Author Hub.

# How to Use Facebook



cambridge.org/authorhub

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# How to Set Up an Author Facebook Page

Facebook Pages are different to Facebook Profiles. Pages are designed for public figures, brands, or companies to publicly engage with any Facebook user who chooses to 'Like' them. For an Author, this is a great way to talk directly with your audience, and share insights into your industry, work, or perhaps sharing your journey as you write your next book.

To help you to connect with more people who are interested in your work and publications, we recommend that you set up a Facebook Page as you, the author.

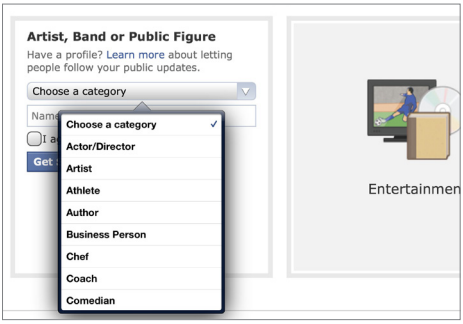
1. To do this, visit www.facebook.com and log-in with your Facebook account. If you do not already have one of these, then you will need to complete the form on the same page, and then follow the on-screen prompts.

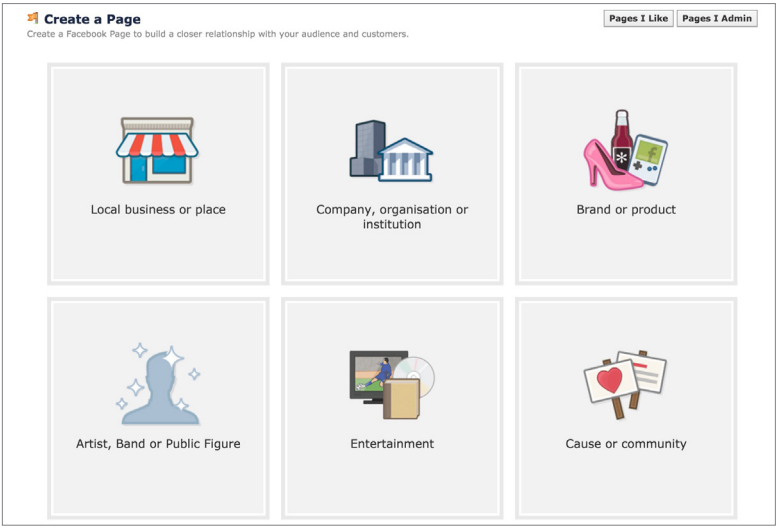
   Once signed-up and logged in, you will find a link titled Create a Page at the foot of the screen when you log in.

   Clicking this will start you on the process of setting up your page. Your screen will refresh, showing you a number of Page type options.

We recommend that you select the option titled Artist, Band or Public Figure.

2. When you click on this Page type, it refreshes and displays a drop-down menu from which you can be more specific about the type of Page you want to set up. Select Author from the drop-down list of categories.





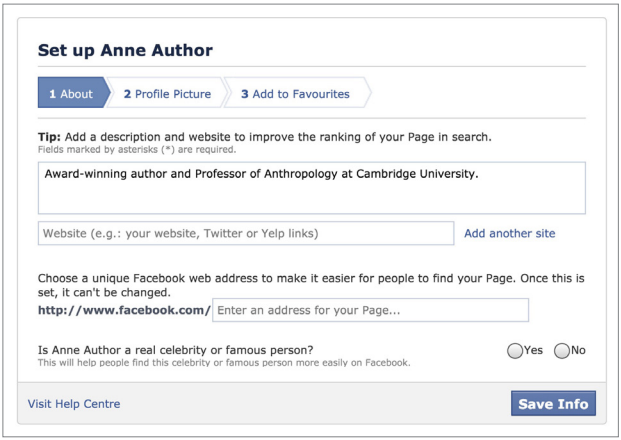

3 Having selected the category, you should then type in the name of the Page. This will appear publicly, and will be how people find you – so it is best to type your name in here.




4 If you agree with the Facebook Page Terms, tick the box, and press Get Started. If you do not agree with the Facebook Page Terms, you will not be able to set up a Page.

Facebook will now guide you through the process of setting up an About section, how to add an Page profile picture (avatar), and will invite you to advertise your page.

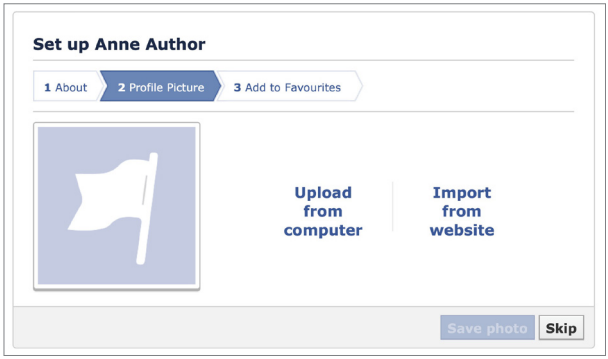
5 In Step One, About, you should write a short description that will display on your Facebook Page. This can be updated in future.




You can add links to other places on the web where you are have a presence by adding a link into the field beneath the description. If you have more than one, just click Add another site and repeat the step until done.

The last part of this first step, is to tell Facebook that you are the real author, rather than a fan Page. Tick the Yes option here, and then click Save Info

6 You will now progress to Step Two. You can skip this step, but we strongly recommend that you don't – adding a photograph will help you and your Facebook Page stand out amongst others.




If you have a photograph

already on your computer, click on Upload from computer, and it will then take you to the standard file upload function for your Mac or PC. If you click Import from website Facebook will ask you to name a URL where you photo exists. Facebook will then allow you to pick the correct image.

Once you have added a photograph, click Save photo. Your new photo will appear on your Page, in search results, and alongside where you have made comments.




7 Step Three of the process varies. It may invite you to add your page to favourites – here you can click the green Add to Favourites button to give you easy access to your page in the future. Alternatively, you may be invited to advertise your page. If so, skip this step for now, as we'll cover advertising your Page in another guide.

Facebook will now take you to your new Page, and begin leading you through a series of steps to enhance your Page. We will cover further steps in another guide.

## What are the benefits of having an Author Facebook Page?

If your Author Facebook Page's followers respond to your posts – for example, by commenting, sharing or 'Liking' your content – then their interaction will appear on the timelines for their own network of friends. As such, encouraging more fans to interact with your page is a fantastic way of promoting it and getting your content shared across Facebook for free!



If you already have a Facebook profile that you use for personal reasons, we'd strongly recommend that you **set up a separate Author Facebook Page.** Not only is it good practice to separate your personal life from your professional profile (for example, we wouldn't necessarily recommend adding readers as friends to your personal Facebook account), but this page can be used to promote **all** of the content you produce across any format and with any publisher.



## Why people 'Like' or 'Follow' Author Facebook Pages

Ask yourself the question: *Why would you subscribe to something like a magazine, podcast or forum?*

Apart from personal reasons or the fact that you want to be entertained, it's likely that you would subscribe to these channels because you're interested in a particular topic, or a range of topics (such as amateur astronomy, teaching Maths, Tudor history or popular psychology). You'll probably **want to engage with like-minded individuals and find out more about the field**.

When you subscribe to content, most channels will also include some element of advertising or sponsorship before, during and/or after you access the content you've subscribed to. You're more likely to stay subscribed if the advertising is kept to a minimum and if it's related (in some way) to your interests.

Likewise, using social media to promote yourself and your publications works best when it's done in the same way (e.g. the content you post is on-topic and relevant). Your social media account is not a billboard to advertise your work and so any promotional messages you do post should be in the minority so that you don't alienate your audience.

As a rough guide, a balance of 80/20 can work well **(with 80% being the sharing of on-topic, relevant information and 20% being the sharing of promotional messages)**.

From our experience readers usually want to follow an author because they're interested in their research or area of expertise. They want to know more information about them and, quite crucially, they want to feel connected to the author before, during and after the writing process.

This leads us on to the type of content you can share on your Author Facebook Page to engage your audience appropriately.



## What should I share?

Whether you're Tweeting, blogging or posting to your Facebook Page you need to find the right balance between sharing relevant and engaging information and using opportunities to promote your work.

### What is 'relevant information'?

Relevant information might be any, or a combination of, the following (try to stick to primarily sharing content in relation to your work or research):

- Links to news articles
- Links to useful or interesting websites
- Your own photos or video clips
- Updates on what you're currently doing for your work, or where you are in the writing process for your next publication ('behind-the-scenes' posts tend to work very well)
- Questions that provoke engagement from your audience – e.g. asking your readers to share interesting research they've found on a particular topic, or asking them what challenges your field might face in the future.

### Tools to help you add content to your page

If populating your Author Facebook Page sounds daunting then there are a few free online tools that can make it much easier. They will allow you to curate content rather than solely focusing on creating new content.

For example, you might want to think about using Google Alerts (www.google.co.uk/alerts – see our accompanying Author Hub guide). You could also subscribe to a few on-topic RSS feeds from relevant news sites, or you could use free tools like Buzzsumo (www.buzzsumo.com).

Similarly, your work may well bring you in contact with interesting on-topic resources or research websites that you can draw on to populate your page. Make sure you use all of the tools at your disposal to help you get relevant, on-topic information that you can then incorporate within your social channels. If your page becomes a reliable source of information, your followers or fans are more likely to engage with your content and share it with others.

## Photos and videos

Photos and videos really don't need to be expensive or professionally produced. Modern smartphones are easily equipped to produce something you could use on your page. Many smartphones produce high definition (HD) images and videos.

For the purposes of your Author Facebook Page, video clips need only be a minute or two long. For example, you could film clips at an event or conference you're attending. You could film you and your team at work or perhaps film something related to your work/research interests.

Our own research, alongside reports from marketing agencies, suggests that visual and engaging content – videos, photos and links – usually achieve the highest amount of engagement. With this in mind, it's a good idea to make your posts as visually appealing as you can.

When you do post an image or video, make sure you also include some kind of contextual comment alongside it; you could add a relevant website link or you could ask your fans a question about the image itself. All of these efforts will trigger people to respond and engage with you.

## Behind the scenes

Offering your Author Facebook Page's fans insights into your writing process, your working day or your current piece of research will give them a sense of exclusivity and it will give

them a reason to follow you. That feeling helps to drive their interest in you and your work, whilst also making them feel that you value them and their attention precisely because you've taken the time to post something unique to them.

Again, one effective way of doing this is to add visual content such as videos or photos. If you're working in a field that might offer highly visual content (like archaeology, life and earth sciences or history, to name but a few), then quickly taking a photo would fuel your Facebook page with content that will easily stand out in a timeline.

## Vary the content you post

As mentioned earlier, research has shown that posting a mixture of text and imagery will really help to capture your audience's attention and encourage more engagement.
Vary the posts you add to your page by changing the type of content you share (e.g. a post with some text, a post with a photo, a post with a question or a post with a related website link).

## What kind of tone should I use?

Most importantly, be yourself. A more formal approach is better suited to social networks like LinkedIn or sites like Academia.edu where the whole site is tailored towards professionals and is focused on skills, business and careers.

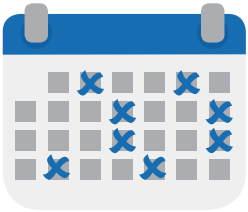
Facebook is home to a diverse range of users and while you might not personally know your page's fans, by adopting a conversational tone and encouraging them to interact, they will feel like they know you. In turn, they will be more willing to share, comment on and 'Like' your page and its content, which will help it to reach new audiences.

## How often should I share content?

The most important thing for you is not to feel like you're a slave to your Facebook page. Using the tools mentioned earlier (Google Alerts, RSS and Buzzsumo) should help take away some of the demands on you to find things to share if your time or ideas temporarily run dry.

The frequency of posts on Facebook pages varies from individual to individual and there isn't really an easy answer to this.

The best thing for you to do is to work out, realistically, how much time you can dedicate to updating your page first. Ideally we'd recommend posting at least a couple of times a week with posts that are relevant, engaging and on-topic. However, it's important to bear in mind that the more you post, the more you'll be seen.

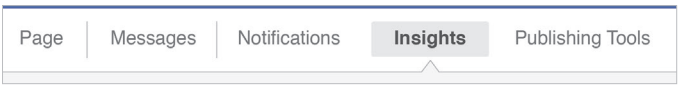


**So we'd recommend working out a schedule that is convenient for you and you can always adjust this as time goes on.**

# Pay attention to what works for you

Once you've started posting on your Author Facebook Page, it's a good idea to listen to what your fans respond to and what they engage with so that you can use this information to inform the content you post in the future.

Getting comments, shares and Likes can be hard work sometimes, so it's worth checking the **Facebook Insights tools** to see what kind of posts work best for your page and what posts encourage your audience to interact the most.

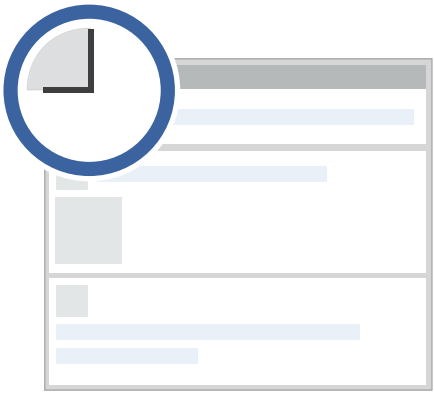



To do this, log in to your Facebook account and go to your page. Then click on the 'Insights' link right at the top of your page.

The screen will then update to show you a set of graphs – including the number of page 'Likes', the reach of each post and engagement with followers.

Beneath this will be a list of your five most recent Facebook Page posts. Each will be listed with their Reach and Engagement score. A button titled 'Boost Post' sits to the right of each post – giving you the option to pay to target your post to a specific type of Facebook user if you wish (read point 7 to learn more about this).

## What's the lifespan of a Facebook post?



There are varying reports on how long a Facebook post's lifespan is – in other words, how long your post is going to be seen on Facebook users' timelines. The best explanation of this lifespan **(http://ow.ly/OFgTL)** indicates that each post has roughly two hours to achieve its potential. The vast majority of engagement occurs in the first five hours after the post is initially published, with the amount of engagement dropping off thereafter.

This is because the more pages and friends any given user follows, the less likely they are to spot your post amongst the continually growing stream of other Facebook posts.

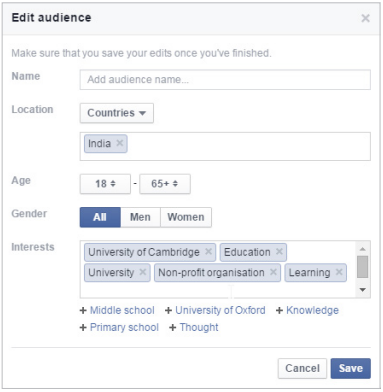
Whilst your Facebook post will remain on your page forever (until you delete it or delete your page as a whole), this means that after only a few hours your post will most likely have achieved its maximum potential. **Consequently many users choose to post fairly regularly (either by creating new content or by recycling or curating content) so that they can overcome this issue and get seen**.

# Boosting Facebook posts

Getting attention on Facebook is very competitive and paying to 'Boost' a post is one way of getting your content seen by more people and hopefully encouraging more interaction. If carried out with precaution, boosting posts can be very effective.




Once you have posted some content, you can always click on the 'Boost Post' button, which will then enable you to decide who to promote your post to. This will allow you to choose either people who already Like your page, friends of people who Like your page, or you can be more specific by selecting people based on location, interests, gender and ages. You will also be able to set a lifetime budget for the promotion and choose your payment source.




**However, it's worth noting that the best way to drive engagement is organically** (e.g. using all the tips covered in this guide to naturally engage with readers first). We would urge you to think carefully about what your objectives are, and what budget you realistically have, before you decide to pay to boost any of your posts.

**Boosting Facebook posts shouldn't be used as a first resort to promote your content, but they can be used to supplement your efforts to organically grow your Author Facebook Page.**

If you don't want to spend money on promoting your page then, as we've already said, stick to creating interesting, eye-catching content that your followers will want to comment on, Like and share. This way you'll effectively be getting them to advertise your page for free as they promote it to their own friends!

authorhub@cambridge.org

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