



**OPPORTUNITY
MAX**
A Maritz Company

**BEST PRACTICES SERIES
MANAGING YOUR
FACEBOOK PAGE**



BEST PRACTICES SERIES

MANAGING YOUR FACEBOOK PAGE

FACEBOOK HAS MORE THAN 665 MILLION DAILY ACTIVE USERS.

Among those 665 million people are your customers, your prospects, and your competitors' customers. If you're not using Facebook to keep in contact with your existing customers and attract new ones, you're creating an opportunity for those customers and prospects to build a relationship with another auto dealer in your community.

The challenge of managing Facebook is that your time is best spent selling cars — and not researching social media strategies. To make your life easier, we've done the research for you. Below is a concise list of Facebook best practices, designed to help you run your Facebook page efficiently and effectively.

WHAT TO POST

- » Ask short, open-ended questions.
- » Link to news articles or videos from reputable sources.
- » Dealership audiences tend to like OEM news and local community news. Test these and adjust your strategy based on the response.
- » Include an image with status updates whenever possible.
- » You can link back to your website or mention a current special, but only do this for about 10% of your status updates.

WHAT NOT TO POST

- » Limit use of memes, wacky animal photos and cute baby pictures.
- » Go easy on the hashtags. Use a maximum of one per status update.
- » Do not use all caps and/or multiple exclamation points. This is considered yelling, and your fans won't like it.
- » Avoid posting lengthy URLs. Use a link shortener instead.

Have questions about Facebook or any other digital marketing needs? ASK OUR DIGITAL MARKETING EXPERTS!

GET STARTED
NOW!



OPPMAX.COM

855-270-2611



Maritz



WHEN TO POST

Schedule your posts to publish at times when a larger number of your fans are online. You can find this information in Facebook Insights, where all your other stats are located. As of February, 2014, you access Facebook Insights from a button labeled “See Insights” in the top right corner of your page. If you don’t see that button, make sure you are logged in under the account that has manager access to your page. Then click on ‘Posts’ from the main navigation. From there, you can select any day of the week to see what times your fans are online.



HOW OFTEN TO POST

The Opportunity Max team has found that the ideal number of posts for an auto dealer is usually between three and five posts weekly. If you don’t post often enough, you aren’t building a relationship. If you post too often, your fans will tire of your news.

Keep in mind that negative feedback from fans has a bigger impact that you might think. Facebook uses an algorithm to determine how many people receive your status updates in their news feeds. If you get negative feedback, fewer people will receive your future updates.



FACEBOOK GRAPHICS

A website design study by the Missouri University of Science and Technology concluded that a website has less than 3 seconds to make a first impression. If a target customer clicks from your website to your Facebook page, will they like what they see in that first 3 seconds?

The most prominent piece of customizable design on your Facebook page is the timeline cover. Use this space wisely. Make sure the visitors to your Facebook page see:

- » Smiling faces.
- » The name and logo of your dealership.
- » A short tagline that tells people why you’re different.

Next, pay attention to your profile image. This graphic appears in your fans’ newsfeeds next to all of your posts. If you use a Toyota or Nissan logo as your profile picture, you’re doing a great job promoting Toyota or Nissan. But you’re missing the opportunity to promote your dealership.



FACEBOOK PROFILE

Remember to fill out the profile section for your page completely. Include your hours, your address, your telephone and a link to your website. Add keyword-rich copy to the short and long descriptions that appear on your page.



PROMOTIONS, SWEEPSTAKES AND CONTESTS

Opportunity Max recommends you engage an experienced social media manager to run any giveaways or contests on Facebook. The reason is that Facebook defines the rules and requirements for any type of giveaway that’s run on your page. And, these rules and requirements tend to change periodically. Rather than try to research the dos and don’ts of Facebook promotions, it’s easier and less risky to work with an experienced team like Opportunity Max.

Have questions about Facebook or any other digital marketing needs? ASK OUR DIGITAL MARKETING EXPERTS!

**GET STARTED
NOW!**



OPPMAX.COM

855-270-2611



Maritz