Facebook Primer

One of the most popular forms of Social Media is Facebook. According to Statistic Brain (statisticbrain.com) they have over 1.3 billion users as of January 2014. Mobile users number around 680 million. Translated in over 70 languages, 48% of the 640 million minutes each month is accessed by 18-34 year olds.

These numbers are staggering and, just possibly, being seen by even half a percent of these users for free makes a Facebook marketing campaign for our activity a "Must Do". To begin, you will need to create a Facebook account.

If you don't have a Facebook account, you can sign up for one in a few steps:

1. Go to www.facebook.com.
2. If you see the signup form, fill in your name, birthday, gender and email address. If you don't see the form, click **Sign Up**, then fill out the form.

   You will need to provide an email address to sign up. If you do not want to use your primary email address, there are a number of free email providers where you can obtain an address you can use exclusively for social media:

   In mail (http://www.in.com)

   Gmail (http://mail.google.com)

   zoho mail (http://www.zoho.com/mail/)

   iCloud mail (http://www.apple.com/icloud/)

   Outlook.com (http://www.setup-outlook.com/)

   Yahoo mail (http://us.mail.yahoo.com/)

   Go to http://email.about.com/od/freeemailreviews/tp/free_email.htm for a review of these and other free email providers.

3. Pick a password.

When you create a new password, make sure that it's at least 6 characters long. Try to use a complex combination of numbers, letters and punctuation marks. If the password you entered isn't strong enough, try mixing together uppercase and lowercase letters or making the password longer.

The password you create should be easy for you to remember but hard for someone else to figure out. For extra security, your Facebook password should be different than other passwords that you use to log into other places, like your email or bank account.

4. Click **Sign Up**.

After you complete the signup form, they will send an email to the address you provided. To complete the signup process, click the confirmation link.

Once you have created an account you will need to spend some time inviting people to be friends and responding to friend requests. The average amount of friends per user account is 130 – not too difficult for a square dancer. Obviously, you really don't need 130 friends in order to start your marketing campaign.

The Plan

First you will need a plan. In my case I have 1,133 friends, pretty much all of whom are square dancers or family. Square dancers are already in our activity and family has heard my pitch about the activity on a consistent basis. So in order for me to use Facebook to reach out to non-dancers I have to concentrate on getting the attention of people I don't know.

Hash tag? What is a Hash tag?

Hash tags are free, and they make it easy for those who are searching for specific information to find that information. Erin just recently prepared lunch for us using mangoes and a special remolded sauce. In her post she placed two hash tags (#mango and #remolded). When you place them in the text of your message it works like a hyperlink on a webpage – that is, anyone who sees the hash tag and clicks on it will immediately receive any and all messages on Facebook with that particular hash tag. Below is her post complete with hash tags:

Prepared chicken tacos for lunch, with fresh mango, homemade guacamole, and homemade remolded sauce... wonderful! #mango #remolded

All you have to do is click on either hash tag and every post and attached communication line that contains that particular hash tag will appear in order of placement. Another way to search for specific Hash tags is to place them in the search field at the top of the page and look for the dropdown selection that contains the Hash tag and again all will appear. Pretty cool!

To place a hash tag in your post, you have to use a pound sign (#) followed immediately by the search words that users may want to find. No spaces or any other symbols should appear. I will show several examples below:

Do	Don't
#doghouse	#dog house
#funtimes	#fun times
#squaredance	#square dance
#myfriend	#my friend
#friedgreentomatoes	#fried green tomatoes

What Hash tag Should I Place?

The next step is to come up with the right hash tag that will draw the most potential new square dancers. You can use #squaredance or #newsquaredanceclass, however, most people who are looking for what we have to offer have no idea that what they are looking for is Square Dancing! Again, they want all the benefits of square dancing, but have to idea where to find it. Here are some suggestions:

#newdanceclass	#danceclass
#health	#healthy
#exercise	#friendship
#friend	#fun
#music	#friendliness
#fellowship	#danceexercise
#memoryimprovement	#improvememory
#brainworkout	#mentalexercise
#teamsport	#danceteam
#physicalexercise	#newfriends
#social	#socialize
#meetnewfriends	#meetfriends
#socialexercise	#travel
#dancetravel	#dancefestival
#couples	#singles
#families	#familyoriented

Here are some rules of thumb when working with hash tags/posts:

- Place no more that three hash tags in each post
- Use responsive questions within each post to insure a response
- Don't repeat posts – find a different subject
- Use humor to get a response
- Attach pictures or videos to get prospective dancers attention

What Is a Responsive Question?

A responsive question is a question that draws people to give a written comment, not just a "like". A responsive question makes people think and urges them to give their opinion and thoughts. A responsive question needs an answer. Below are some examples of Responsive Questions:

- Do you wish that you were having this much fun?

- Do you need to get out of the house?

- We are focusing on our health -- how about you?

- Do you wish your family did things together?

- Are you meeting new friends like we are?

- When was the last time you laughed out loud?

- Where else would you go to have this much fun?

- Got social contact?

- Come on out. What are you waiting for?

- Fill in the blanks: I dance because I…

Why Add Pictures and Videos?

According to a [comScore](#) *study, released in February 2011, 82.5% of the U.S. Internet audience viewed a video online.* [In a 2010 report from Cisco](#)*, 30% of Internet traffic is currently video.. These are impressive statistics, and when looking at the YouTube statistics below, this becomes even more convincing:*

- YouTube is the second biggest search engine (after Google).
- 60 hours of video are uploaded every minute, or one hour of video is uploaded to YouTube every second.
- Over 4 billion videos are viewed a day.

- Over 800 million unique users visit YouTube each month.
- Over 3 billion hours of video are watched each month on YouTube.
- More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years.

- In 2011, YouTube had more than 1 trillion views or almost 140 views for every person on Earth.

These statistics indicate that people love to consume video and we need to realize that and provide them with the type of content that they prefer. Forbes Magazine agrees. Check out:

http://www.forbes.com/sites/seanrosensteel/2013/01/28/why-online-video-is-vital-for-your-2013-content-marketing-objectives/

Adding at least a picture or (preferred) a video gets everyone's attention and draws you to the post. As I scan over my Facebook home page, my eye is naturally drawn to pictures and videos, especially if the post tells me that the video is short – 3 minutes or less.

You don't need to spend hundreds of dollars to buy video equipment. Everyone that sports a smartphone has access to video. Just take some shots at your club dance, a beginners class or an unusual dance location – just 3 minutes or less -- and post it to your Facebook account.

Selfies

Selfies are pictures that are taken usually with your phone of yourself. They are shot most of the time with your arm around someone, cheek to cheek. Comments will appear like: "Scot & Erin at Nationals".

For some odd reason people love selfies and usually additional comments will appear from all over the country (sometimes the world!) If you're going to send a comment, why not get in the habit of hash tagging it.