

5 Tips to Manage Your Facebook Pages

Facebook is arguably the most important social channel for your brand, which means your strategy on the network needs a laser-like focus. Maintaining a branded Facebook page is a cool way to connect with stakeholders, promote your brand and establish a working feedback loop. Steve Cisowski, social media manager at Elsevier Health Sciences, has these five tips to better manage your branded Facebook page.

1. **Understand your fans.** Because you need to speak to your fans in their own language, you need to know everything about what they expect from your brand. Your brand offers solutions to your customers, so keep in mind everything that goes through their daily lives. What are their concerns and pain points? How can you offer some solutions to their needs? Structuring your engagement strategy around meeting their challenges will ultimately help them receive the most value in being a fan of your page.
2. **Strive for balance.** Make sure your Facebook posts are well rounded and do not focus on one particular format. For example, bombarding your fans with promotions and discounts too frequently will only alienate them. Be sure to mix in content within your posts that is informative, educational and entertaining.
3. **Be transparent and honest.** Speak to your fans like they are dear friends, which they are. They have decided to be your fan in the first place because they are loyal customers and find value in your brand. Be forthcoming, appreciative and never underestimate their savvy.
4. **Maintain a content calendar.** The easiest way to ensure that your page remains active and loaded with engaging content is to manage a calendar that organizes all of your posts on a daily or monthly basis. This will help determine if your posts represent a balanced mixture of content and messages.
5. **Give your fans opportunities for feedback.** Remember to include posts that encourage discussion. For example, posting open-ended questions will allow your fans to speak their minds about your product, communicating their needs or their wants. Your fans will comment on your posts regardless, so control the conversation in a way that will give you customer insights.

wanted to enhance the site with more content. So it created “The Ultimate Study Group,” an online community for medical students to get together and study for finals and share insights on some of the trickiest topics.

- **Advertising on Facebook to increase the community size.** Elsevier targeted audiences interested in medicine-related keywords along with a list of U.S. medical schools. The advertising campaign also included display ads, sponsored posts and promoted stories. Cisowski oversaw the day-to-day campaign and took it a step further by introducing daily promotions each week. Manic Monday, Wisdom Wednesday and Fun Friday are just a few examples of how he and his team engaged the whole Elsevier community on both a daily and

weekly basis.

“From a content perspective, it was really important to not be too salesy or commercial,” Cisowski says. “We do feature our products when you visit the [Facebook] page, but our content strategy is to actually have content and not just sell books. You do see a mix of content. We use the page to distribute information about medicine in general.”

Solid Results

Social-media campaigns are a great way to engage stakeholders, but determining the return on investment can be a little blurry.

While engagement is crucial, those in the C-suite want to measure success with dollars. In this instance, Elsevier was able to quantify success on both fronts: