


The road to
FACEBOOK


Navigating things that work on an
ever-changing platform.


Welcome!

Here's What We'll Cover Today:


- *Basic things that should be on your profile*
- *Ways to showcase your product/service*
- *Content that resonates*
- *Video, video video*




WHY



2.45 BILLION MONTHLY, ACTIVE USERS



WHILE MILLENIALS ARE STILL THE LARGEST GROUP ON THE PLATFORM, THOSE OVER 65 ARE ACTUALLY THE FASTEST GROWING



WHILE OTHER SOCIAL MEDIA PLATFORMS ARE MAKING STRIDES, FACEBOOK IS STILL THE PLACE TO BE



SOURCE: SPROUT SOCIAL



WHAT FOR



WE USE FACEBOOK TO INFORM, TELL A STORY AND ENGAGE.



Optimizing Your Business Page*

THE BASICS



Imagery

1. Profile Image

- 170 x 170 pixels
- square BUT will crop to a circular badge
- clear, simple
- should trigger familiarity in the user

2. Cover Image

- 820x 312 pixels
- lengthy rectangle, should be high res and clear
- use it to show what you do, change with the season or add a hero image, can even be a video (no sound)





About

1. * User Name

- Your user name becomes part of your URL:
Facebook.com/YourUsernameHere

2. Fill the rest in as best as you can!

- Hours should be up to date
- Describe your business- take time to write your story
- Address, phone number, email address and website
- COVID-19 info and protocols

Edit Page Info

General Contact Location Hours COVID-19 FYI

General

Name
Tourism Oxford

Username
TourismOxford



Messenger

FROM YOUR PROFILE

- Settings > Messaging > Set Up Automated Responses > Instant Reply

Instant Reply

• On

Respond to the first message someone sends Tourism Oxford in Messenger or on Instagram.

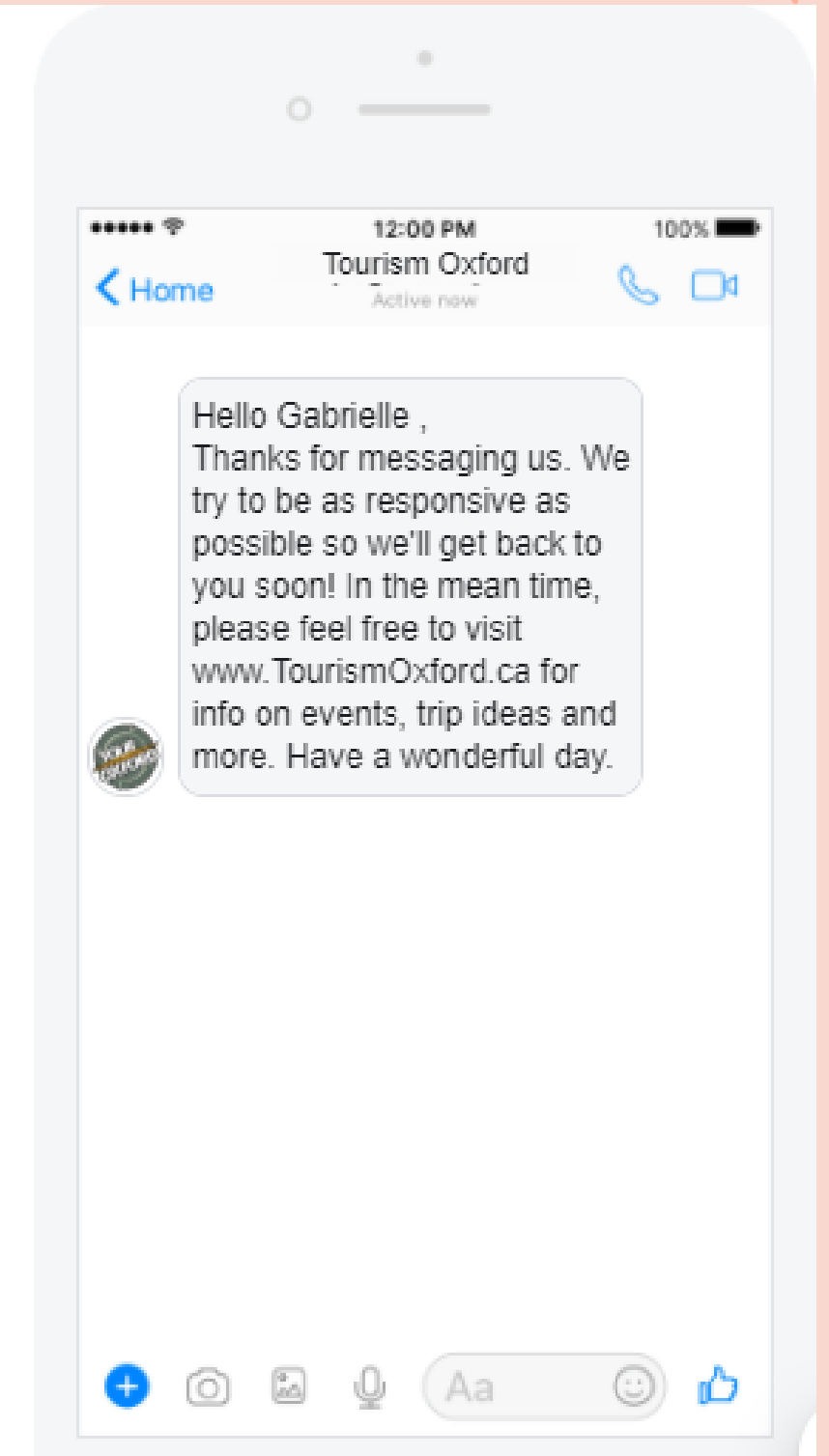
You can customize your message to say hello, give them more information about Tourism Oxford or let them know when to expect a response.

Timing

Sent instantly

Note: If Tourism Oxford is away and has instant replies turned on, people will receive an away message instead of an instant reply.

Edit





Ways to showcase Product + Services

**EASY-TO-
IMPLEMENT IDEAS**

FACEBOOK DOESN'T REPLACE A WEBSITE.

Make no mistake, a website is still an important tool to help people find you, buy from you etc. but if you are working on setting up an online store, you can use simple Facebook techniques to showcase and sell your products/services.

 Patina's Gifts of Art & Craft
April 30 - 🌐

More scarves are here, just in time for Mother's Day!
These beautiful art scarves are replicas of paintings by famous artists like Van Gogh, Monet, and more. They are 19.99. We also received some lovely kimonos, They are 24.99. Both styles are available for Porch Drop Delivery or Curbside Pick up. Do you think your Mom would like one for Mother's Day? Please describe the scarf you want and private message us with an order. We now are set up for E Transfer! Remember to incl... See More



  56

9 Comments 9 Shares

HELP THEM SHOP

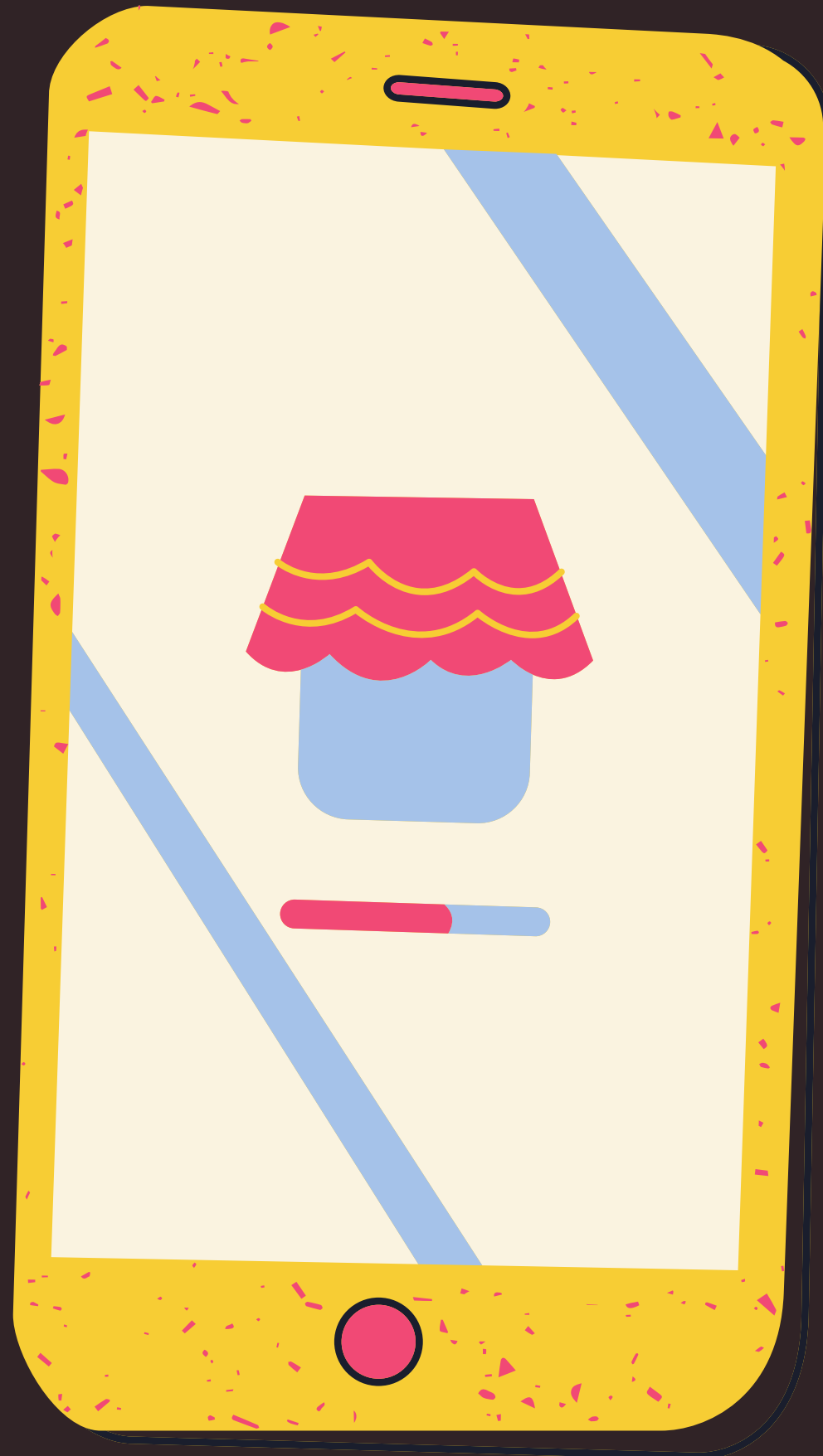


Create an album where you label photographs of new product and allow people to claim for purchase. Be clear about rules and payment methods.

HELP THEM SHOP



Facebook groups for dedicated customers.
This also works as an event-type market etc.



SETUP A STORE



To sell directly, you can use Facebook Shops.

[How to get set up](#)

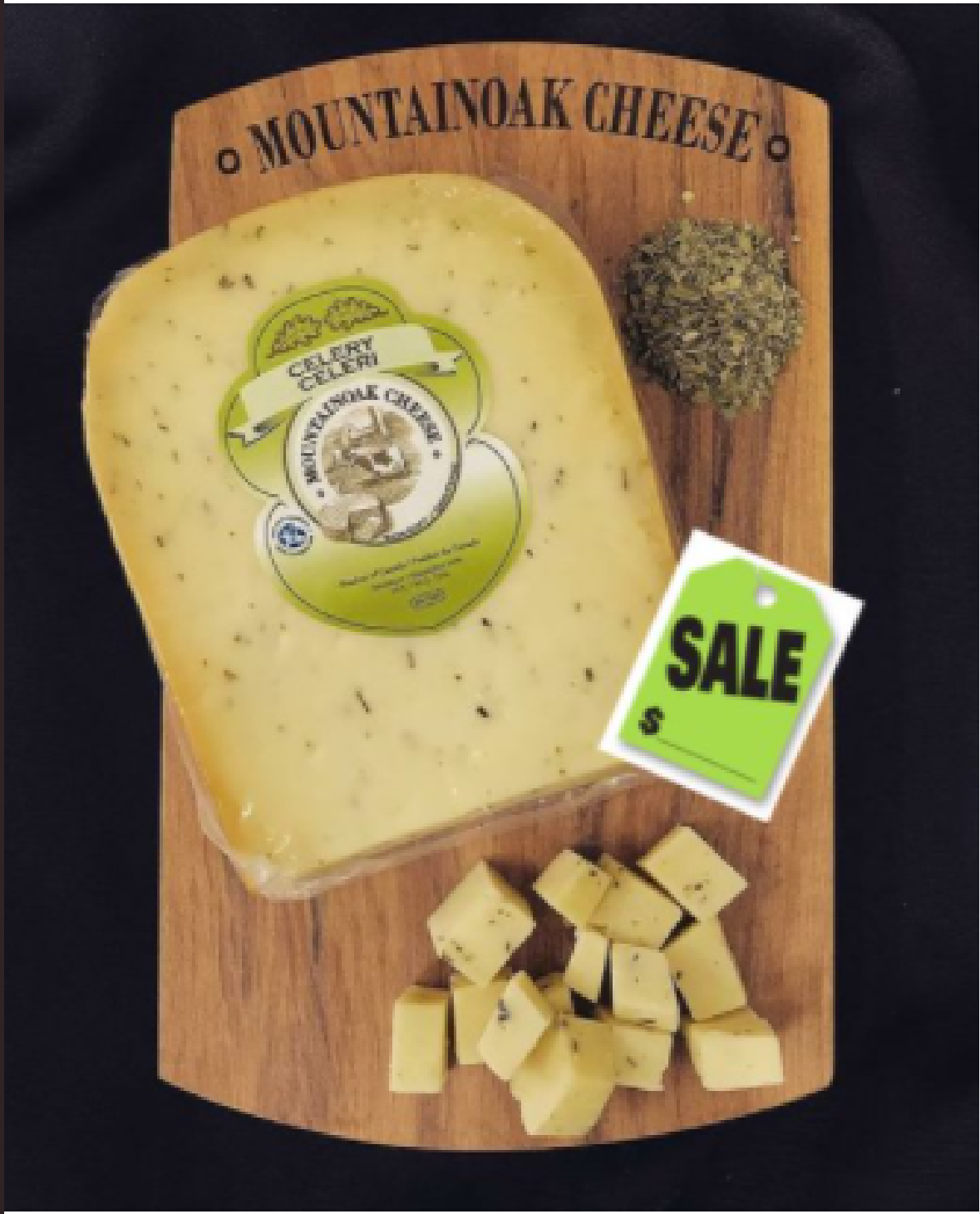


Mountainoak Cheese

October 2 at 7:15 AM · 🌐

Have you tried our Celery gouda? It's on sale today & tomorrow for \$2.99/100g.

#weekly_feature #celery #farmstead #shoplocal



WHAT TO POST



Unlike Instagram, Facebook is a great place to post about your latest sale. This doesn't mean it's all you post about, but consistently posting your weekly deal or monthly draw etc. works.



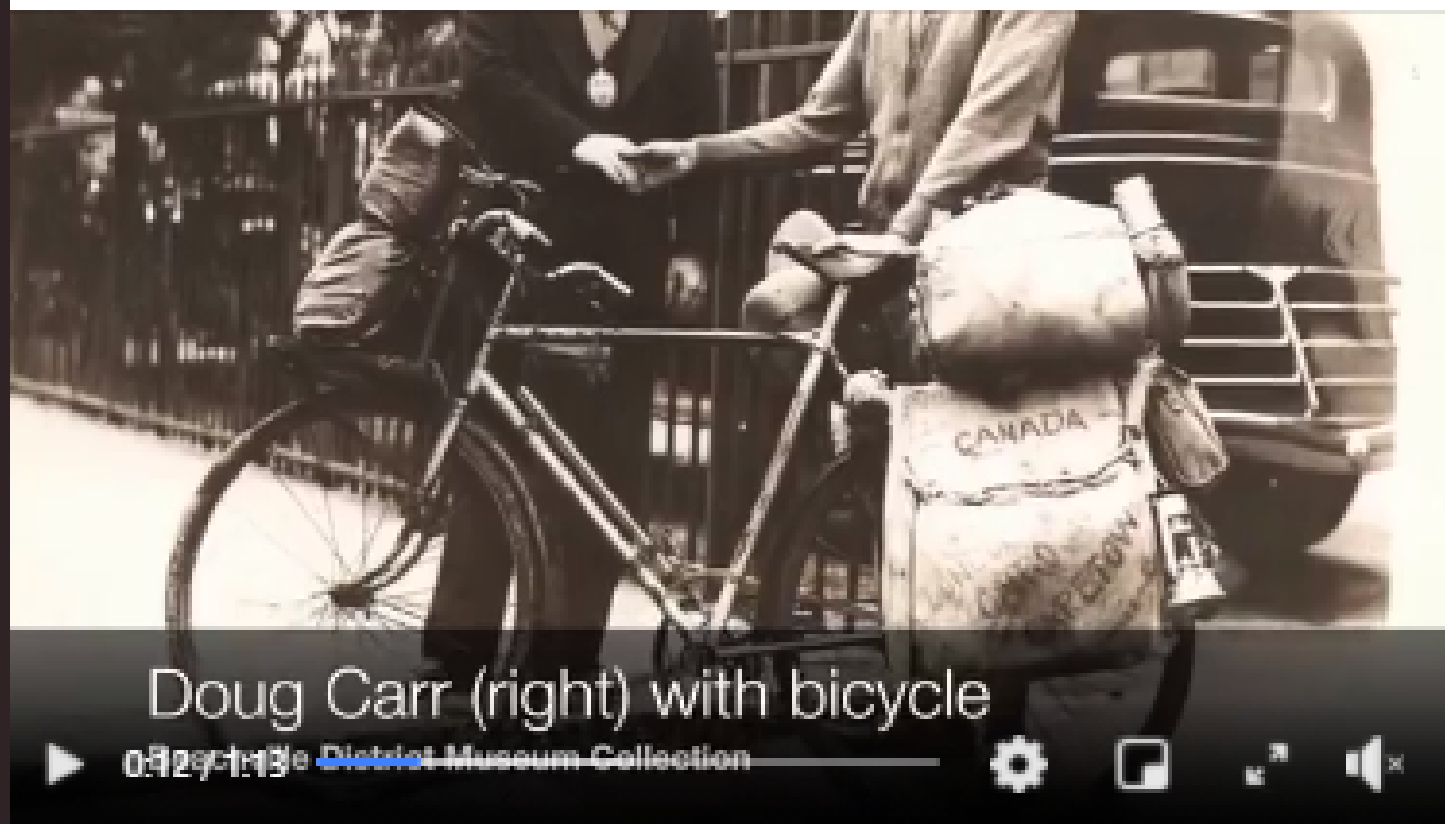
Beachville District Museum

October 14 at 9:00 AM · 🌐

This Summer, museum staff rehoused over 2,500 photos that were donated by Doug Carr of Ingersoll. This collection chronicles his journey around the world on bicycle from 1937-1939, including stops in South Africa, India, Iran

The photos are now housed in a much safer way using transparent, archival sleeves and PH-neutral binders, both of which will not expose the prints to any unsafe chemicals or acid which may harm them over time. This method of storage also allows researchers and visitors to safely view the photos without having to physically handle them, as contact increases the risk of damage.

We've put together a short video to share the process of re-housing this wonderful collection with you — enjoy!



WHAT TO POST



Position yourself as the expert.
After all, you are!

WHAT TO POST



 **Thames River Melons**
October 7 at 4:41 PM · 🌐

What vegetable says Thanksgiving more than Brussels Sprouts? These little guys are available now, on-farm, in our pick-your-own veggie patch, and at our farmers' markets and roadside stands. We love tossing them in olive oil, balsamic, salt, & pepper and roasting until they're soft in the middle and crispy on the outside.

What's your favourite way to cook these? Comment below & share with us! 🍷



Facebook posts that invite audiences to participate and engage.

 Alison Keeney
Yum, my favourite!! I like to do them with a little butter, olive oil, garlic plus, parmesan and herbs and then roast in the oven 😊

Like · Reply · 1w

 Author
Thames River Melons
Ohh the parm on top sounds delicious!


Like · Reply · 4d

 Amber Gillen
Sautéed with bacon and onion 😊

Like · Reply · 1w

 Author
Thames River Melons
yum! Love this idea!

Like · Reply · 4d

 Trisha Woolley
Summer Woolley
We can get some Sunday 🍷

Like · Reply · 1w

 Alstein Farms
April 26, 2019 · 🌐

Heading into the weekend like...
[#newcalves](#) [#havingatime](#) [#alsteinfarms](#)



WHAT TO POST



Just like on Instagram, behind-the-scenes looks are popular!



WHAT TO POST



Post what's new! People want to know and are looking for the latest, coolest and most up-to-date info. Give them a reason to come in or browse online.



 **Berrylicious Fruit Farm** is at Berrylicious Fruit Farm. July 9 · Woodstock · 🌐

Last night's storm hit our farm hard and sent us a humbling reminder that Mother Nature is always in charge. Fortunately no one was hurt, and the berries are still intact.

The last 48 hours have been devastating, but also very inspiring to see our friends, family and employees drop what they were doing and come together to help.

Berry season will persevere with or without netting. Our retail stand will be open Saturday morning and we hope to open pick your own on Monday! S... [See More](#)



👍👎👍 46 29 Comments 3 Shares

WHAT TO POST



Give a behind the scenes look that is authentic.
This helps your audience get to know you.

POSTING BEST PRACTICES

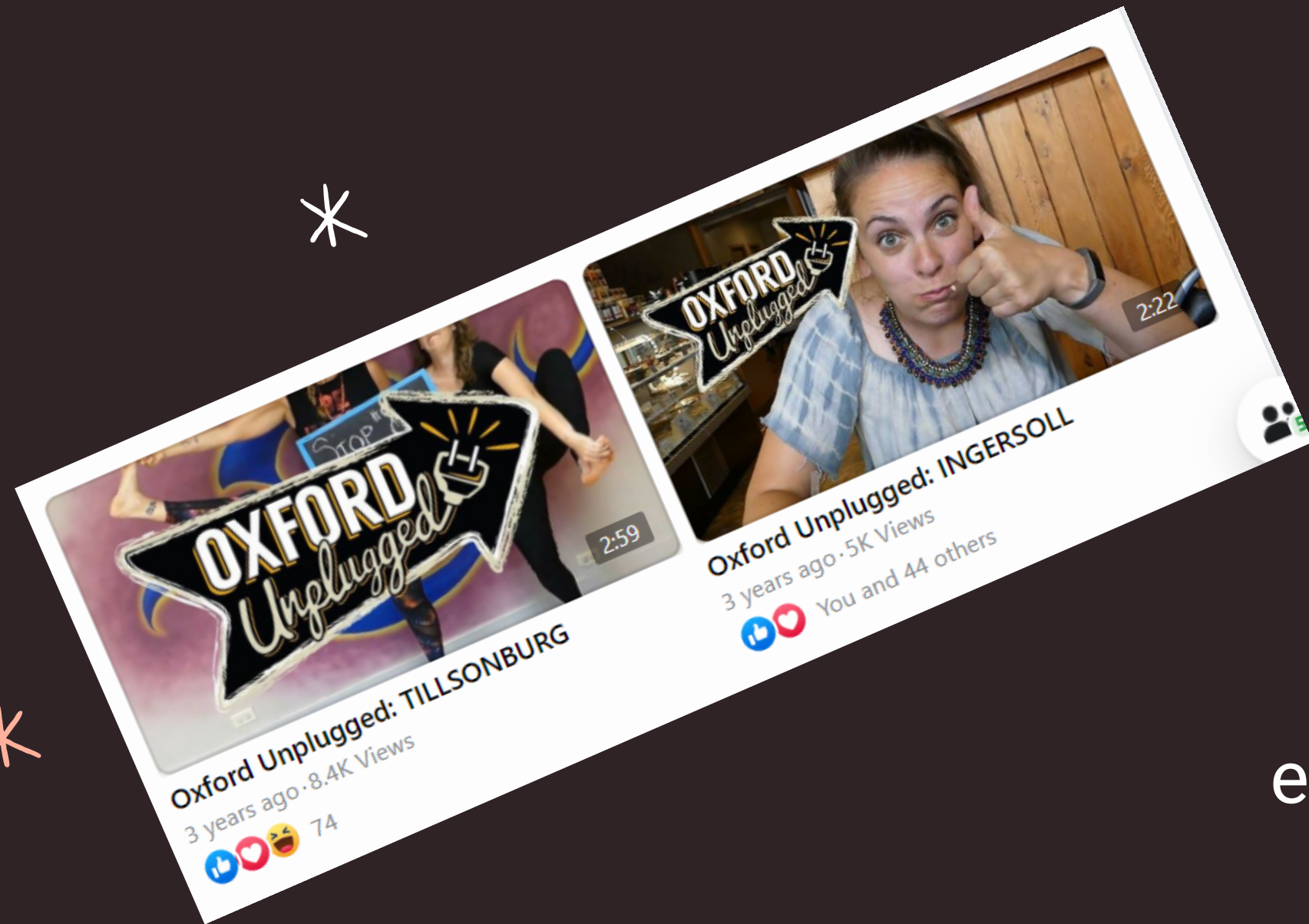
- Engage your audience
- Position yourself as an expert
- Show what's new
- Inform or provide value



Let's Talk Video

THE WAY OF THE FUTURE

WHY VIDEO



On average, Facebook videos get 59% more engagement than just a photo. So it isn't really a question of if, but how and who!

HOW: VIDEO

Create Post [Close]

Tourism Oxford
Public

Write something to Tourism Oxford...

Aa [Smiley]

Add to Your Post [Heart] [Image] [Message] [More]

Boost Post [Toggle] Get more people to see and engage with your post. You'll choose settings after you click Post.

Post scheduling and additional options are available in [Creator Studio](#).

Post

1. Create Post | 2. Publishing Options

Title | Add a title for your video here...

Description | Describe your video so people will know what it's about.

[Location] [Smiley] [Location] [Share] [Flag] [Shop]

Tags | Add keywords to help people find your video

Video Details | Add details to your video and create your video post.


Thumbnail | [Thumbnail Image]

Subtitles & Captions (CC) **RECOMMENDED** | Add subtitles in multiple languages to your video.

Polls | Ask questions during your video to find out what your viewers think.

Tracking

As Select Language [Dropdown]



HOW: VIDEO



Auto-Generated Image

Select one of these 10 images from your video.



Custom Image

Upload a high resolution image that best represents your video.

Add Image



Video Frame

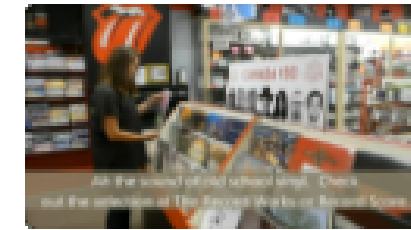
Choose any still frame from your video.

Choose Frame

Add details to your video and create your video post.



Thumbnail



Subtitles & Captions (CC) **RECOMMENDED**

Add subtitles in multiple languages to your video.



Polls

Ask questions during your video to find out what your viewers think.



Tracking

HOW: VIDEO

If you make this your default setting, captions will be automatically generated for every uploaded video.

Autogenerate Captions

Captions will be automatically created. Once finished and posted, captions can be reviewed and edited.

 Autogenerate

Autogenerate captions for future uploads

Upload

Use SubRip (.srt) files to create captions for any language.

 Upload

Write Captions

Write or paste your own captions directly onto your video.

 Write

Added Captions

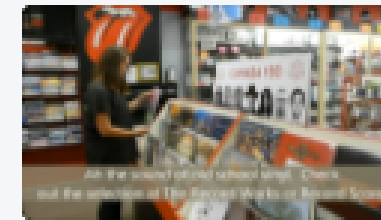
Here are the caption options that will be added to your video once it's published or saved.

No captions have been added yet. Use any of the above to add captions.

Video Details

Add details to your video and create your video post.

Thumbnail



Subtitles & Captions (CC) **RECOMMENDED**

Add subtitles in multiple languages to your video.

Polls

Ask questions during your video to find out what your viewers think.

Tracking

HOW: VIDEO

1. Create Post

2. Publishing Options

Publishing Options

Choose How to Publish Your Post

- Publish now
- Premiere i
- Schedule
- Backdate
- Save as Draft

Choose Where Your Post will Appear

- News Feed i
 - Stop News Feed Distribution
 - Target Specific Audiences

Before You Publish
Make sure your video is set up for success:

- Video Description**
Help people find your video with a description that makes it stand out.
- Tags**
Add tags that consider all the different words people might use to search for video like yours.
- HD Video**
People tend to enjoy watching high definition videos.
- Add to Playlists or Series**
Playlists and series optimize how your related videos get recommended to viewers.

100% Tourism Oxford

Back Public **Publish**



A GOOD VIDEO



Shows how to use your product or service (help your viewers envision themselves using it)

Facebook.com/[TrinketsGiftShoppe](https://www.facebook.com/TrinketsGiftShoppe)

A GOOD VIDEO



Melissa Scenk, MS2 Productions
[Check her out online!](#)

Has a consistent open and close

A GOOD VIDEO



allows your personality to shine and takes collaboration into account!



Best Times to Post &
Your Insights

A GOOD FACEBOOK PAGE IS A
SERIES OF TRIAL & ERROR

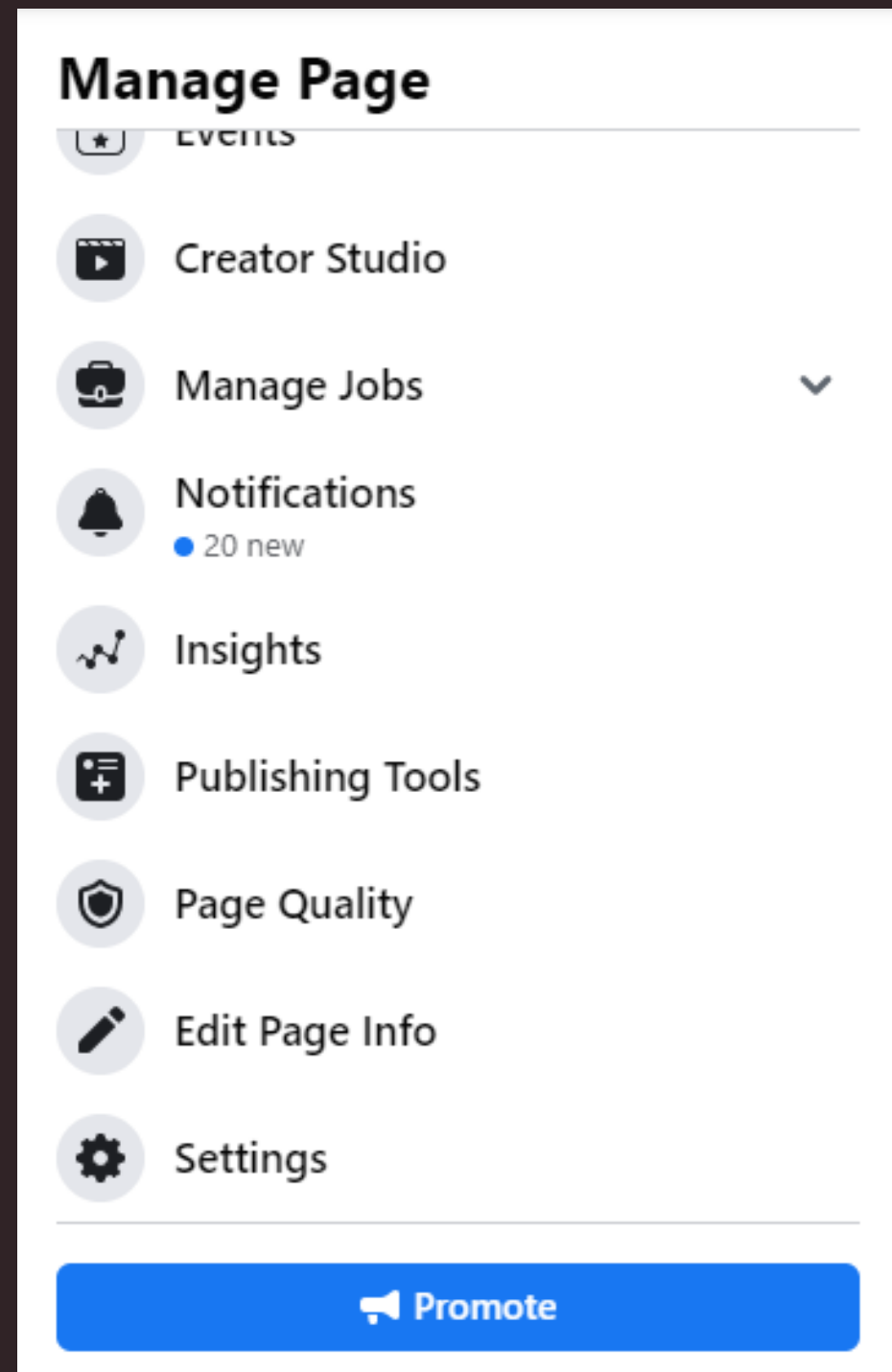


BEST TIMES TO POST



While this differs from person to person, Facebook released data that said from 1-4pm, there are more people online so it's a good place to start!

INSIGHTS



Take time to explore in here but the sections I find most helpful are:

- Main page allows you to see which of your posts perform the best
- Posts tab allows you to see what time of day our posts perform best
- People tab allows you to see what demographics you're hitting

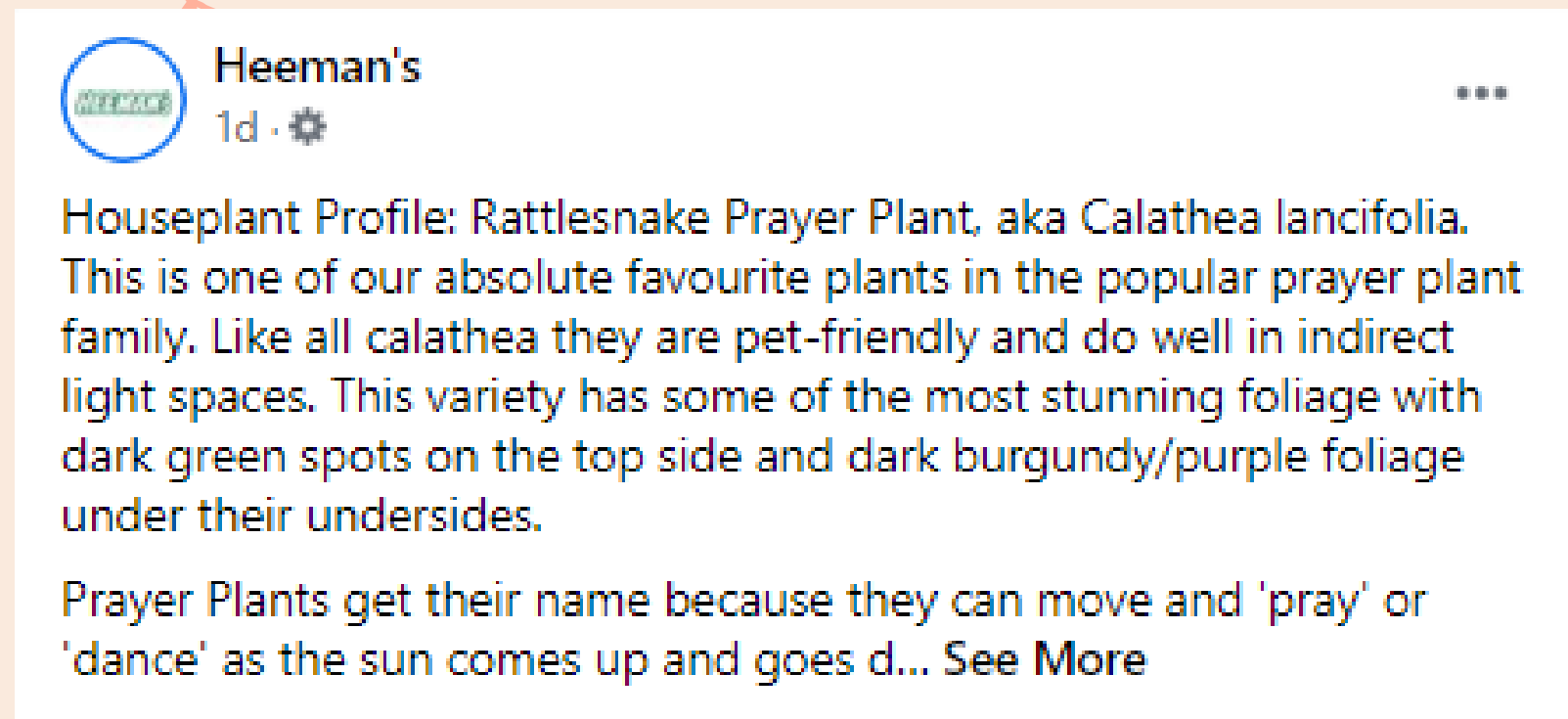


Let's Talk Content

**GIVE THE PEOPLE
WHAT THEY WANT
(A FEW TIPS)**

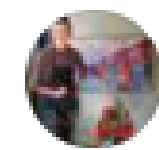
KEEP THE CONVO GOING.

It's all about engagement.



THE BEST CONTENT HAS YOUR VOICE.

Nobody else has to say exactly what you have to say. Be you! Tell your story. Make them feel like they're a part of something.



Tabitha Verbuyst is at Ingersoll Creative Arts Centre.

October 4 at 2:07 PM · Ingersoll · 🌐

Two of my biggest supporters at the opening for the group exhibit I'm apart of "Women in Culture" at the @ingersollcreativeartscentre !

*

This exhibit celebrates 5 women who dedicate their lives to working in the cultural sectors of their communities while also dedicating time to focus on their individual practices!

*

I'm incredibly honored to be exhibiting with such talented women who share the same passion of spreading art awareness and community cultural growth to our ne... [See More](#)



PARTNERSHIP.

Social media is better when we're together! Partnership products, appreciation for another local bizz etc. go over REALLY well on Facebook...and pretty much every social platform.



FACEBOOK RIGHT NOW.

Now more than ever, it's important to inform your customers and make them feel safe.

Welcome to the 2020 Harvest Season at Berrylicious!



It's no surprise that due to COVID-19 berry season will look a little different this year... Here are some of the measures we've taken this summer to protect your health and safety, and ours!



Please book your pick-your-own spot in advance!

In order to maintain social distancing, and ensure we have enough spots for everyone, we are asking guests to book a picking spot! You are more than welcome to stop by without a booking to shop our retail stand, however we can't guarantee there'll be a pick your own spot available as soon as you arrive. **Please call the farm at 519-424-3147 or visit our Berrylicious website to find our online booking portal.**



We are using picking bucket liners.

This summer we'll be using plastic to-go bags inside of our picking buckets to ensure you are the only one touching your berries. The baskets will also be thoroughly sanitized after each use. **Please leave your reusable Tupperware at home this summer!**



Hand sanitizer and hand washing stations will be provided.

There will be several hand sanitizer stations available for guests in addition to a new hand washing station.



We will have face masks available for purchase!

You are not required to wear a mask here. Although we've got you covered just in case you forgot yours at home.



We have cash-less payment options.

We accept debit, credit and e-transfer payments. Leave your cash at home if you prefer and just tap your card!



We built a touch-less door into the blueberry patch!

No need to worry about door handles, or the germs on them.



Social distancing will be in effect.

Each pick your own party will be given their own section of a row. We have used colour coding to make each section obvious. We will also be encouraging one-way traffic in the blueberry patch to ensure a safe entry and exit. In addition to this, foot markers will be placed 6 feet apart around the retail area.



We have taken our store online!

In addition to our usual farm retail stand... we've added an online catalogue! You can browse through our products from jams, to syrups, to fresh berries and order them directly to your door. We offer contact-less delivery or curbside pick up. Find the link on our website at:

<http://www.berryliciousfruit.ca/>

Do your part!



We expect that all our guests will follow the new COVID-19 policies put in place. Please ensure all children stay with your family unit, and please do not come to shop or pick berries if you're feeling unwell. Also, don't be afraid to ask questions if you're unsure of something... we're always here to help, and we want to make sure everyone is informed with the correct information.



One of our guiding principals at Berrylicious Fruit Farm has always been safety. Now more than ever the safety of our guests, our family and our food is top priority. If you have any questions or concerns regarding our COVID-19 policies please do not hesitate to contact Wendy at wendycolcuc@gmail.com or 519-532-0009. We look forward to making this summer a safe and memorable one for everyone!

* FACEBOOK RIGHT NOW

Show the expectation visually. People don't know if you're alone in your shop or in the same bubble as somebody in your video. That's why it's best to:

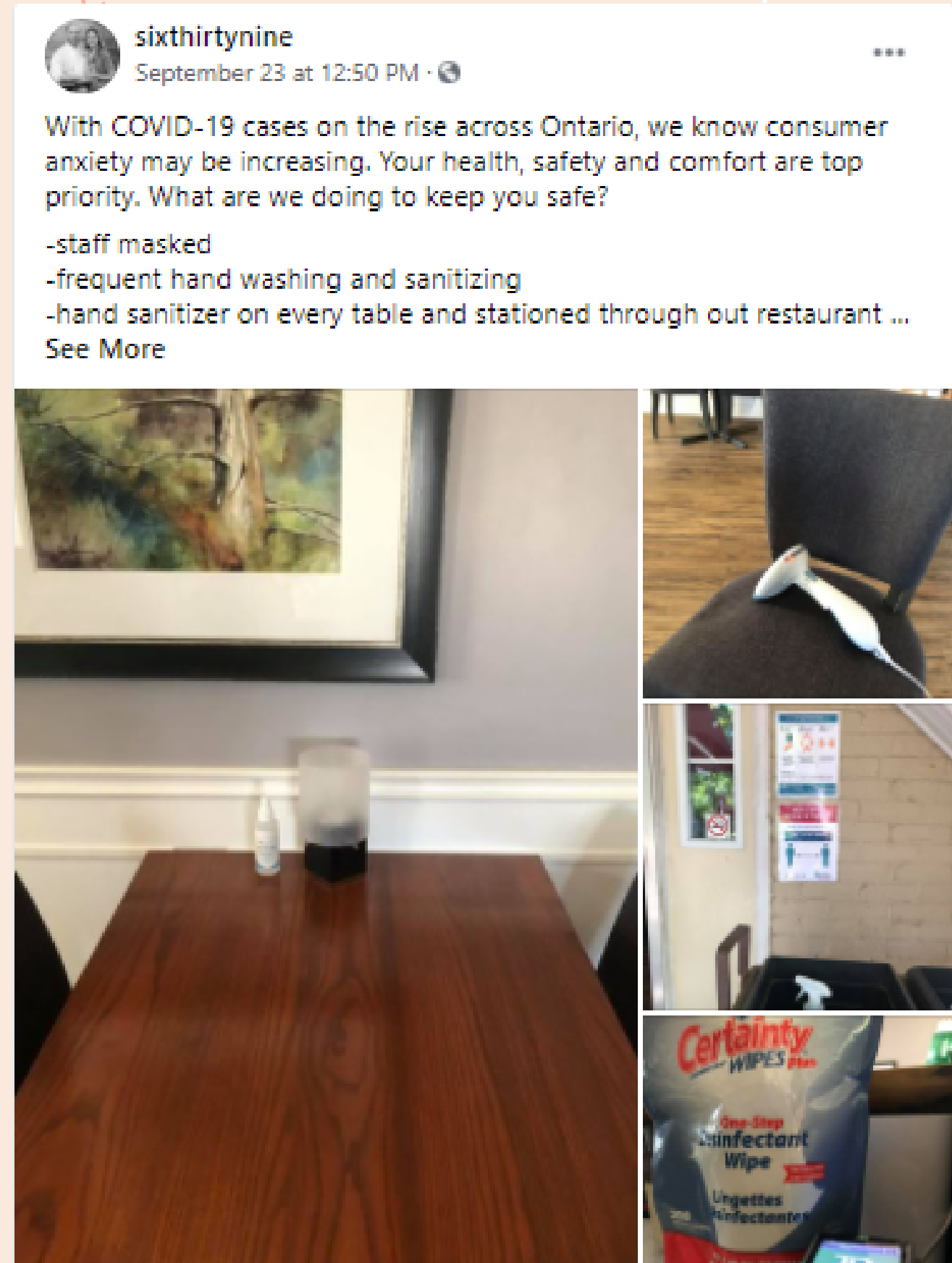
- * • Wear a mask
- Maintain 6 feet of distance

People want to feel safe before coming to your location. Show them ~~what~~ what they can expect.



FACEBOOK RIGHT NOW

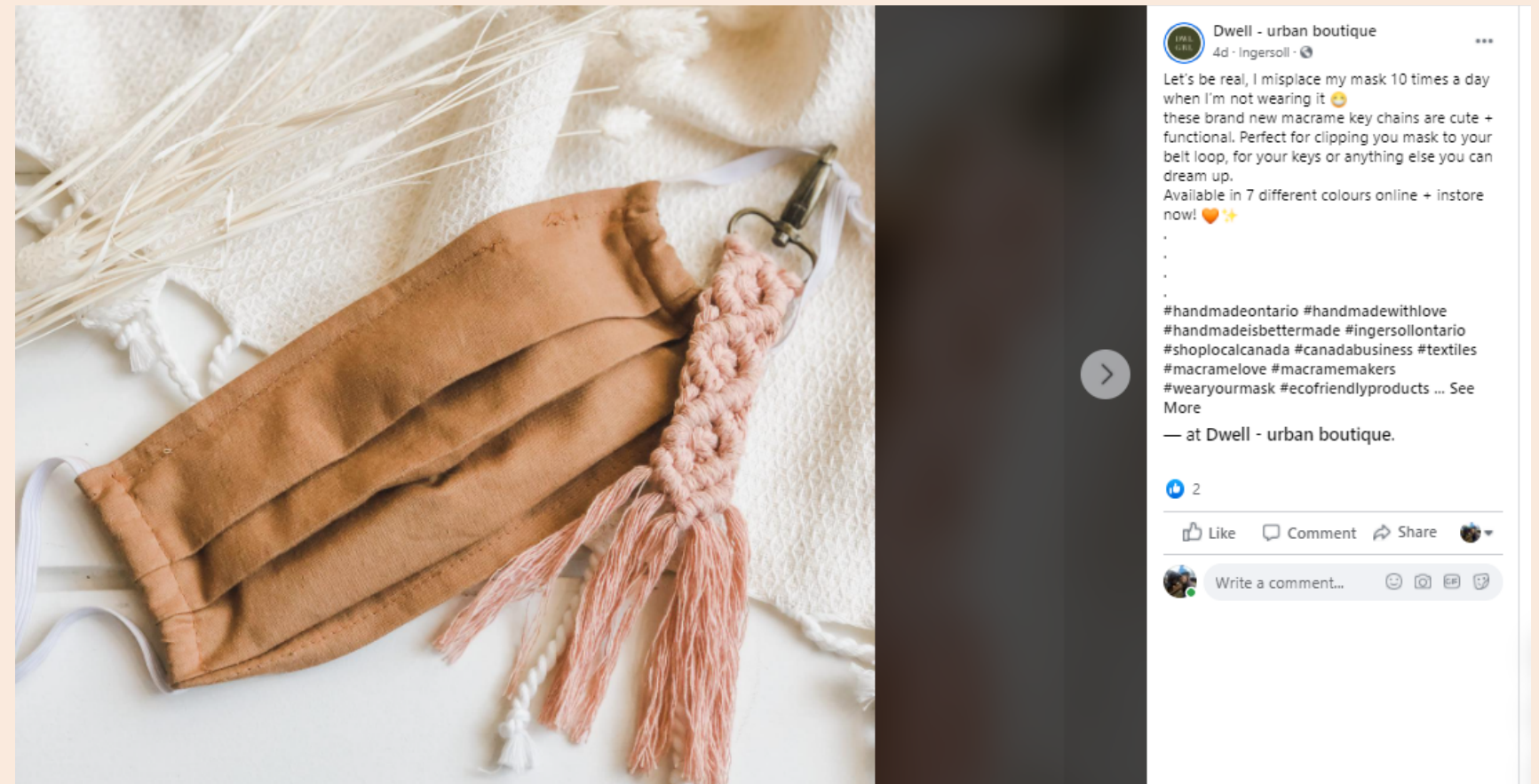
In addition to safety protocols, it's important to visually show what you've done to make your premises safe apart from the rules. Ex. cleaning meaures etc. This not only puts them at ease but shows them that you take their safety seriously.



FACEBOOK RIGHT NOW.

Particularly as we head into the holiday season, it's important to keep in mind that people will not be browsing the way they normally would.

- Use Facebook posts to show what product you have in store (get them excited), video tours are always awesome
- Make it very clear what their options are: contactless pick up, shop in store, shop online?





FACEBOOK 102

Things to look into once you've nailed down the basics:

- Facebook Ads Manager: it's an ever-changing world out there
- Live Video (we can also dive into this now if you'd like)

QUESTIONS?

GET IN TOUCH

Gabrielle Mueller

GMueller@OxfordCounty.ca

519-539-9800 x 3358

226-228-2508 (cell)

Find me on LinkedIn

Book a 1-on-1 call!

Plus don't forget to follow us on Facebook!

@TourismOxford



* SPARK MENTORSHIP PROGRAM

The Ontario Tourism Innovation Lab is bringing their Spark Mentorship & Grants Program to Oxford County. If you have a new tourism idea you want to bring to life, this is a really cool program. Info sessions October 27th and November 2nd.

[Register for Session 1](#)

[Register for Session 2](#)