



OPEN FOOD
NETWORK **UK**

Social Media Improvers - FACEBOOK

24th June 2020

Contents

- What is the Facebook algorithm?
- Algorithm DOs
- Algorithm DON'Ts
- The 4:2:1 posting strategy
- Facebook scheduling made easy
- Improve with Facebook Insights
- Facebook and Instagram stories
- Facebook OFN Marketing Hub - group details!

What is the Facebook Algorithm?

Facebook's main priority is to keep users engaged on their platform and to “ensure the time we all spend on Facebook is time well spent”.

The algorithm is how Facebook controls what posts users see so they only see what is most relevant to them.

This means the algorithm predicts how users will react to your post and prioritises posts which “spark conversations or meaningful interactions between people”.

It ranks and delivers posts in the order the user is likely to enjoy them



Algorithm DOs

Create posts which promote engagement (likes, comments, shares) - without explicitly asking for it!

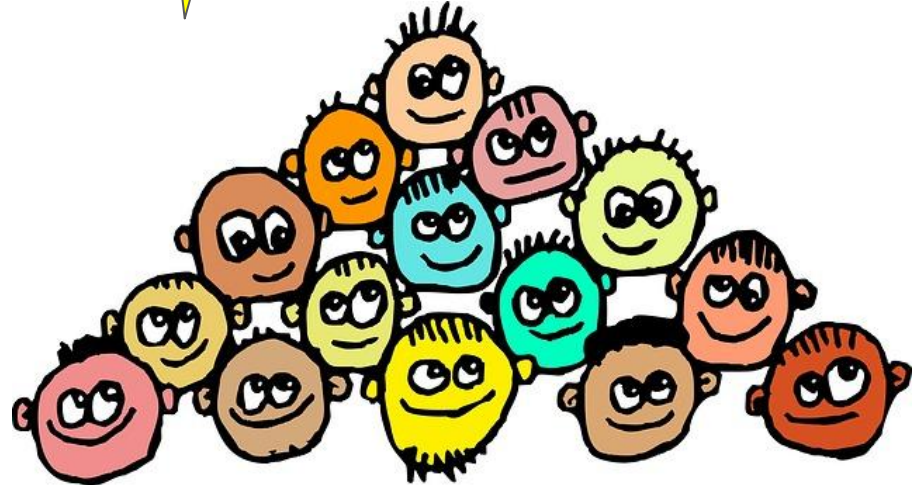
Post more videos.
TIP: Facebook Live videos get 6x more engagement.

CONSISTENCY

Ask a question

3 E's

Create meaningful and relevant content which promotes conversation



Algorithm DON'Ts

DO NOT engagement-bait

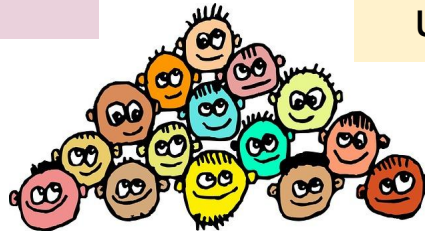
E.g. asking users to like, share, tag or comment. Avoid these words altogether.

Your organic content should not be adverts.

Don't use link shorteners (E.g. Bitly)

Be careful what content you share. No clickbait or fake news!

Don't share links which take users off of Facebook, share other users' or pages' posts instead.



The 4:2:1 posting strategy

4 x shared content posts per week:

- Industry news or relevant articles - from others' Facebook posts or trusted external sources. Focus on positive, inspirational content or content which helps to increase knowledge & understanding of the issues facing food & farming in the UK.
- Any relevant and useful news posted by other users (take care with opinion pieces!).
- Shared content from other growers, farms & food producers, your supporters, partners and network - supporting other businesses & companies who you have a relationship with.

The 4:2:1 posting strategy

2 x original content posts per week:

- Remember the 3 E's!
- Try to create engaging content - for example with a question to encourage engagement.
- DO NOT ask for likes, comments, shares, tags, clicks, etc. as the algorithm spots this, marks as spam and reduces your organic reach.
- Creative branded posts (product focus, how-to tips, recipes, your latest news etc.)
- Education on your key USPs (ethical, local, organic, Co-op, etc.)
- Stories - customers (especially testimonials for positive word-of-mouth effect), growers, team-members

The 4:2:1 posting strategy

1 x ASK post per week:

- Make this count!
- Make it clear and easy to follow. E.g. “Please join our mailing list here: [LINK]” or “Our order cycle is closing tomorrow - don’t miss out, place your order here: [LINK]”. Avoid the work “click” as there is some evidence this is flagged as spammy by the algorithm.
- The work you have done with other posts should help you gain better organic reach with this post.
- Think, Give, Give, Ask!

Facebook scheduling made easy



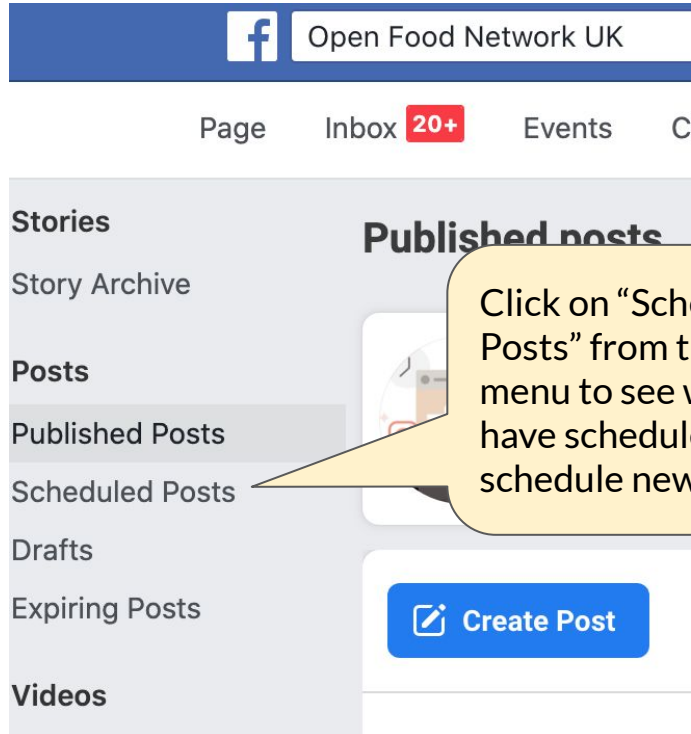
Why Schedule posts?

Scheduling your posts on Facebook **SAVES YOU TIME** and helps you to create **CONSISTENCY** in your posting - which increases follower engagement on facebook and generates customer loyalty.

A screenshot of the Open Food Network UK Facebook page. The page header shows the name "Open Food Network UK" and a search bar. Below the header, navigation tabs include "Page", "Inbox 20+", "Events", "COVID-19", "Manage jobs", "Notifications 99+", and "More". The "More" dropdown menu is open, showing options: "Insights", "Publishing Tools", "Ad Centre", and "Page quality". A yellow callout box points to the "Publishing Tools" option with the text: "Click on 'Publishing Tools' from the 'more' dropdown menu on your Facebook Page". On the left side of the page, there is a green basket icon and a "Complete your Page information" notification with a "Complete Your Page" button.

Click on "Publishing Tools" from the "more" dropdown menu on your Facebook Page

Facebook scheduling made easy



You can schedule posts directly into the Publishing Tools.

You can also schedule shared posts, but only directly on Facebook.

This will help you schedule with the 4:2:1 strategy.

Improve with Facebook Insights



Use Facebook Insights to review how your content is performing.

Use this knowledge for constant improvement!



A screenshot of the Facebook page navigation bar for "Open Food Network UK". The navigation bar includes the Facebook logo, the page name, a search bar, a profile picture of "Kayleigh", and navigation links for "Home" and "C...". Below the navigation bar, there are tabs for "Page", "Inbox 20+", "Events", "COVID-19", "Manage jobs", "Notifications 99+", and "More". A dropdown menu is open from the "More" tab, showing options: "Insights", "Publishing Tools", "Ad Centre", and "Page quality". A yellow callout bubble points to the "Insights" option with the text "Click on 'Insights'".

Click on
"Insights"

Facebook and Instagram stories

Here are a couple of links which will help you get started:

- [Facebook Stories](#)
- [Instagram Stories](#)

Remember: **done is better than perfect!** Ideas:

- Produce of the day/week/month
- Behind the scenes on delivery day, packing boxes...
- Farm tour & action videos
- Grower and team-member hello
- Inspiring nature close ups
- Quick recipes, prep advice
- Thank you to customers/supporters



THANK YOU!



Please click here to join our growing [Facebook Marketing Hub group!](#)

There, we will share the replay of this webinar, these slides and some additional resources to help you get started:

- Facebook and Instagram stories ideas and inspiration
- Facebook posting ideas and inspiration
- Facebook content planner template

You can find everything in “Unit 2” in the left hand main group menu after you join.