

# FACEBOOK ADVERTISING

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Presented by: Building Stronger  
Neighborhoods Committee



# Why Facebook is Important

- There are 2.271 billion Facebook users, 1.495 billion use it daily.
  - 50% of all US adults over the age of 50 use Facebook
  - 80% of all US adults ages 25-49 use Facebook
  - 65% of US teenagers ages 14-17 use Facebook
- Advertising, event creation, and page maintenance are accessible from an organizations' page.
- Data analytics are available for you to view how people engage with your page.
- There are many "How-To's" for utilizing your page to its fullest potential.

# Why Facebook is Important

## What Users Do (and Want to Do) on the Social Network.

- The primary reasons why people use the social network, at least according to [this research by Ashwini Nadkarni and Stefan G. Hofmann](#) from the Boston University, include:
  - The need to belong,
  - The need for self-presentation.

## According to [Statista](#), most people log in to the social network to:

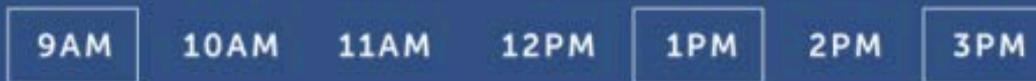
- Like content,
- Message with others,
- Consume content,
- Comment on photo or post, and
- Check for any new updates from friends.

# Facebook

## BEST DAYS



## BEST TIMES



*And people seem to be happier on Friday (small wonder), so funny or upbeat content will fit right in to that "happiness index."*



*Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.*



*Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.*

# Using Facebook to Your Advantage

- How to Advertise on Facebook: <https://blog.hootsuite.com/how-to-advertise-on-facebook/>
- How to Create an Event on Facebook: <https://www.facebook.com/help/131325477007622/>
- 26 Facebook Fan Engagement tips (focused toward businesses, but relevant to NC's too!): <https://www.socialmediaexaminer.com/26-facebook-fan-engagement-tips/>
- 6 Engaging Content Types on Facebook: <https://adespresso.com/blog/6-content-types-to-engage-facebook-users/>
- 9 Powerful Ways to Engage Facebook Users: <https://blog.thesocialms.com/engage-facebook-interaction-brand/>