



Facebook Best Practices

Get Started

- **Set up your business page** to build relationships with existing clients and reinforce your brand.
- **Learn from others.** Check out your peers' FB pages to see what types of content they are posting.
- **Post a profile photo and a cover photo.** This can include your logo or team picture. Remember that FB is a place for you to connect on a more personal level so photos don't have to be as "professional" as you would find on LinkedIn, but should still be quality images and reflect your brand.
- **Unlock your vanity URL.** If you have at least 25 people that like your page, you can unlock the ability to create a vanity URL. So, post engaging content to help you accomplish this.

Create meaningful posts

- **Relate on a personal level.** Post pictures of you and your team enjoying your personal interests, hobbies, and enjoying family and friends.
- **Celebrate your team.** Be mindful of important dates, anniversaries, and professional accomplishments.
- **Show your involvement with the community.** Post pictures from local community events or charity events that you support and actively participate in.
- **Celebrate your clients.** Get your clients involved in your social media strategy by celebrating their milestones and life moments. Ask them to send your pictures to include in your timeline.
- **Be creative.** Vary your posts by including photos, videos, quotes, and blogs. Ask questions and take polls to see what your followers are interested in (Who's your Super Bowl champ? Which logo do you like better? What's your favorite _____?)

Increase reach and engagement

- **Post during peak engagement day/times.** Put yourself in their shoes. When do you usually check your social media? Chances are, your clients are on that same page so take your own cues when thinking about when to post.
- **Be consistent.** Aim to post at least three times a week.
- **Boost your posts.** Target your posts to a specific audience to help you promote an idea, event, client program, and thought leadership more effectively.

Please be sure to follow your firm's social media policies before actively engaging on the social networks.