

**Platform essentials Facebook**

**Paul Ince** 00:07

Hi that here we are again with another video in our series on how to work with social media more effectively when you're trying to recruit new staff and retain existing team members. In the next few videos, we'll be looking at specific networks that you can use to interact with members of the public, who might be interested in working for your organisation, and also how people's everyday activities lend themselves to communicating about the great work you do. In this video, we're going to look at Facebook, the largest of the social media platforms with nearly 3 billion users worldwide. Founded in 2004, Facebook has remained a leading platform due to its adaptability variety of features and diverse user demographics, from teenagers to seniors, everyone is represented here, which can be a great help when recruiting. According to matter, the company that owns the Facebook platform, there are over 44 million Facebook users in the UK. So it's an obvious place to start working with social media. I'd say this fact alone makes Facebook almost an essential part of your recruitment toolkit. As we can see, the majority of users are in the working age bracket, even younger potential candidates using Facebook. So there's a good chance that if we set up our organization's Facebook page and get the content, right, they'll see us most people use the Facebook mobile app when using the platform. But we're going to use the desktop version here, because it's easier for me to show it to you. But also, when configuring a page and changing settings, it's preferable to use the desktop version, the app, whether you use on a mobile or a tablet, or even if you're using the meta business suite, just doesn't quite cut it for me. Let's start from the perspective of an end user, you're probably familiar with what you see here, if you use it yourself. Whenever you open Facebook, you're presented with the newsfeed. And this will be your audience's experience to the newsfeed is where they start to consume all content. And so this is where you're trying to get into. As we discussed in the video on algorithms, users do not see everything that is published on Facebook. In fact, there's so much content on Facebook, it would be impossible to get to the end. So the Facebook algorithm will try and serve posts ucreate if it thinks they are relevant to the person using the platform. The first post in the newsfeed is always from a close friend or family. The second post is an ad and then it carries on based on whatever it decides. Typically, like all social news feeds, users start to scroll to find something that captures their attention. And this is particularly the case on Facebook, when users know that there's lots to see. So for Facebook, that initial grabbing of attention is super important. You need to think about how the first couple of lines of a post standout. Really, you do need to include an image or a video, it's more likely to stand out and even practically speaking, it will take slightly longer to scroll past. Think about how you use Facebook yourself, what type of content grabs your attention. If you can't recall this now, pause this video, go and open it and see what you see. What do you tend to scroll past? What causes you to stop scrolling? You'll see when you open the platform various sides to it. So here on desktop, you'll notice a search bar right at the top. That's for people to find information on Facebook. When we come to look at page settings, we need to make sure that we can be found. This search bar also says that we're content. So imagine someone's looking for work, what are the words that they're going to search for? Can you include these in posts specifically about careers. Now on the desktop, you'll find links to pages that you manage, you'll get some birthday reminders, and even some contacts that you interact with. Stories if you see them will appear at the top, and Facebook is prioritising this type of content in the feed. So think again about what Facebook wants. And perhaps creating more stories will actually help your organisation be more visible. On the left, we have different navigations to different parts of Facebook. So things like the different feeds groups, videos, and for you managing a page, links to your ads manager, your Ad Centre and your professional dashboard. It just shows you how big Facebook actually is. Okay, now let's look at setting up your organization's presence on Facebook. You have to do this as a Facebook page. You can't set up an account as a person and act as a company that's actually against the terms of service. So a Facebook page and afraid it is. Now there are some challenges with Facebook pages, the content they publish on the page tends to get seen by fewer people than if you were a person. But that is just the way it is, I'm afraid it's something that we've got to live with. But by setting up your page correctly, you're providing Facebook with information to help that algorithm work out what it is you do, and who you're for. So let's look at the key components of a page. If we go to our page, here, you can see it looks a little bit different to what you might normally see as a Facebook user. And the first thing I want you to notice is that cover photo, a huge piece of real estate available for you to articulate any kind of message that you want, but in image form. So it could absolutely be as we've mentioned before, picture of your setting, or of your team, or maybe it's a direct call to action about some careers opportunities that there are, you can create that as a graphic, if you wish, but there's a huge amount of space and disappears whenever somebody visits your page, then we have the profile picture, as well. So as I said before, think about how can you be instantly recognisable as your organisation and so my advice really is a simplified version of your logo. But people do put pictures of people or pictures of the setting. And that's fine. You just have to think about how that appears. You can see further on down the page here, how small that become. So how do you get recognised? can you really be seen as the right organisation if it's a picture of a person. Now when you're looking at this page as the page administrator, you can see a blue button here called promote. Now it's not the blue button that people will see when they visit your page, what they will see is called the action button. And if you don't have one, you will get this prompt to add an action button here. Or you can usually edit what you see on the screen. So if I click the Action button here, it will prompt me to customise the action button. And I can choose different options, that is going to appear in blue. Now think here about what you want your visitor to your page to do. If we're thinking about possible recruitment, we really want them to get in touch with us these things about signing up or viewing a shop or getting tickets aren't really relevant to us. But if I were to say, send us an email, then it's going to provide an email address for the visitor. When they click on that button, it will open up their email application on their phone or on their laptop or whatever. With the email address in that's quite a good one for you to set up. If we click Send an email address here and click next, it'll ask us for the email address that we want to put in. If we wanted them to perhaps fill out a particular inquiry form on our website, we can choose that option. And we can either add a contact form from within Facebook, or we can add a website link and put in the URL of the page on your website that has the form that you want them to fill in there. Another popular one increasingly so is this send message. Now this will actually start a chat with your page with your visitor within Facebook. And it will appear in your Facebook pages inbox. Nice and simple to use. Most people are using Facebook on their phone. So it's a good way to start a chat. However, you do want to set the expectation of when you can or can't respond. We know that people who use chat really like to get a response as quickly as possible. So just bear in mind who's monitoring the page? Can anybody respond out of hours? Or do you need one of the automated tools that you can use in Facebook to send an auto response advising when your opening hours are. The next thing we want to look at and set up is the info about us as an organisation. And the best place to do this is to click on the About section. What you have here is all sorts of information that you can complete. My advice here is to fill out as much information as you can with any restrictions that you have. So we've got all different sections here on the left. And if we go through each one, then we can just amend them. So here we've got a category. And you can select up to three categories. I've selected retirement and assisted living facility and social service. Start typing in some words that reflect what tissue do and select one of the categories, you'll only be able to select the ones that appear. Your contact information, your email address, your location, and then the areas that you serve. And this can be quite useful if you're a physical location, or you are only serving a certain location, just type in the names of the towns and villages or cities that you serve as many as you like to turn and then just save those and then that will help the algorithm know who to serve your content to you're more likely to be seen by people in the areas that you serve, your telephone number, and so on and so forth. Go through all of these and add as much information as you can decide whether or not you want to add a price range or any particular services that you want, or any particular language, things like that you decide what it is, you might not want to put a price range on that at this particular point. Privacy and legal information, you really only in the UK how to do this privacy policy, I would just link it to the privacy policy page that you have on your website. And then most of these here are sections really aimed at people who are having pages to users fan pages or something like that, I don't think really, you need to fill out all of these things. But as I say, Go and have a look and see what you think is the most appropriate for you. We do want to look at the settings of the page. So if we click the settings, here, we've got the choice of the name, well, we've set that up and we set the page, bear in mind that you can change this, but it does require verification from meta. So try not to change these too often because it will go into a process. And that can sometimes get a little bit lost. A username would be what people were typing quickly to find you or tag you in a post. So you can create a username, maybe use the same username as you have on other platforms like Instagram, your privacy settings. So again, just have a look at these and just do things that make sense. So who can see your future posts? Well, you want that to be the public, otherwise people aren't going to know about your opportunities. Do you want to review all posts that you're tagged in? Quite possibly, I would certainly leave it as the US activity log here. Who can see the People page and this you follow? Again, you choose whether that is only us a page or whether or not it's additional people as well? Do you want search engines outside of Facebook to link to your page? I think that's probably advisable to say yes. And do you want people to? So do you want you to be recommended as a similar page? Again? I would say yes, because you want that visibility? Do you want people to message your page? Yes, because you want people to ask questions about the opportunities that you have. The next thing I'd look at is the page and tagging, who can post on your page? Well, you can decide whether that's everyone, or only me now. Some organisations just want themselves to be able to manage the content on the page in case that invites negativity. So you could set that there who can see what others post on your page. Again, you might want to choose that as everyone or only me, if you're only posting on it yourself, you can leave that as everyone do, you want to allow other people to view and leave reviews on your page. Again, that's more of a business decision. And that's really what you want to set up there. In terms of reviewing, I would set this section here where it says review posts that you're tagged in before appears on your page. Yes, because if somebody tags you in with a negative experience, really wants to review that first before automatically goes on your page. Next, I would go into new pages experience. And I would look at the page Access section. It's advisable really to have more than one person as a page administrator, each individual Facebook user can be an administrator on your page. And they will then manage the page and manage the content on it. It will always post as the organisation not as the individual. So you don't need to be concerned and you can keep members private. So the general public are not going to know who your staff members are nice and secure. And the content video, we talked through the many different types of content that you can create in social media. Most platforms have the same or very similar content types. So do go and watch that if you haven't already. In the meantime, here are some pointers about creating content on Facebook, in particular, for the purpose of this video will say we're just creating content on Facebook rather than across multiple channels. Guess what, there's a video for tools that will allow you to do that. So now let's look briefly at how to create content on a Facebook page. You'll know how to use this if you've ever posted on Facebook. But if I were to go on my page and click on this, what's on your mind can see we get this little pop up here and I can tap away and enter some kind of text. So maybe I just put in a new vacancy here. And that could be very simple to do. I could simply click on posts and it would post it to the page. But I would have a look at some of these other options as well. So if we want something to stand out in return Number The Facebook newsfeed is rather quite busy, I can click on this button here, and I can change the colour I can make it stand out a little bit, I can do all sorts of things. So pick something that is quite striking like this, and then I can host it to my Facebook page. I can also add different things here. So if we click on the three buttons here, you can see all the different things that we can post as a Facebook page, we can add a photo or a video, we can check in at a location, we can add a guest, we can raise money for a particular cause, you will have to select the charity from a list, you can raise money for yourself, we can start a live stream, you can indicate how we're feeling. And we can encourage people to send us messages. So perhaps here, I might put new role senior carer, I can even add a few photos to indicate what we think about that. So I'll just quickly add in my previous picture. And I can click on Post. And when we see that, this will just give you a little preview here. We can't do it here because we can't send the message to ourself. But whenever somebody then sees that, in their feed, they will be prompted to send you a message. So that might be quite a good way of initiating that conversation. Sadly, Facebook retired their jobs functionality, which was helpful, although to be fair, it did tend to result in lots of applications from people not suitable for the role. to pose specifically about a role, I'd think about how you can make it look appealing, perhaps by using a striking image or by using a video showing the role or the setting. Remember, you're up against friends and family on Facebook. So my suggestion is to create content that looks like a friend created it. If you need people to learn more about role, add a website link. As I've said in previous videos, there is a debate about whether you should and where it should go. But in my experience, if people are interested, they'll click and if they're not, they won't. I would definitely tell people what you want them to do. If you need people to apply online, tell them to click the link or send a message. Remember, people are scrolling fast. One of the most frequently asked questions I received is how often should we post? Well, it depends on many things. But I'd start at two to three times a week, see how much interaction you get an increase or decrease based on that. Facebook works best when you engage. If you post and don't interact, I think it's unlikely you'll get the results you're after. So put some time aside for work in the platform. What do I mean by that? Well, firstly, let's reply to any comments that you receive, especially positive ones. Try and see if you can keep the conversation going. This tends to give your posts a boost and interact with other users comments. So browse Facebook as your page and interact with other users content. Similarly, if you're particularly friendly with other care providers go and interact with their content and are likely reciprocate. tag people in if you know, Facebook users or pages that are in the content tagged them in the post, they'll get notified. And perhaps they'll even share it to their audience. But just keep it to people who are relevant to the post. No one likes a spammer. And finally, let's briefly talk about messages. Each Facebook page has an inbox where users of the platform can send you direct messages, asking any questions or just making comments to you only. From a recruitment point of view, this is a nice feature if you can keep on top of the messages. We know people like to use them to get in touch and have a more friendly and less formal conversation and perhaps in email. And it may save people time in not applying for roles they're not suitable for. Now there's actually quite a bit of messages. But this is something that matter of reviewing. As we make these videos, I'm conscious, we may give you our day to day info. Suffice to say that if you receive a message, it's important that you respond quickly. Facebook likes pages that are responsive. Now you can pick up messages on your phone, if that's more convenient. How do you know whether your Facebook strategy is working? Well, why most platforms Facebook has a set of analytics for you to Geek over. They call it insights and it's best viewed on the desktop. Facebook analytics are very detailed, and we could probably spend another couple of hours going into it but I think there are just a few to help you understand what you need to change up and how to work out what's performing best. When you access inside She'll get a summary. That's a good headline. How many people are you reaching is your page growing, and so on. Diving into your audience section, you'll see the age ranges of her followers and their location. Use this to work out if you're attracting the right people to follow the page. Just bear in mind, though, that your page could be being followed by people who are not there for careers. So this may not be that useful for you. Your Content section will show you the impact of your posts, you'll see all your content, the number of people who saw it, how many people engage with it. If you want to investigate a specific post, just click on it and you'll get more information. What you're looking for here is anything that stands out as unusual. did a post get a lot more reach and engagement than others? If so, why? What type of content was it? What did you say? Was it fun? Was it part of a trend? I mean, it really could be anything. Your job here is to try and make sense of what you're seeing to help you then inform future content creation strategies. Okay, so that's a look at Facebook. As I said at the start, there's a lot to it. Lots of potential to remember the demographics are broad and so you can probably not go wrong using Facebook for recruitment and retention needs. But take a look at the other videos on the different platforms available. See you soon.