

Five Quick Facebook Tips
that will save you **TIME** and
make you more **Productive**



YOUR INTERNET STRATEGIES
TIPS & IDEAS

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Notifications of posts from friends and pages

Facebook shows us only some of the posts from our friends and pages that we have liked. Don't miss out on POSTS that you want to see.

How to:

- ❖ Click next to the FRIEND button and put a check mark on "Get Notifications"
- ❖ Click next to the LIKE button when you like a Facebook PAGE and put a check mark on "Get Notifications"
- ❖ Notifications are shown when you are on Facebook in the top right area. Pull down to see notifications and click on one to see it and interact (like / comment / share)



You can also receive email notifications – click on your personal profile – SETTINGS – and select how you want to receive notifications



Share a post on your Facebook Page

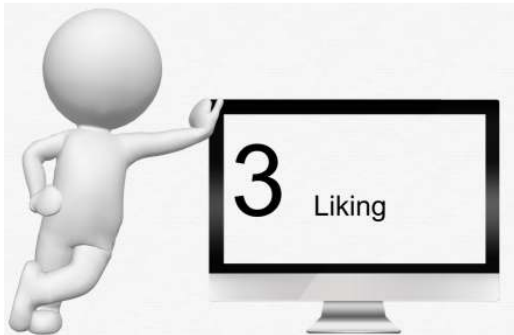
Sharing, commenting and Liking are what puts the “Social” into Social Media. When you SHARE a POST it gets shared to your friends or fans on your timeline.

How to:

Share a link to -

- ❖ **a webpage or blog post** – copy and paste the URL into your timeline or timeline on your Facebook page
- ❖ **a post on your own timeline to your Facebook Page** – click on the down arrow next to the POST button and change “Posting As” to the name of your page. Then SHARE the post – add your own text so that your friends and fans will see this in their notifications

If you ADMIN a Facebook Page – look on your INSIGHTS to see the effect of people sharing your posts.



LIKE as your Page / Like as Yourself (Admin)

You create a post on your Facebook PAGE. You have Facebook Friends that would like to see this but they haven't LIKED your PAGE

You can select how you are using Facebook.

How to:

- ❖ In the top right corner of your Facebook browser click on the down area and "Select use Facebook As" and you can select your PAGE name, your personal name. If you have more than 1 FB Page that you Admin you can select the correct one.



- ❖ You will also see this option when you are on your Facebook PAGE (as Admin) on the bottom right area of the post. Click on the icon and you will see the option to Like / Share / Comment as yourself (your personal profile) – your personal friends will see that you liked the post on this page.

NOTE – this tip is for Facebook Page Administrators



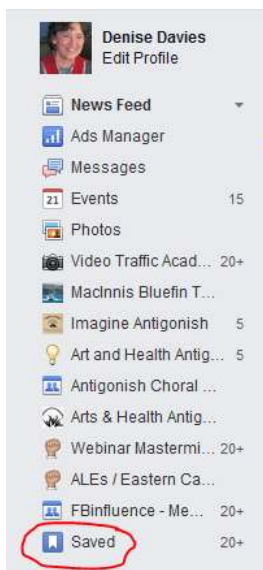
Save for Later

You come across an interesting post but don't have time to read it

You want to easily find a post again to reference it or explore

How to:

- ❖ On the post – click on the top right corner and select “SAVE...”
- ❖ You can find these on the **Saved link** on your left navigation column





Scheduling (Admin)

You have some time late at night or on the weekend to work on Posts for your Facebook Page. You have lots of content you want to post.

You don't want to annoy your followers by having too many posts in a row.

You do want to have the posts go out when people are most likely to see them.

How to:

- ❖ On the post area – click on the down arrow next to the POST button and choose the “SCHEDULE” option.
- ❖ You can schedule any date / time starting from 10 minutes from the current time.
- ❖ Once your post is scheduled you can EDIT your post. This is useful for reviewing how the post will look, edit and finalize changes, add more photos etc. You can then choose to PUBLISH now – or reschedule.

NOTE – this function is available on Facebook Pages to the page ADMINS