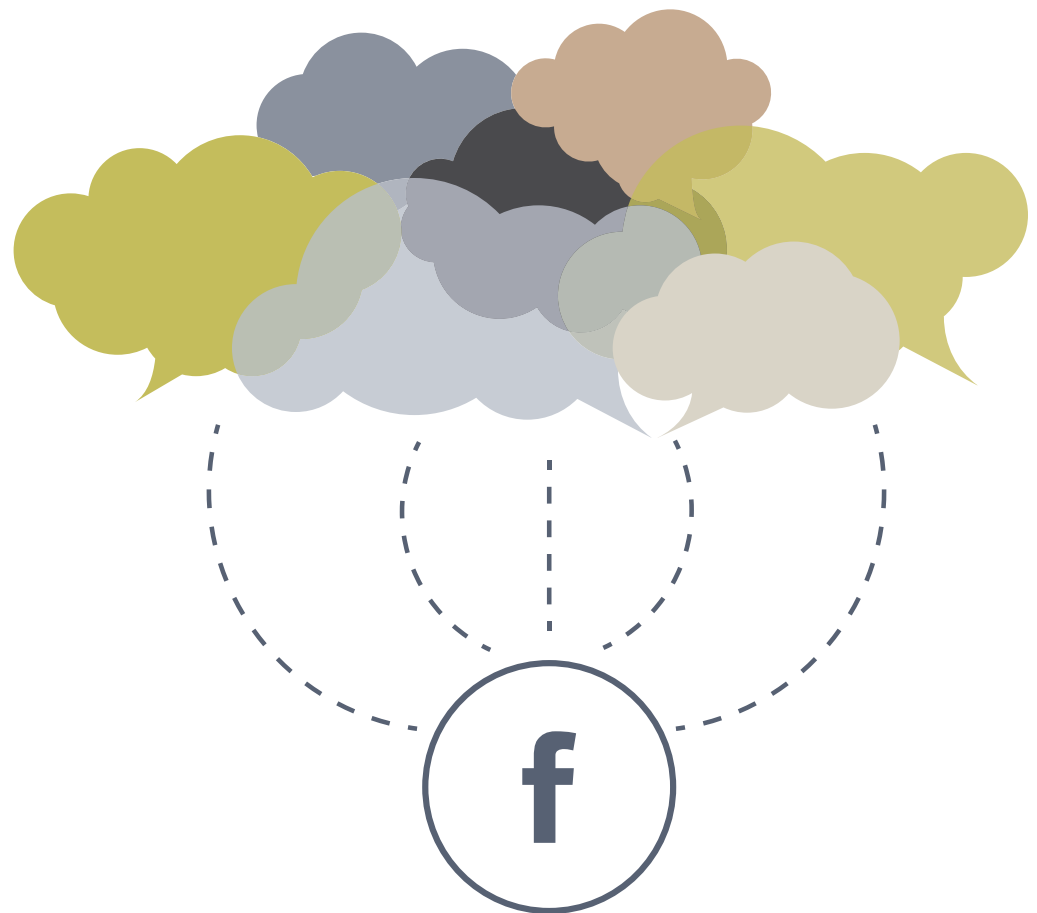
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A FEW BEST PRACTICES

If Facebook were a country, it would be the largest in the world. While platforms like Twitter, Snapchat, Pinterest, and Instagram continue to show [steady growth in popularity](#), there is no denying that Facebook is still the leader in the social media game. It provides the opportunity to connect with a huge population of people, and its [status as the one of the first major social platforms](#) is nothing to sniff at either. Some businesses choose platforms other than Facebook as a way to be different or stand out. While using a few different social platforms has strategic advantages, we also know there are ways to win with Facebook and take advantage of its large reach for your business. As with any social network, there are guidelines to keep in mind. In this ebook, we want to share ways you can win with Facebook by using it to tell your story and grow your business.



Before we dive into some of the best practices to keep in mind when using Facebook, we are going to share some of the means available to tell your story on Facebook. Like many of the social platforms around today, Facebook has a visual emphasis. Not only does a visual component engage with your audience more quickly and effectively, but it also performs better with Facebook's algorithm. More people are likely to see your post when you add a visual aspect to it.

# A PICTURE

## IS WORTH A THOUSAND WORDS

On Facebook, a picture could also be worth several likes. It's worth your while to invest in a decent photographer to take pictures of your team, your office, your products, and everything else you can imagine people might want to see. These photos allow people to get to know you, your office, and your product/service. If you sell handmade leather bags, a stock photo just won't do. You need photos of your product: people wearing it in daily life, up-close shots showing the details of your work, and ways it is multifunctional. Are you in a service-related industry? Then pictures of you and your team in action are crucial. Photos allow you to show people who you are and what you do, and why people should choose your business. If you don't have a professional photo, do your best to get a decent shot with your phone. Stock photography has a place, but it will never perform as well as photos of your business in real life.

## EXAMPLES:



SHOW IT, DON'T SAY IT WITH

# GRAPHICS

Using visuals on Facebook doesn't mean you have to stick with photography. Graphic designs can be just as compelling and are excellent ways to explicitly get your message across. If you're in the rehabilitation industry, creating an image to explain an ACL injury can be informative for your patient and more exact than a generic image of the outside of a knee. If you're a roofer, an infographic can be much more informative about your services than even the most beautiful of photographs of your work.

EXAMPLE:



But graphic designs aren't just a way to share information through visuals. Use them to show who you are as a business. [We created this fun image](#) to showcase the personalities of our team members through Halloween costume ideas. Infographics, diagrams, and other created images do a lot to tell your business's story, show off your company's personality, and display your mission and vision.

“GO LIVE” WITH

# VIDEOS

IN JANUARY OF 2015,  
FACEBOOK USERS WERE POSITING

75%

MORE VIDEOS THAN IN 2014

AND THAT NUMBER DOESN'T SEEM  
TO BE DECLINING ANY TIME SOON

[LEARN MORE](#)



## THE MAIN TAKEAWAY IS THAT:

Whether professional or amateur, video is a powerful means of connecting with your audience, and it's one that Facebook allows you to use easily.

In one scroll through your newsfeed, you're likely to see more videos than images. Why not capitalize on such a popular medium for connecting with your audience? It's a good investment to work with a videographer to create a high quality, professional video about your business. But, a decent video shot from your phone can tell a little about the behind-the-scenes aspect of your business.

With Facebook live, you can show how your team has fun together, how you interact with customers, and ways you are involved in your community (just to name a few). The [popularity of Facebook Live has grown so much](#) that live videos are now watched three times longer than other videos. This reinforces that videos are a powerful medium that is here to stay.

COMPELLING

# CONTENT

IS STILL KING

There is a reason that the saying, "Content is King" hasn't gone away. It's because content will always be an important part of your inbound marketing efforts. Facebook is no exception. The key is to write content that compels your audience to interact with you more. Here are just a few tips to keep in mind.

## USE LENGTH WISELY

Usually, brevity is your friend when it comes to social media, even on Facebook. As a general rule, posts that are 1-2 sentences long tend to perform the best, but longer posts can be used strategically. When detailing the rules of a contest, more characters may be needed to make sure all guidelines are communicated to your audience. If you're sharing something personal, such as a goal your team achieved or a charity you've partnered with, longer posts are understandable and acceptable.

## BE ENGAGING

It's important that all communication from your business is professional. This means that you follow grammar rules, use spell check, and avoid statements that are extremely crude or offensive. Beyond these guidelines, though, make sure the tone of voice you use in writing reflects your company. It wouldn't do well for an environmental consulting company to use a lot of slang, or a pediatric dentist to be super dry. Be professional, but also be yourself. Let the flavor of your company come through in your content.

## BE REAL

Sometimes in social media, we forget that our words are going to a person. When we are using digital forms of communication, we can forget to communicate on a personal level. Make sure your content reflects the fact that you are a business made up of real people communicating to real people. Don't be afraid to be funny, to share successes, to honestly admit and own mistakes, and to share what is going on with your work.

# A FEW BEST PRACTICES

Images and content are the backbones of Facebook. Optimizing both will help you to engage with your audience, share your business's story, and gather new customers. Here are a few final thoughts to keep in mind as you're using Facebook:

Share your 'WHY' as much as your 'WHAT' Whether you are marketing goods or services, it can be easy to push your product so much that you forget to share with people why you do what you do.

## SHARE YOUR VISION AND YOUR PURPOSE.

WHY?

DO YOU LOVE  
YOUR WORK

WHY?

DID YOU START  
YOUR COMPANY

WHAT?

GOALS & PLANS DO YOU  
HAVE FOR THE FUTURE

Customers today care just as much about the person/people behind a company as they do the product or service provided. Communicate that with your audience on a regular basis through your Facebook posts.

It's also important to remember that your story is as much about your customers as it is yourself. Let your users share with you how your work has changed their lives. What did they love about your work? Why did they choose you? How have they used your product or service in their everyday life? You can share testimonials, reviews, or user-submitted photos to show off both your customers and your business. Remembering your customers means you also engage with them on Facebook. If you get a comment, respond quickly. If you get a review, act accordingly. Don't just let your customer's interaction with you go unnoticed. This interaction is one of the greatest aspects to using Facebook to grow your business.



The numbers don't lie. Facebook is still the social media force to be reckoned with, and it's a great means for both showing and telling your story with your customers. With creative, compelling images and engaging content, you have the opportunity to connect with a number of people.



# THANKS

FOR READING. LET'S TALK ABOUT IT.

Primitive Social is a Digital Marketing Agency specializing in Inbound Marketing, Web Design, and Social Media Marketing and Management. We've helped dozens of businesses tell their story through Facebook and other social platforms, and we'd love to tell your business's story as well. Contact us at [marketing@primitivesocial.com](mailto:marketing@primitivesocial.com) to learn to more!

