



# Facebook: Your target audience awaits!



## Get the ball rolling.

- There's a very good chance that the pet parents you want to reach are already on Facebook, eager to engage with your practice.
- Make sure they can find you easily by **picking a username that is easily identifiable** (like your business name) and consistent across social media (if possible).
- Use the **"About Us"** section of your business page to talk about your practice, your team, your services, your areas of expertise, and (of course!) **how and where you can be reached**.
- Use Facebook's **"Invite Friends"** feature to encourage people to like, follow and share your business page.
- **Get social (and noticed!)** by liking, commenting on or sharing other relevant content your followers are likely to appreciate.



## Insider tips.

- Check your security settings to make sure your page and your posts can be **found and shared publicly**.
- **Turn on notifications** so you can reply to questions and take part in discussions related to your posts.
- As a best practice, have a **second person listed as "Admin"** in the "Settings" area of your page.
  - You can also assign employees or trusted third parties to specific roles (for ex.: editor, advertiser, agencies, etc.).
- **Upload your profile photo** (for example your practice's logo) in a 170 x 170-pixel format.
- Choose a clear, well-lit image of your clinic, your team or a seasonal scene, saved in 820 x 312-pixel format, for your **cover photo**.



## Show... and tell.

- Keep the tone and content of your posts **casual, while still providing value** to your followers.
- **Include illustrations, photos and videos** to support the content of your posts.
- **Try sharing different types of content** to see what resonates with your audience.
- Capture readers' attention and encourage them to interact with your posts by using **questions, bold statements or surprising facts**.
- **Use a compelling call to action** to guide readers to take the next step – i.e., contacting your clinic, visiting your website, downloading a brochure, etc.



## Did you know?

- Your practice's Facebook page is likely to be the **first or second result** that appears in an online name search.
- On average, **people spend 38 minutes on Facebook every day**.
- Facebook's age demographics span **all major buyer profiles**.
- You can **connect your Facebook page and Instagram account**, which allows you, among other things, to **share** posts, photos and videos, and **easily edit** your account details across both apps.
- Facebook's robust advertising feature allows you to **create and manage targeted ad campaigns** across multiple platforms.
- You can also use Facebook to **conduct surveys, run contests, plan and manage events**, etc.

# Get the most out of Facebook with helpful apps and tools

*(These are just a few of the options available!)*



## Ensure your posts get seen.

- **Facebook Audience Insights** provides you with aggregate information about your audience, so you can create content that resonates with the people you hope to reach.
- Anytime you create a post, you have the option to click on **“Schedule”** to choose when you want it published, so you can be sure your followers will see it **at a time when they are online**.
- Manage your page on the go with the **Facebook Pages App** for iOS and Android.



## Build strong connections.

- Give clients an inside tour of your clinic, introduce them to your staff, or make a presentation in real time with **Facebook Live Video**.
- Who needs a contact form, when **Facebook Messenger** does the job, only better?
- Create your own community with **Facebook Group for Pages**.
- You might even find your next practice superstar by posting openings in **Facebook Jobs!**