



# The Ultimate Guide To FACEBOOK

*Tips and tools for travel agents, tour operators and concierges.*



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# WHY FACEBOOK

Will Benefit You

# Why Facebook:

**2.74 billion**  
**active users**  
per month as  
of 2021.

Facebook is the  
**most popular**  
social network  
worldwide.

**1.85 billion**  
people log on  
to Facebook  
**daily.**

Facebook is an amazing resource to businesses because of its already existing user base. It's crazy how many people could potentially view your page and become aware of your company by tapping into it!

The majority of your client base will most likely be active on Facebook. So you should be active too! Facebook is the best platform to effectively share information and engage your clients by sharing links, adding commentary and inspiring travel with photos all in one post. Facebook provides an awesome platform to make the most of a post. Creating and utilizing your page will allow you to improve your company's brand awareness as well as customer relationships and content marketing.

Facebook is a platform that facilitates human interactions. By tapping into that you can create a whole new world of engagement with your clients. If you make the most of it. Facebook can act as an easy avenue to bring your latest travel deals and information to potential and current clients helping your company flourish!



# GET STARTED

## With Your Facebook Profile

# Get Started: Setting Up Your Profile

If you don't have a Facebook account already that's okay. Facebook makes setting up a profile easy with just a few simple steps.

- 1 Go to [www.facebook.com](http://www.facebook.com)
- 2 If you see the sign up form, fill out your name, email address or phone number, password, birthday and gender. (If you don't see the form right away, click sign up)
- 3 After filling out the form, click Sign Up and become a part of the Facebook community.

When completing your profile, be sure to include contact information such as your phone number, website, email, and other social media links you may have (e.g. Twitter or Instagram). This is very important because people will often use your Facebook page as a source of reference to contact you!



# Get Started: Utilizing Your Page

Now that your page is all set up and ready to go, you can dive into learning how to make the most of it. Utilizing your Facebook page will allow you to improve your company's brand awareness as well as public relations and content marketing. Facebook is a platform that facilitates people interactions. By tapping into that you can create a whole new world of engagement with your clients. Facebook provides an easy avenue to bring your latest travel deals and information to potential and current clients.

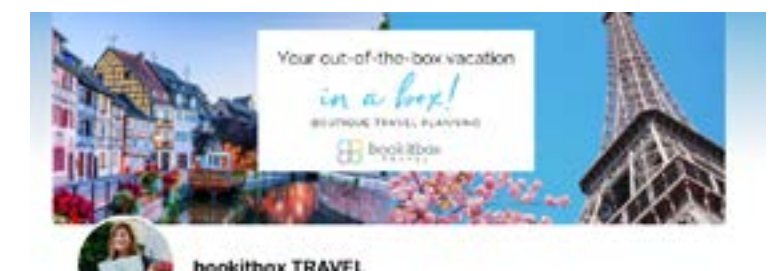
Throughout this eBook we will show you how to make the most of utilizing your facebook page through cover photos, profile pictures, quality posts and promotion. What to post, when to post it and how to boost that post to reach your maximum audience of Facebook followers. Hopefully you find it helpful!

Here are some cool Facebook pages that could bring inspiration and ideas as you learn how to start making the most of your own page!

## [Milk + Honey Travels](#)



## [bookitbox TRAVEL](#)





# Profile Picture and Cover Photos: Design

Your profile picture and cover photo will be the first thing a potential customer sees when visiting your Facebook page. A good first impression can go a long way, even with social media, so it's important to make sure the first images they see look awesome and represent your company well!

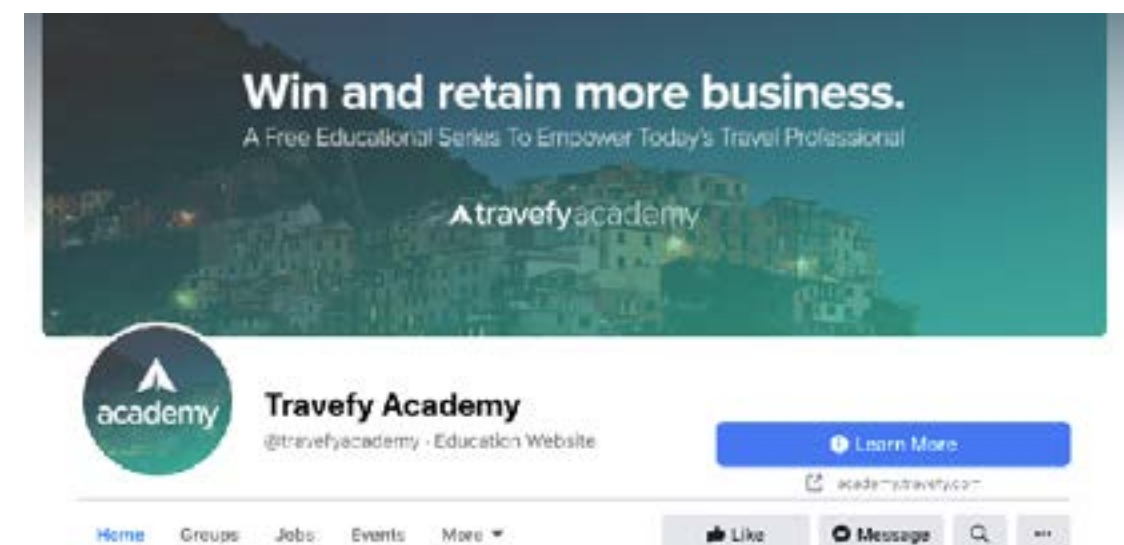
## SIZE

To get started, understand the space dynamics that Facebook gives you to work with. The cover photo displays as 820 wide by 312 pixels tall. It's recommended to find a large and high quality image for the best display. Once you upload a photo Facebook will allow you to easily crop it so it appears the way you want.

## PLACEMENT & COLOR

Best utilize the profile picture and cover photo space by paying attention to how your cover photo and profile picture interact. The profile picture will overlap the space in the bottom left corner of the profile picture. Make sure the image or text from your cover photo isn't obscured behind the profile picture. Also take note of the colors and designs to make sure they correlate well together!

# COVER PHOTOS & Profile Pictures for Facebook



# Profile Picture and Cover Photos: Marketing Leverage

Utilizing Facebook cover photo and profile pictures to leverage your business marketing is huge. They are the two most consistently present images on your Facebook page, so they will be the two images that people will see the most often when visiting your page and be the most exposed to. This is great news, it means they can be used to your advantage so easily!

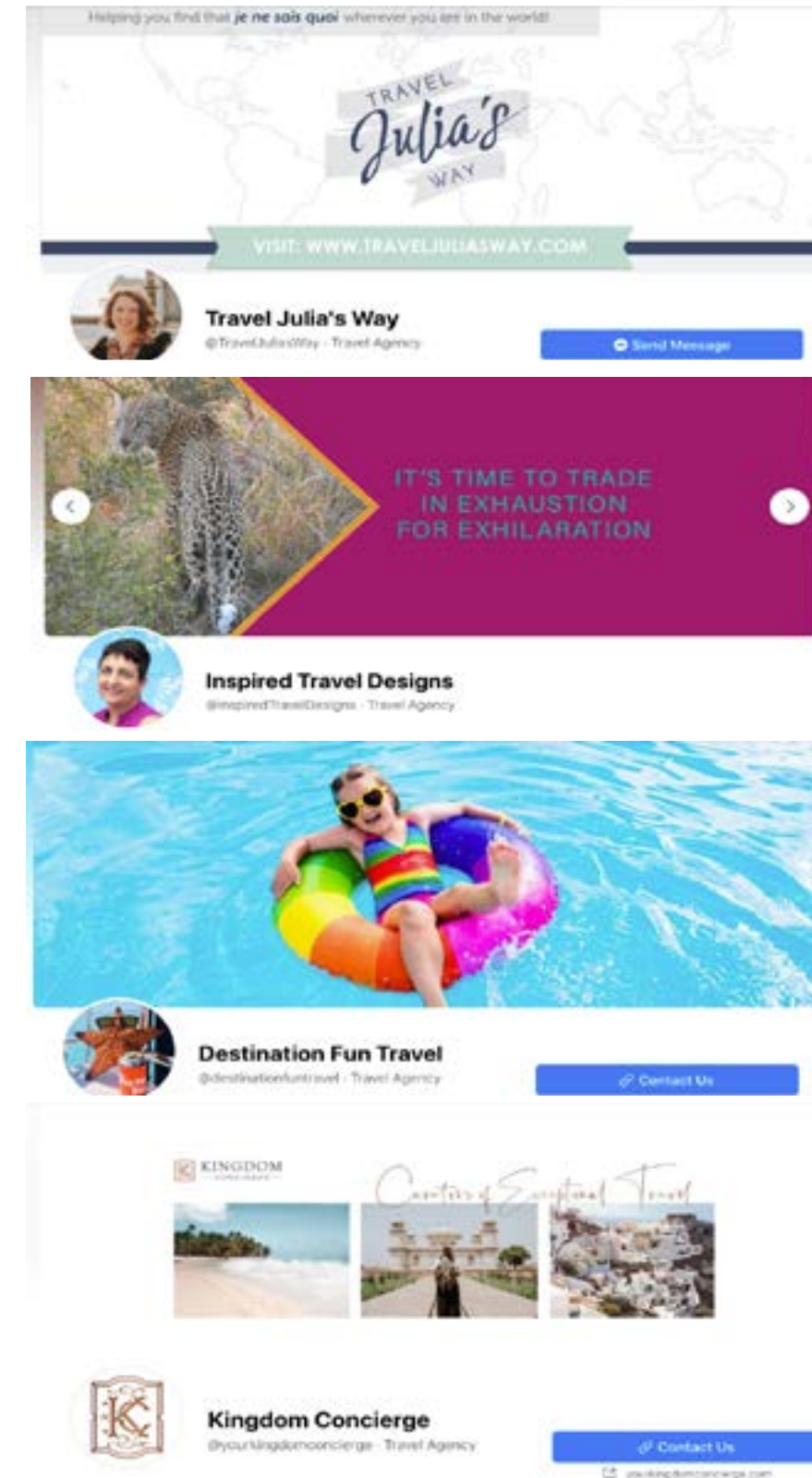
## BRAND IMAGING & MARKETING

As your Facebook cover photo and profile images change overtime, you want to keep your brand consistent. Whatever your brand style is, make sure that is reflected in the images you use setting an overall tone. There are many cool ways your cover photo can be used for marketing beyond just boosting brand recognition. Here are a few ideas:

- ▶ Using cover photo to introduce new trips or services!
- ▶ Use a cover photo to promote an offer of a free guide like Kinship Vacation's cover photo example!



# Profile Picture and Cover Photos: Design



Here are a few examples of cover photos that we think are great. There are lots of fun ways that cover photos and profile pictures can compliment one another to really make your Facebook page pop and make it unique. Share a fun quote or information on about your business in the cover photo. Or find beautiful photos that captures a person's attention! P.S. You can even add a video to your cover photo!

Check out pg. 12 to see some great tools for creating quality cover photos!



# Key Elements: Quality Images

## EMBRACE THE VISUAL

The use of photos is important when posting on Facebook. People love photos. We live in a world of information overload, so people are more likely to gravitate towards images because they are easy to consume and absorb. Therefore, people will respond and interact more with your posts when they include a photo. Studies show that posts with photos generate around 53% more likes than an average post and 104% more comments than an average post and overall account for 93% of the most engaging posts on Facebook.

You should be selective of the photos you choose to post. Take into consideration the following:

- ▶ Make sure they are high quality, sharp images.
- ▶ Only post photos you created or have the right to publish.
- ▶ The photo should be relevant to you and your target audience.
- ▶ Post eye-catching images.

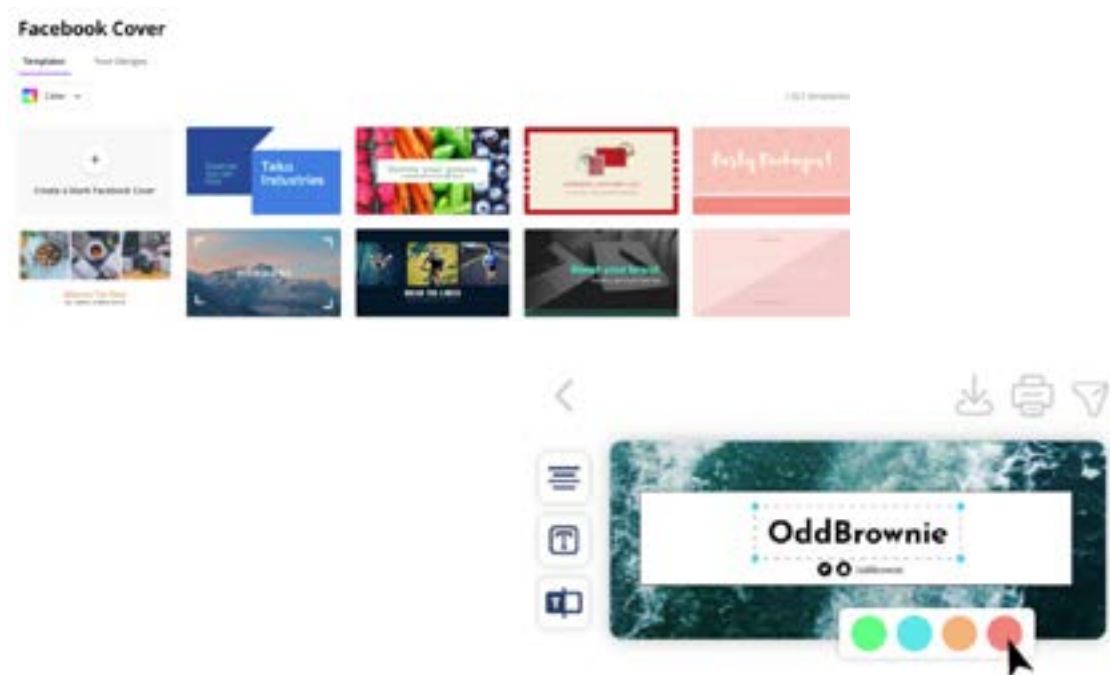
Although using high quality images should be your main focus, don't be afraid to post a photo that has a few words on it. For example, if you find a cool photo with a quote about traveling, post it or share it! People love inspiring quotes. If you see an infographic that is relevant to your travel business and would be helpful information to your client base, post it! Posting images with some humor every now and then could also benefit you. People like to laugh, right? Don't forget to give credit to the sources of the photos if you aren't creating them yourself!

# KEY ELEMENTS Of a Successful Facebook Post

# Photo Tips & Tools:

## TOOLS FOR CREATING CONTENT

There are some awesome tools out there to help with creating cover photos. A popular website for creating content is [Canva.com](https://www.canva.com). With Canva you can create professional quality cover photos using their cover photo specific templates. It is easy to personalize the text and upload it to Facebook. It only takes a few minutes! Another tool to try is [Desygner](https://www.desygner.com), which is free to use!



## TOOLS FOR EDITING CONTENT

There are also many tools that can help you edit your own photos to use. Taking your photos to the next level by making them more vibrant will draw more people towards your page! Here are two great photo editing tools that could help you make your photos stand out.

[VSCO](https://www.vSCO.com)

[Snapseed](https://www.snapseed.com)

# Key Elements: Engaging Your Followers

## ASK FOR ENGAGEMENT

Social media was created for people to interact, so it's important to create a human connection with your Facebook fan base. Interacting and engaging with your Facebook followers is one of the best ways to make them feel valued by your company, and in return they will bring value to your company.

An excellent way to engage your fans is by simply calling for a response in your posts! Whether it is asking a fun question or asking for feedback on a photo or trip, this will drive more personal communication with followers making them feel included in your company's community. It will also increase the chances they engage with your content. Make sure to respond to their comments and feedback so they know you care and appreciate their interactions!

## FACEBOOK BUSINESS PRO TIP

Have you heard of the Facebook 'call to action' button? You can use the call to action button (next to the Like button) at the top of your page to add a link and make it directly available to your followers. Title the button things like "Sign up", "Watch Video" or even link it to another social media account, like your twitter page. Maybe even link it to your website and drive more customers straight to you. Utilizing the Call to Action could give your company a boost. Check out this [Facebook Business Link](#) to learn more on how to create a Facebook advertisement with a call to action button!

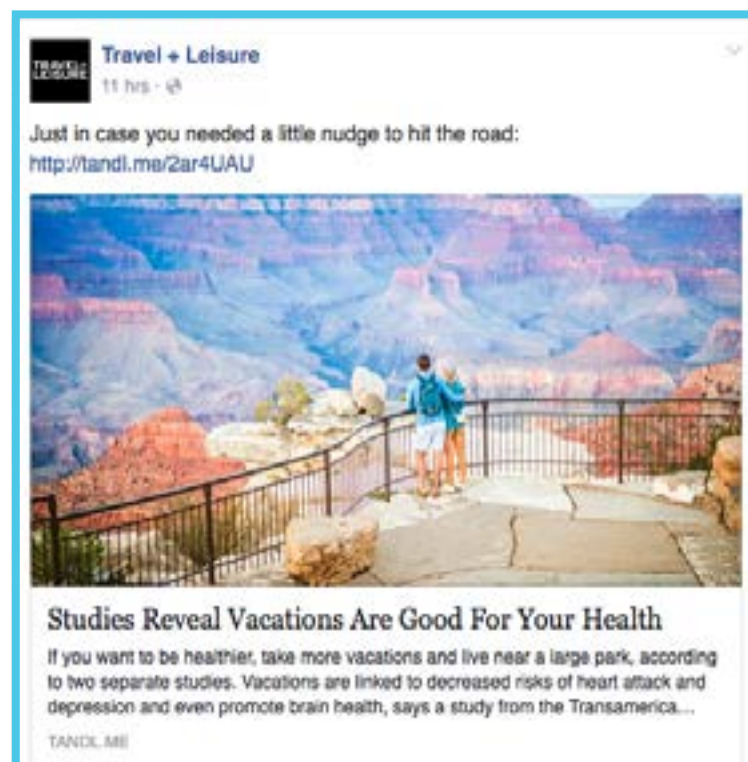


# Key Elements: Include A Link

## LINK POSTS

Studies done by Facebook show that “link posts” are more successful than posts without links! Whether you are posting about an update to your website or you are posting a picture of the next hot travel destination, be sure to include a link! Allowing Facebook users to explore and interact further with the topic you are posting about is one of the best ways to get their attention and engage.

Here is an example of a “link post” from Travel + Leisure. As you can see, when posting you can include a link and add commentary. You do this by pasting a link into the update box on your Facebook page. Facebook will then pull meta tags of photos, title and description from the web page and then put that all together in link format. The image and description of the link will be created for you and appear like it does in this example. Then, all you have to do is add the caption and commentary!



# Key Elements: Quality Content

## STAY RELEVANT

In his 1964 original album Bob Dylan famously sang, “The times they are a changin’.” That still holds true today, the world is always changing! To keep up to date with the fast pace world we live in, your posts should be up to date with relevant information on your latest trip itineraries, hottest travel destinations, newest travel gear, tips for adventuring, etc.

Keeping posts recent and fresh will in return help your reputation and keep your company relevant in the always changing world of travel! And your Facebook fans will appreciate tips and information being up to date. It will keep them trusting you and coming back for more!

## USE BRIEF AND COMPELLING LANGUAGE

Be concise but compelling in the commentary/captions you add to your posts. Too many words can be overbearing! Posts with 40 characters or less are shown to have more likes and comments. This is partially because people can digest and process things more quickly when there are fewer words, so people will pay more attention to those posts that are to the point.

Of course sometimes you will have more to say than what can be said in just 40 characters, but keep it short and sweet when you can.

# Key Elements: Time It Right

## IT'S ALL ABOUT TIMING

By posting consistently people will see that you are a healthy, engaged and fully functioning company. Analysis done by Track Maven on 1.5 Million Facebook posts from nearly 6,000 brand pages shows that the best times to post are after work day hours and on Fridays and Saturdays. There is less traffic in the NewsFeed during those times, therefore less content to compete with! During the workday your post could easily get lost in the mix of other posts being uploaded at the same time.

Posts published after hours (5pm-1am) see 11% more engagement than those published during the workday and Friday and Saturday posts see 25% more engagement than a weekday post.

Try creating a content calendar to keep your Facebook posts consistent and make it easier on you! There are many helpful programs out there such as [Hootsuite](#) and [ContentDJ](#) that make it really easy to find and create content as well as plan out posting schedules to keep you on track. They are also helpful in linking content together from multiple social media channels.



# PROMOTING Your Facebook Page

# Promoting Your Page: How And Why

## WHY IT'S IMPORTANT

Now that your Facebook page will be full of wonderful content and amazing posts, it is crucial that you take the time to promote it. Taking the time to do this will help your current customers get the most value out of the content you are creating and will help you generate more Facebook followers and "likes".

## HOW TO PROMOTE YOUR PAGE

Facebook makes it easy to promote your page and will actually do the promoting for you. Just click the 'promote page' button located on the left side of your page to get started! In the box that appears you can see a preview of what your Facebook generated promotion advertisement will look like. Your page cover photo will be the default image. You can choose the type of audience who you want to see the ad for your page by choosing from locations, interests, age and gender. After choosing a daily budget, you will see an estimate of how many people will like your page based on the audience and budget you choose!

All Facebook ads go through an approval process. Once approved you will get a notification from Facebook that your ad is running! You can see it's performance in the activity tab of your page, so you can see how many people you have reached and how many new likes your page has gained. Enjoy the new business that comes your way and the new popularity of your page!

### BUDGETING TIP

If you think Facebook advertisements could be a good choice for you but are concerned about budgeting, try starting on a small budget to see if it will be impactful to your marketing. If you find value in the results then go ahead and increase your budget!

# Promoting Your Page: Boost Your Posts

## HOW TO BOOST YOUR POST

Boosting a post is a great way to reach people who have already liked your page as well as people who might not know about you yet! A little different from promoting your page, 'boosting' your post will spread a specific post that you want lots of Facebook users to see. Boosting a post will make sure it appears in your Facebook fans' newsfeed. You can boost a post when you create it OR after you have already published it.

Simply click the Boost Post button in the bottom right corner of your post. A box will appear for you to choose the demographics you want to reach. Similar to the box that appears for promoting your page, you can choose age, gender, and you can even type in what your audience might like or be interested in and Facebook will provide suggestions of audiences. After choosing your audience, select your budget. Facebook will show you an estimate of how many people your boosted post will reach each day and you can decide how many days you want your post to be boosted for. You can see how well your boost is performing by looking in the bottom left corner of the post you boosted or by looking in your page insight section on Facebook.

### PRO TIP: ENCOURAGE REVIEWS

Facebook offers the option for your clients to give reviews. Encouraging reviews from your clients is an awesome way to make your Facebook page the best it can be! Ask clients to review your services and itinerary after their trip!