



FACEBOOK

This information sheet is one in a series of nine sheets that were developed to assist seafood producers (fishermen and growers) with using specific tools and platforms to enhance marketing of their products. They are part of an educational publication entitled *Digital Marketing: A Guide for Seafood Producers*.

Each sheet provides an overview of a specific platform, information about using the platform and examples of how it could be used for seafood direct marketing. They are intended for educational purposes only. Prior to getting started with a specific tool/platform, current information - including the costs, requirements and included components - should be reviewed on the tool/platform website.

Facebook is a platform where you create a "Page" for your business that can be shared with a large audience. You can post text, photo and video content and people who "like" or "follow" your Page can view, like and comment on it as well as and share it further.

Creating a Facebook Page doesn't take much time (less than 2 hours) but does require more initial set up than other social media platforms. Facebook requires you to have a personal account before creating a "Business Page." Once you have a personal account, you can create your Business Page and add content to it. This is the page that will be discoverable by people searching for your business.

You can access and create content for Facebook on a smartphone or computer. Many seafood businesses and enthusiasts, including commercial fishermen, recreational fishermen, mariculturists, fishermen's markets, and seafood restaurants, are already using this platform.

AUDIENCE

Facebook is used by a wide age range, with the most common age range being 25-34 years old, but Facebook is also the best social

media to reach audiences of 50+ years old. Additionally, you don't have to have a Facebook account to view pages with privacy settings set to "Public" such as a Business Page. Facebook may suggest your Page to people who don't follow you, but most commonly people will find your Page by searching for it directly or having a friend share one of your posts. People who view your content can like, comment, and share your posts.

Content Types and Platform Features:

Text, photos, videos, links, stories, live streaming, comments, direct messaging, events, groups, reviews and post scheduling.

COST

Facebook is free to join and use. To increase the number of people seeing your Page, there are opportunities to pay for advertisements that push your content to audiences of your choosing.

ONLINE SALES

Facebook has a built-in feature, Marketplace, which is a popular place to buy and sell items. The sale of food products, however, is not currently permitted on Marketplace.

Nonetheless, this can be a good place to sell (or buy) fishing and farming supplies and equipment such as boats, boat parts, fishing gear and permits.

CONTENT PLANNING

Facebook features a wide range of media including photos, videos, and text posts. Currently, daily posting is recommended on Facebook due to low engagement rates across the platform. Posting frequently allows your content to accumulate more engagement, though you should put a greater emphasis on posting quality content than posting frequent content.

Meta Business Suite

Since Facebook and Instagram are both owned by the same parent company, Meta, they can be managed together using Meta Business Suite. This platform enables you to post content simultaneously to Facebook and Instagram, allowing you to have a presence on both social media sites for the same amount of time and effort.

REVIEWING PERFORMANCE ANALYTICS

Facebook has an “Insights” feature built into your page’s settings that can provide you information about how your page is performing and the demographics of the people interacting with your page. Full analytics can be found in Meta Business Suite. The metrics you’ll want to track are how many views, likes, shares and comments your posts receive as well as how many people follow or unfollow your account. It’s most helpful to compare your posts’ performance against other posts of your own and other accounts similar to yours.

In summary...

Facebook is the best social media site to create a business landing page, while also allowing you to maintain your Page with regular posts.

BENEFITS

- Most popular social media platform with lots of features to share information
- Dedicated feature for inviting followers and the public to events
- Enables simultaneously posts with Instagram, minimizing need to double post

CHALLENGES

- Creation time for a Facebook page is longer than the creation time for other platforms
- People on Facebook don't engage with content as much as they do on other platforms
- Requires frequent posting at first