



# **iPg** Social Media Boot Camp

Introduction to Facebook



# OVERVIEW



February:



Twitter ✓

**March:**



**Facebook**

April:



Instagram

May:



Pinterest

June:



Blogging

July:



Recap



# SURVEY SAYS...

Most of you want to learn how to:

- Schedule posts
- Gain fans and followers
- Maintain interest
- Add value to the conversation
- Generate shareable content and inspire more engagement
- Expand reach
- Drive sales
- Use sponsored posts/paid advertising on Facebook

# ACTION PLAN



- Set goals
- Develop a schedule
- Track your progress
- Analyze your results
- Adapt your approach

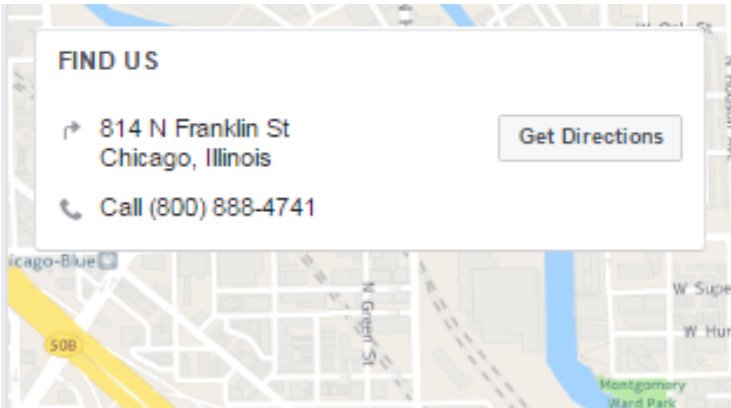


# HOW IS FACEBOOK CHANGING?

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- The value of a follower has changed as Facebook has matured
  - Over time, it's gotten more difficult for businesses to connect organically with current and prospective fans and followers
  - It's essential for a business to have a Facebook presence, but it's important to keep ROI in perspective.
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# WHERE TO BEGIN:



- Name and set up your account:
  - Be consistent with your other social media accounts, using the name of your business or primary brand
  - Don't use punctuation, special characters, spaces, etc.
  - Fill out the “About” section to let your audience know who you are at a glance
    - Address, phone, general email contacts, website URL, company mission statement or brief history
  - Profile picture and cover photo
    - Reinforce logo
    - Be creative!

**HOURS**

🕒 Open Now 9:00AM - 5:00PM ▼

**BUSINESS INFO**

📍 Business Details

Parking Parking Lot parking

📅 Founded in 1971

**ADDITIONAL CONTACT INFO**

🌐 <http://www.ipgbook.com/>

**MORE INFO**

📖 About  
IPG: Expert distribution services for innovative publishers

📖 General Information  
For orders: [orders@ipgbook.com](mailto:orders@ipgbook.com)  
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# HOW TO FACEBOOK



- The difference between Facebook and other platforms
- Decide what your voice will be:
  - Authors
    - [Jodi Moore, Children's Author](#)
  - Bookstores
    - [Volumes](#) (up-to-date events)
    - [Literati](#) (strong personal voice)
    - [Blue manatee](#)
  - Publishers
    - [Flashlight Press](#) (religiously posts reviews )
    - [Chicago Review Press](#)
- Get to know your unique audience on each platform, and tailor your message accordingly
- Follow important industry accounts (American Booksellers Association, Publishers Weekly, Library Journal, American Library Association)
- Experiment with [new features](#)

# DEVELOP A SCHEDULE



- When's the best time to post on Facebook?
  - According to [Hootsuite's blog](#): between 12 p.m. and 3 p.m. Monday – Friday, between 12 p.m. and 1 p.m. Saturday and Sunday
  - Lower engagement on the weekend overall, highest engagement on Thursday and Friday.
  - Find what works for your audience, specifically
- How often should you post?
  - Don't overwhelm your audience by posting more than once a day
    - “Companies with fewer than 10,000 FB followers receive 60% fewer interactions per post when they post 60+ times per month.”
  - Keep it consistent
    - Aim for one post per day
    - Content ratio: 1:2(or3) – for every promotional post about yourself or your book, post 2 to 3 pieces of fun, inspirational, or bookish content



# GENERATING CONTENT



- Generate shareable content and inspire more engagement
  - FB posts display pictures, links, and short descriptions of content – you can have it all.
- Facebook is conducive to longer posts and multimedia (Links, videos, and images)
- Easy to facilitate conversation in the comments section
- Share content from popular Pages similar to yours (BuzzFeed Books, BookRiot, Shelf Awareness)

# TRACK YOUR PROGRESS



- Get a baseline reading of where you are:
  - # of followers
  - # of impressions
  - Rate of engagement (# of likes, comments & shares / impressions)
  - Amount of activity
- Acquaint yourself with [Facebook Insights](#)
  - Find what posts are doing best and expand creatively on that message.

# TRACK YOUR PROGRESS

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- Impressions: how many times your post appeared on the newsfeed
  - Reach: how many unique people saw your post. (One person “reached” could experience multiple “impressions”)
  - Reactions, comments, shares: actions that increase your post’s visibility and reach
-



# TRACK YOUR PROGRESS

## Some of IPG's successes

- Engagement: a [#FBF](#) post about last year's c2e2 convention.
- Reach: a personal picture of our CFO Cara's daughter [reading to her new puppy](#).

 IPG: Independent Publishers Group  
February 10 at 11:33am · 🌐

#FBF to our first time being back at @c2e2, getting to meet tons of incredible #comics and #graphicnovel publishers, authors, illustrators, and of course, starring characters.

We also seized the chance to dress up ourselves - bonus points to anyone who can guess who Andrew and Lauren are dressed as? (hint: both #superheroes care a lot about our planet 🌍)

Chicago Review Press, Triumph Books, Papercutz, NBM Graphic Novels, Fulcrum Publishing and Publikumart shared our booth and we had a blast! Special guest signings included Tim Hanley, Steve Ellis, David Gallagher, and Mindy indy!

Best. Event. Ever.  
👓🕶️👓

#bookstagram #comics #graphicnovels #takeusback #c2e2 #superpowers #superheroes #morethanmeetstheeye #comicsdistribution #dressup #cosplay #comiccon #indiecomics #comicsforsale #riotgramsdays10 #booksofinstagram #comicsofinstagram



 IPG: Independent Publishers Group  
February 16 at 7:06pm · 🌐

Happy #readaloud day everyone! This is our CFO's daughter reading a bedtime story aloud to her newly adopted puppy on his first night in his #foreverhome. 📖🐶❤️ We're not crying, you're crying!

This heart-warming moment brought to you in part by PAWS Chicago  
#readtome #bedtimestories #booksanddogs #agirlandherdog #agirlandherbooks #kidlit #childrensbooks #readaloud #readbeforebed #dogsofinstagram #adoptapet





# ANALYZE YOUR RESULTS AND ADAPT ACCORDINGLY

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- Identify:
    - Successes based on your goals
    - Areas for improvement
  - Implement:
    - Replicate and build upon successful efforts
    - Discontinue strategies/content that aren't working
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# FACEBOOK BEST PRACTICES



- Never post without an image
- Drive traffic to website or blog
- Be responsive
- Craft posts around topical events
- Post at least once a week, at most, twice a day

# ENGAGE WITH IPG



- When to tag @ipgbook on Facebook:
  - When you are participating in a giveaway of your book
  - When you receive a positive trade review
  - When you are hosting an Author Event
  - When you are at one of our events, or at trade shows with IPG

IPG tries hard to share/interact with every post we are tagged in. Don't be discouraged if we don't react to your post. Send another and tag us again or reach out to us via Facebook Messenger or [marketing@ipgbook.com](mailto:marketing@ipgbook.com)

# QUESTIONS?



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[Submit any questions here](#)

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# Tune in Every Wednesday



- **March is Facebook month!**



- **First week** – Introduction ✓
- **Second & third week** – supplemental articles and blog posts on [www.ipgbook.com/socialmediabootcamp](http://www.ipgbook.com/socialmediabootcamp)
  - Next up: information on paid FB advertising
- **Fourth week** – Wrap-up webinar