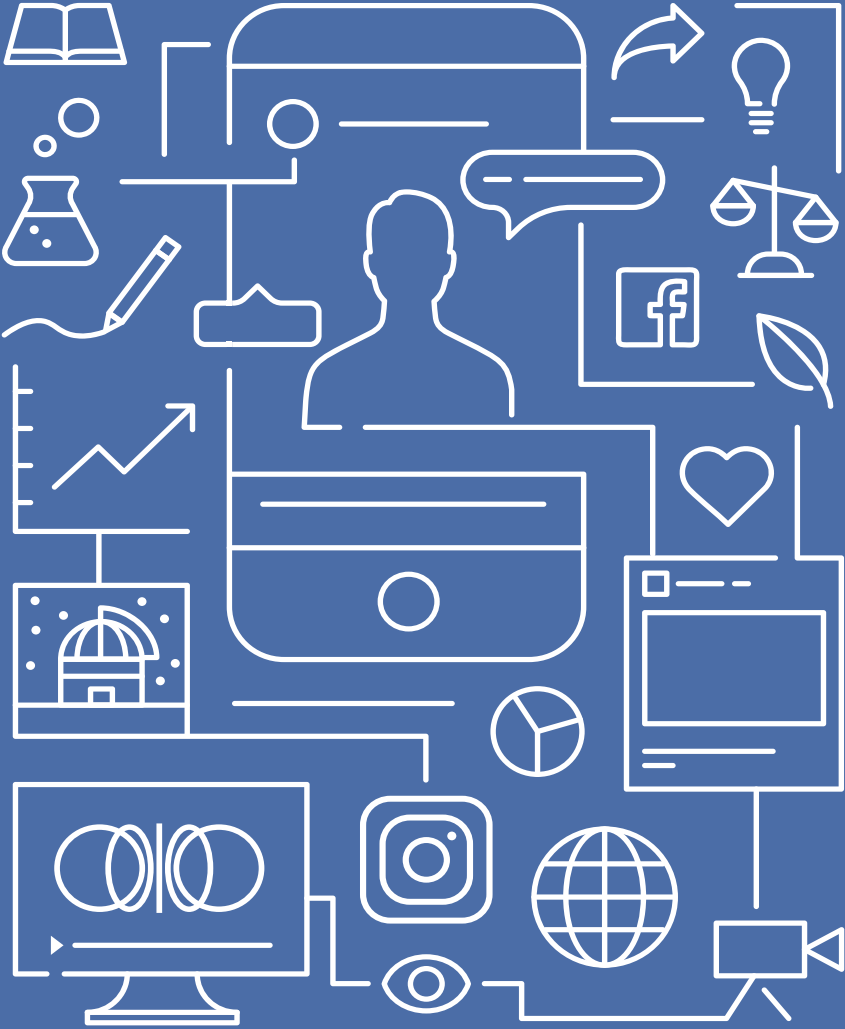


Business Influencer Guide



Facebook is such a powerful tool. I love the ability to instantly connect with friends, customers, and employees around the globe.

MEG WHITMAN

Former CEO of Hewlett Packard Enterprise

Welcome

Whether you're new to Facebook or have years of experience, this guide is a comprehensive resource to help you be as successful as possible.

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Experience



When you see the above icon, click the image/ interface to engage or experience the social content.



For a digital version of this guide, go to fb.me/businessinfluencerguide

1.2B+

Over **1.2 billion people** use Facebook every day.



200+ CEOs across industries, regions, and enterprise size use Facebook.



1 out of every 5 mobile minutes are spent on Facebook.



50 minutes a day is the average amount of time spent by people around the world on Facebook, Instagram, and Messenger.



500 million+ people watch video on Facebook daily.



800 million+ people use Instagram every month.



45 million+ people see business news on Facebook every day.

SOURCE: Q3 2017 Facebook Earnings Call

Facebook for Business Influencers

Facebook is the single best place for business influencers to connect authentically with people and reach new audiences.

Facebook gives you the opportunity to directly communicate with target audiences, with complete control over your message and precision targeting. With a global community of more than **2 billion** people on Facebook, you can reach existing and new audiences with a flexible set of publishing tools to share your stories in text, photos, videos, and more.



Doug McMillon
Walmart



Mary Barra
General Motors



Hamdi Ulukaya
Chobani



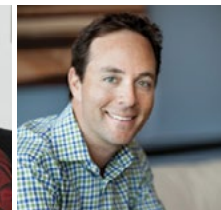
Marcelo Claure
Sprint



Sigve Brekke
Telenor Group



Indra Nooyi
PepsiCo



Spencer Rascoff
Zillow Group



Naomi Simson
RedBalloon

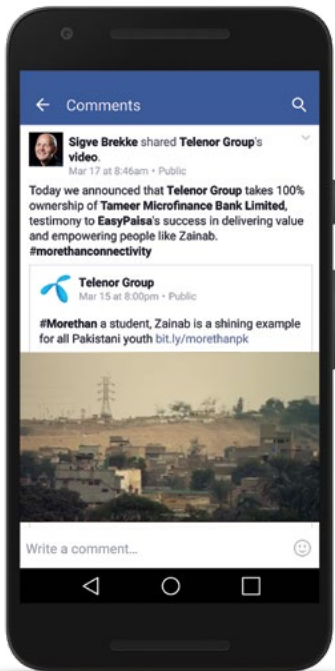
FACEBOOK IS A LEADERSHIP PLATFORM

Earn trust

Build trust by allowing employees, customers, and stakeholders to get to know you, not just as a figurehead, but as a real person with passions and interests. People will trust your company more if they know and trust you.

Be heard

Shape your industry's agenda by directly communicating insights about your company and industry, making important announcements, and highlighting social causes.



Telenor Group CEO Sigve Brekke announced a strategic acquisition of a Pakistani microfinance bank via a post and shared video.



Chobani CEO and founder Hamdi Ulukaya shared photos after giving his employees an unexpected 10% stake in the company.



71%

of US respondents agree that a company whose CEO uses social media is more trustworthy.¹

61%

of respondents said that Facebook is the most-used social media platform when researching the culture of potential employers.²

80%

of employees say they would prefer to work for a social CEO.³

CEOs who don't use Facebook are like CEOs who don't watch TV...out of touch with a significant part of their customers' and employees' lives... CEOs have the opportunity to... help customers feel more connected to the company.⁴

THE WALL STREET JOURNAL.**Listen & improve**

Learn from your customers and employees and improve your business as you engage directly with all of your stakeholders.

Recruit talent

Attract the best talent by highlighting your company's mission, culture, and social impact. Facebook's precise targeting can help you reach and engage your future workforce.

Engage employees

Engage with and align employees globally, complementing your internal communications systems and reaching partners and deskless employees without corporate email accounts. Feel the pulse of your organization in real time.

Protect & build your reputation

Corporate reputations are already a topic on Facebook. Not having a voice in conversations about your business and your reputation is a clear liability.

Setting up a Facebook Page

When you're ready to begin building a Facebook Page, log in and follow these steps:

1

Create a Page

Go to facebook.com/pages/create and select the public figure category.

2

Establish your identity

Choose a friendly Profile Picture to represent you across Facebook and a simple cover photo for your Page. Edit the 'About' section to include your bio and include personal interests to bring your authentic personality to life.

3

Edit settings

Click 'Settings' at the top of your Page to add other admins, change moderation settings, and more. We recommend disabling visitor posts and setting a strong profanity filter on comments.

4

Say Hello

Share a casual photo, video or status update on your new Page. Don't overthink it.



Let us know

Check in with your Facebook contact to request Page verification.

Managing your Facebook Page

Once you are set up, consider these best practices:

Two Admins

We recommend having at least two admins on your Page. Please remember to add real accounts – fake or shared accounts are against our terms of service, and may be disabled.

Page Manager Policy

Make sure you have clear rules about the number of people who can manage your Page. While more managers can be an efficient way to manage your Facebook Page, the more you have, the higher the security risk.

Page Manager Roles

Ensure that each manager is assigned the correct role based on what their job requires: Admin, Editor, Moderator, Advertiser, or Analyst. Be sure to remove any employees as Page managers if they leave your business.

Security

Securing your account is an important step to securing your Page. Enable Login Approvals on any Facebook accounts that can manage your Page. Login Approvals is a security mechanism that requires you to enter a special code when someone tries to log in to your account from an unrecognized device. For more information, visit facebook.com/help/security.

Quick Tips:



+1 Admins



Establish Roles



Enable Login Approvals

Build Your Presence

Once you have a public presence, get the most out of Facebook by following these 5 principles:

1. Be yourself

Facebook is where people connect with friends, family, and topics they care about. Allow people to get to know you as an approachable individual beyond your official biography.

Always use the first-person and speak in your own distinct voice. Your team can help, but your voice should be consistent regardless of the author. Share what makes you unique: your passions, interests, insights, and career path. Bring your message to life by varying formats between status updates, links, photos, video, Facebook Live, and more.

Your everyday experience is interesting to your followers. Capture candid photos and videos on the go and share what you see and hear. You don't need a studio or a professional setup - just use your phone.



Left

CEO Devin Wenig sharing a beer with colleagues at eBay's Portland office.



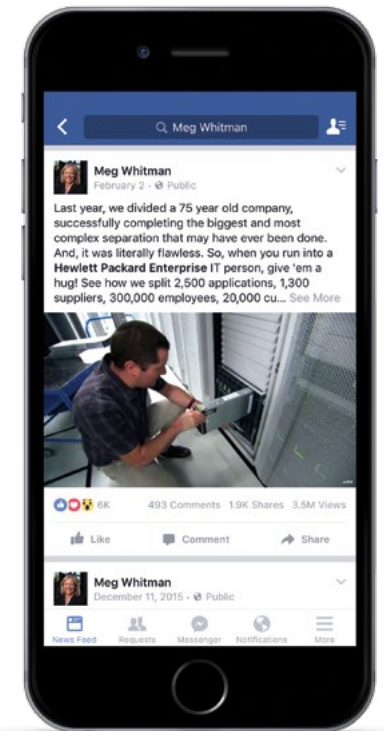
2. Be strategic

Starting with your business or communication objectives, develop a content strategy, team workflow, and specific goals you can measure or evaluate. Begin with a few themes relevant to your key audiences. Many business leaders begin with **Personal**, **Company**, and **Industry** as initial themes.

SAMPLE FRAMEWORK

EXAMPLE TACTIC

Theme A	Company
Target Audiences	<ul style="list-style-type: none"> • Customers • Employees
Purpose	<ul style="list-style-type: none"> • Inspire • Inform
Approach	Highlight company's <ul style="list-style-type: none"> • Purpose • Values • Culture • Social impact
Tactics	<ul style="list-style-type: none"> • Inspiring photos in the office or in the field from the CEO's perspective • Behind-the-scenes video at a community event • Customer or employee town hall via Facebook Live video



Above

Meg Whitman shares a video revealing the behind-the-scenes work of the Hewlett Packard separation.



Continued on Next Page >

**Above**

Walmart CEO Doug McMillon replies to a thoughtful employee comment on his post.

**3. Be relevant**

People value your perspective about what's happening in your company, industry, and community.

Share news with a concise update revealing why it matters to you and your audience. Consider opportunities to break news and share insights with your followers first. Doing so allows you to shape the media narrative and provide context and interpretation to your supporters.

Build credibility with people by giving them access through Facebook to moments they might not otherwise experience.

4. Be consistent

The most successful influencers on Facebook publish once per day or more. Begin with a rhythm that works for you and engage more as you become comfortable.

Develop a content calendar of special dates and moments you want to highlight and use your publisher tools to draft and schedule posts.

Post when an opportunity presents itself. In the time it takes to write an email, you can post an update, photo, or video to Facebook from your phone or computer. Give yourself the flexibility to share unscripted moments.

5. Be engaged

Facebook is a conversational medium. Show your audience you're listening and value them. Ask questions and solicit their input.

Respond to thoughtful comments on your posts when you can. You can privately reply to any comment by clicking "Message" next to the comment. Build brand advocates through targeted interaction.

When another Page mentions you or shares content your audience would find valuable, comment on or share those posts with your own audience.

Be patient

Developing an audience and clear voice takes time.



Use Page Insights to understand how you're connecting with your audience and adapt your approach accordingly.

Develop Your Audience

You want to reach the right people with your message. Build an audience on Facebook by leveraging your existing relationships and by reaching new people through organic and paid marketing techniques.



Start with who you know

- Invite your friends and contacts to follow you and use the email [contact uploader](#) to invite up to 5,000 people at a time.
- Coordinate with your communications department to share your Facebook with your employees.
- Engage with other business influencers and public figures you know or follow.

Leverage your existing assets

- Share your Facebook posts with your followers on other social networks.
- Add the Like, Share, or Page plugins to your company website so visitors can discover your Facebook presence, see your updates, and share with their friends. developers.facebook.com/docs/plugins/
- Embed Facebook posts on your website. developers.facebook.com/docs/plugins/embedded-posts
- Cross-publish your blog to Facebook using Facebook Notes.

Cross-promote to reach more people

- Comment on and engage with the Pages of other influencers, publishers, or organizations to put your name in front of new audiences.
- Tag relevant Pages in your posts. When you do, your post might be seen by some of the the people who like the tagged Page.
- Collaborate with other Pages to share each other's posts or co-create content such as a joint Q&A or Facebook Live. If you support a nonprofit or cause, cooperate to provide a guest post or series for them.
- Share your Facebook Page URL and relevant post links with your media contacts, particularly when your posts are newsworthy.

Promote with Facebook Ads

With Facebook Ads, you can get more people to like your Page and drive engagement on specific messages with targeted audiences. Reach the right people with targeting options including location, demographics, job title, interests, behavior, language, and more. If you have existing lists of contacts, Custom Audiences help you find your existing contacts among all the people who are on Facebook.



Page Likes

Build your Page audience by getting more Page Likes. It's a great way to connect with new customers and learn more about your audience.



Event Response

Let people know about your special event with a Facebook ad. When people see it, they can join and the event will be added to their Facebook calendar. They'll also get reminders for the event, and you can keep track of how many people responded.



Page Post Engagement

Get more people liking, commenting on, and sharing your posts. You'll reach more of the people who like your Page and new audiences.

Post Boost

When you post to your Page, you can click the Boost Post button to get your post to a larger audience. With a boosted post, you'll reach more of the people who like your Page, their friends and all-new audiences in their News Feeds.

Boost Post



Video Views

Create ads that feature your videos and tell your story. Your audiences can view your video ads in NewsFeed on desktop and mobile devices.



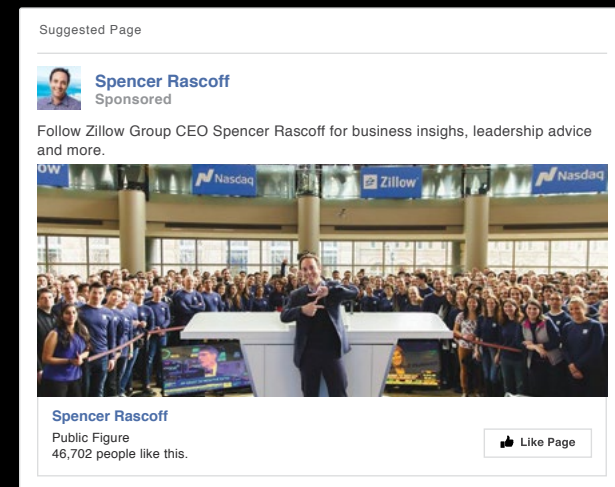
Clicks to Website

Bring more people to your website from Facebook. When people click your ad, you can send them to any page on your website.

Get started by visiting facebook.com/business/learn

Page Like Ads

It's easy to start a Page Like campaign and develop your desired audience. Based on the audience(s) you want to reach, develop at least 2 variations of creative. Use high resolution photographs in landscape aspect sized 1200 x 444 pixels. Minimize text to less than 20% text in your image. Write engaging copy for why someone should follow your Page. Your copy must be less than 90 characters.



BEST
PRACTICES



TEXT:
<90 Characters



PHOTO:
1200 X444

Creative Resources for Facebook Advertising

Basic Strategy: facebook.com/business/a/creative-guide-making-ads-tips

Image Tips: facebook.com/business/a/creative-guide-select-images-tips

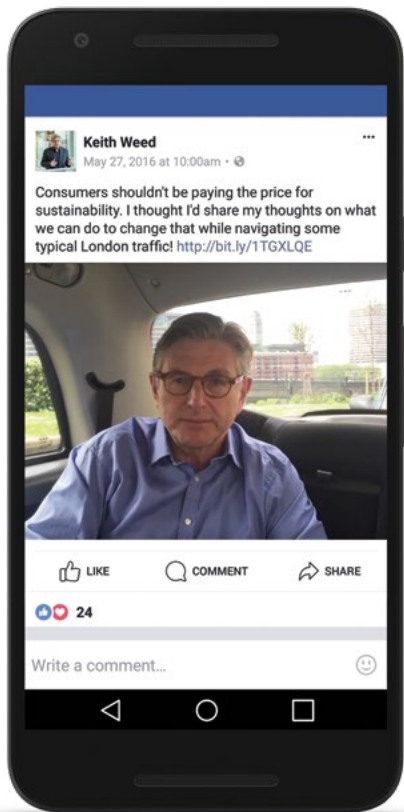
Ways to get Images: facebook.com/business/a/creative-guide-creating-images-tips

Writing Copy: facebook.com/business/a/creative-guide-ad-copy-tips

Text Overlay Tool: facebook.com/ads/tools/text_overlay

Facebook Video

500 million people watch video on Facebook every day. The easiest way to capture their attention is to pick up your phone and start filming.



Above

Unilever's Keith Weed discusses sustainability while navigating London traffic.



1. Upload your video to Facebook when sight, sound, and motion best express your message.
2. Short (<5 minute), authentic videos from public figures often perform best with fans. Video shot on your phone with authentic content typically beats formal, studio-produced clips.
3. The first few seconds matter most to capture attention in News Feed. Use thumb-stopping visuals to make an immediate impression.
4. Add captions or use visual aids to enhance the video for people watching without sound.
5. Add a compelling description to your video as a "headline" to intrigue viewers. Add tags and a location where possible.
6. Edit your video, create playlists, add a custom thumbnail, and more from your video library.

Facebook 360

Facebook 360 provides a way for people to showcase their most compelling stories in a new and immersive way.

Interactive and immersive

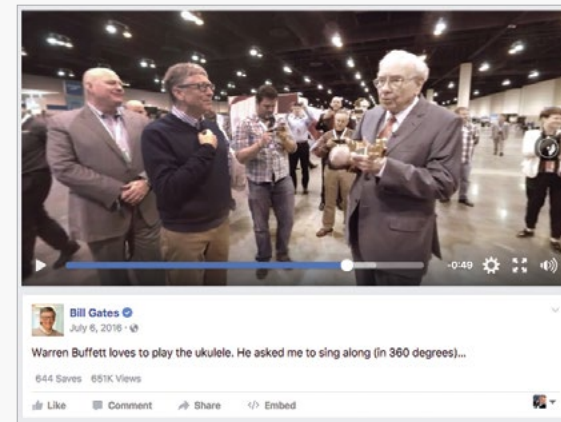
Upload panorama photos or 360 Videos, and watch the scene come alive! Turn your device or drag your finger to move around within the scene and explore every angle.

Accessible in VR

Headsets including the Samsung Gear VR and Oculus Rift bring 360 Video to life in a whole new dimension, straight from News Feed.

Discoverable and shareable

Facebook 360 has a special icon that indicates interactivity, capturing your viewers' attention and allowing them to discover and experience your content. 360 Content on Facebook is easily shared across Pages, Groups and News Feed allowing you to reach a broad audience.



Left

Bill Gates has a 360 conversation with Warren Buffett.



Facebook Live

Facebook Live video is a new way to share an experience with your audience in the moment.

1. Live video on Facebook is social, authentic, exciting, and interactive. It's one of the best ways for you to develop a real connection with your followers.

2. Go Live wherever you are from any of the Facebook apps or on desktop. Your fans can engage in real time, asking questions, commenting, or just following along with you. You will see how many people are watching and their reactions and comments directly on your screen.

3. Your video is automatically saved to your account for fans to view later. You can remove it at any time, just like any other post.

4. For a more professional production with graphics and multiple cameras, you can use the Facebook Live API. Learn more at live.fb.com/stream.

5. Influencers use Facebook Live to host Q&As, share major announcements, respond to breaking news, interview other influencers, go behind-the-scenes, or give a live demonstration.



Above

Steve Case went live at Harvard Business School to ask about re-applying.



FACEBOOK LIVE BEST PRACTICES

Build anticipation by telling fans the date and time of your broadcast through Facebook, Instagram and other social accounts at least one day before. You can use an announcement as an opportunity to test going live.

Make a plan for what you'll do in the video. Are you doing a Q&A, taking the audience behind the scenes, or going live from an event?

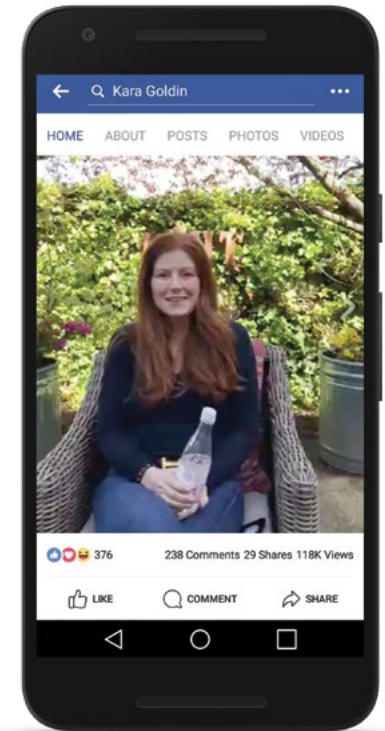
Connectivity is critical. Make sure you have a strong WiFi or 4G/LTE connection. If your connection is weak, the "Go Live" button will be grayed out. Where possible use a dedicated, password-protected WiFi connection of at least 10 Mbps.

Upgrade stability and sound by using a small tripod or a mic compatible with your phone.

Do not disturb mode prevents interruptions while recording.

Write a compelling description for fans before going live. Share your location and tag relevant Pages.

Broadcast longer so fans have time to discover and tune in to your live. We recommend that you go live for at least 10 minutes or more.



Above

Hint CEO Kara Goldin went live on International Women's Day to talk about her journey as a female entrepreneur



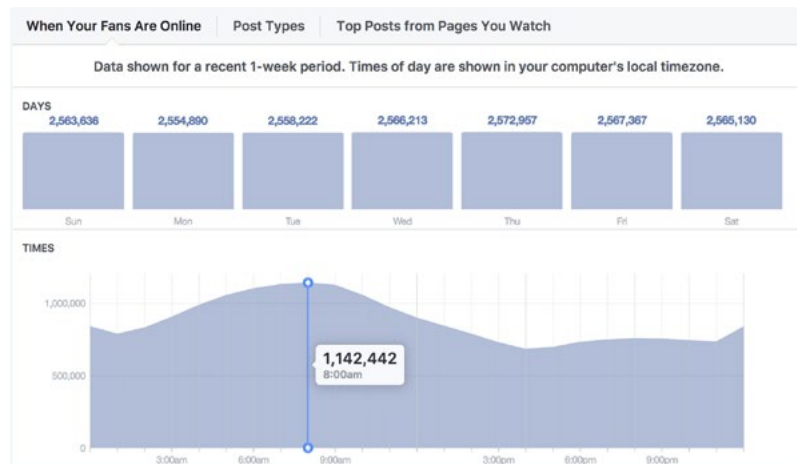
Say hello to your fans by name when responding to their comments. Prompt them for questions on a certain topic to encourage engagement.

Page Insights

Page Insights help you understand your audience, the success of posts, and the health of your Page over time. Navigate to Insights at the top of your Page.

Know When Your Fans Are Online

Get a week's view of when people who like your Page are on Facebook. Click any part of the graph to see the number of people and time, so you can plan posts when your audience is most likely to be on Facebook.



All Posts Published						
■ Reach: Organic / Paid ■ Post Clicks ■ Reactions, Comments & Shares						
Published	Post	Type	Targeting	Reach	Engagement	Promote
01/11/2017 9:26 am	POTUS ❤️ FLOTUS	Image	Public	441K	36.8K 3.8K	Boost Post
01/31/2017 4:22 pm	This teacher builds trust and brings love to his students	Image	Public	415.7K	20.8K 3.7K	Boost Post
12/30/2016 12:51 pm	A #yearinphotos from The White House: what a year it	Image	Public	401.4K	56.9K 1.5K	Boost Post
12/20/2016 12:19 pm	Facebook's Zuck announces Jarvis and Moran Freeman	Image	Public	374.7K	39.1K 1.2K	Boost Post
11/23/2016 8:38 am	Congratulations to the incredible influencers who receive	Image	Public	345.7K	33.7K 1.4K	Boost Post
01/27/2017 12:04 pm	Join Bill Gates and his dear friend and fellow influencer	Image	Public	322.7K	11.4K 1.1K	Boost Post
01/24/2017 6:30 am	Join Zillow Group CEO and Hotwire founder Spencer R	Image	Public	317.1K	3.6K 852	Boost Post

See Which Posts Performed The Best

Explore a breakdown of your posts with specific metrics on clicks, likes, and post types. Knowing which content performed the best will help you brainstorm new ideas.

Understand Your Target Audience

View the demographic breakdown of your fans with stats on gender, location and even language. When you understand who your audience is, you can create content just for them.

Audience Insights Tool

With audience insights, you can analyze your audience by lifestyle, employment, income, education and other factors. facebook.com/ads/audience-insights

Export Data for Deeper Analysis

Detailed metrics can be exported to a spreadsheet format for additional analysis.

**Above**

CEO Doug McMillon brought Walmart's employees from around the world into a company event for a special message using Facebook Live.



Other Tools

**Notes**

Facebook Notes give your ideas a beautiful canvas with rich formatting, embeddable multimedia, and instant reading on mobile devices. Whether you have an op-ed or speech to share, a photo essay, or a blog post, Notes are the best way on Facebook to share what's on your mind. Learn more at: <https://www.facebook.com/facebookmedia/best-practices/notes>

**Facebook Q&A**

A Facebook Q&A is a way to engage your fans by responding to their questions with written responses. Fan comments are ranked by quality and popularity. You can choose the questions you want to reply to and your response will automatically move to the top of the post thread. Learn more at [facebook.com/facebookmedia/best-practices/hosting-qa](https://www.facebook.com/facebookmedia/best-practices/hosting-qa)

**Events**

Use a Facebook Event to drive attendance at speaking engagements, major public events, or when you have a special announcement to make on Facebook.

**Messenger**

Private messaging is a fast and convenient way to interact with fans. If someone is asking you about a customer service issue, you can direct them to send you a direct message to get the issue resolved. If you need to, you can also disable messages to your Page. Learn more here: [facebook.com/business/news/pages-messaging-tips](https://www.facebook.com/business/news/pages-messaging-tips).

Workplace

by facebook

Transform the way your company communicates and collaborates with Workplace by Facebook. Build a more connected culture where people are free to discuss ideas and share knowledge and best practice. Workplace will feel familiar to anyone who uses Facebook, so no need for costly training. However, Workplace is accessed through a completely separate account, built to industry security and confidentiality standards. It allows you to control and monitor your employees access and data, safeguarding your intellectual property.

Listen and engage

Show employees you're listening and value their opinion. Workplace can be used by office based, remote and distributed workers. It's easy to use and enables everyone in your company to have a voice.

Visibility

Share your leadership vision by posting regularly and getting live feedback on employee reactions and sentiment.

Broadcast live

Give employees a deeper connection with you by broadcasting live. Let your team feel like you are there, when you physically can't be. Share unscripted moments and insights into your work to build connections.

Mary Johnson shared their event to the group: **Bright ideas**
May 30 at 3:15 pm

We value hearing from all voices and discovering new, actionable ideas every day. We're hosting our 5th brainstorm day! RSVP now!

JUN 30 Global Brainstrom
Fri 14:00 UTC · Online
230 people going Going

Like Comment Share

221 Reactions 42 comments Seen by 400

Thomas Hulm Our last product launch included two ideas from the last session!
Like · Reply · 4 · 3:18 pm

Connect everyone

Enable cross functional collaboration by allowing people to see who their colleagues are, what they are working on and what they are interested in.

Communicate in a more personal way

Use likes and reactions, GIFs and emoji to communicate with a little more personality. Images and reactions enable employees to connect in a more natural way and build deeper more open relationships.

Repurpose Content

Many executives have both a Workplace presence and a public presence on Facebook or Instagram. It's easy to repurpose content created for an internal audience, externally or vice-versa.



Instagram

Instagram is a community of more than 800 million people connected through images. What's so special about images is that they're a universal language. They transcend borders, cultures, and generations.

People are using Instagram to capture and share the world's moments and connect with their passions. In fact, almost half of every user's feed is comprised of interest-based accounts — brands or people they don't know, but want to know more about. Instagram is a great place to complement your Facebook presence and tell the story of you and your organization through visuals. Instagram is easy, fun, and inspiring.

GET STARTED

1. Download the Instagram app. Tap the ‘Sign Up’ button to begin the account creation process.

2. Add a simple personal statement in your bio, and choose an authentic image as your profile photo.

3. Two tools that might be useful to you and your team are two-factor authentication and account switching. **Two-factor** is an extra level of protection to keep your account safe from hackers. **Account switching** allows for easy switching between two different Instagram accounts (without logging out and back in again).

4. You can link your Instagram account to your Facebook and Twitter accounts to easily share content across platforms.



Above
Walmart CEO Doug McMillon



Over the last six months, the time people spent watching video on Instagram increased by over



FIND YOUR VISUAL VOICE

1. Just like with your Facebook Page, Instagram followers value exclusive content taking them behind the scenes and showing them the world through your eyes. Whether personal images from your home life or snapshots across your company and business travel, bring your followers along for the journey.

2. Choose the right **format** for each image. Square is the original format and it works well as a default size. Portrait is perfect for capturing longer shots (like famous buildings or a full ensemble). Landscape is ideal for wide shots. You can also add multiple photos and videos in one post.

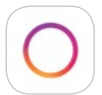
3. **Video** on Instagram is growing and top accounts who use video are seeing great engagement. Use video to capture authentic, funny, and surprising moments that simply can't be conveyed with a still photo. With length anywhere between a few seconds and a minute, videos on Instagram are best suited for quick consumption. So whether it's a single moment or a mini-collection of them, think of Instagram as a lightweight place for video.

4. **Captions** give you a chance to be authentic and develop a voice for your account. Some accounts have success with long-form storytelling, while others use captions to get feedback on a new project, write personal notes to fans, or just share small snippets of every day life. Develop a point of view and be consistent.

5. Instagram provides many **tools** to help you edit your photos. With these tools you can straighten a photo, adjust the crop, make your photo brighter, dial up the colors or shadows, sharpen, and more. Filters are also a fun way to adjust the look of a photo.

Get Creative

Instagram believes in simplicity and creativity. We've developed a family of apps that can help you push your creativity and storytelling on Instagram to new heights.



Hyperlapse helps you create quick, time-lapse videos.



Layout allows you to combine multiple images into a collage.



Boomerang helps you create a mini-video that loops back and forth.

GROW YOUR COMMUNITY

**Hashtags**

Hashtags are an important way to connect with your audience on Instagram. Figure out which hashtags your community is already using and join in the conversation. When you add a hashtag to your post, that post is now discoverable in search on that hashtag. Just be careful not to add too many hashtags as it can start to look cluttered and spammy. **Emojis** are also a fun way to communicate with your fans or reiterate a small detail in your photo. You can even combine a hashtag and an emoji together.

**Tag**

Does your photo have other Instagrammers in it? If so, **tag** them in the photo so they can see your shot. You can see all the photos you're tagged in via the Photos of You section. Tagging is a good way to build your audience and cross-promote your account to a new audience.

**Add a location**

Adding a **location** or **event tag** to your post helps it be discoverable. For instance, if you tag a post Eiffel Tower, anyone who searches for the Eiffel Tower might find it. It's important to use accurate location and event tags.

**Share**

After you post on Instagram, you should consider **sharing** the image or video to other social media accounts you own. You can also grow your Instagram community by reminding fans to connect with you there and including easy links to your Instagram profile in a prominent place on your website.

**Save**

Simply tap the bookmark icon to save a post to a new, private tab on your profile. There you can see all the posts you've saved — and they're only visible to you.

CONNECT WITH YOUR FOLLOWERS

1. Following people is an easy way to engage with your community and to show your appreciation for high-quality creators. You don't need to follow everyone in your community but be sure to follow a good cross-section of accounts that inspire you. Pay attention to what they post so you can be inspired in return.

2. Liking is also a great way to show appreciation on Instagram. Be sure to be engaged with the audience at large.

3. Commenting on other people's photos is perfect for very important moments, like when another influential person shares a photo of you on their account or you really love an image shared by the community.

4. Instagram Direct is an easy way to share an image or video with a small group of people. When sharing an image posted by someone else, just click the arrow and then choose the people you'd like to send it to. Tap the paper airplane icon in the upper right-hand corner of your main feed to see your conversations. People also use Direct to privately message fans. This could be a good way to reach out to a community member you might want to partner with.

**Above**

Founder Blake Mycoskie celebrates the 10th anniversary of TOMS Shoes.

**Using Links on Instagram:**

Instagram does not support **links** in captions, however, you can include one in your bio.

Instagram Stories

Instagram Stories is a new and easy way to engage with your Instagram followers throughout the day. Share all your moments - the highlights and everything in between - in a new space at the top of the feed. Photos and videos disappear after 24 hours.



HOW IT WORKS

Swipe right to easily access the camera to capture and share photos and videos to your story. Pull down to upload photos and videos taken from your camera in the last 24 hours. You can see what's in your story by clicking 'your story' on the left of the bar at the top of the feed.



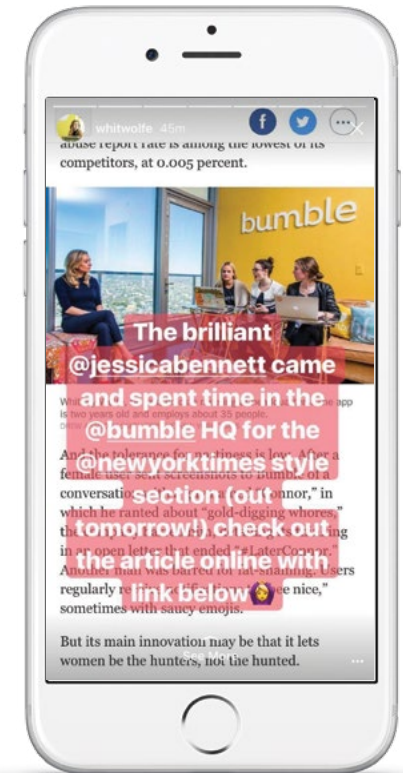
CREATIVE TOOLS

Drawing, text, and stickers within Instagram Stories let you personalize your moment. You can also tag other accounts and verified accounts have the ability to add links to their stories.



SHARE YOUR STORY

Your Instagram story will appear in a bar at the top of feed. People can also access your story from your profile by tapping on your profile photo.

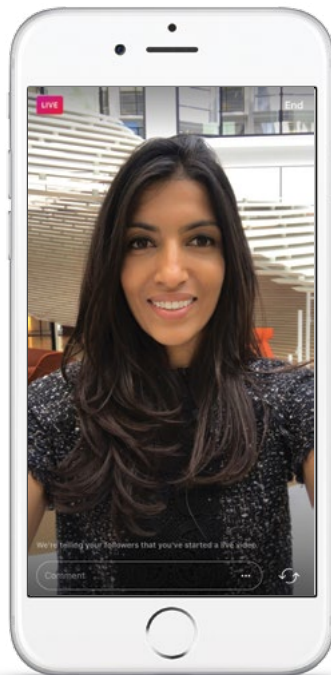


Above

Bumble CEO Whitney Wolfe links to a New York Times story about her company

Instagram Live

Go live on Instagram Stories to connect with friends and followers right now.



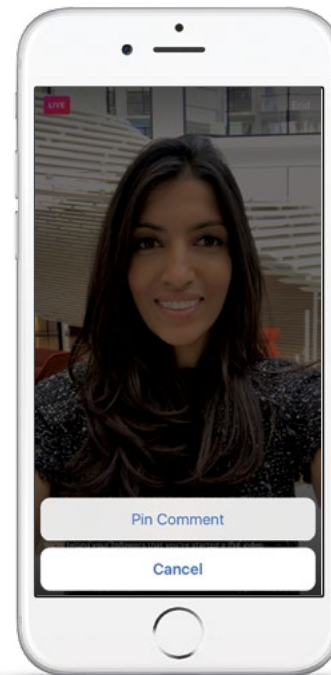
Make sure you have a **strong internet connection** and **hold phone upright**.

Swipe right from feed to open the Stories Camera then tap 'Live' then **'Start Live Video'**. You can go live for up to an hour.

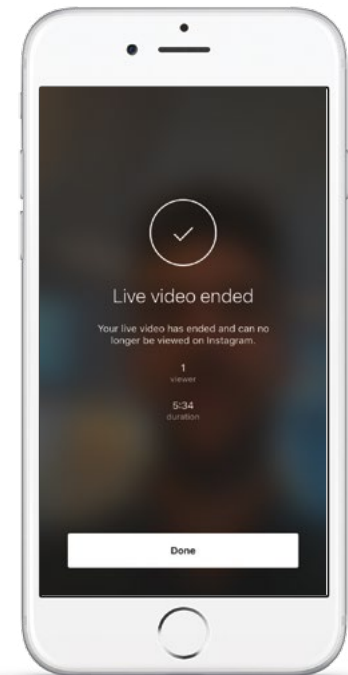
You'll see when new people join. The longer you stay live, the more time your fans have to join. Your most engaged followers may receive a **notification** that you're live and your story will move to the front of their stories bar at the top of the feed.

Below

Leila Janah, CEO + Founder of Samasource and LXMI, goes live on Instagram



While you're live, you can **pin a comment** for everyone to see by pressing and holding on the comment.



Tap 'End Live Video' and your broadcast will stop and automatically **disappear**. You and your followers will not be able to rewatch it, but you can save the video to your camera roll.



Top Tips

1

Instagram is a community and the more time you put into it, the more your efforts will be rewarded.

2

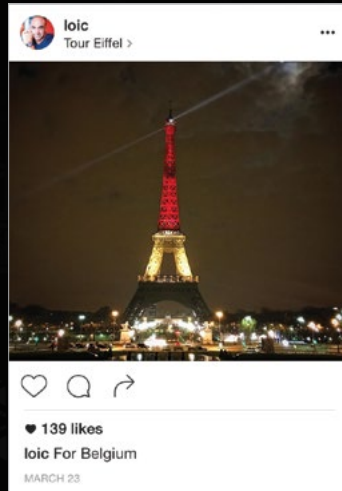
Your account should have a point of view and authentically communicate that perspective in a way that only you could. Develop a voice and a content plan, and stick to frequent posts that perfectly align with your goals.

3

Our data does show a correlation between how often you post and follower growth. Pay attention to the number of likes and comments you receive. During a very big moment, you may also see a surge of new followers.

4

Consider posting newsworthy moments on Instagram first, as this can result in a big bump in engagement and followers.



Above

French entrepreneur Loic Le Meur expresses his solidarity with terrorism victims in Belgium.



5

The Instagram community appreciates high-quality content, but that doesn't mean that everything you post must be a work of art. Study some good accounts in your community and pay attention to their visual voice and point of view. Make sure your account is relevant to who you are and feels authentic.

6

If you are interested in partnering with an Instagram celebrity, try sending them a direct message on the platform. Some Instagrammers may even have their email addresses in their profile bios.

7

Follow the @Instagram account and the Instagram blog (blog.instagram.com) for ideas, tips, and regular challenges to stretch your creativity and improve your craft.

8

Have fun!

Instagram Content Ideas

Are there mementoes at home or in your office with stories to tell? Take an Instagram photo or video and caption with a backstory your followers can appreciate.

Avoid formally posed "official" photos and grin-and-grip shots. Instead, experiment with candid moments and unexpected perspectives. For instance, give followers a peek into your routine with a "day in the life" photo series or short videos. Consider having an employee, customer, or fan be the photographer.

Content Ideas

1

Bring company events to a broader audience via Facebook Live.

2

Announce new partnerships or products through visuals.

3

Shine a spotlight on social causes important to you and your company.

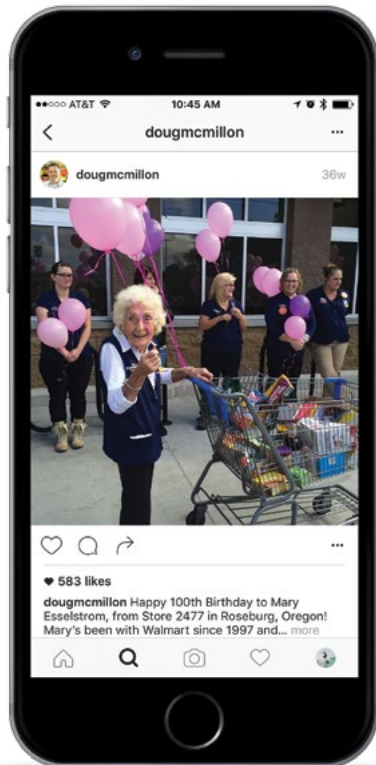


Above
Mary Barra of General Motors shares video of her participation in a community service project alongside employees in Detroit.



4

Celebrate your company, customers, employees, and partners. Make note of awards and recognition.



5

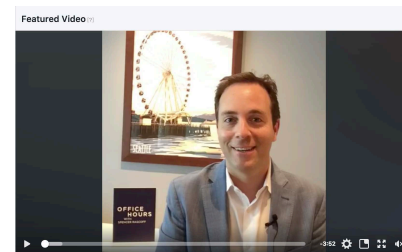
Publish your regular blog or newsletter in a Facebook Note or with a short video.

6

Showcase your company's unique culture with behind-the-scenes videos or vintage #tbt (throwback Thursday) photos.

7

Develop a content series to underscore an important strategic theme.



Above
Spencer Rascoff, CEO of Zillow Group, going live to discuss current topics.



8

Connect with people over a common interest with broad, humanizing appeal.



Above
Sprint CEO Marcelo Claure shares his passion for football (soccer) with fans.



9

Inspire future leaders inside and beyond your company with video shorts.

10

Host regular office hours or a topically focused Q&A using Facebook Live.

Facebook Media Central

Visit one of our partner centers to receive personalized Facebook and Instagram insights and to produce authentic content.

Personalized Product Session

We can discuss your Facebook strategy, demonstrate new products, and answer all of your questions.

Live Lounge

Discover how easy and impactful it is to tell your story on Facebook Live. Interact with fans in real-time, share an announcement, or participate in Facebook's #LeadershipLive interview series.

Oculus Demo

Dive into an immersive virtual reality experience with Oculus.

Photo Opportunities

Jump into one of our photo sets to capture the perfect Instagram



Left

Zillow Group
CEO Spencer
Rascoff has fun
in the Instagram
miNY room



Let us know if you will be near a Facebook office.
We'd be happy to host you!

Frequently Asked Questions

Can I have both a personal profile and a public Page on Facebook?

Yes, many influencers choose to retain a personal profile for connecting more intimately with friends and family while managing their public voice through a Page. We recommend setting higher privacy settings on your profile after you establish a Page. Our team can help migrate any followers of your current profile to your Page.

How much time does it take to manage a successful Facebook Page?

Creating a Page is fast and easy. Once you have a Page, you can share a Facebook post in less time than the time it takes to read this page. You can invest more time as you get comfortable and see a return on your investment. The more you engage, the more value you'll get out of Facebook.

Do fans expect me to respond?

No, fans do not expect you to respond to their comments on your posts, although it is an easy way to engage with your community. You have the option in your Page settings to enable or disable private messaging with followers. If you receive a customer support comment/question, your company page can respond instead of you.

Are there any legal issues with having a Facebook Page as an influencer at a public organization?

Many leaders at public organizations use Facebook and most organizations have existing Facebook Pages. However, it's wise to check with your own legal counsel on any guidelines you should follow.

How can I protect myself and my brand from negative comments?

Generally, people using their real identities on Facebook means conversations are more civil and positive. The people most likely to see your content in News Feed are your fans. You also have strong moderation filters in your page settings. It's easy to hide any negative commentary and, where necessary, report or ban a user from commenting on your page. Many business executives leverage their company's social support team to monitor their page.

General Resources

Facebook Topic Pages

- Influencers on Facebook: facebook.com/influencers
- Books on Facebook: facebook.com/books

Business Influencers Website

Visit our Facebook for Business Influencers website to stay up to date on the latest features and to sign up for our newsletter.

facebook.com/facebookmedia/businessinfluencers

CrowdTangle Dashboard

Track your progress and learn how other business influencers are using the platforms with this real-time dashboard from CrowdTangle.

apps.crowdtangle.com/influencers/boards/business?ignoreEdit=true

Media Portal

Hear about Facebook's latest media products, best practices, and community stories on our Media Portal.

media.fb.com

Facebook for Business

Learn more about Facebook's marketing tools to achieve your business objectives.

facebook.com/business

Blueprint

Everything you and your team need to become Facebook experts. facebook.com/blueprint

Facebook News, Media, & Publishing Group

Join this group moderated by Facebook's media partnerships team to get key updates on our platform, case studies, and best practices guides.

facebook.com/groups/media.publishers

Facebook Help Center

The one-stop shop for help on Facebook. Use our search bar or suggested topics to find answers. facebook.com/help

Questions?

Get in touch with us by emailing influencers@fb.com



