## Format

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<thead>
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<tbody>
<tr>
<td>01</td>
<td>ABOUT US</td>
<td>05</td>
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<tr>
<td></td>
<td>Company Information</td>
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<tr>
<td>02</td>
<td>PAGE SET UP</td>
<td>06</td>
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<td></td>
<td>15 minutes plus Q&amp;A</td>
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<tr>
<td>03</td>
<td>POSTING SCHEDULE</td>
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<td>15 minutes plus Q&amp;A</td>
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<td>04</td>
<td>INSIGHTS OPTIMISATION</td>
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</table>
We are passionate about helping businesses grow their presence online and achieve sustainable results through search, social and web optimisation.

We've been successfully working with not-for-profit organisations by starting or accelerating their presence online and reaching their organisational goals along the way.

www.myheartstudio.com.au

Joshua Hanchett
Director
SET IT UP RIGHT
FACEBOOK PAGES
an engagement asset that grows your digital presence and builds community online
REACHING YOUR CUSTOMERS ONLINE

My Heart Studio
@MyHeartStudioAUS

Create Live Event Offer Job

Write a post...

Photo/Video Get Messages Feeling/Activ...

Only people who manage this Page can see this information.

Upcoming Appointments
No appointments scheduled for today

View Calendar Add Appointment

5 out of 5 - Based on the opinion of 4 people

ABOUT MY HEART STUDIO

Our Story
Reach your customers online with measurable marketing.
Digital Marketing isn't a one size fits all approach.

Chat
5 STEPS

1. facebook.com/business
2. Choose business or organisation
3. Profile & Cover Photo
4. Fill in your Organisation details
5. Explore Tools
Page Set up

BUSINESS OR ORGANISATION
Types and sub types - it might not describe you perfectly but choose the closest fit

PROFILE & COVER
Cover is 820 x 312 pixels on desktop and 640 x 360 on mobile

DETAILS
Short Description, Location, Hours, about and Story
**Give some history, specialisation, and mission
**Verify your Page

HELPFUL TOOLS
Appointments    Events    Jobs    Shop    Publishing Tools
PUBLISHING FACEBOOK PAGES
Creativity, Content, & Consistency
1. Why, How and When
2. Scheduling Posts
3. Post Ideas
## Publishing

### WHY
Staying current, consistent and responsive lets your audience know that you are alive, well and care about them.

### SCHEDULING POSTS
Great Feature! You can schedule posts in advance as well as edit, delete, or reschedule.

### TEAM WORK
Admins and editor roles can schedule posts. Create a team to spread the load and engage your audience.

### POST IDEAS
- Contest or Giveaway
- Testimonials
- Industry News
- Questions
- Surveys
- Celebrate the Holidays
- Post a job
- Celebrate a team member
INSIGHTS

FACEBOOK PAGES

See what works and optimise for future results.
Understand what engages your audience by measuring engagement and response
Insights

AUDIENCE ENGAGEMENT
What is your audience responding to? See what posts do best. How could you increase engagement?

ACTIONS ON PAGE
Are people responding to your call to action? Your facebook page is a business tool not just an outlet. Be strategic.

LIKES AND FOLLOWERS
How many new people per week? Set a goal and stick to it. As people engage with your posts, don’t be afraid to invite them to like your page.

Other Data Insights
Page Views  Previews  Video  Orders  Recommendations
Post Reach
The number of people who had any posts from your Page enter their screen.

Live Video

Organic
Paid

BENCHMARK
Compare your average performance over time.

Organic
Paid
Facebook Pages

Questions?
myheartstudio.com.au/fbwebinar/
Free Strategy Call & 10% off any service for 90 days

MY HEART STUDIO
Your Digital Partner