Michigan Technological University
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PSY 6990

Project Report;

EUG for Facebook's Business Page

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PSY 6990: Explanations in AI Systems
Project 4

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Executive Summary

Experiential user guide for Facebook business page explains the heterogeneous nature of objectives and goals of any technical system. The user guide, that is been created using the fundamental concepts of user experience. The intelligent tool discussed here is 'Facebook's business page' which is highly biased towards support community and media based domain. As Facebook offers useful option to create and present your business to the audience of your choice. The advertisement policy and page policies make usage of the tool ambiguous to the users.

This experiential guide is intended to make universal core description and understanding of core fundamentals. According to our research the issue that impact the user experience is centered around the privacy, boosting and posting.

The methods which creates various flows can be identified separately. The identified methods displays the problem definitions with intended purpose. The guide is created to teach specific lessons for which the users face most troubles such as,

1. Integrated posting in Facebook and Instagram
2. Privacy controls for posting on business pages
3. Boosting/promotion mechanism

For crossing the chasm, one need to clear the misconception of that particular issue and then need to refrain that terminology. The simplistic representation and explanation can help a lot when we have this type of ambiguity.

We are presenting the simple guide with each step for four workflows. The workflow are developed for making troubleshooting task easier and handy. The Facebook's essential guide/forum isn't capable of explaining steps to users so many users are facing different issues.

The monotonicity and heterogeneity makes simple problems complex thus users might get mislead because of false analogies about certain workflows. This guide will help users to perform set of task without any hassles,

1. 'Do it yourself' for troubleshooting
2. Basic learning guide for core fundamentals of EUG
3. Providing smooth and easy usage of Intelligent tool

Making usage of Intelligent tool pretty simple and clearer is the basic objective of our guide.

Background and Description of Intelligent Tool

Facebook offers an option to create a page for your business in order to advertise your service or product and allow users and followers to leave comments and review. One can either set up this

page directly on Facebook or a linked page is created automatically if they choose to open a business page on Instagram.The page offers a variety of features including post "boosts" that claim to increase interaction with your page and increase traffic and/or likes. Ultimately, the page is advertised as a tool that can be used to advertise and earn more business.
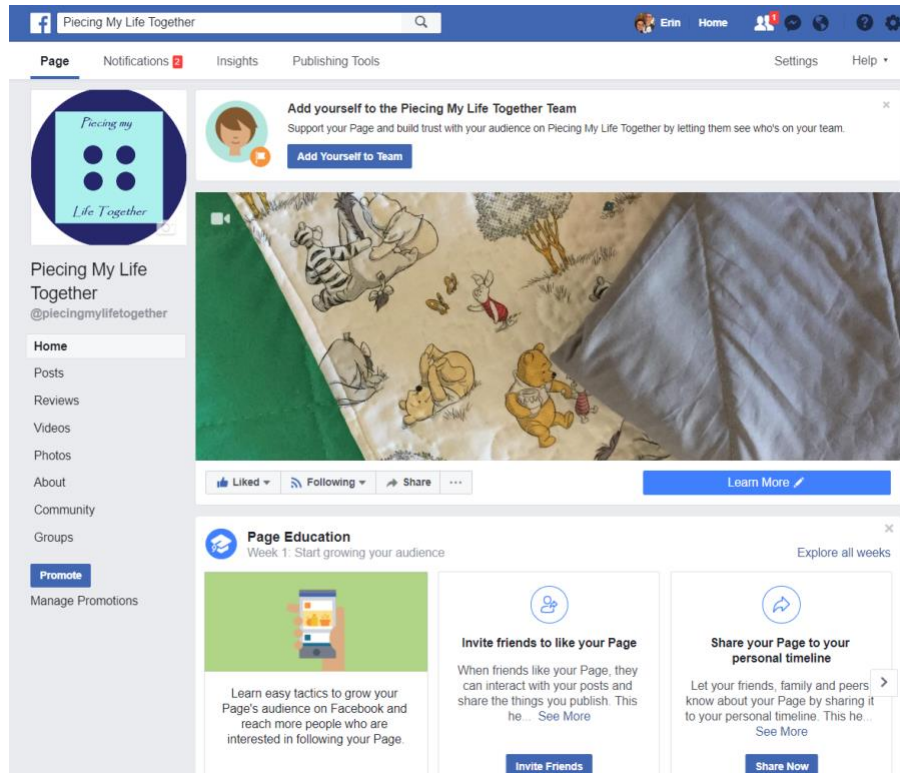

Figure 1: Facebook Business Page

Methods

- Allowing Users to post (privacy)

The one of the common problem all the facebook business page the privacy issues with posts. The organic posts on the facebook page will decline at some time due the privacy issues. The misconception on this issue will be , that the people think this issue is due to technical reasons. But it is actually due to the privacy settings made by the page admin.

- Why   Instagram   Pictures   Won't   post?
  The Business page that you create on instagram will reflect similar page on Facebook also. So, whatever is being posted on Instagram will get reflected on FB also. This misconception has lead to the above mentioned issue. The issue is persisting because the people think all these are happening on their own with any efforts. But sometimes some settings need to be given inorder to make it happen.

- Boosting posts

The issue with Boosting the posts is that, while boosting these posts some default parameters will be asked. Like. Region(where to boost), number of audiences, the time frame till you want this post to be boosted and so on. The general misconception here is at the first boost people don't know how these things work.

- Setting up an ongoing promotion:

The ongoing promotions are promotions that runs continuously. This is patterned based on the money that we set to spend everyday. The misconception on the ongoing promotions will be the misinterpretation of the number of dummy views(The views of the users which doesn't even related to the business).

Learning Objectives

Sharing Instagram Pictures to your Page Automatically

Business users who started with a page on Instagram are automatically made a Facebook page that connects to their account. If a user does not update this page, it will sit empty if

someone tries to search for their business on Facebook. For this reason many business users choose to continue to use the connected Facebook page. For many users it can be confusing that their Instagram photos do not automatically update to their Facebook page when the setting is turned on. This learning objective seeks to better explain what connecting your Instagram and Facebook means, and how users can adjust when this connections doesn't happen automatically as promised.

Allowing Outside Users to Post to Your Facebook Business Page

For this topic our goal is to explain to business page users why a follower's post does not show up on their business page- even when they receive notification that someone has posted to their page.The root of this issue is an understanding of how privacy settings interact with their public page. The objective is to explain how privacy features interact with posts so that users understand why some followers are able to contribute to the page and others aren't.

Boosting Posts

Boosting posts helps in getting more people to visit the page you created . Boosted posts are also a way to reach out to new people who might be interested in your page but might not be following you or be updated with your postings . The boosted posts can include a call - to - action button so that people can take other actions like ,booking an appointment , getting in touch with the business .

Setting Up an Ongoing Promotion

An ongoing promotion is a type of ad one creates from their Page that runs continuously, unless you decide to pause or stop it.

Features of an Ongoing Promotion:

1) Choose your own daily budget - minimum amount one can spend per day on their ongoing promotion may vary based on the type of ongoing promotion they create.
2) Include images from your Page- These promotions use pre-selected images from the Page that have had strong engagement as compared to other images on the Page.
3) Updates provided to help you improve- You'll be eligible to receive emails and notifications with suggestions about when to update your ad images to improve performance.

Experiential User Guides

**Sharing Instagram Pictures to your Page Automatically**

In order for your Instagram page to be allowed to post to your Facebook, you have to allow the two pages to communicate. Even though Instagram automatically creates a Facebook page and it may seem like they are communicating automatically, we may have already set up features to prevent the two from talking.Usually, one can use a common device, such as your phone, where both apps exist to aid in this communication. There are two ways to ensure your pages are communicating properly.

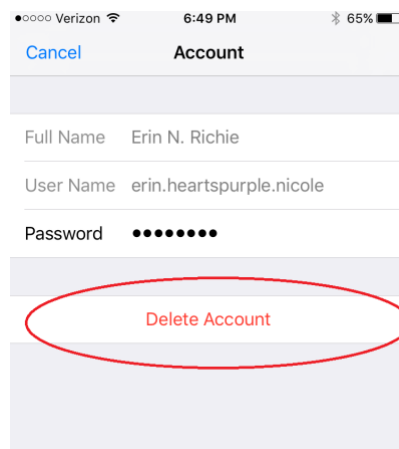1. **Check that Facebook is Communicating with Instagram**

   a. Go to settings
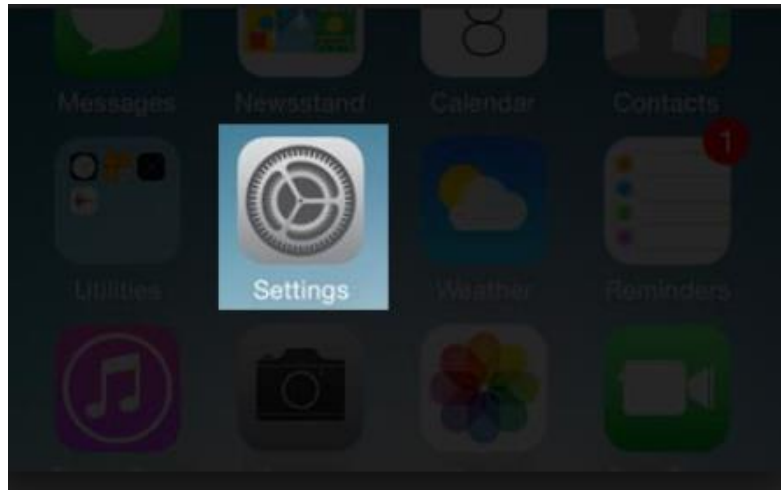
   b. Scroll down until you see Facebook and select it
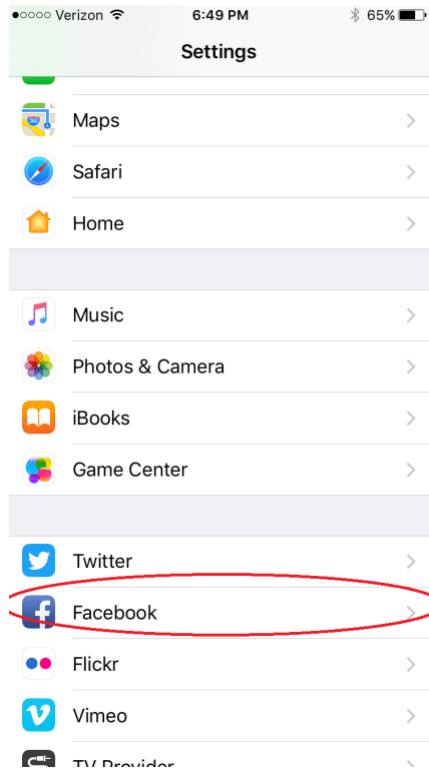
c. If there is a field for you to be able to log in, do so.
   i. If you have changed our password recently you accidentally took away Facebook's permission to continue to communicate with your Instagram via your smartphone. Logging in should allow that communication channel to re-open.
   ii. Realize that when you log in for the first time, Facebook will also try and communicate with your calendar and phone contacts. If you are uncomfortable with this, there are two buttons which you can switch off to block that communication after you finish logging in.
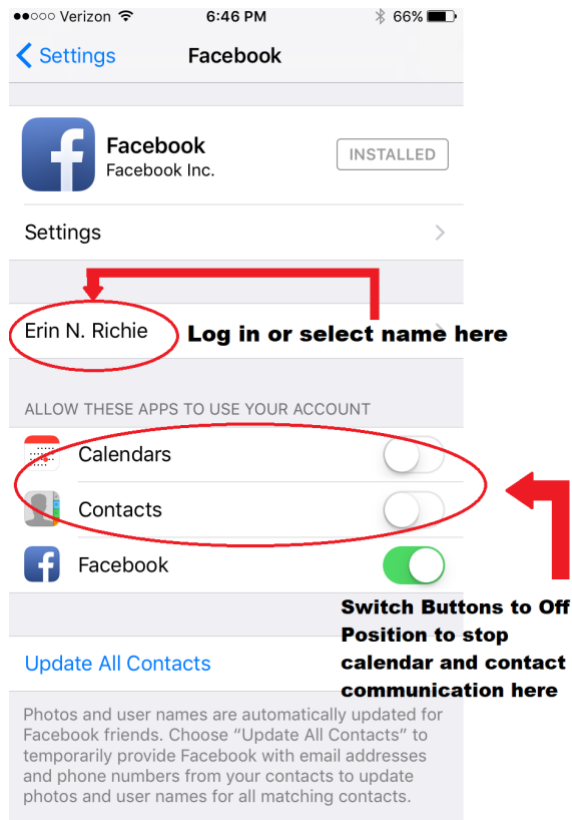
d. If your name appears, click on your name, then "Delete Account"
   i. While deleting your account sounds like a scary thing to do, you are **not** actually deleting your Facebook account, just deleting the account from your phone, temporarily.
   ii. Once you have "deleted" the account return to steps a-c and login again. This will reinstate your Facebook accounts connection to your phone as well as re-open it's communication with Instagram.


2. Check that Instagram is Communicating with Facebook

a. First go to your Instagram page and click the plus button to share a photo
    i. You can archive or delete this photo later if you don't want it displayed on your page.

b. After selecting your photo and a filter, you will arrive at the caption page. Ensure that sharing to Facebook is turned on and highlighted in blue as shown below.
    i. Instagram is now communicating with Facebook and should be able to share automatically.
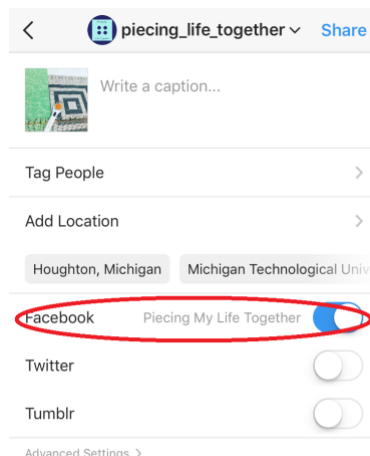
Allowing Outside Users to Post to Your Facebook Business Page

Sometimes we receive notifications that a follower has posted to our business page. While this can be exciting and a sign that your business page is receiving traffic, it can be

a disappointment to realize that comment is not showing up on the page, despite notifications saying it is.

Usually, this type of error results from a personal Facebook page user's privacy settings. Even though your page is marked as public and the user chose to post to that page, they may have previously chosen settings that prevents their posts from being shared in a public setting.

Your options to deal with this problem are limited, as you cannot change your settings on your follower's pages.
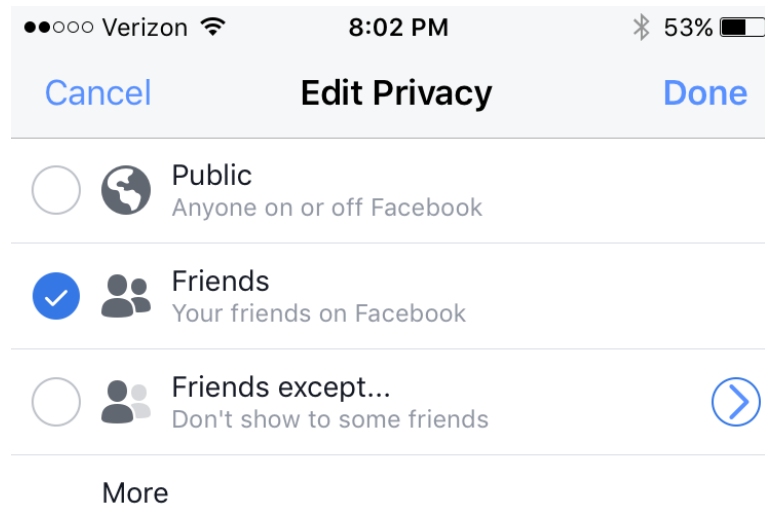
You can:

1. Private message your follower and ask them to make the post public
   a. Simply message them directly, thank them for posting and perhaps offer instructions as to how they can make the post public.
      i. To make a post public they must first find the post
      ii. Click the three dots in the top corner of the posting
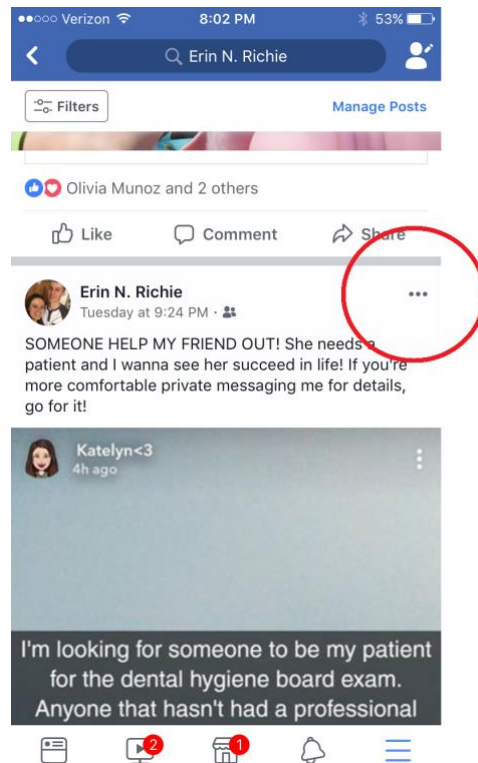
      iii. Choose edit privacy
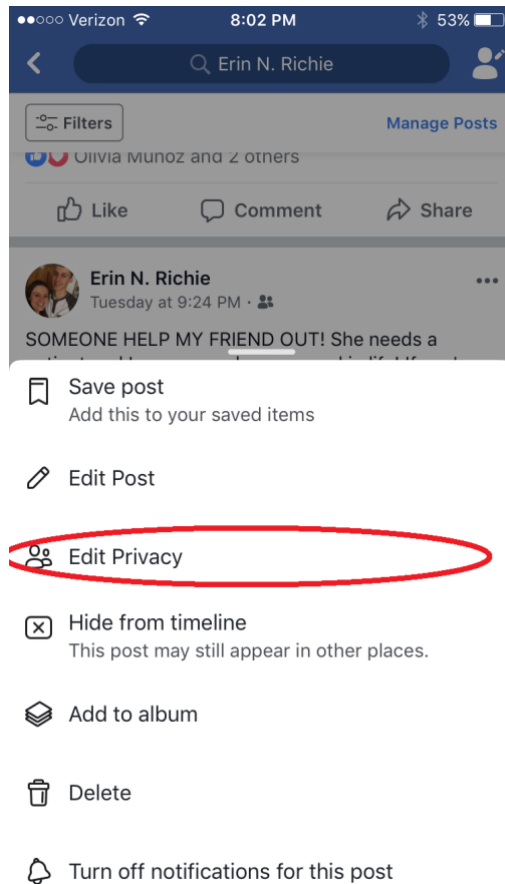
iv.   Select public

2. Create a post asking followers to make their posts to your page public.

a. If your page is getting a lot of traffic and users are frequently posting to your page without it showing up, reaching several of them at once may be your best option

b. Consider including the instructions above or make yourself available through private messaging to help your followers that need further instruction.

Boosting Posts on Facebook

Facebook offers users two different tools for creating a paid ad:

1) The Ads manager

2) The Power editor .

When deciding which one is the best fit for you, you'll want to consider both your company size and the number of ads you plan to run at once.

While the Ads Manager best suits most companies, the Power Editor serves as a tool for larger advertisers who are looking for more precise control over a variety of campaigns.

To boost a post we need to post something on the page .

The boosting is done for promoting several contents more frequently. The boosting is for specific advertisements and posts decided by user. Boosting reaches to the user specified targeted audience and regions based on predefined frequency of promotion.
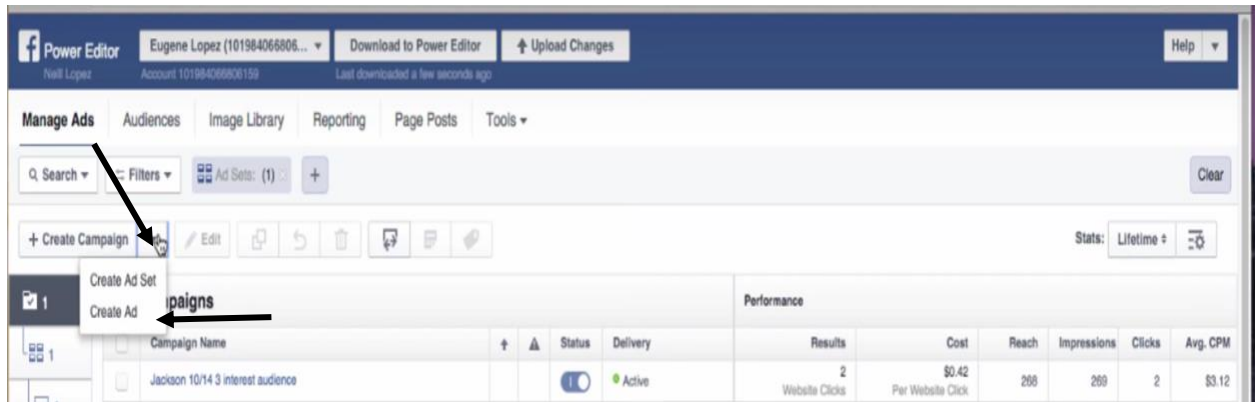
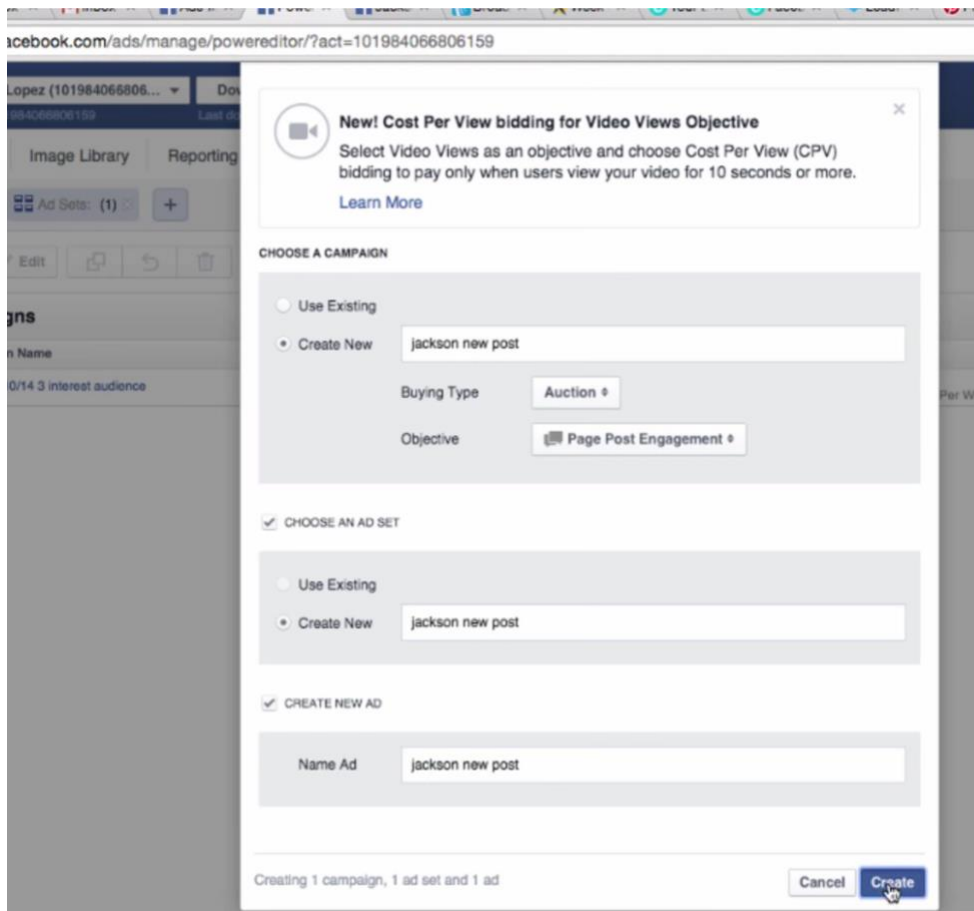1) Go right under your facebook account and then click manage ads .
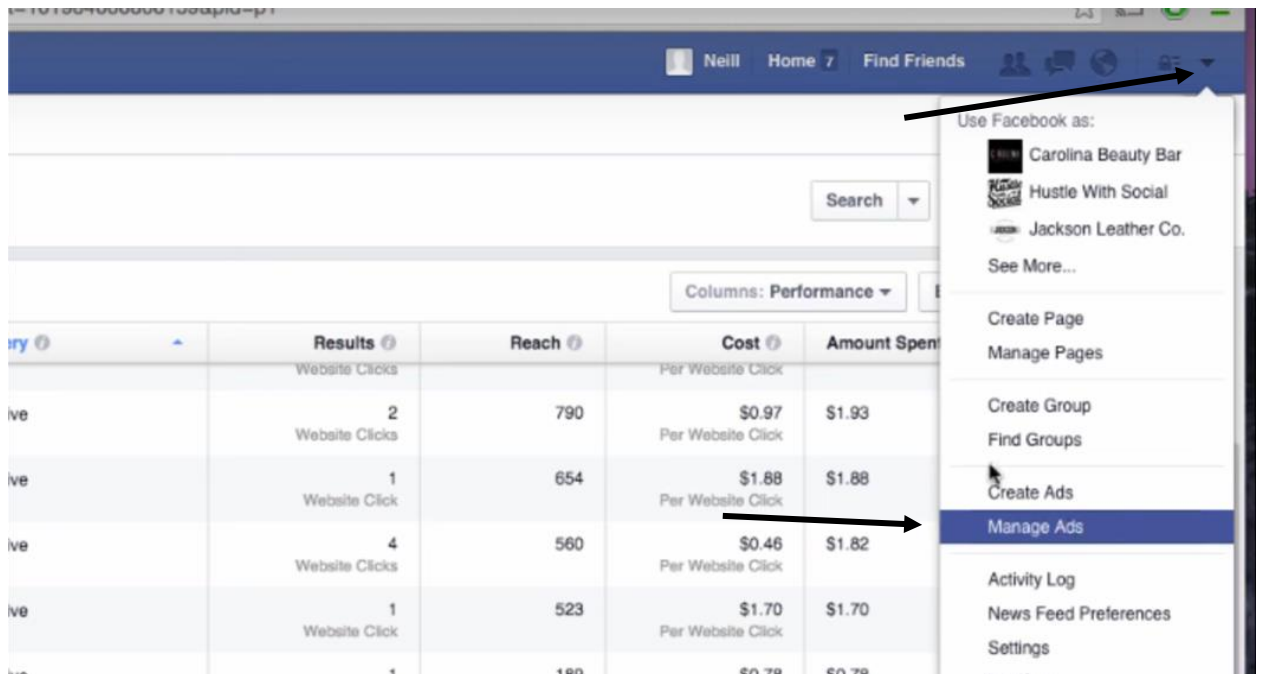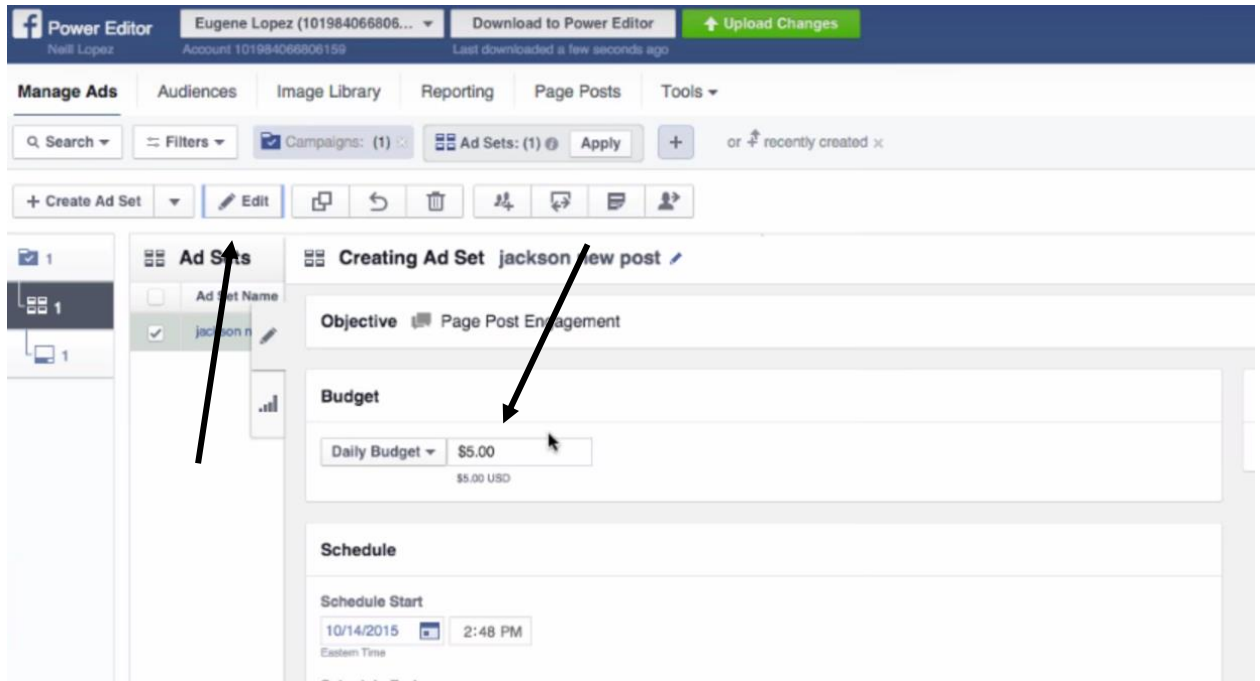
2) Click Power editor
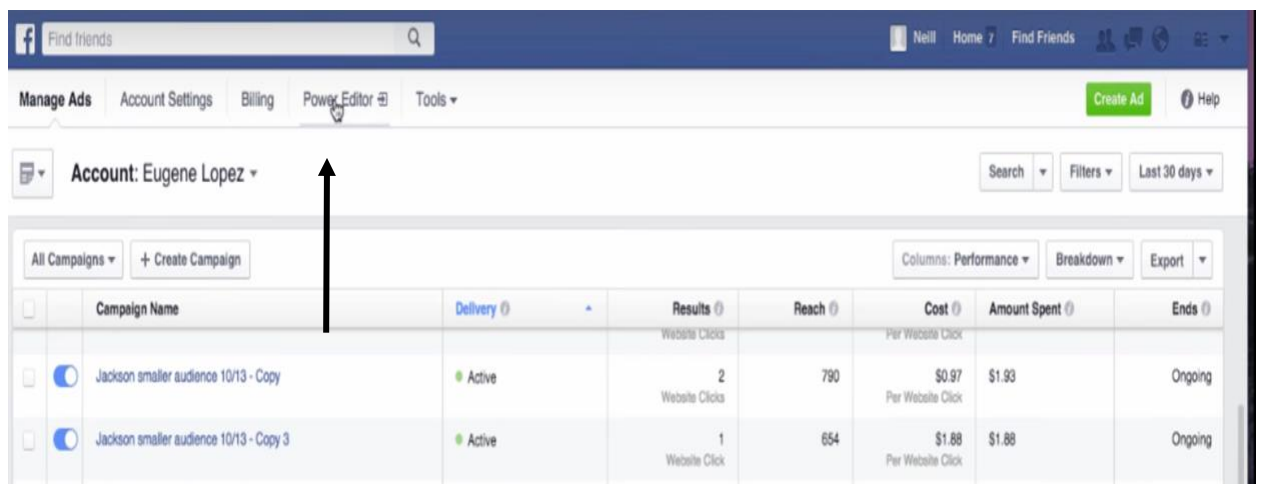
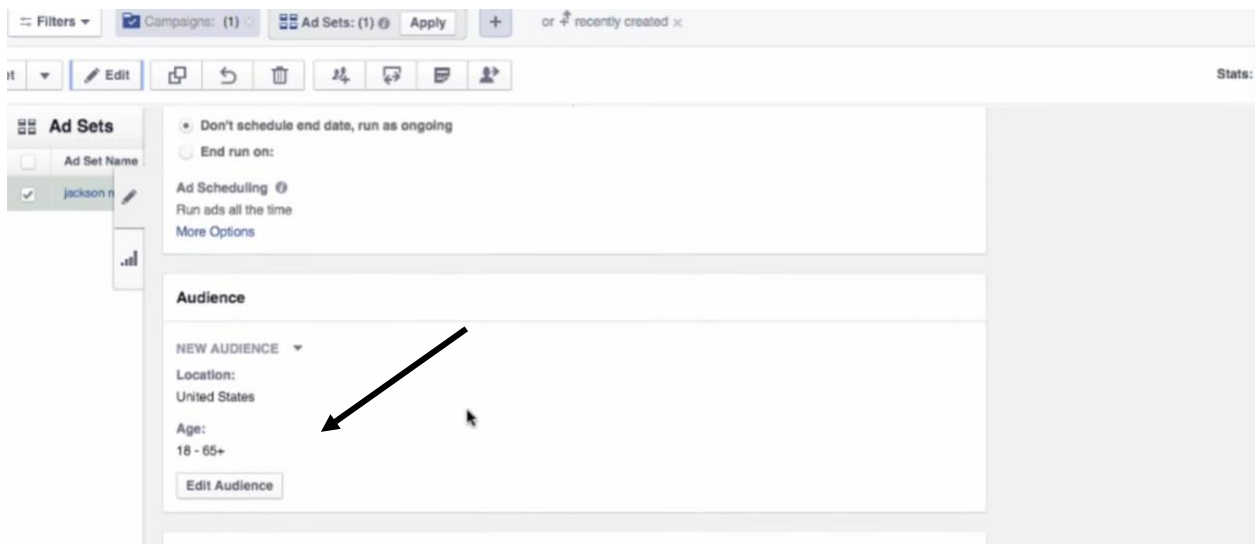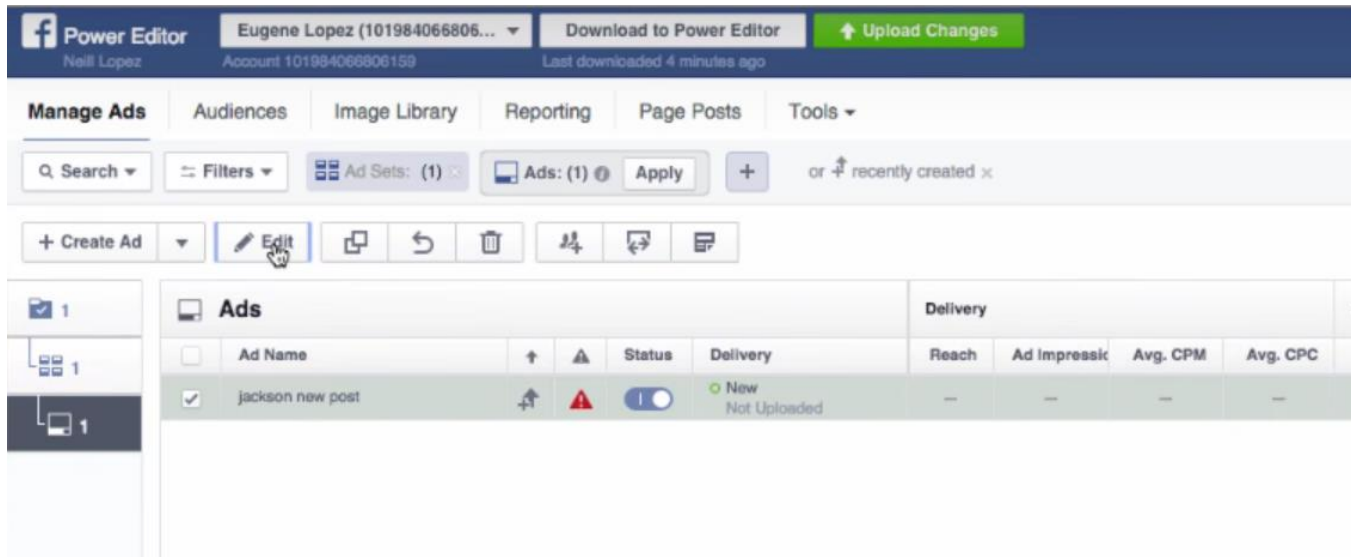3) To create ad press the tab
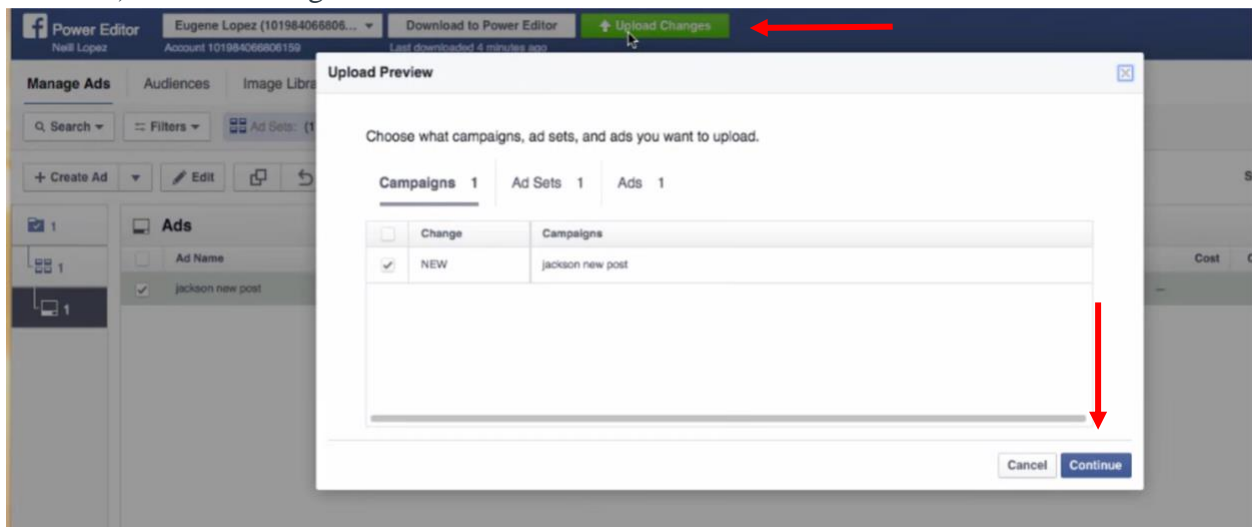
4) For post engagement

5) Edit and set budget

6) Set the audience

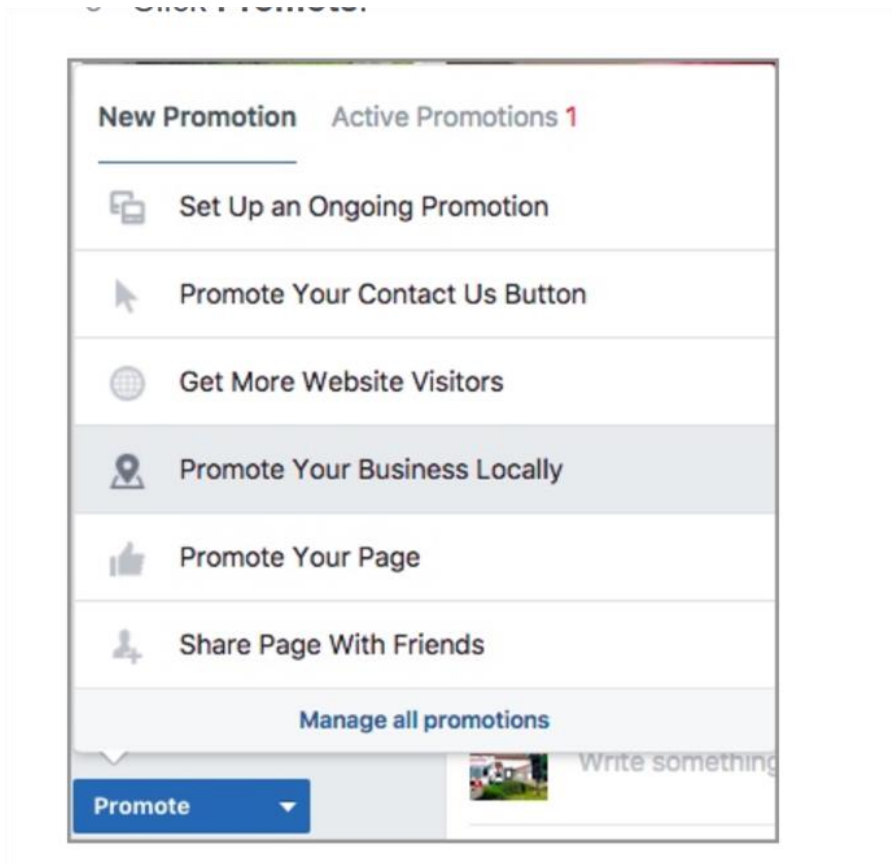7) Hit the editor , edit previous post or create a new one

8) save the changes

Setting Up an Ongoing Promotion on Facebook

Provide the EUG lessons (or links if implemented on-line or in video) (Shruti)

1. Go to your Page.
2. Click **Promote** in the top left. You must be an advertiser to do this.
3. Click **Set up an ongoing promotion**
4. Fill in the details of your ad.
5. Click **Promote**.

Why do we need ongoing promotion?

Whenever you want to promote your business and start creating your personalized promotion, the Facebook will keep the track of your ongoing promotion request. The promotions are going to be approved later on as per your customized request.

The promotions can be designed using different parameters such as audience size, region of reach and boosting frequency. The audience size decides the number of audience you want to reach out during the given timeframe. The region decides the particular range of area where your promotion/boosting will be applied. Boosting frequency decides the promotion routine numbers for given range. Moreover, you have control over all the parameters given for ongoing promotions in the manage promotion section.

In this way, ongoing promotion is better constriction parameter for advertisement boosting user request. Boosting reaches specified audience range in specified region during given time interval.

User Test and Conclusion

Sharing Instagram Pictures to your Page Automatically:

The user we targeted didn't have much knowledge on the connected FB page. This lesson gave him an idea about how FB and instagram are connected and how to choose that connection such that whatever the person posts on the Instagram, will be reflected on the facebook page.

Allowing Outside Users to Post to Your Facebook Business Page

The user we targeted for this issue was an admin of a facebook business page who is not much aware of the FB business page privacy settings. So, this lesson helped him to manage the privacy settings of the page more efficiently.

Boosting Posts on Facebook

The Users who want to boost their posts based on regions and audience type, they learned ways to better select their audience and region parameters such that they can take maximum advantage of their advertisement. Moreover, region specific and audience specific controls helped users to better create and promote their advertisements.

In this way, Experiential user guides can help business page users' community to solve their fundamental issue and routine life hassles. The users can avoid the common issues and silly misconception using this guide. The guide will provide simple but clear understanding of the objectives and solutions.

Appendices

Notes:

1. From an admin of facebook business page point of view, the worst problem will be of getting your account blocked.

   Challenges:
   - All your running ads will be paused, yes, even the ones that were doing great!
   - You won't be able to access your reporting panel.
   - You will be unable to add a new payment method or place new ads.
   - You will realize that the thousands you spent in advertising doesn't mean you get preferential treatment.

   Solution:
   - Connect with another account
   - Comment on the official facebook admins page about the problem
   - Appeal a complaint but just once as resending the appeal will again add your complaint to the bottom of the queue.

2. As a Facebook business page admin, you can face the problem of decline in organic posts.
   Challenges:
   - This will bring fewer interactions to your Facebook page.
   - Fewer new members will visit your page.
   - If the page is about web sites it will reduce the hits of the websites and it will bring less web traffic.

   Solution:
   - Make sure you don't spam your pages with more posts.
   - Ask you fans to change the page setting to see first.
   - Run some simple and innovative contest.
   - Make a promotional video.
   - Make that personal touch.
   - Spend money but wisely.

3. Getting more negative reviews.
   Challenges:
   - A bad customer service experience
   - A faulty or damaged product
   - A PR scandal and user revolt
   - Spam from a troll or competitor

   Solutions:
   - Always answer the negative reviews more politely.
   - Report if you find any unfair reviews.

- Encourage if you receive good reviews.
- Disable any spammy or untruthful reviews.

4. Disappearing posts/comments.
   Problem:It seems to happen most when a person leaves a comment on a post, the comment disappears and no reply shows.
   Solution: One person has described in his comments that "This problem happens only web platform". So, one of the best solution is to try different platforms.

5. How do I control what visitors can post on my Page?
   Problem: As a Facebook business page admin how do I control somebody who posts on my page.
   Solution:
   - Click Settings at the top of your Page.
   - From General, click Visitor Posts
   - Select Allow visitors to the Page to publish posts or Disable posts by other people on the Page. If you allow visitors to publish posts, you can choose to:
     - Allow photo and video posts
     - Review posts by other people before they're published to the Page
   - Click Save Changes.

6. Why won't photos from Instagram appear on facebook no matter what?
   Problem: This just started in the last hour and a half. If I try to 'share' Instagram photos to facebook it says "your post was shared successfully" but when I go to my facebook timeline or news feed they won't appear at all. I've tried re-sharing at least 20 times, have deleted the Instagram app and reinstalled, and signed in and out on both.
   Solution:
   - Check your settings in instagram under share settings. If you have recently changed your facebook password, it may have unlinked your instagram and FB accounts. Linking them back up may resolve the issue.

7. Why won't instagram share my pictures automatically onto facebook?
   Problem: The same problem as problem 7.
   solution:
   - Unlinking the facebook account and linking it again works.
   - You have to tell Instagram which photos you want to share on Facebook. It isn't an automatic process.