

HOW FACEBOOK WORKS – FROM SYDNEY HARMONY

Here's is a brief outline on how Facebook actually works and then I'll then follow with some suggestions to get as many quality prospects to next Monday's "FREE 2 Week 'Men's Harmony Workshop"

Facebook (FB) assesses each Post's engagement against the total number of page likes.

A Maximum of 2% of the number of people following a page, or profile, will see a Post once it is posted.

Within 30mins, that post has to quickly attract engagement, in the form of comments, shares & likes, to deem it worthwhile to be seen by more people (go viral). This is why timing is important, as ideally Posts should be placed in a peak time that your target market would be logged in (or about to log in).

If there is a poor reaction, little or no engagement, then both the Post and your page will get a lower ranking. So it is critical that each & every post is relevant to your page's following and get's a good reaction.

You should only post a post once (ever) and then only post 'once a day' maximum - to give the post time to breath and perform.

Let's look at the Sydney Harmony Facebook page:

What is the key, and perhaps only, purpose of this page?

It should only, and ever be, about all things Sydney Harmony.

Never about any other entity....Tony you should actually create a Sydney Harmony FB Group for Sydney Harmony Members - here's the difference explained here and are both needed: <https://www.facebook.com/notes/facebook/facebook-tips-whats-the-difference-between-a-facebook-page-and-group/324706977130/>

When people choose to follow a Page it is because they want to see more info & updates about the entity of that Page. Pages should not be endorsing / supporting other Pages.

With a page like Sydney Harmony, it is important to promote the Sydney Harmony website but the dilemma is that Facebook doesn't want people leaving Facebook. This is why there are Tools within Facebook now to manage signups, registrations & sales within Facebook.

But the most important & perhaps overlying challenge with Facebook, other than trying to cut through & be noticed, is that Facebook want, and have, to make money from you.

You have to pay to play!

So you are only ever going to get properly noticed when you pay to advertise.

This has a couple of objectives:

1/. It makes people think about what they are posting and how it performs. If a post doesn't perform you have to pay far more \$ or even dropped all-together. But if a post does perform well, then you will be rewarded by Facebook charging you a lot less to be seen (just like Google).

2/. It makes a lot of money for Facebook which has Facebook be what it is / will be for the 2 Billion Users Worldwide.

3/. It enhances Facebook's presentation of information - as once again you can not force your way into people's attention if they are potentially not going to be interested in you.

So you have to use Facebook ADs to let people know what you are doing.

However never do it with Post Boosts and never do it just to get Page Likes - because if someone Likes a Page without interacting with it they will never see one post!

At a risk of rambling on, what I would like to propose:

That you add me as an Admin to the Sydney Harmony Facebook Page - dave.gillard1@gmail.com

I will set up and run a Facebook post campaign using my Facebook Ad Manager Account. I will get pre-approval for any post but I will need to run the Ads myself as I will need to quickly react to things as they do and don't work. Following the end of this "Promotion" I can share with you the results and can then coach other members of the Sydney Harmony team using these insights and solutions.

Some other details:

- * An average Facebook User is on Facebook 1.7 hours a day and is presented with 1500 new pieces of information every day on a very small screen (average means 300 Friends and 100 Page Likes).
- * Most people in Australia use Facebook on a Mobile Phone!
- * Admins should never like any Post on their actual Page - but can share on their Personal Profile.
- * All posts should be accompanied by a photo or video (30secs Max) for best reaction.
- * Never repost anything that has already been posted
- * If a post gets a poor reaction (within 24hours) then delete it, permanently.
- * Consider when you tag people in your Post - if they delete the tag, or not approve it, the Facebook algorithm will pick this up and lower the post ranking.
- * In essence, the Facebook Algorithm is quite complex but its ultimate goal is assessing human behaviour. So think of everything on Facebook in terms of human emotion.

Please feel free to raise any questions or to discuss with my points.

We have limited time now.

My focus this morning is to get Google Analytics onto the website as we have to see what is working with potential interest for next Monday night.

Cheers Dave

Previous Email.

Hi John & Tony,

Can we please get Google Analytics installed into the website www.sydneyharmony.com.au

Hopefully you are familiar with this free Google Website Tool: <https://analytics.google.com/>

If you could create a Google Analytics Account and then add the tracking script above the closing </head> tag on every page of the website.

Once this is installed, we able to see where every person, who visits the website, comes from. This will give invaluable information as to what Facebook posts, YouTube videos, Email Campaigns, and other online marketing, drives traffic to the website and succeeds in achieving a desirable result - e.g. like fill out a webform enquiry for new membership

All websites should be https now as Google is starting to penalise websites that aren't; you need to purchase an SSL Certificate from your website hosting company and then instal it.

It is also desirable that YouTube videos are embedded into the website rather than a clickable link leading people away from the website.

if you need any advise or assistance please let me know.

Cheers Dave

Dave Gillard

Tall Timba Productions

dave.gillard@talltimba.com

0416 200 299