



surviving

THE FACEBOOK BUSINESS APOCALYPSE

question

WHAT ARE YOUR **BIGGEST**
CHALLENGES WITH YOUR
FACEBOOK PAGES NOW?

WHAT YOU'LL LEARN

1. MEANINGFUL INTERACTION
2. DRIVING FOR ROI
3. STORIES
4. LIVE VIDEO
5. GROUPS

WHAT YOU'LL LEARN

6. PAID ADS

7. MESSENGER

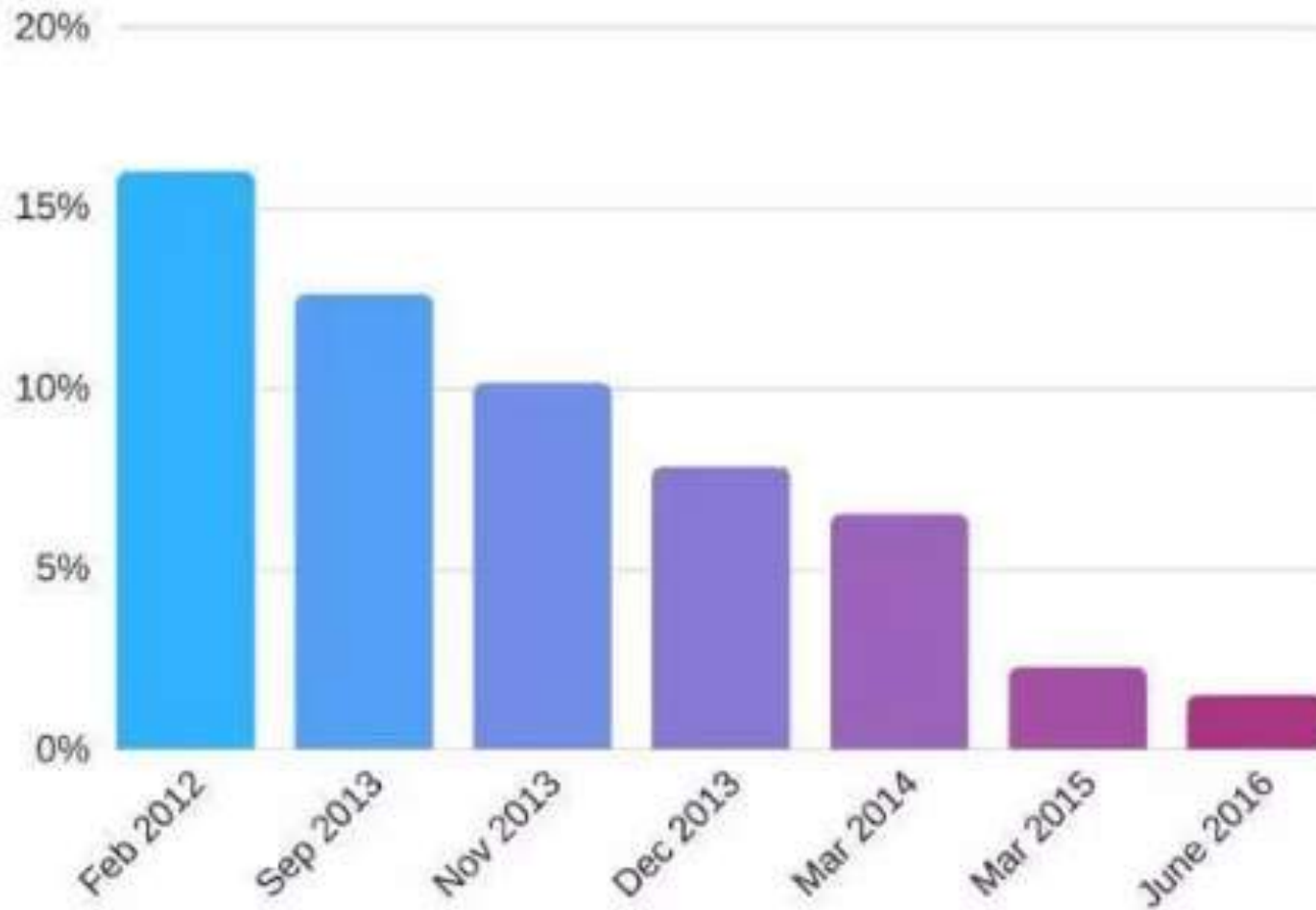
8. FACEBOOK GIVING

9. MULTI-PLATFORM STRATEGY

WHAT IS THE
apocalypse?



Facebook Page Organic Reach



TOWARDS FACEBOOK ZERO

ORGANIC REACH
= .06%





The ways to succeed on
Facebook have changed.

step

01

Meaningful interaction

MEANINGFUL

=

?



Mark Zuckerberg ✓

about a year ago



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](#)



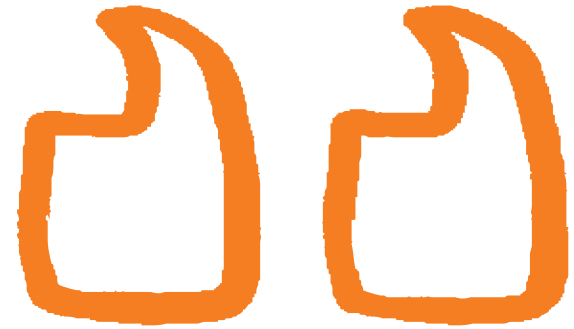
212K



19K



29K



I'm changing the goal 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



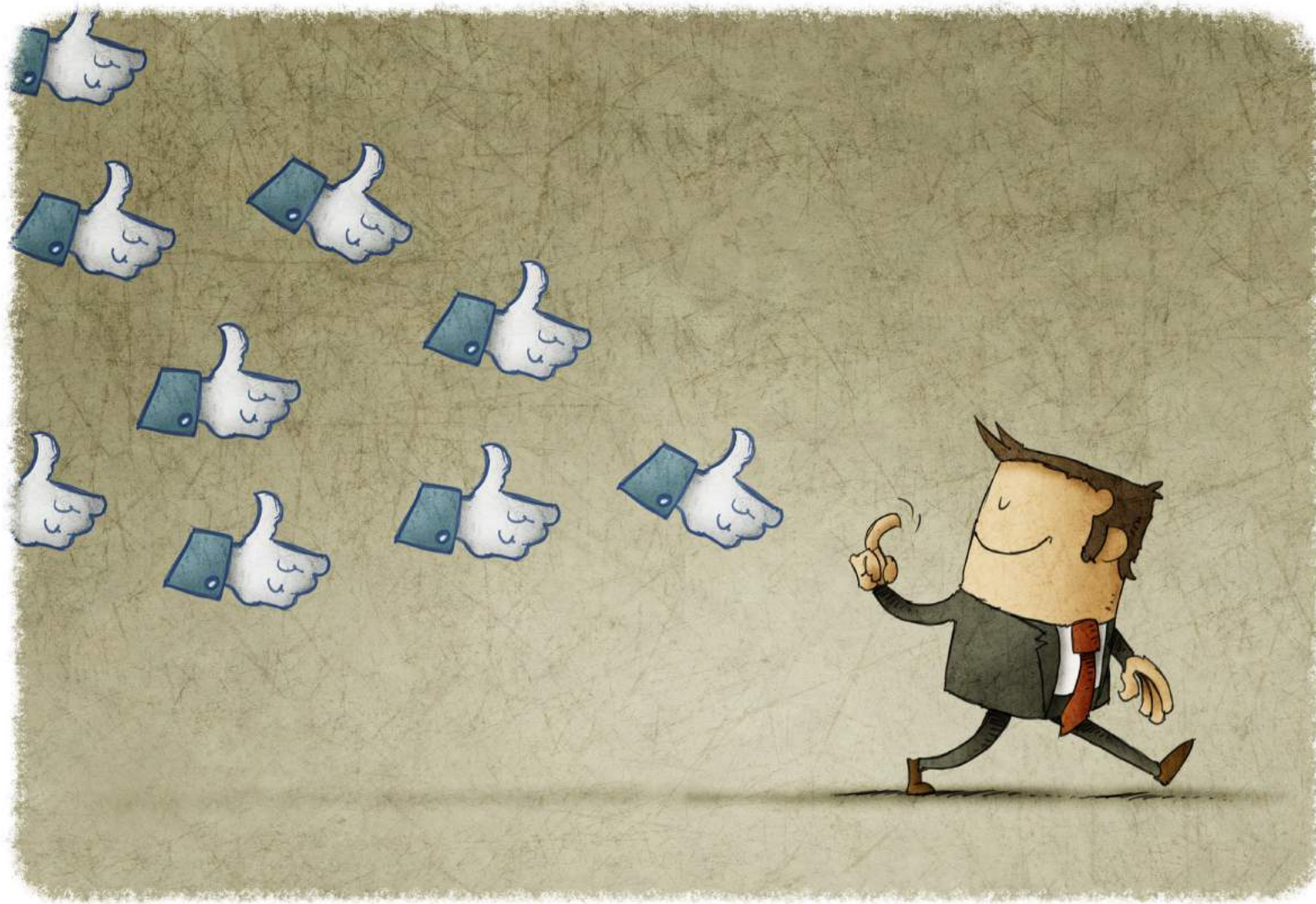


LESSONS

- ▶ Be crystal clear on your audience
- ▶ Know what they care about
- ▶ Give them value
- ▶ Speak to what they want, not what you want

step
02

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



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!



Zonta House Refuge Association Inc ...

Like This Page · May 14 · ⚙️

Can you help? 💜



76

6 Comments 181 Shares



Like



Comment



Share



Most Relevant ▾



Manda Mary Any local drop off points?
Im in Byford

0

Like Reply 21w



Zonta House Refuge Association Inc Hi Manda - please drop us a message and will advise 😊

0

Like Reply 21w



1



Write a comment...





Zonta House Refuge Association Inc

Published by Zonta House Refuge Association Inc. [?] · May 14 · ⚙️

Can you help? 💜

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Please LIKE and SHARE this post

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

THANK YOU!

Performance for Your Post

12,347 People Reached

530 Reactions, Comments & Shares ⓘ

246 Like	71 On Post	175 On Shares
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11 Love	5 On Post	6 On Shares
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80 Comments	21 On Post	59 On Shares
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193 Shares	181 On Post	12 On Shares
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749 Post Clicks

116 Photo Views	0 Link Clicks	633 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

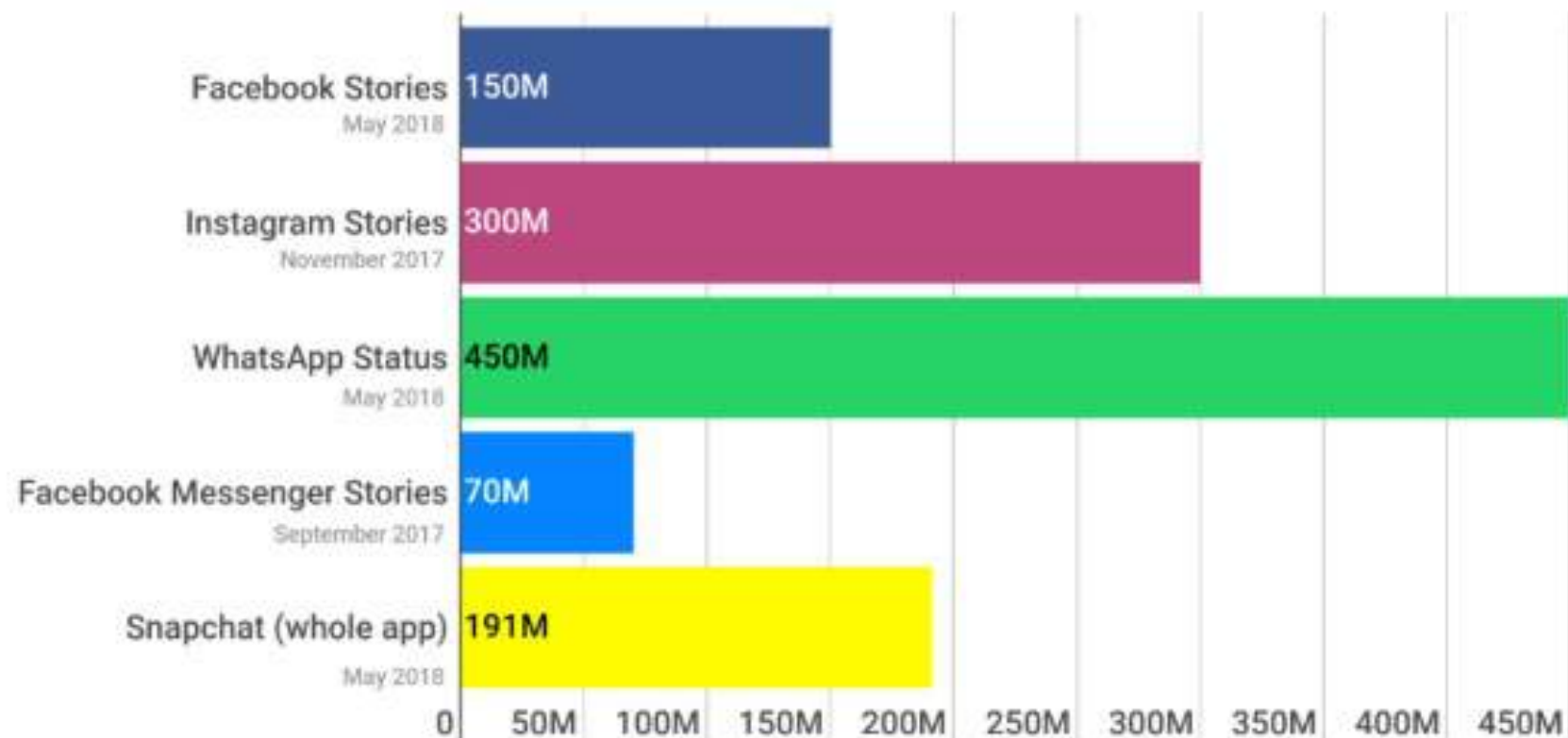
Reported stats may be delayed from what appears on posts

step

03

Stories

Stories Product Daily Active Users



Last updated: 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?

step

04

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





Kelley Chisholm

Executive Director, FoxGlove Project



step

05

Groups



Profile vs
Page vs
Group



WHAT WORKS?

- ▶ Topic experts
- ▶ Community
- ▶ Volunteers
- ▶ Clients / patients / families

ENGAGE
IN OTHER GROUPS

step

06

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

RETARGETING

EMAIL

SOCIAL

☒ SITE

☐ SEO/SEM

☐ SEARCH

☐ CONTEXTUAL



step

07

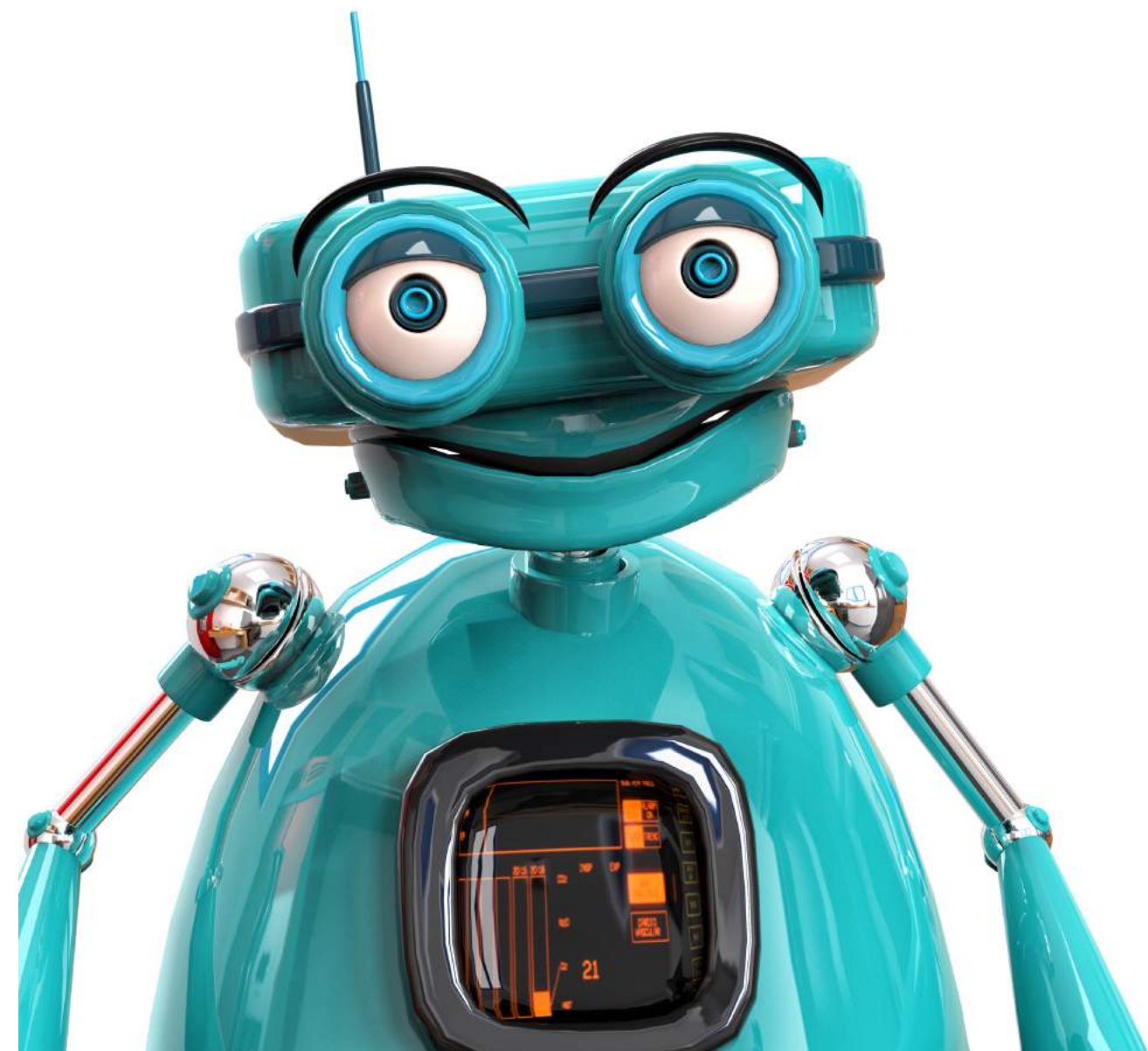
Messenger

80% open rate

Chat blasting



Send us a message ads



step
08

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**.



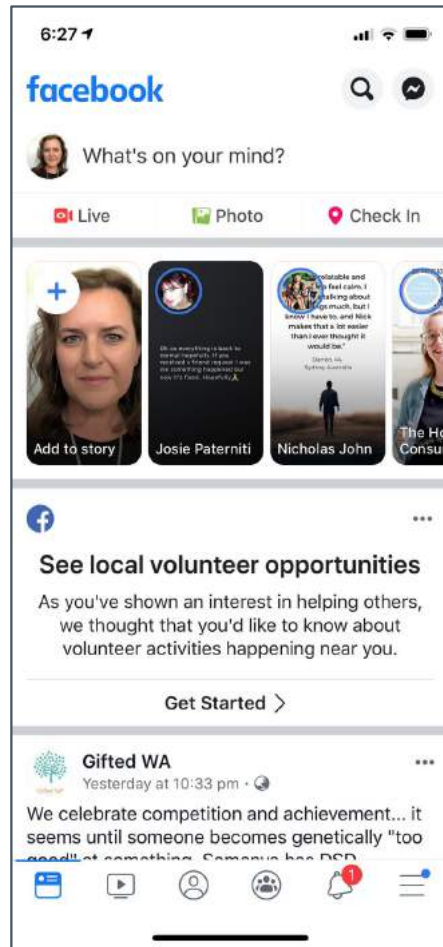
**1 MILLION +
NONPROFITS**

in **19 countries** can now receive donations directly through Facebook.



**20 MILLION
PEOPLE** have

donated to or started a Facebook Fundraiser.



step

09

Multi-platform strategy



talk to me

Do you have any other questions?



Learn more on Facebook
facebook.com/hancockcreative

Instagram
[@ Hancock Creative](https://instagram.com/hancockcreative)

Twitter
[@aleciahancock](https://twitter.com/aleciahancock)



Individual or small group
training available.

Have Questions?
wow@hancockcreative.com.au