



Facebook Overview

140 million businesses around the world use Facebook. Facebook also owns Instagram , Messenger and What's App with the gender split on Facebook being fairly even.

Facebook allows you to build communities through Facebook groups and network with your friends and family. It can help launch a business before building a website and use paid advertising to grow your business. Facebook allows you to receive information from your favourite brands and companies, connect with other like minded people with similar hobbies, read the news and be entertained.

WHO uses Facebook?

- ★ Facebook is the biggest social media platform in the world, with over a third of the population having a Facebook account
- ★ 75% of women 63% of men use Facebook
- ★ The age breakdown of users is:
 - 51% of 13-17 years
 - 76% of 18-24 years
 - 84% of 25-30 years
 - 79% of 30-49 years
 - 68% of 50-64 years
 - 46% are 64+ years
- ★ Facebook is popular with people for personal profiles, as the privacy settings can be adjusted and this is how the platform first started in 2004.
- ★ It has become an effective place for businesses to connect with consumers, as it is good for targeting customers with paid advertising, and communicating via Messenger.
- ★ It is primarily a B2C (business to consumer) platform, but in some cases you will see B2B (business to business) marketing work well. For example: TechPixies customers are sometimes business owners.
- ★ Facebook is also a good place to create and join groups, some of these are community or shared interest groups and some are connected to a business page.

WHAT does Facebook offer? The ability to:

- ★ You can create a personal profile and connect with family and friends by sharing photographs and status updates.
- ★ It can bring together groups of people with shared interests.
- ★ When you follow company and community pages, their posts show up in your newsfeed.
- ★ Creating a business page can help to grow and develop your business and connect with and advertise to your target customers.



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- ★ You can communicate via Messenger (also using a bot if you're a business) and use Facebook Rooms for video conferencing and chat.

WHY would you use Facebook?

- ★ You can leverage your personal network, on Facebook, to help grow your business.
- ★ As the largest platform in the world, it is a common method of communication, reaching 61% of internet users.
- ★ Business pages are a great way of building your business, brand awareness, connecting with your customers and reaching new ones.
- ★ Facebook shopping is now possible directly within the app, without using a third party.
- ★ Businesses can use what is known as a 'Call to Action' (CTA) button to schedule appointments and take reservations.
- ★ Businesses advertise job vacancies which is handy if you're looking for a new position.
- ★ Detailed advertising targeting is possible for a minimum spend of £1 per day (a higher spend is recommended for better results).
- ★ Facebook ranks highly in a Google search (along with Twitter and LinkedIn).