



Facebook for Creatives

Amplify Your Artistic Journey

Median age of
Facebook's
advertising audience
is 32 years old.



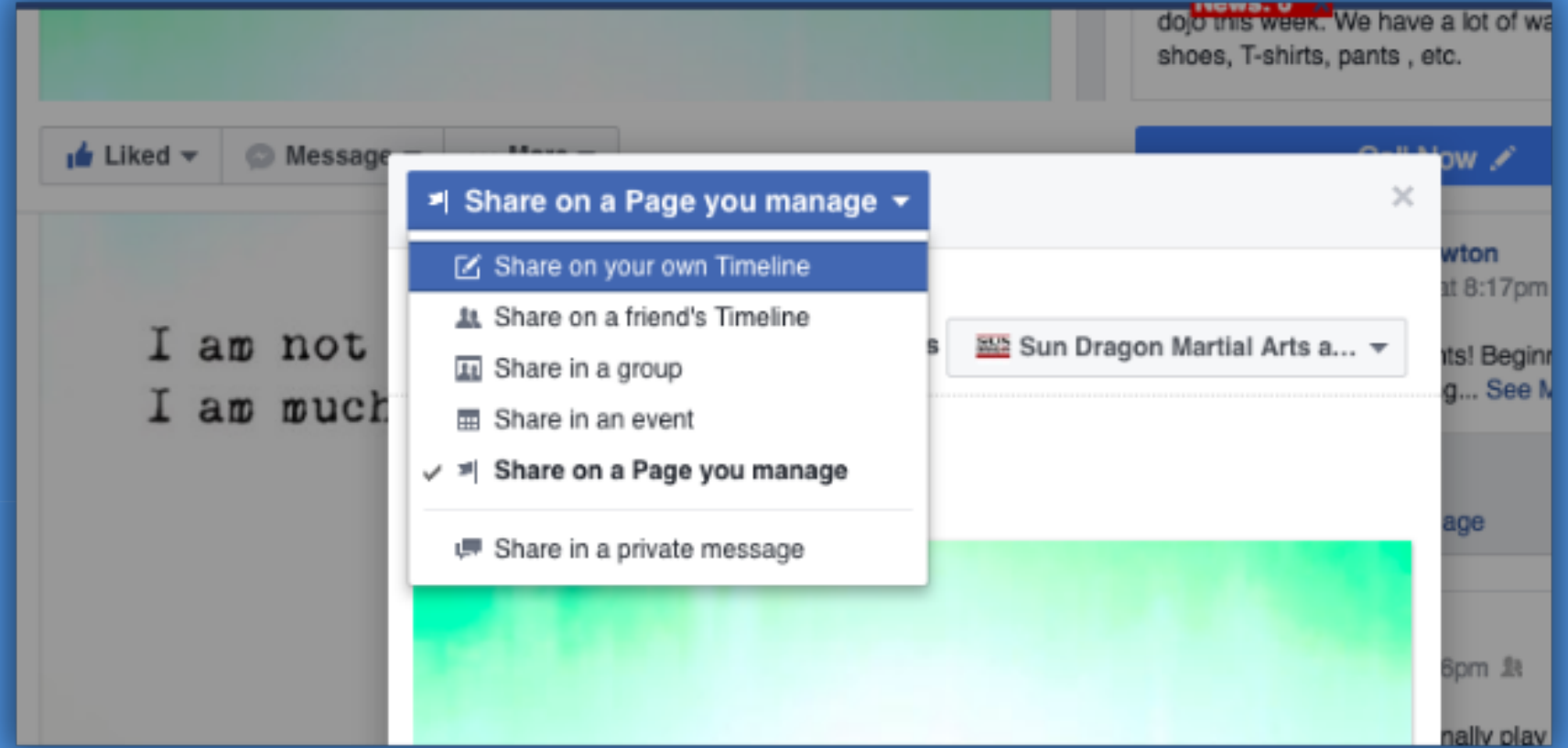
Facebook. It's not just for "old people."

51.7% of Facebook's total ad audience is under the age of 34

- Who is it for then?
- And is it right for YOUR brand?

There are a few factors to consider...

Business vs. Personal Pages

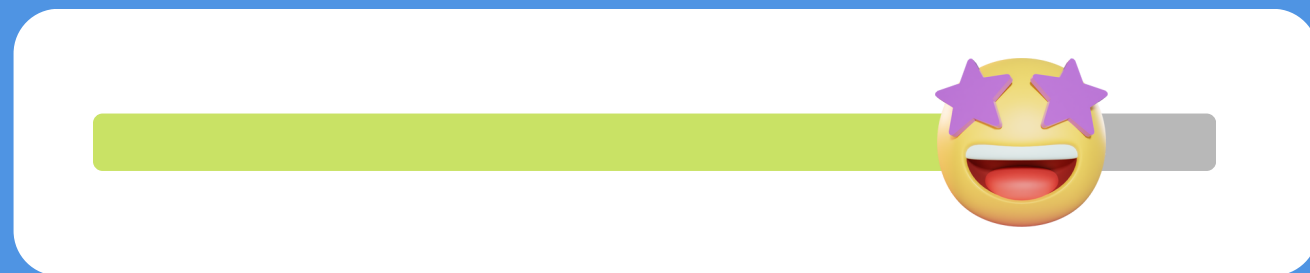




Building your creative presence online – The Basics

- Profile
- Business Bio
- Your work

It's all about ENGAGEMENT!



It's one way to "beat" the dreaded
Facebook algorithm!

The algorithm will prioritize posts with a lot
of engagement, especially from people
you interact with a lot.



What IS the Facebook algorithm???)



What Makes a Good Post?

- Intent
- Branded Graphics
- Standout Visuals
- Tone
- Length

GET TO KNOW YOUR AUDIENCE!



It's all about ENGAGEMENT!
(I know I already said that...)



IMMERSE



INVOLVE



INTERACT



**BUT
IT'S
TRUE!!!**



Audience Building

- Hit the Follow Button
- Engage on OTHER businesses/people's posts
- Facebook Groups

But what about timing?

IS THERE A RIGHT TIME TO POST?

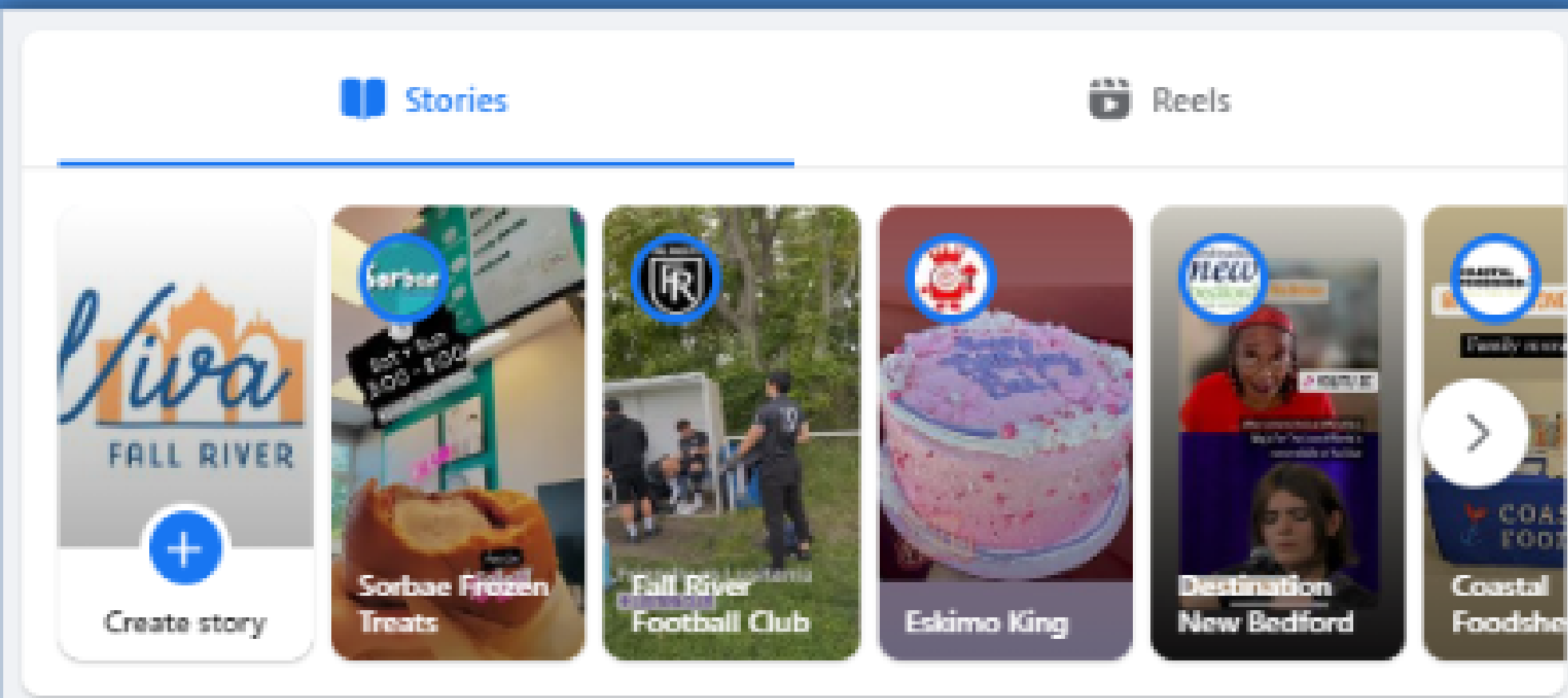
- Frequency
- Consistency
- Scheduling





Facebook Event Pages

- Increased Visibility
- Convenient
- Easy Sharing and Promotion
- RSVP and Attendance Tracking
- Event Updates and Reminders
- Audience Interaction and Engagement
- Analytics and Insights



Facebook Stories...the what and the WHY?

Metrics




- Professional Dashboard
- Page Overview
 - Reach
 - Engagement
 - Follower Growth
- Recent Content
 - Impressions
 - Conversation Rate
- Audience Demographics

Welcome to professional dashboard
Insights, management tools and ad creation - all in one place.

Page Overview [See more insights](#)
Followers: 4,496
Last 28 days

Post reach 23,192	Post Engagement 5,914	New Page likes 84
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Recent content [See more](#)
Last 28 days

	Post reach	Engagement
 Mantra Mondays: Yoga on the Pier Fri, Jun 2	--	--
 Fall River Pride is this Weekend! Come on down to the Gates of the City this Sunday at 12pm for a celebration of pride... Fri, Jun 2	142	23
 It's a must-do! @southcoastalmanac named #TasteofPortugal food tour one of the "8 Great Things" to do on the SouthCoast this... Fri, Jun 2	975	65

Next steps

- Reach up to 1,225 more potential customers
Your post on Viva Fall River is performing well. Boost it to reach more people: "Fancy a trip to..."

Frequently Asked Questions
Answers to common questions about the new Pages experience.

- What policies apply to the new Pages experience?
- What will happen to posts I made on my classic Page?
- Is there any content that will not transfer from

Questions?



Thank you!