



## Facebook Post Properly Cheat Sheet

### In this lesson, you will learn about:

- ★ Posting properly on Facebook as a business
- ★ The importance of mentions
- ★ Why you should always have a pinned post
- ★ The six ways you can post on Facebook as a business including
  - Links
  - Pictures
  - Pre-recorded Videos
  - Status Updates
  - Stories
  - Lives

**Step by Step guides to posting properly and correct posting dimensions can be found in the 'Facebook Post Properly Cheat Sheet' below.**

### Posting on a Facebook Business Page

- ★ As a business, you can create posts on your business page which then get seen organically by a small percentage of your Facebook page followers (around 6%).
- ★ Posts can include links, pictures, videos, status updates, stories and lives.
- ★ The more engaging the content is (meaning the more reactions and comments a post gets), the more likely it is to get in front of more people organically\*.

\*Organic = when people see your content without ad spend behind it. Ad spend can increase the views and engagement. More on this in our Paid Advertising workshop in the Strategy module.

### Mentions

- ★ You can mention another business page (if you are following them) by adding their name (preceded with an @ and followed by their username) to a post.
- ★ When you tag another business page, you create a link to their profile.
- ★ It is not advisable to mention individuals on a business page post (even though you can if they are following you) as it may solicit unwanted friend requests.

### Pinned Post

- ★ You can 'pin' a post to the top of your Facebook business page so that anytime someone visits your page, they will see your pinned post first.
- ★ Remember to change your pinned post regularly so that it doesn't look dated.



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### Key Takeaways

- ★ ALWAYS SCRAPE when posting a link, to make sure that it looks as good as it can.
- ★ ALWAYS MENTION other business pages where appropriate as this will help get your post in front of more people - particularly if the other business page shares it!
- ★ ENCOURAGE PEOPLE TO ENGAGE by including descriptions that ask questions or prompt comments. Don't give up in the early days! You need a certain number of engaged followers to make this work, but you also need to reply to comments when people leave them.

**Don't forget! Step by Step guides to posting properly and correct posting dimensions can be found in the 'Facebook Post Properly Cheat Sheet' below.**

### STEP BY STEP GUIDES TO POSTING PROPERLY ON A FACEBOOK PAGE

#### 4 Steps to Posting a Link on a Facebook Business Page

1. Scrape to make sure the link looks good
  - a. You can use this tool here:  
<https://developers.facebook.com/tools/debug/sharing/>
  - b. This lets you preview how your content will look before it is shared to Facebook.
    - i. If it looks bad and you CAN'T change the source, add Rich Media if the link doesn't scrape well (i.e. an image, gif or video).
    - ii. If it looks bad and you CAN change the source (i.e. with WordPress) - fix the problem with Yoast SEO\* if you have access to the backend of the website.
2. Use mentions when posting something connected to another business page where the link came from.
3. Remember to add 2-3 hashtags for visibility.
4. Add emojis if it fits with your brand in order to liven it up or encourage people to take action.

\* More information about scraping can be found in the [BONUS SCRAPING MODULE](#) (this is also in the Strategy Module)



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### 6 Steps to Posting a Picture on a Facebook Business Page

1. Upload the correct image size\*
2. Check the alt text for accessibility (this is also searchable)  
<https://www.facebook.com/help/214124458607871>
3. Always add a caption in the description (this is true for cover images too! As they get posted to your business page feed as a photo)
4. Mention other businesses pages if appropriate and tag products if relevant (if you have a product catalogue set up)
5. Remember to add 2-3 hashtags for visibility
6. Add emojis if it fits with your brand in order to liven it up or encourage people to take action

\*Dimensions for picture posts on Facebook can be found in the [Size Matters Cheat Sheet](#)

### 5 Steps to Posting a Video on a Facebook Business Page

1. Upload the correct video size\*
2. Always add a caption in the description
3. Mention other business pages where appropriate (avoid tagging individuals as it may cause unsolicited friend invites)
4. Remember to add 2-3 hashtags for visibility
5. Add emojis if it fits with your brand in order to liven it up or encourage people to take action

\*Dimensions for picture posts on Facebook can be found in the [Size Matters Cheat Sheet](#)

### 3 Steps to posting a story on a Facebook Business Page

1. Create a background either from the options given (Text, Boomerang, Mood, Selfie, Poll) or by choosing a photo from your camera roll on your phone
2. Add stickers, text, drawing, effects, a CTA button or animation
3. Click share now.

### 4 Steps to share stories from a linked Instagram account to a Facebook Business Page

1. Start creating a story, then tap Send to.
2. Below Your Story, tap Sharing Options.
3. Select Share to Facebook Every Time or Share Once.
4. Tap Share.



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### 5 steps to automatically share your Instagram stories to Facebook

1. Make sure your Instagram account is linked to your Facebook page.
2. Go to your Instagram profile, tap the three bars top right,
3. Tap Settings, then Privacy>Story.
4. Select Share Your Story to Facebook.
5. Be aware that not all features are the same when [crossposting from Instagram to Facebook](#)

### 4 Steps to posting a status update on a coloured background on a Facebook Business Page

Create a background by clicking on the multicoloured square bottom left of the create post screen

1. Click the grey nine grid square on the right to see all options
2. Type your status, you have 130 characters before the background will disappear and it will show as a plain text only post
3. Create engagement by asking a question that applies to all of your audience, use our ['50 Ideas for Facebook Engagement Posts'](#) doc to help you plan

### 8 Steps to going Live on Facebook Business Page on a mobile device

1. At the top of your page under Create a Post, tap Live (next to a camera icon).
2. If it's your first time you need to grant permission for Facebook to use the camera and microphone.
3. Select privacy settings top right- tap the down arrow to change.
4. Add a description where it says Tap to add a description.
5. Tap start Live video (there's a short countdown)
6. A red indicator will show you are live.
7. Use the tools at the bottom if you wish - there are filters, you can flip the camera, you can type comments.
8. Tap Finish when done and tap Share to your page to post it or Delete if you don't want to keep it (you can't reverse a deletion!)

### 6 Steps to Going Live on a Facebook Page on a Computer with Live Producer

1. At the top of the page under Create a Post click Live.
2. Select how you want to go live (Camera/Stream Key/Paired Encoder).
3. Type a description in the left sidebar.
4. Tap Go Live Now at the top of the left sidebar.
5. Click the button below the comment thread to end the live.
6. More information about Facebook [Live Producer](#) is here.