surviving

THE FACEBOOK BUSINESS APOCALYPSE
WHAT ARE YOUR BIGGEST CHALLENGES WITH YOUR FACEBOOK PAGES NOW?
1. MEANINGFUL INTERACTION
2. DRIVING FOR ROI
3. STORIES
4. LIVE VIDEO
5. GROUPS
WHAT YOU’LL LEARN

6. PAID ADS
7. MESSENGER
8. FACEBOOK GIVING
9. MULTI-PLATFORM STRATEGY
WHAT IS THE apocalypse?
TOWARDS FACEBOOK ZERO
ORGANIC REACH
= .06%
The ways to succeed on Facebook have changed.
Step 01

Meaningful interaction
MEANINGFUL = ?
One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent.

We built Facebook to help people stay connected and bring us closer together with the people that matter to us. That's why we've always put friends and family at the core of the experience. Research shows that strengthening our relationships improves our well-being and happiness.

But recently we've gotten feedback from our community that public content -- posts from busine... See More
I’m changing the goal I give our product teams from focusing on helping you find relevant content, to helping you have more meaningful interactions.

- MARK ZUCKERBERG
News Feed FYI: Bringing People Closer To...
Posted by Facebook
302,850 Views
LESSONS

- Be crystal clear on your audience
- Know what they care about
- Give them value
- Speak to what they want, not what you want
Driving for ROI
Feeling anxious 😟 or worried 😞 or just want to talk 🤷‍♀️ about your🍆 or 🍑? We’re here to help 🤝📱9227 6177 to book 💪
Free appointments in September for under 18’s
Contraception, STIs, pregnancy and more
I WILL NOT BE YOUR FATHER

sexualhealthquarters

Liked by kate-longman and 29 others

sexualhealthquarters Happy Star Wars Day
THINGS WE NEED AT THE CRISIS CENTRE, ARE YOU ABLE TO HELP?
Could you arrange a collection at work? Do you and your friends want a way to help?

Knickers sizes 8 to 12
Winter PJ's sizes 8 to 18
Hair Dryers & Leggings

Please LIKE and SHARE this post
Email: info@zontahouse.org.au or drop us a FB message
THANK YOU!
THINGS WE NEED AT THE CRISIS CENTRE, ARE YOU ABLE TO HELP?

Could you arrange a collection at work? Do you and your friends want a way to help?

- **Knickers**  sizes 8 to 12
- **Winter PJ's** sizes 8 to 18
- **Hair Dryers & Leggings**

Please LIKE and SHARE this post

Email: info@zontahouse.org.au or drop us a FB message

THANK YOU!
Stories
Stories Product Daily Active Users

- Facebook Stories: 150M (May 2018)
- Instagram Stories: 300M (November 2017)
- WhatsApp Status: 450M (May 2018)
- Facebook Messenger Stories: 70M (September 2017)
- Snapchat (whole app): 191M (May 2018)

Image courtesy of TechCrunch
Across platforms Stories attract 500 million users per day
70% OF USERS WATCH STORIES DAILY
STORIES REPRESENT 25% OF ALL INSTAGRAM CONTENT
One third of the most viewed Instagram Stories are from businesses.
On Instagram Story Views will Overtake Feed Views in 2019.

How Long Before Facebook Does the Same?
Live video
One third of all online activity is watching video
8 BILLION VIDEO VIEWS PER DAY
More than half of all video content is viewed on mobile.
Profile vs Page vs Group
WHAT WORKS?

- Topic experts
- Community
- Volunteers
- Clients / patients / families
ENGAGE IN OTHER GROUPS
Paid Ads
Filled 280 volunteer spots with Facebook ads, with a total ad spend of just $75.

- Perth Children’s Hospital Foundation
“Our Lights for Lifeline campaign in 2017 raised more than $12,000. The year before we raised about $3,000 – so it’s almost a 400% increase. To see that kind of results has been phenomenal.”

- Felicity Vaughan, Lifeline WA
A Instagram partnership between Maxi from Bondi Rescue and Australian Tourism increased traffic to our social enterprises website 1000%.

- Live Learn Survive
Messenger
80% open rate
Chat blasting
Send us a message ads
Facebook Giving
Every day, we’re inspired by people around the world supporting the causes they care about through Facebook Fundraisers.

$1 BILLION raised for nonprofits and personal causes since launch in 2015.

1 MILLION + NONPROFITS in 19 countries can now receive donations directly through Facebook.

20 MILLION PEOPLE have donated to or started a Facebook Fundraiser.
See local volunteer opportunities
As you've shown an interest in helping others, we thought that you'd like to know about volunteer activities happening near you.

Gifted WA
Yesterday at 10:33 pm
We celebrate competition and achievement... It seems until someone becomes genetically "too beautiful" or otherwise, everyone has OCD.

Instagram donation sticker is here!

HELP SUPPORT BIG HEARTS FOR BIG DOGS RESCUE
Donations go to bigheartsbigdogs

Donate
Step 09

Multi-platform strategy
talk to me

Do you have any other questions?
Learn more on Facebook
facebook.com/hancockcreative

Instagram
@hancockcreative

Twitter
@aleciahancock

Individual or small group training available.

Have Questions?
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