

51+ Facebook Fan Page Content Ideas!



Content is King!
Content is the fuel that drives your Fan page

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 **Summary**

In order to communicate with and engage customers, you need to provide interesting content that will keep them coming back to your Fan page and, more importantly engaged with your content.

This white paper will share with you the three key steps you need to develop a content strategy and identify content ideas to build your strategy.

Use it to build a successful Facebook Fan page strategy!

- Fill in the forms on page 13 and 14 to create your own strategy!
- Visit our Fan page for more tips & ideas
www.facebook.com/internetstrategiesgroup

EXAMPLES OF CONTENT

- **History of organization**
- **Feature key customers/supporters**
- **Background on staff**
- **Interviews with suppliers**
- **New product development**
- **Awards**
- **Upcoming events**
- **Conferences**
- **User Generated Content**



Introduction

Your Fan page represents a convergence of your previous marketing channels, engagement and communication tools. When you stop to think about it, your Fan page is your:

- Email tool
- eNewsletter
- Viewbook
- Video CD
- Brochure
- Telephone
- Radio, TV, Telephone
- Direct mail piece

Used effectively, it will save you time, money and help you nurture the leads you work so hard to get.

But, you need a plan!

In order to gain the maximum value of your Fan page you need to create a plan.

That's where we can help.

This outline will give you content ideas that will keep your customers reading, listening, watching and engaging on your Fan page. Interested? Excellent!




Three important elements

A successful Facebook Fan page strategy is built on three important elements. You need to:

1. Develop an army of staff, board members, customers, suppliers and fan content producers
2. Provide a variety of content that focuses on customers' needs and interests
3. Analyze your results to determine what your Fans are interested in

1) Develop an army of staff, board members, customers, suppliers and fan content producers

Consumers are harder to reach today. They watch less TV, read less newspapers and magazines and spend less time with email.

Your customers don't:

- Care about your slogans
- Nor do they want to hear marketing pitches.

What they want to hear is authentic voices. They want to hear from friends and others they trust. With the average consumer seeing 3,000 ads and or marketing offers in one day, consumers are overloaded. They are using social media to help filter the noise and find products and services based on the recommendations of friends and others.

You can provide them what they want by developing an "army of content producers" that include staff, board members, customers, suppliers and fans who can share suggestions, ideas, tips and advice.

To be successful, **you will need to develop an orientation program** that will teach your content producers what you want to achieve, what their responsibilities are and what social media channels to share their content in.

2) Provide a variety of content that focuses on customers' needs and interests

Successful Fan pages interact and engage with their fans.

Creating content that people “like”, “comment on” or “share” takes some thought and planning. **Your first priority is to create content consumers are interested in.** You need to think about what interests them about your organization, what questions they have and who they want to hear this information from.

Unfortunately, the majority of Fan page managers use their Fan page to promote their organization. They create a steady stream of promotional information and publish it on their wall. Research shows fans will not “like”, or “comment on” promotional material. Promotional material will have less of a chance to become viral because readers will not feel compelled to share it with their friends. As a result, we recommend that only 5 percent of your content be promotional.

To keep your prospective students and their parents engaged, we recommend you develop four different types of content:

1. Interaction/engagement
2. User Generated
3. Educational
4. Promotional

(In section two, we'll detail each of these for you. For more information regarding content, request our white paper, ***Content is King!***)

The content you create for your Facebook Fan page is different than content you create for flyers, brochures, newsletters and other forms of traditional communication.



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You only have seconds to capture the attention of your audience. As a result, the headline and subject matter need to break through the clutter. To write effective Fan page content, you will need to boil down concepts and ideas into short mini paragraphs that are designed to give insight, understanding and build your brand at the same time. Your writing style should be casual, (not corporate speak) and represents the culture of your college.

3) Analyze your results to determine what your Fans are interested in

Think of your Fan page as a newsletter or magazine.

It's your vehicle to inform people who are interested in you. Facebook provides administrators of Fan pages analytical tools to evaluate what content your audience is reacting to. The analytics will tell you the average age of your Fans, where they are from, and will provide you detailed information on which content was 1) liked, 2) which had comments and 3) which were shared.

You will quickly get an understanding of what information over the previous month was most important to your fans. This information will change from month to month so make sure you set aside the time to review your Facebook Insights dashboard.

By evaluating your Facebook Insights dashboard monthly, you will maximize the effectiveness of your Fan page.

Now let's look at the 51+ content ideas!


 **51 + Content ideas!**

It's hard to get started on any new project without a roadmap or methodology to follow.

To help you create your Facebook Fan page content strategy we've developed a list of content ideas you can use to create a steady flow of interesting, engaging content on your Fan page wall for your audience.

Identify the content areas that are a good fit for your organization and begin creating the content.

As mentioned in the preceding section there are 4 content areas:

Content area	Percent of content
1. Interaction/engagement	40%
2. User Generated	30%
3. Educational	25%
4. Promotional	5%

The largest percent of your content should be interactive/user generated and educational. The least amount of content should be dedicated to promotional material.

Let's look at each of these individually.

Interaction/Engagement—40%

Your Social Media strategy should focus on interacting and engaging consumers.

1. Conduct a quarterly survey
2. Share photos, video and news stories and ask —What do you think?
3. Create a contest
4. Encourage testimonials from customers, staff and vendors
5. Ask advice to improve your products and services
6. Ask your fans to vote on something
7. Introduce customers to others like them
8. Introduce new questions to bulletin boards
9. Ask for questions
10. Share issues and ask for advice
11. Link to a web cam and encourage comments
12. Use quizzes to test consumers knowledge
13. Create a monthly poll



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User Generated Content—30%

Your customers, staff and fans are a great resource for content. Consumers are interested in hearing from “authentic voices.” This volunteer content team will create a steady stream of content automatically.

1. Video interviews of staff
2. Video interviews of customers
3. Video interviews of administrators
4. Live video streaming at conferences, events and weekly meetings
5. Micro blogging about days activities
6. Photos from staff visits to customers and customer visits to headquarters
7. Staff sharing memories of company milestones
8. Suggestions for customers how they are using your products and services
9. Mini 2-3 minute video summary about your products and services
10. Post frequently asked questions
11. Share common issues and solutions
12. Suggestions

Educational—25%

Educational content is extremely important. Your prospective students and parents have Fan'd you and want to learn more about you, but not via "promotion speak". Some might be considered marketing, but presented in an educational manner.

1. History of your organization
2. Background on products and services
3. Feature current customers and vendors
4. Interviews to show how your product is made
5. Research your organization is doing
6. Awards you have received
7. Upcoming events
8. Identify political decisions affecting your industry
9. Link to relevant Twitter, YouTube, Flickr, Blogs in industry
10. Provide historical information about successful products
11. Introduce a series of Webinars or video chats:
 - How to use your products/services
 - Unique implementations of your products/services
12. Create "drip information Webinar series:"
 - Five steps to ?????
 - 10 ways to get ??????
 - 7 techniques to ??????



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Promotional—5%

So you have an opportunity to promote your organization and its perfectly acceptable to do so as long as it's 1) low key 2) entertaining/fun 3) infrequent. So we recommend committing no more than 5 percent of your content to promotional information.

1. What makes your organization better
2. Promotional videos
3. Links to marketing materials (PDF, video, photos)
4. Featured facts
5. Testimonials
6. Contests
7. Discuss conferences, events, meetings



Summary

Your Facebook Fan page is one of the most unique marketing/engagement tools available and it costs nothing.

You pay for direct marketing, lead generation, professional videos, travel costs and advertising to develop and nurture leads. It only makes sense to spend a small amount of time maximizing the benefits of your Fan page. When you do, you will find it will reduce your overall customer acquisition costs, increase your funnel and ultimately retain your customer base.

Your organization, more than any other business, has nearly all of your customers spending 55 minutes a day on Facebook. You are wise to take this free tool and use it to your advantage.

Take the next steps and:

1. Develop your army of content creators
2. Select the type of content you want to create. Use the forms on page 10 and 11 to start building our strategies
3. Monitor your results each month

When you do, you will find out more people will Fan your page, they will comment more frequently and they will share your content freely with their network of friends. Your message will spread virally through their networks, giving you far greater effects than any traditional marketing you've done in the past.



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My Facebook Content Strategy

Create a list of the content and the type of content you want to include in your strategy.	Interactive	User Generated	Educational	Promotional



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Weekly Facebook Fan Page Publishing Schedule

For the Month of _____ For the Week of _____

Date to Publish	Content	Content type (i.e user/promo)	Person Responsible

About the Author



Don is one of the early pioneers in building online community. Don founded a company in 1995 that built over 300 alumni online communities that connected and engaged millions of alumni worldwide. Don is the author of "Internet Dough", "Engage Customers Online", "Alumni Online Engagement", "Create a NET-Centered College Campus" and numerous white papers including "Facebook for the Executive Suite".

Over 3,000 people have attended webinars where he presented the latest LinkedIn & Facebook strategies.

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