

Facebook Survival Kit





ABOUT US

The Social Media Hat & Manly Pinterest Tips
Mike Allton *Jeff Sieh*



Mike Allton is a Content Marketing Practitioner, award-winning Blogger and Author in St. Louis, and the Chief Marketing Officer at [SiteSell](#). He has been working with websites and the Internet since the early '90's, and is active on all of the major social networks. Mike teaches a holistic approach to content marketing that leverages blog content, social media and SEO to drive traffic, generate leads, and convert those leads into sales.

Mike is the author of, "[The Unofficial Book On HootSuite: The #1 Tool for Social Media Management](#)", "[The Ultimate Guide to the Perfect LinkedIn Profile](#)", and "[Blog Promotionology, The Art & Science of Blog Promotion](#)."



Jeff Sieh is Creative Director at His Design, Inc. where he works to [help clients market themselves](#) in the best way possible using a variety of mediums. He is “Head Beard” at [Manly Pinterest Tips](#) where he is the creator and host of The Manly Pinterest Tip Show. With top tips, pop culture, comedy and just plain fun, Jeff teaches Pinterest techniques unlike any other. Jeff is also on the Social Team at Social Media Examiner and manages their Pinterest and Instagram accounts.

Be sure to grab Jeff’s [Pinterest Tackle Box](#)!

INTRODUCTION

Facebook, the largest and most integrated of all social networks, is simply a must for virtually every business today. Whether it's to foster connections, create an online community, or reach new fans with ads, Facebook can help you grow your business.

This is the toolkit to make that happen for you! Within these robust pages you'll learn all there is to know about image usage, management tools, image resources, Facebook authorship, reporting and more. You'll gain access to status updates you can use, and tools to create images for great status updates of your own.

And you'll have exclusive access to my Facebook Hacks & Bonus Tips for success.

Let's dive in.



IMAGES

Sizes, Shapes & Requirements

PAGES & PROFILES

Profile Image / Logo & Cover Photo

1

Facebook Page - Logo

Upload an image that is 180 x 180 and it will be displayed as 160 x 160. Maximum file size is 15MB.

2

Facebook Page - Cover Photo

Overall dimensions are 820 x 340. It is recommended that you double the dimensions of the graphic to allow for retina displays. Maximum file size is 3MB.

3

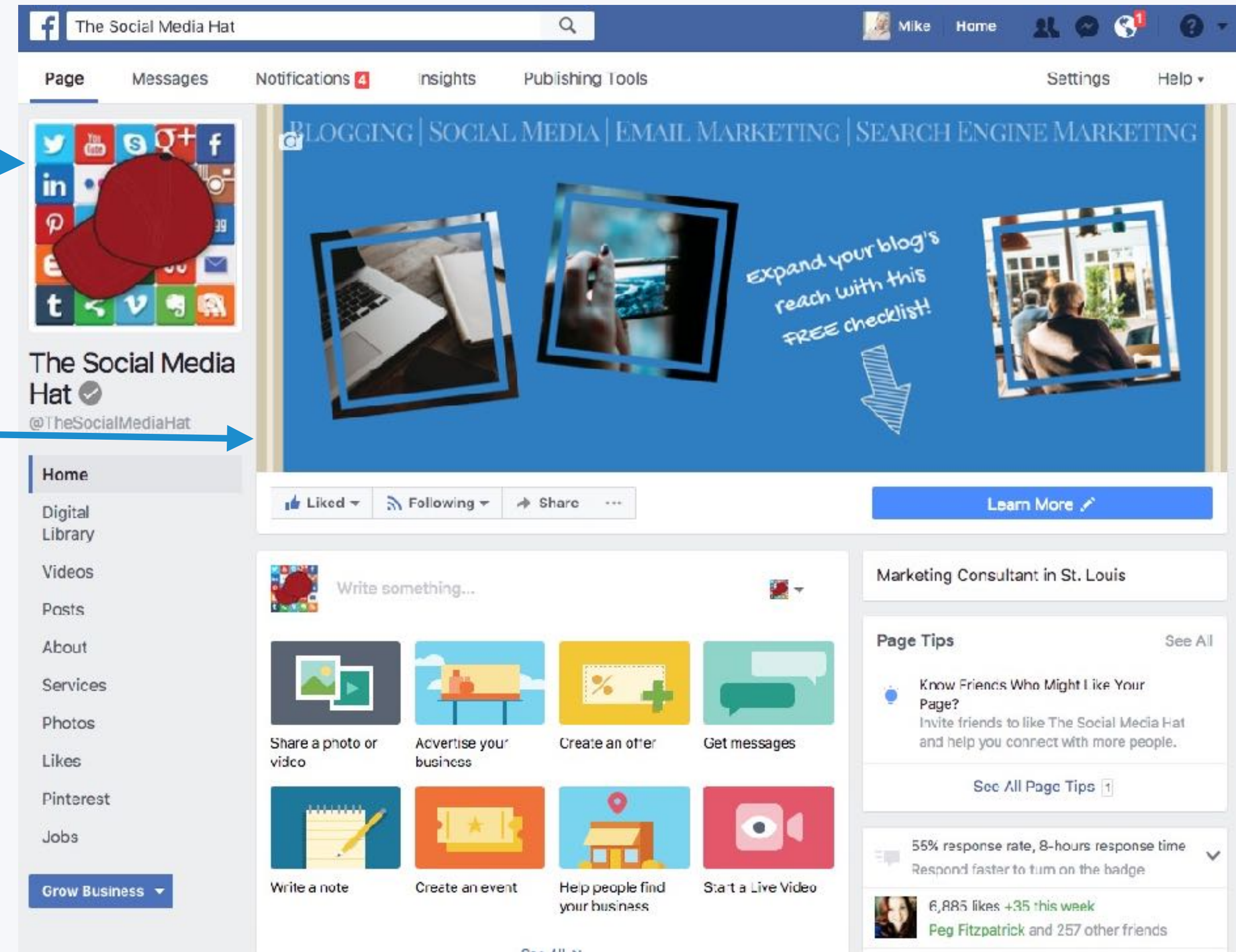
Facebook Profile - Profile Picture

Upload an image that is 180 x 180 and it will be displayed as 160 x 160. Maximum file size is 15MB.

4

Facebook Profile - Cover Photo

While the dimensions for personal cover photos are identical to that of business pages, note that currently Facebook displays personal profile pictures in the lower left of cover photos. Avoid placing important text or elements there.



NOTES & GROUPS

Cover Photos

1

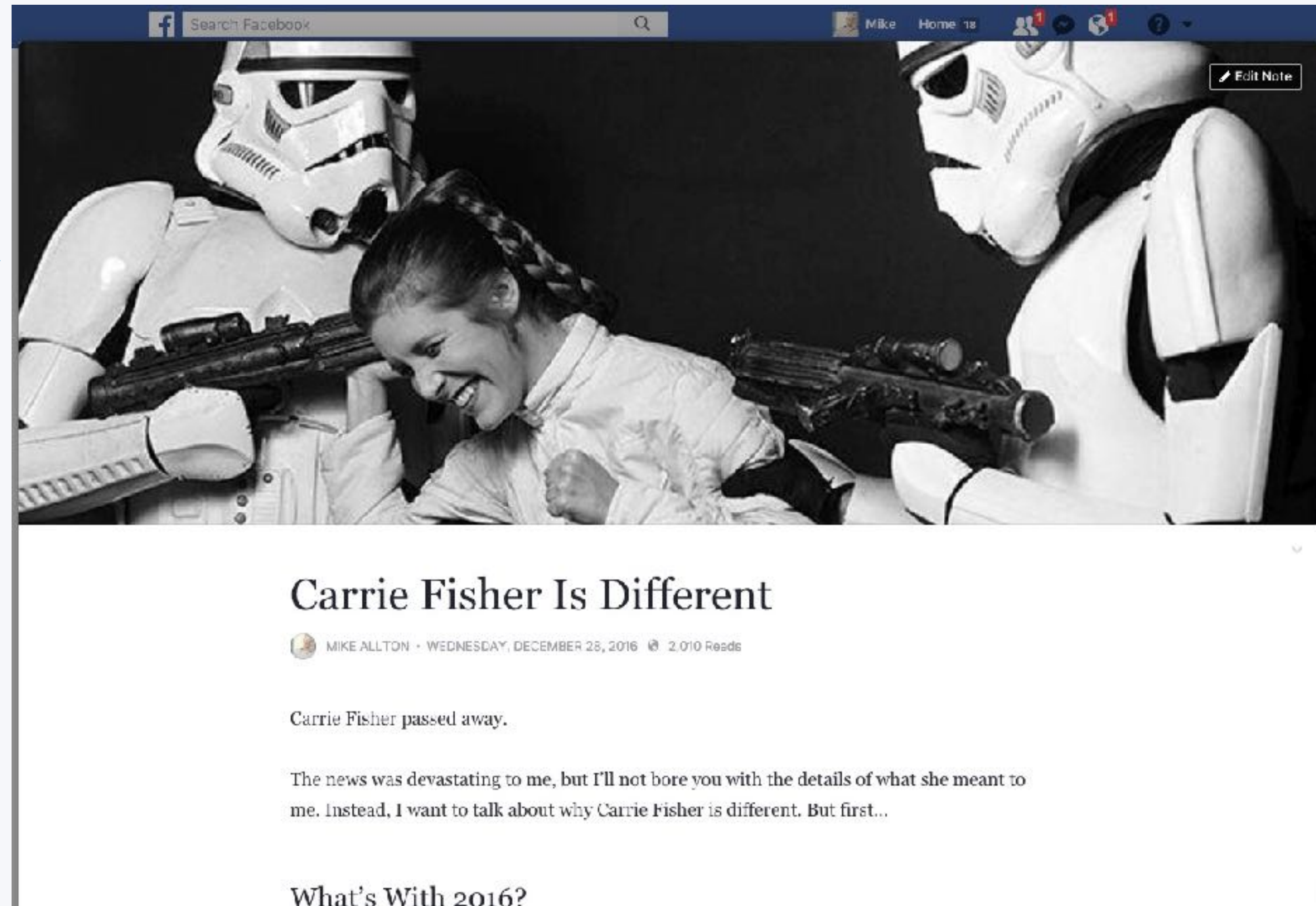
Facebook Note - Cover Photo

If you create a Facebook Note you can add a cover photo that is a maximum of 1220 x 450. You can also insert images within the content of the note.

2

Facebook Group - Cover Photo

Overall dimensions are 801 x 250. On mobile, the cover photo is displayed in full but the group name is overlaid, so check that.



STATUS UPDATES

Image Updates & Link Previews

1

Status Update - Image

Facebook recommendation: 940 x 788 pixels

Desktop displays up to 470 x 470

Mobile displays up to 626 x 840

2

Status Update - Link Preview

Facebook recommendation: 1200 x 630 pixels.

Desktop displays 470 x 246 / Mobile displays 560 x 292

3

Status Update - Multiple Linked Images

If you choose to associate multiple images with your link, they will be displayed as 300 x 300 thumbnails.





TOOLS

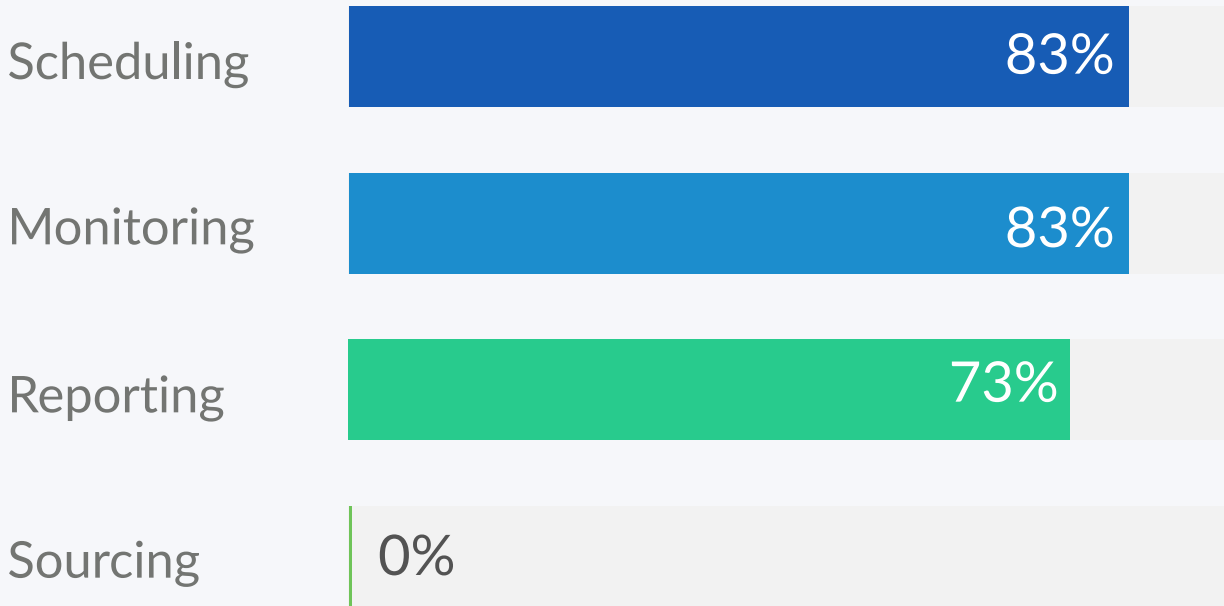
Facebook Page Management

PAGE MANAGEMENT TOOLS

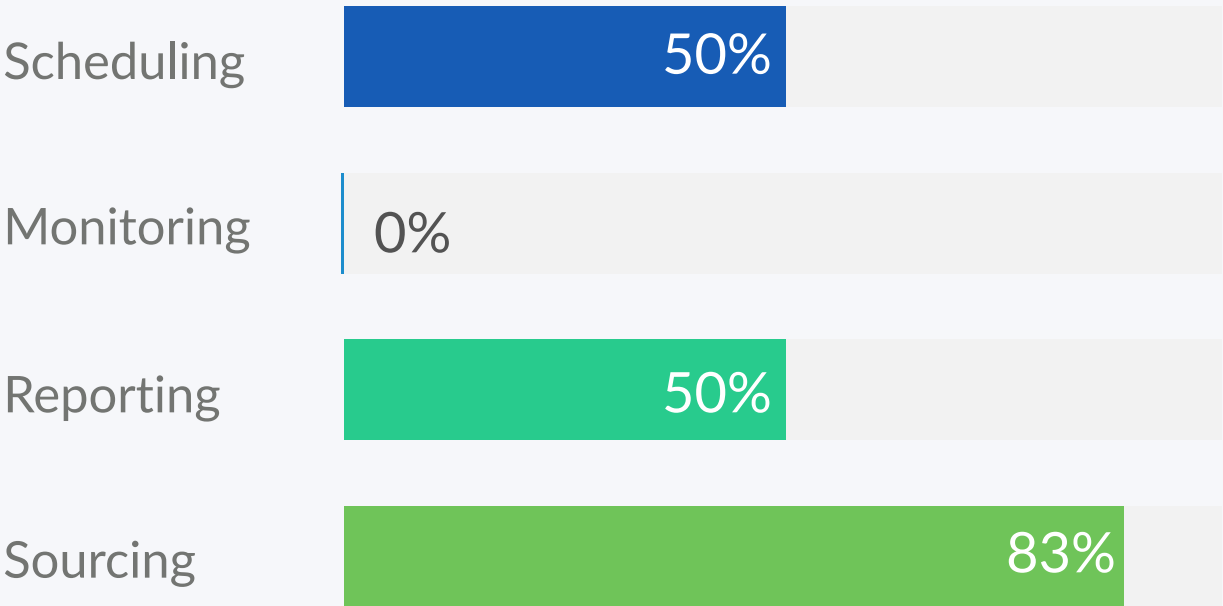
Manage one or more Facebook Pages with ease.



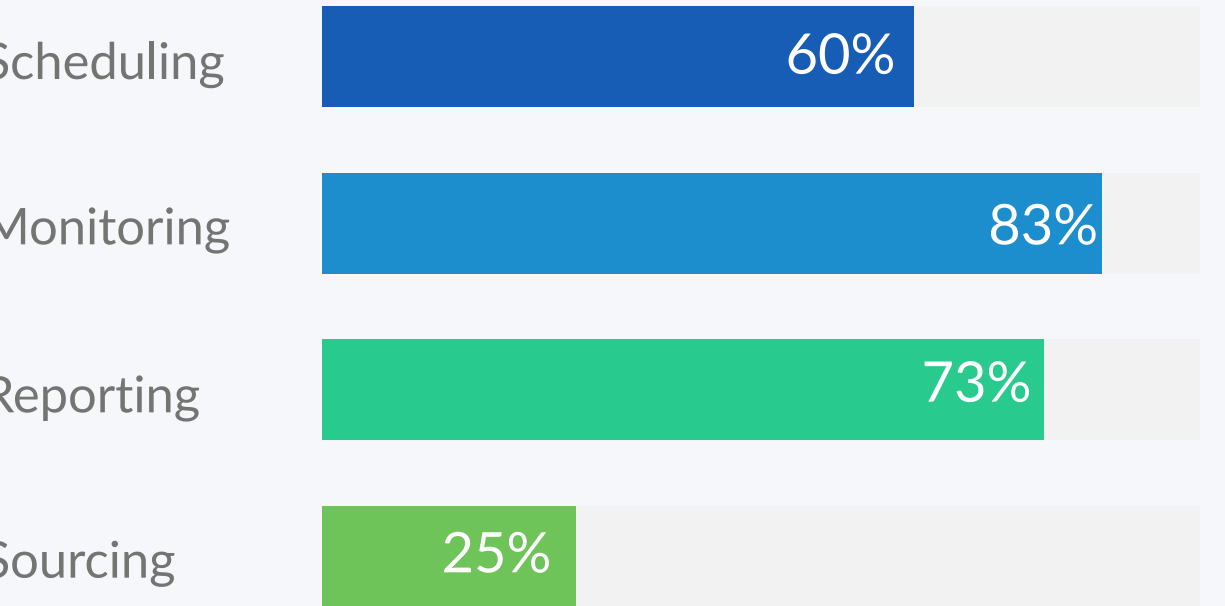
AgoraPulse



Post Planner




Hootsuite



01:25 PM  Our blogger a
02:55 PM  That is, indee

10:15 AM  Whether we'r
01:00 PM  Learn How to
02:56 PM  How badly do




09:45 AM  Do you k
02:55 PM  Do you t


02:56 PM  Is there such

02:55 PM  Never Miss In

03:55 PM  Promote

07:56 AM  How To Regu
03:56 PM  Twitter might

07:55 AM  Facebook Sta
10:55 AM  Want to reach
03:55 PM  Fantastic idea

07:04 AM  My Upco
07:56 AM  Never M
01:01 PM  Learn ab
03:55 PM  Engager

07:55 AM  How To Find

07:56 AM  Stop Losing 1

07:55 AM  Is Your t

AGORAPULSE

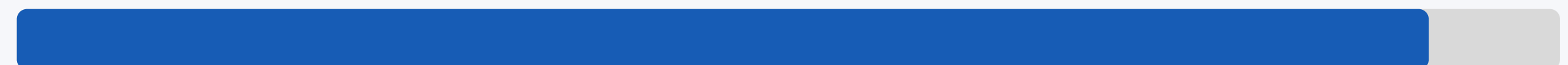
#1 Overall Recommended Tool

AgoraPulse

While the Facebook Page management capability of AgoraPulse is on par with that of Hootsuite, it's my #1 Overall Recommended Tool due to it's streamlined approach to monitoring across multiple channels.

AgoraPulse is expressly designed to make it fast and easy to see and reply to comments on Facebook, Twitter and Instagram.

Scheduling



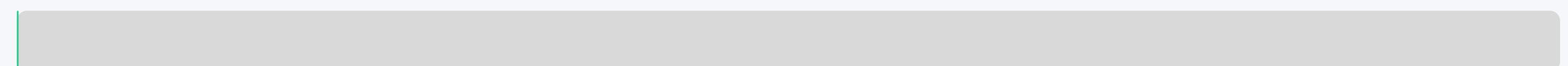
Monitoring



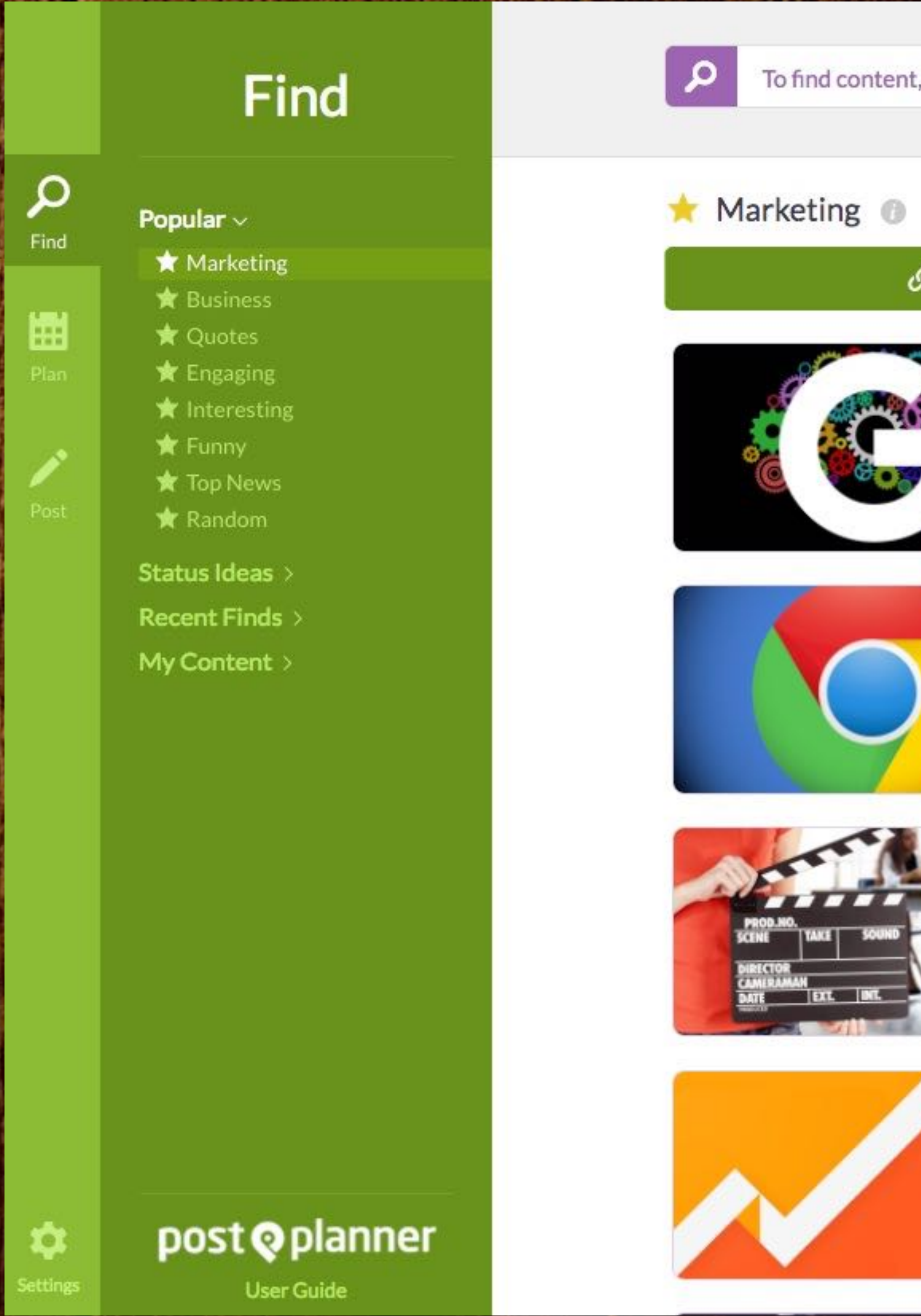
Reporting



Sourcing



Free Trial



POST PLANNER

Recommended Tool for Engagement

Post Planner

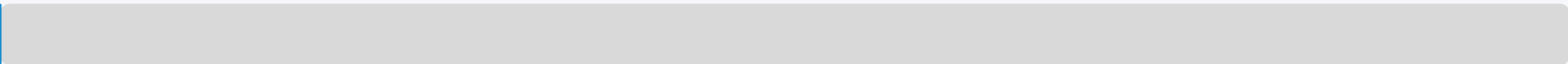
The purpose of Post Planner is to help you find and schedule shares that will drive up engagement on your Facebook Page. The discovery engine can help identify your own past post successes, or those of other pages and businesses.

Posts can be scheduled depending on post type (text, image, link) and set to automatically recycle.

Scheduling



Monitoring



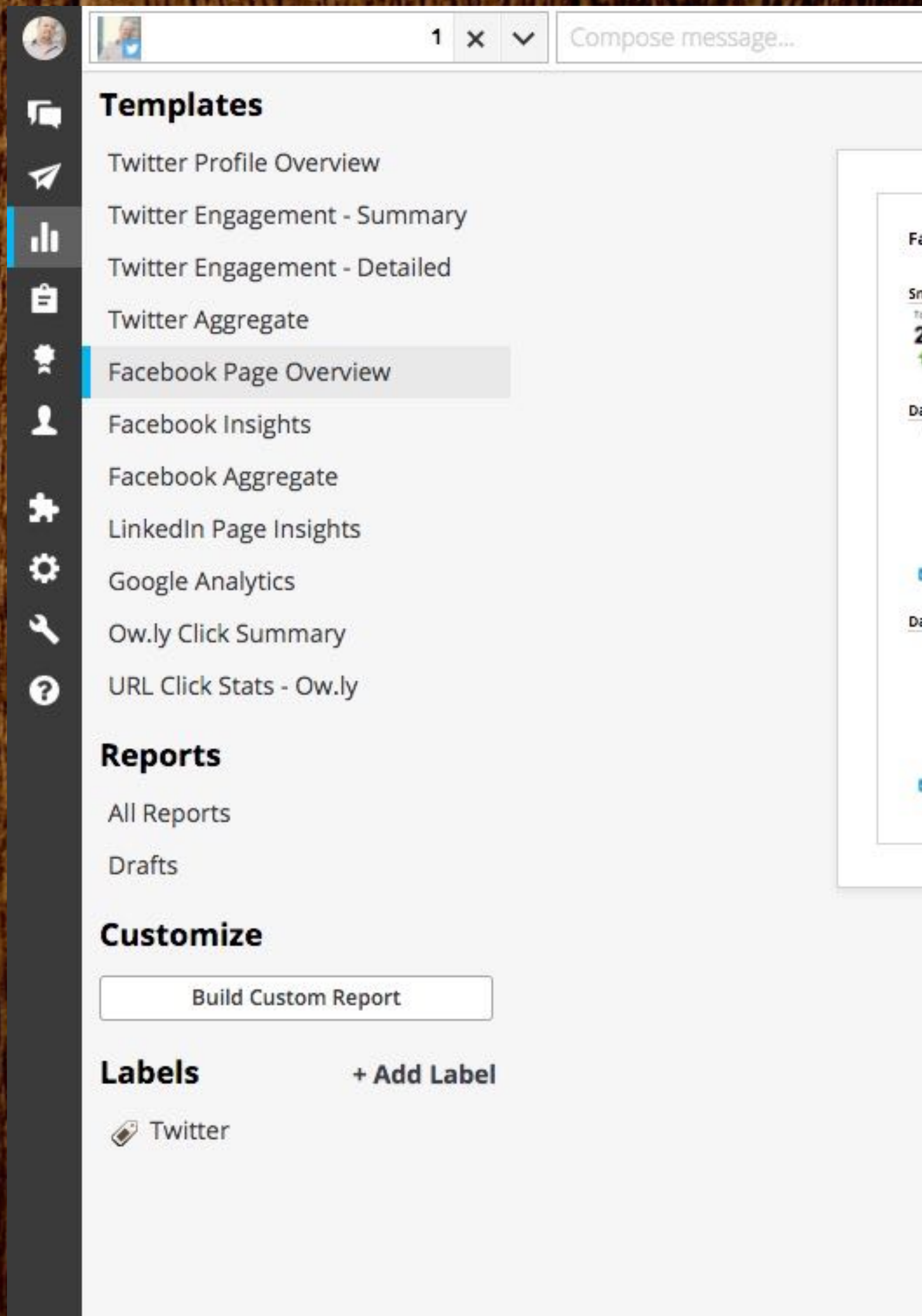
Reporting



Sourcing



Free Trial



HOOTSUITE

Good All-Around Management Tool

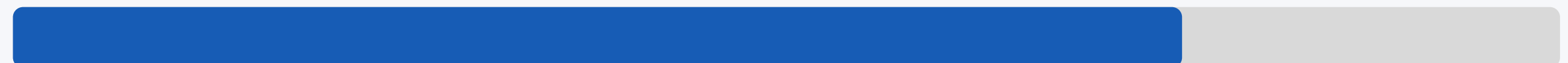
14

Hootsuite

The benefit to using Hootsuite is that it's relatively inexpensive, and packed with cross-platform support and features.

Hootsuite supports Facebook profiles & pages, LinkedIn profiles and pages, Twitter, Google+, Pinterest, YouTube, Instagram and more.

Scheduling



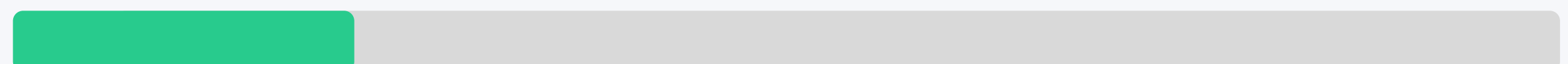
Monitoring



Reporting



Sourcing



Free Trial

OTHER FACEBOOK TOOLS

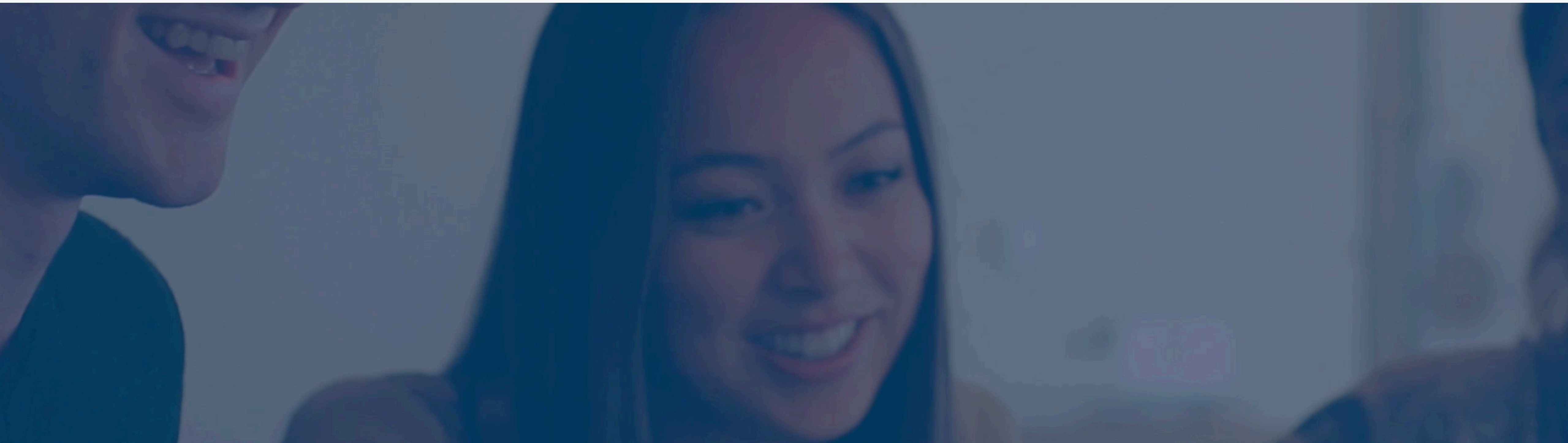
Scheduling, Monitoring & Running Contests

While AgoraPulse, Post Planner and Hootsuite are my top recommended tools for Facebook (and you can use Post Planner in conjunction with either of the other tools to discover really effective Facebook content), they certainly aren't the only tools.

BUFFER - Schedule and shuffle status updates in a variety of ways, with multiple networks supported.

SPROUT SOCIAL - Beautiful reporting and good overall scheduling.

WISHPOND - Run Facebook contests (as well as Instagram, Pinterest and more).





TOOLS

Facebook Page Reporting

PAGE REPORTING TOOLS

Get detailed Facebook Page reports.



AgoraPulse

Beautiful, customizable reports that include competitor analysis.

[Free Trial](#)



SEMRush Social

Detailed, deep-dives into Facebook Page metrics and competitive analysis.

[Free Trial](#)



Hootsuite

Brand-able reports that can be ran and emailed automatically.

[Free Trial](#)

Advanced tools for multiple pages or cross channel reporting include:
Brandwatch, Nuvi or **Simply Measured**.



TOOLS

Facebook Page Content

CONTENT SOURCING TOOLS

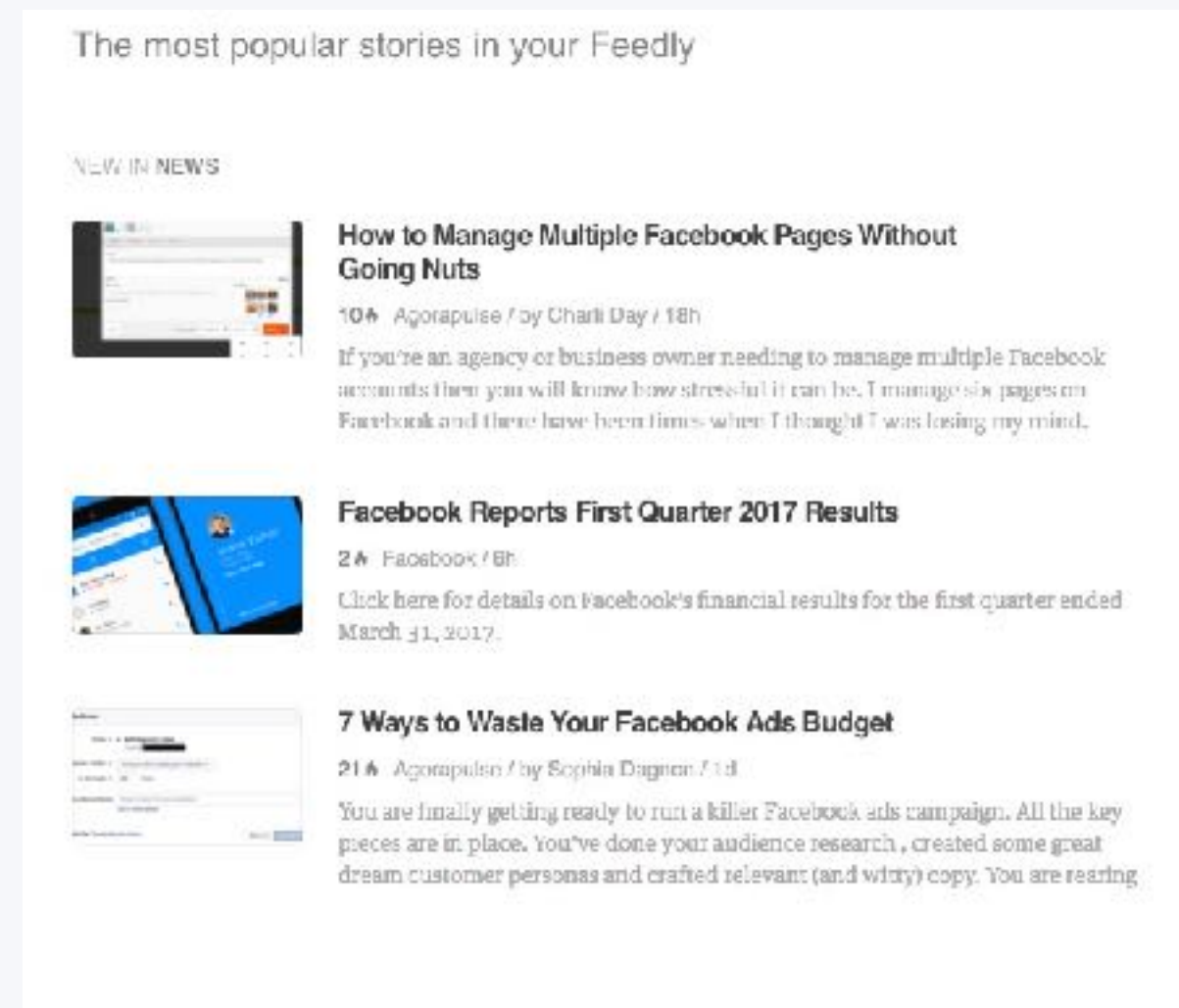
Where to find great content to share.



PromoRepublic

Create great Facebook posts using visuals, templates, and ideas spanning multiple industries and verticals.

[Free Trial](#)



Feedly

Subscribe to key RSS feeds from sources in your niche. Group them into different categories, and easily new content.

[Sign Up](#)



Post Planner

The discovery engine can help identify your own past post successes, or those of other pages and businesses.

[Free Trial](#)

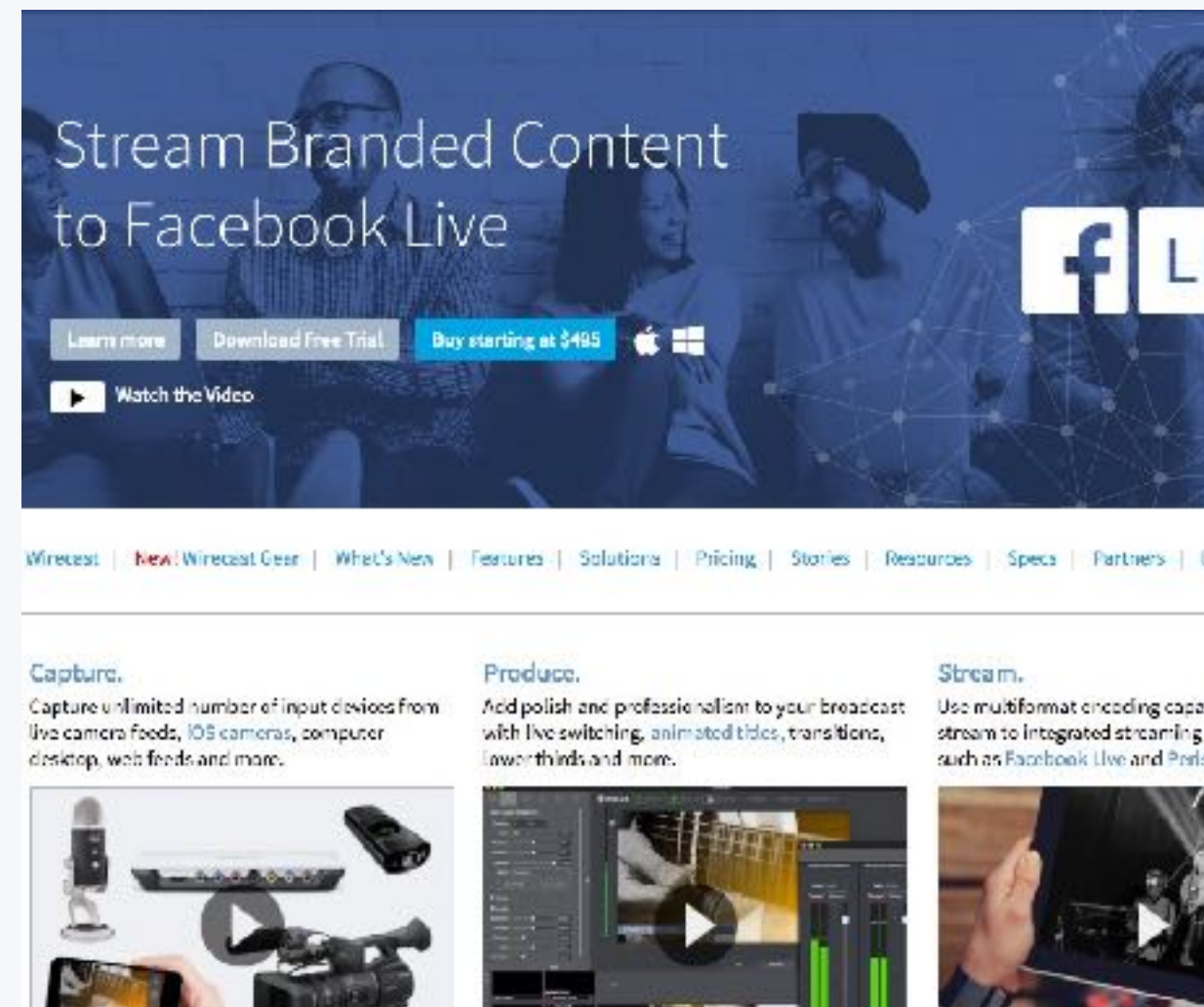


TOOLS

Facebook Live Video

LIVE VIDEO TOOLS

Make your broadcasts easier, and more dynamic, using these tools.



Wirecast

Professional-grade broadcasting system that supports multiple inputs and destinations.

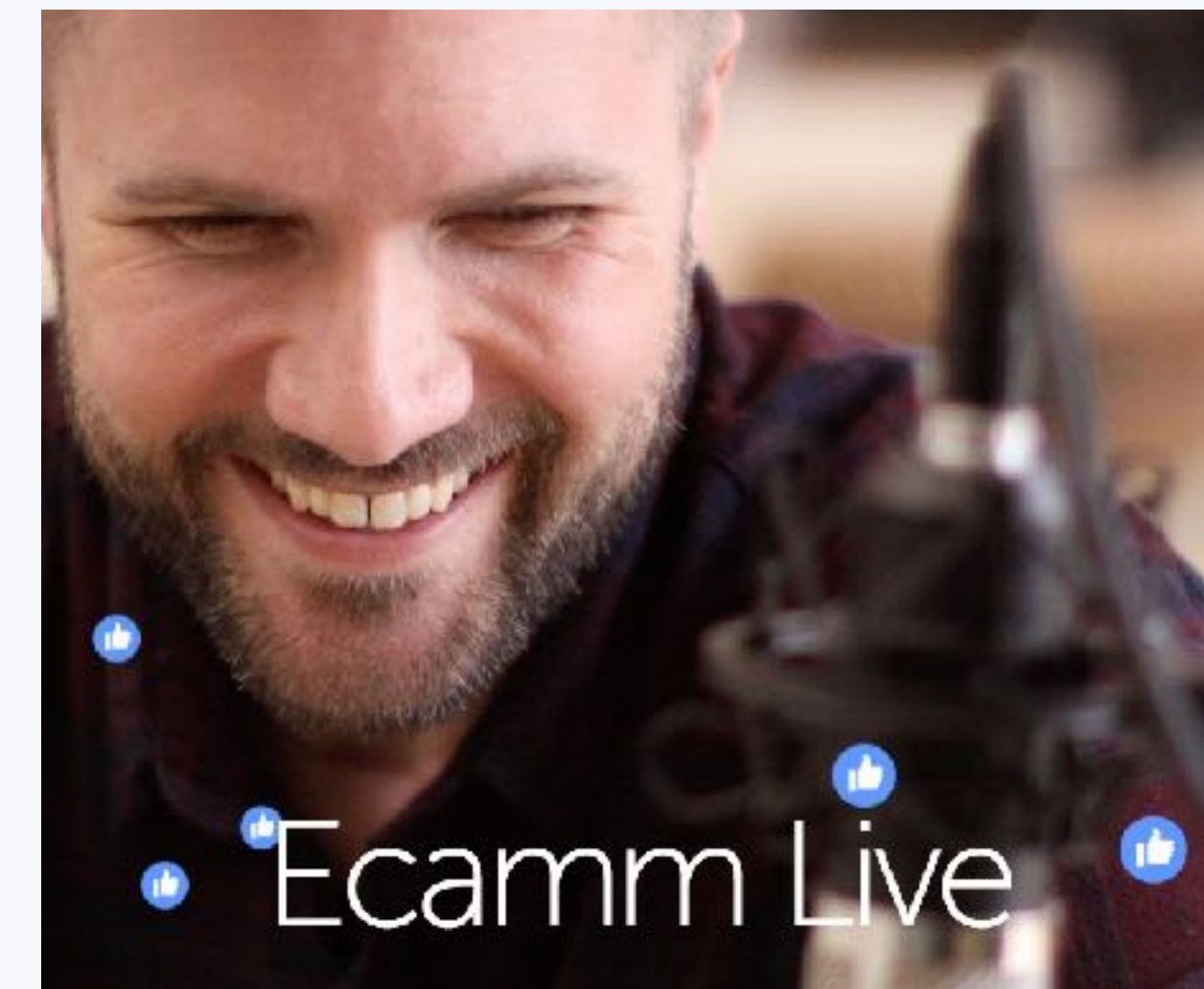
[Free Trial](#)



OBS

Free, open-source solution that supports Windows, Mac and Linux for broadcasting live video from desktop.

[Free Trial](#)



Ecammm

Desktop software for Macs that includes overlays, multiple camera support, and more.

[Free Trial](#)



SWIPE FILE

Status Updates You Can Copy & Paste

STATUS UPDATE SWIPE FILE

Simply Copy & Paste your favorites into Facebook or your favorite tool.

What are some of your biggest challenges?	Which of our blog posts have you found most helpful?	When does it stop being partly cloudy and start being partly sunny?
Where will you be in 5 years?		
My favorite way to relax after a long hard day is _____	If our CEO was going to do an AMA, what would you ask?	What is another word for “thesaurus”?
Fill in the blank: _____ always makes me feel inspired.	Today, I will _____ without fear.	Did you guys have a good weekend? Was it extra awesome? Share your weekend stories here!
If you could wave a wand and add one feature to [INSERT YOUR BRAND OR PRODUCT], what would it be?	I couldn’t live longer than a day without _____.	My boss is _____.
	What do you think about most? The past, the present or the future? Why?	What is your job, and do you find it fulfilling?
There are two kinds of people in the world: [INSERT YOUR BRAND OR PRODUCT] users and _____.	What is the first thing you do when you wake up?	List three things you did today!
How do you feel about our new _____ ?	What is the last thing you do before you go to sleep?	What perks do you wish your company had?
		How do you manage stress?

STATUS UPDATE IDEAS

Other kinds of ideas for Facebook status updates.

Famous Quotes

Don't go around saying the world owes you a living. The world owes you nothing. It was here first. -

Mark Twain

Timely Posts

Share news items or tie your posts into current events / holidays.

Opinions

What do you guys think about this picture?

Ask For Tips

What do you think we could do to improve _____ ?



STATUS UPDATE SEQUENCE

Use this sequence to ramp up engagement and post visibility.



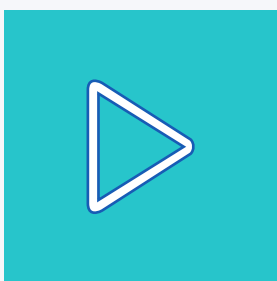
Motivate / Inspire

Start each day with a motivational or inspirational image. Or something fun and entertaining.



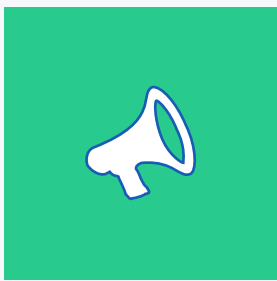
Trending Topic

Share a post that reflects on current events or a trending topic, and invites your community to weigh in.



Engaging Video

Upload a video to your Page or, better yet, broadcast a live video to your audience!



Blog Post or Sales Message

Share a piece of content from your blog or something about your business. This is your money-share!



IMAGES

Where To Get Them

FREE IMAGE REPOSITORIES

For when you need a quick, inexpensive image.



Pexels

All images are free to use for commercial purposes.

[pexels.com](https://www.pexels.com)



PicJumbo

Combination of free and premium-only images to use for commercial purposes.

[picjumbo.com](https://www.picjumbo.com)



Pixabay

All images are free to use for commercial purposes.

[pixabay.com](https://www.pixabay.com)

As with all free photo repositories, consider that many other bloggers and marketers may be using the same images. Look to apply filters and other elements to make your images stand out.

Use **Librestock** to search multiple image repositories at once.

PAID IMAGE REPOSITORIES

For when you need more specific images for important posts / campaigns.



Shutterstock

shutterstock.com



iStockPhoto

istockphoto.com



Twenty20

twenty20.com

While more expensive, paid image repositories will absolutely deliver stunning images that can be an important part of important campaigns. Rely on them when you have important messaging.

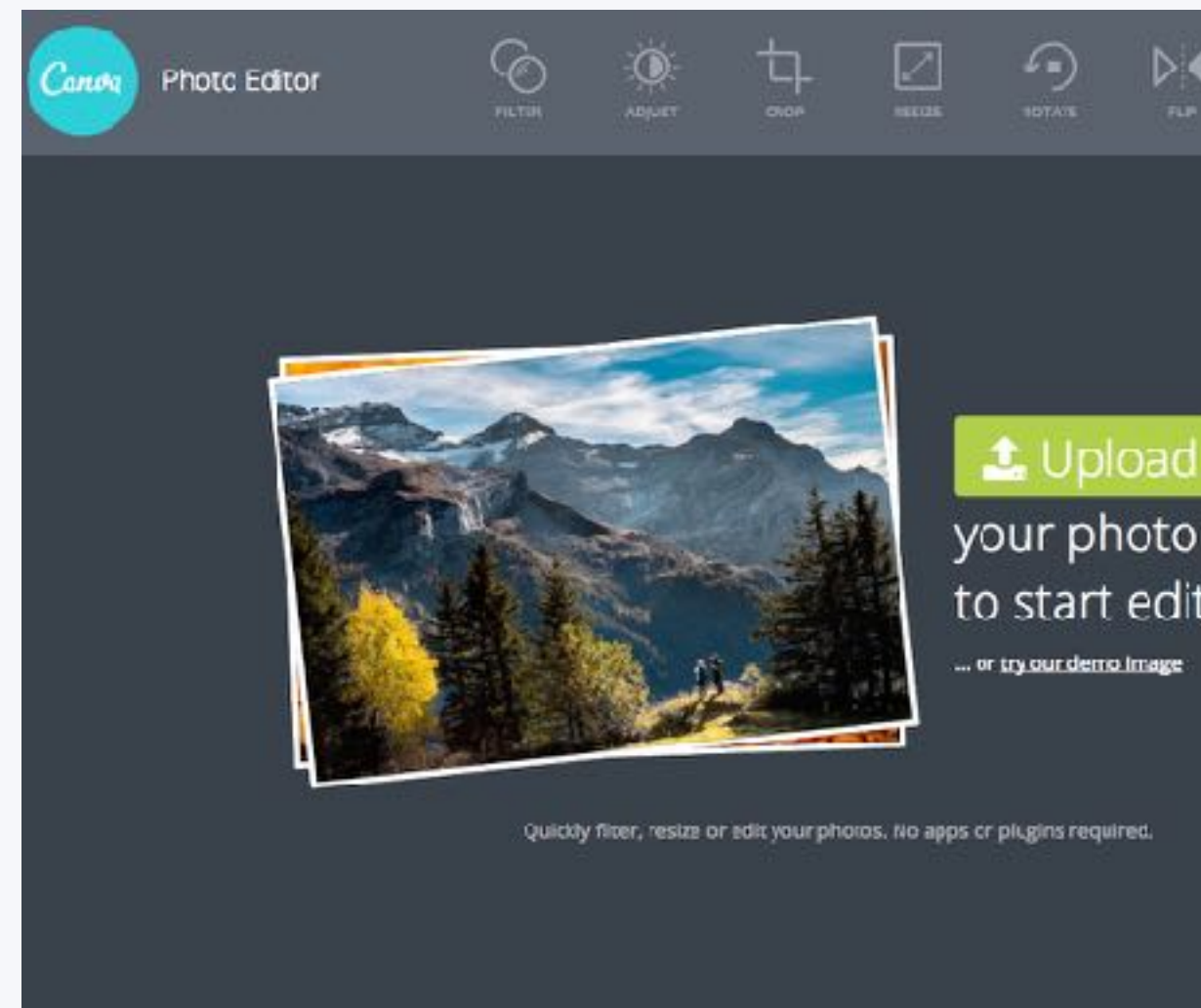


EDITING

Tools For Image Creation / Manipulation

IMAGE EDITING TOOLS

For when you need more specific images for important posts / campaigns.



Canva

The easiest tool to create good-looking images quickly.

canva.com



PicMonkey

Nice options for image creation and editing and still affordable.

picmonkey.com



PhotoShop

Still the gold standard for image editing, but not without a steep learning curve.

adobe.com

Adobe Spark Post is another great option for creating both images and videos for social media content.



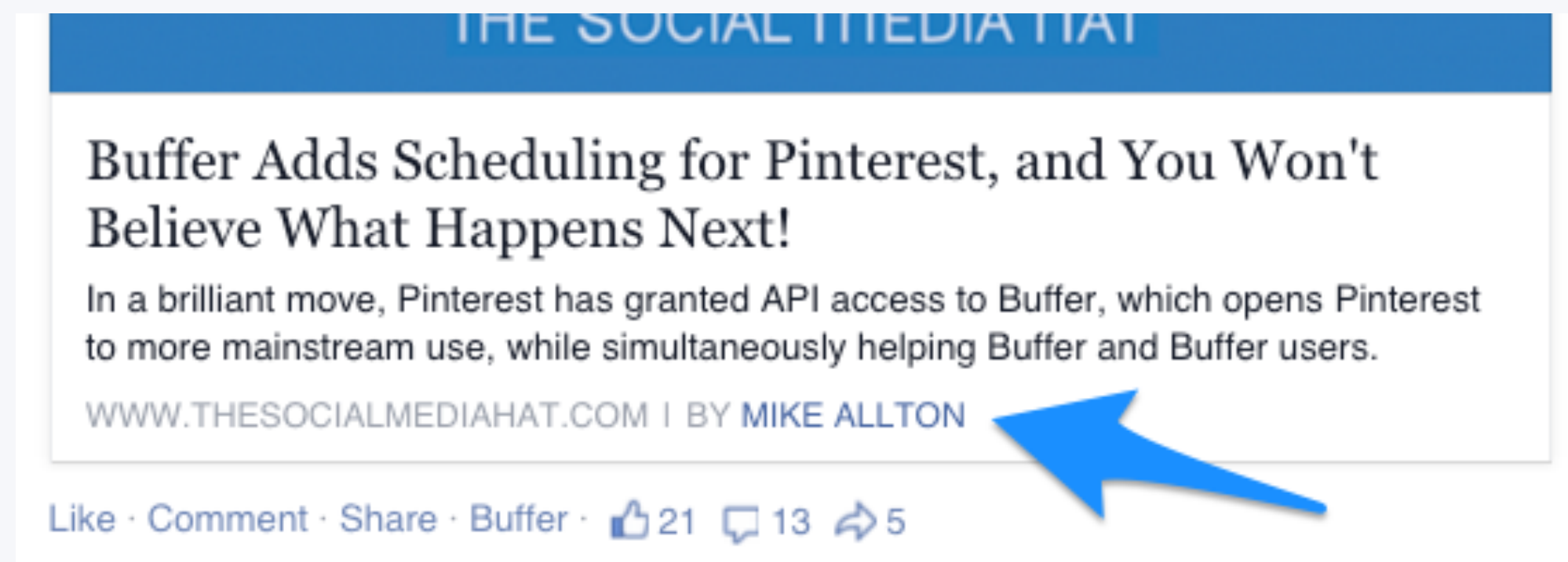
AUTHORSHIP

The Facebook Byline

FACEBOOK AUTHORSHIP

Get your byline added to every Facebook share.

With a simple meta tag, writers and publishers can now indicate the author profile or publishing page for any given piece of content. The result is a linked name attached to any shares of that content on Facebook that allows viewers to see the author and potentially follow them.



As you can see, below the "link preview" section of the post, I now have a byline of "BY MIKE ALLTON" and my name is a hoverable and clickable link.

Fortunately, setting up Facebook author tags is easy. In fact, it's likely that you already have the capability as it uses a meta tag that's already been available for a while:

article:author

This field needs to be populated with the full URL for your Facebook profile.

Ideally, this is something that you would set up as your site default so that it would automatically populate your existing content, as well as your future posts.

If you're using a CMS like WordPress or Drupal to run your blog, you just need to make sure that your Meta Tag functionality includes this field, and then fill it in.

[Learn More](#)

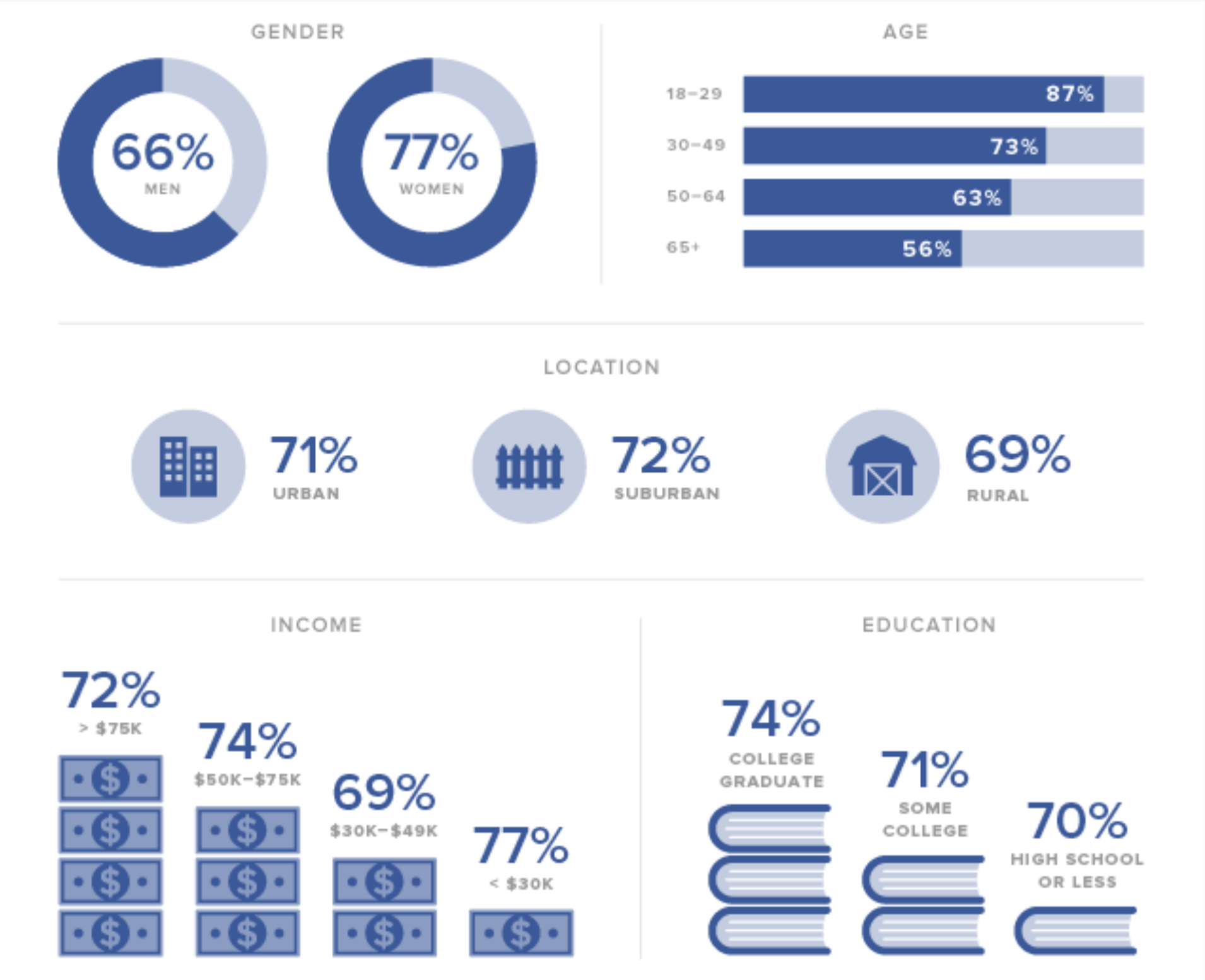


WHO?

Facebook Usage & Demographics

USAGE & DEMOGRAPHICS

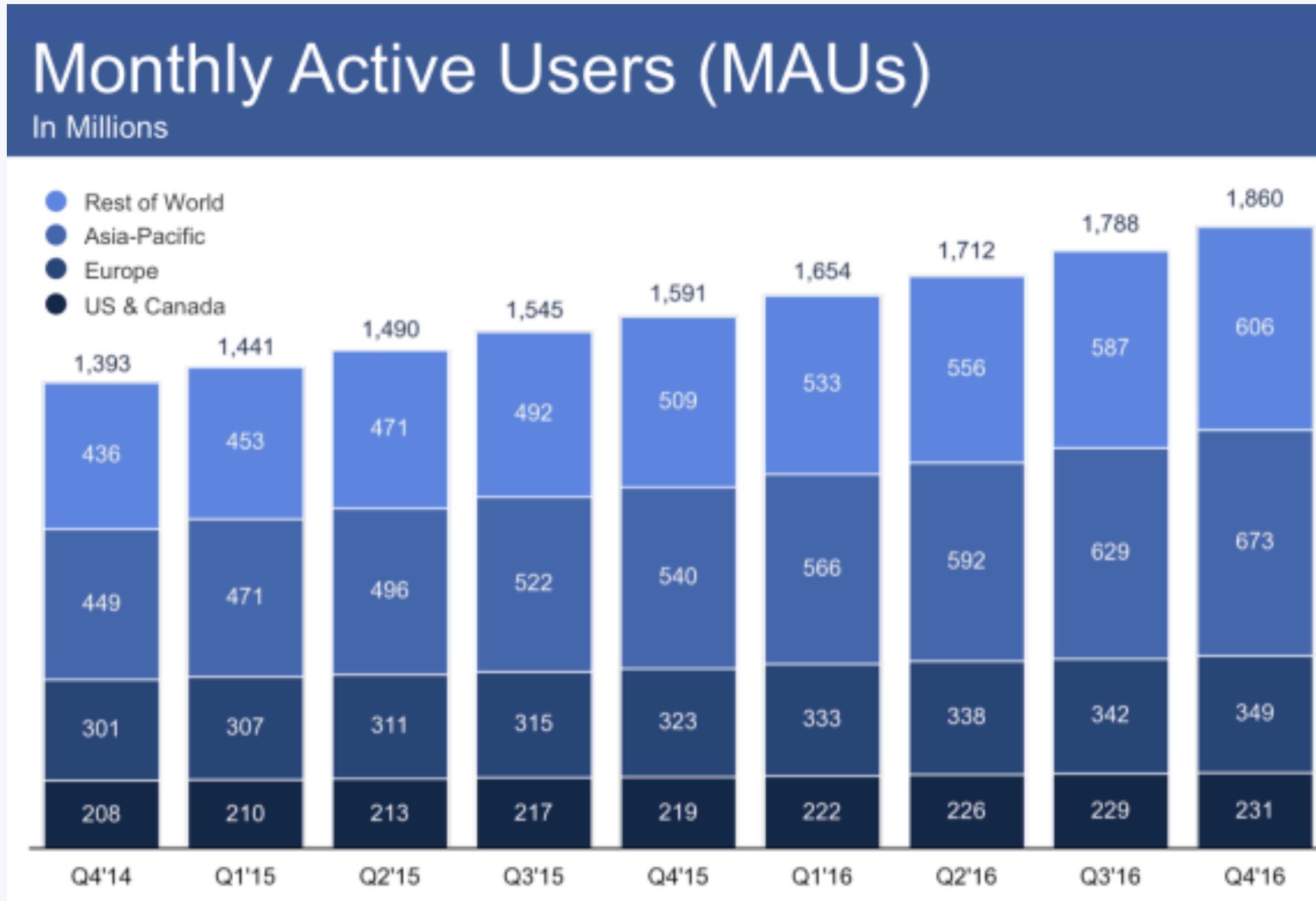
Who is using Facebook?



Demographic Breakdown

While usage is fairly even between genders and across geographic areas, there's a clear spread when it comes to age.

Image Credit: Sprout Social



Monthly Statistics

Facebook continues to grow in monthly users, even at faster rates than the smaller, newer social networks.

Image Credit: TechCrunch

FACEBOOK TIMELINE

How Facebook has developed over the years.



2004

Facebook Launches

—

The famous story of how Mark Zuckerberg launches Facebook as a Harvard-only social network with his fellow co-founders and programmers.

2009

Do you Like me?

—

Facebook launches the now-iconic Like button.





2011 Messenger App

—
Facebook launches the Messenger app for Android and iOS.



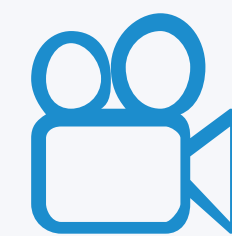
2012 Ads

—
Facebook begins allowing businesses & Pages to purchase ads that display in user's news feeds.



2012
Instagram

—
Facebook acquires Instagram
for \$1 billion.



2016 - 2017
Live Video

—
Facebook begins rolling out a series of
access & feature initiatives designed to
ultimately allow anyone to broadcast live
video from anywhere in the world.



HACKS & TIPS

Bonus Facebook Tricks!

SECRET FACEBOOK HACKS

The tricks the pro's don't want you to know!

- Secret Cover Photo Messages

Your cover photo is an image like any other, which means it can have a full description and include links! Take advantage of that and give your fans some bonus information.

- 10x Your Facebook Reach!

Instead of sharing links to your content, ***always*** share image posts and include a link to the content in the image description. Your posts will get 10x the reach that your links did - but only if you do it consistently! **BONUS** - Share from Instagram for even more reach!

- Revive Old Facebook Posts by Embedding Them

If you embed a Facebook post into a blog post and a reader engaged with that post, they re-introduce that post into their feed for their contacts. This is particularly effective for uploaded videos, and also invites your blog readers to like your Page!

- Invite Your Email Subscribers To Like Your Page

Facebook Pages can Invite Contacts to Like their Page by uploading email lists from MailChimp. Export as a CSV and then import into the Page, but only upload up to 500 at a time (per week).

INCREASE FACEBOOK SHARES

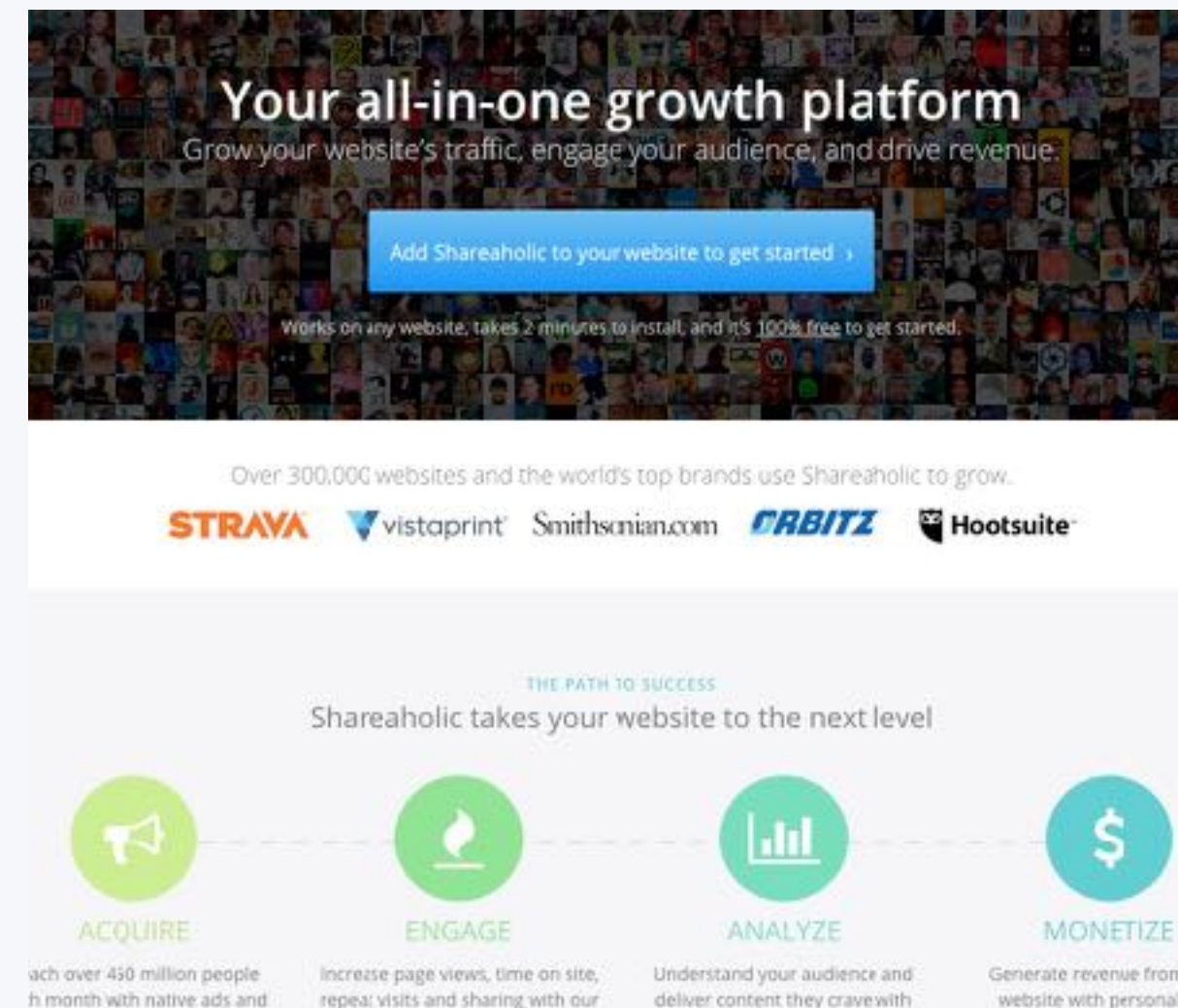
Make it easier for your site visitors to spread the word!



Social Warfare

The most comprehensive social sharing buttons available for WordPress.

[Free Trial](#)



Shareaholic

For non-WordPress sites, Shareaholic offers the most complete set of options.

[Free To Use](#)



Bit.ly

With bit.ly can create customized and branded short links.

[Learn How](#)

ENSURE HOW SHARES LOOK

You're in control of how your content looks on Facebook!

1

Featured Image

Be sure to have an image on your blog posts that is 470 x 246 pixels minimum and have it's URL in the OG:IMAGE tag.

2

Title

Be sure to have your article title or a version of it in the OG:TITLE tag, up to 100 characters.

3

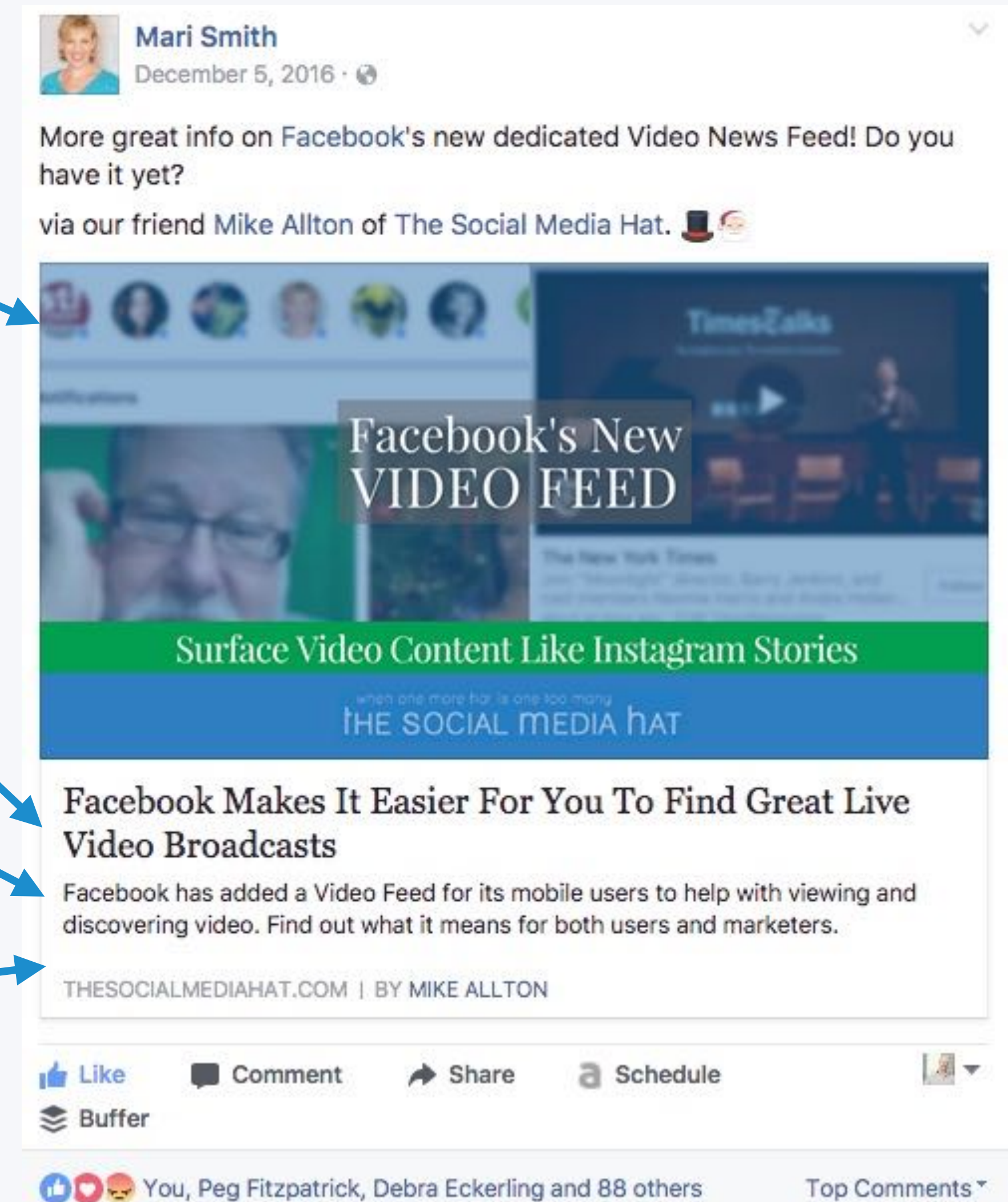
Description

Write a summary for the OG:DESCRIPTION tag that's up to 270 characters long.

4

Author

Set up Facebook Authorship as mentioned previously so that your byline appears on every share.



KEY FACEBOOK TIPS

Important points to always keep in mind.

1

Tip One

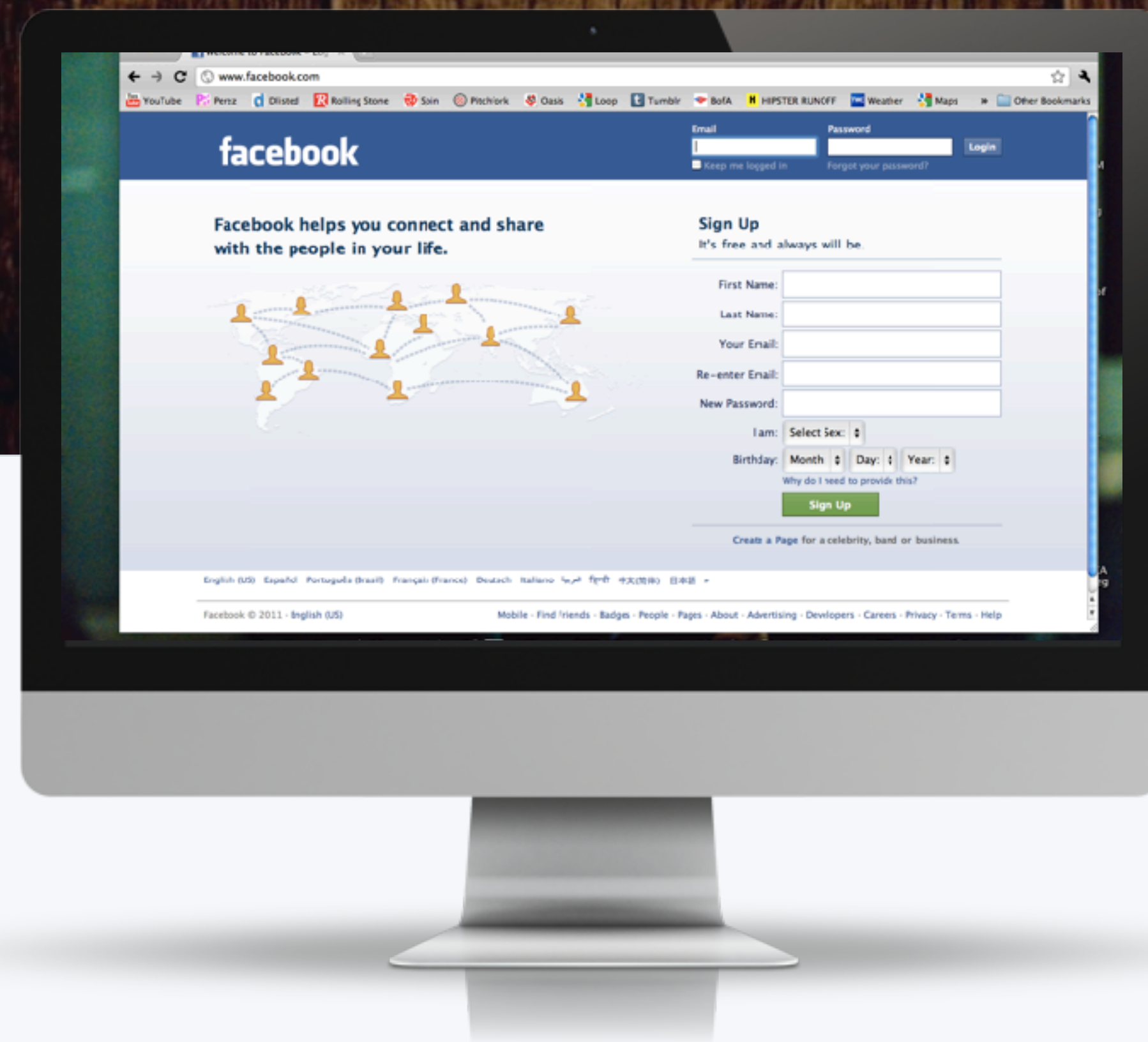
Avoid using #Hashtags on Facebook.

2

Tip Two

Mention other Pages and Individuals whenever appropriate.

Using the Insights provided by Facebook, and the built-in scheduler, you can monitor when your audience is most active and test sharing of posts at different times to capture more reach and engagement.



3

Tip Three

Updates with about 255 characters tend to perform the best.

4

Tip Four

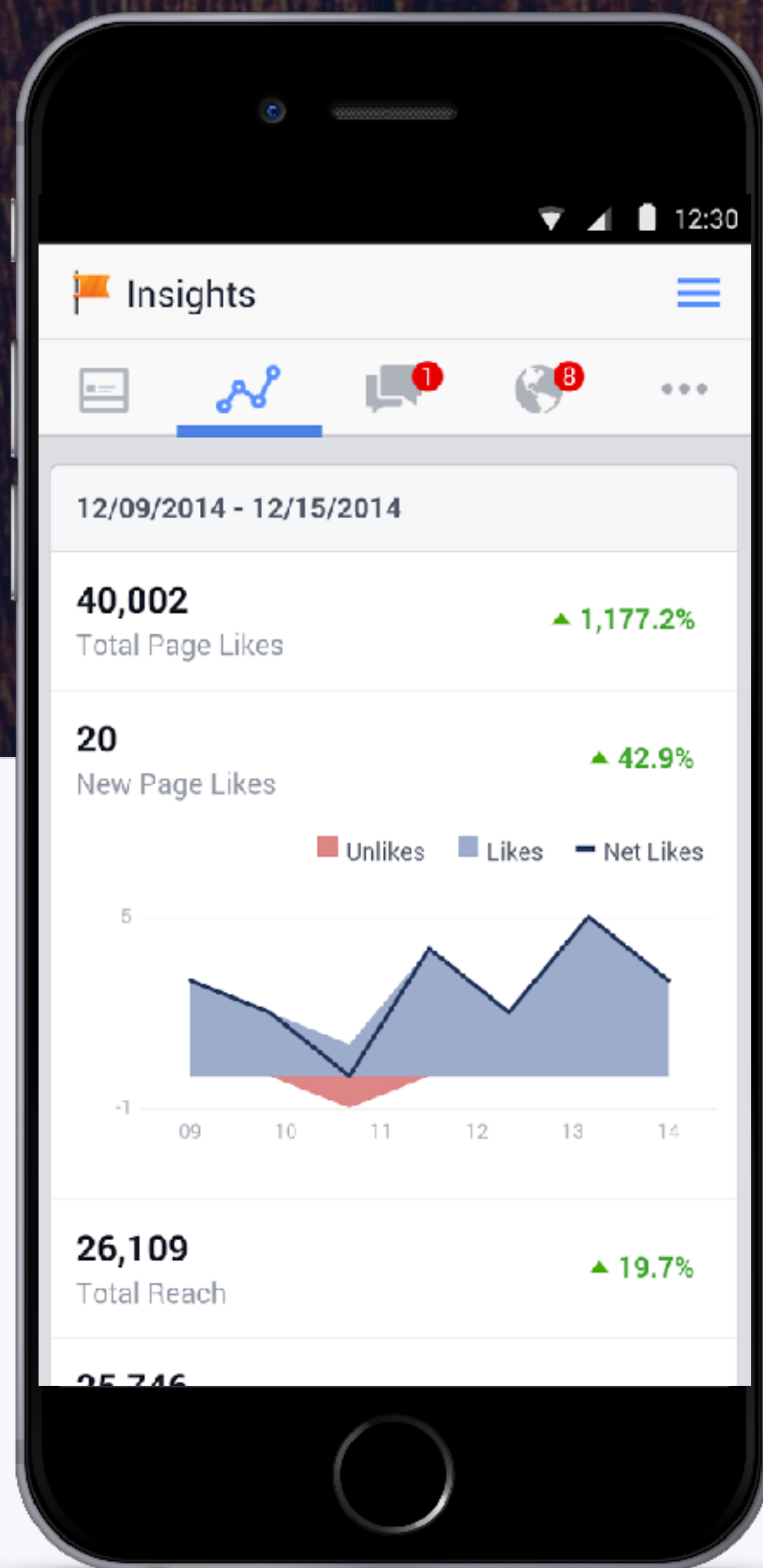
Don't share YouTube videos - they're considered links!

Create weekly themes for different days that encourage your community to engage with you and each other, like, "Throwback Thursday" or "Free Speech Friday." They help to build rapport with fans!

ESSENTIAL FACEBOOK APPS

Manage Facebook On The Go

While every business and marketer should have the Facebook app installed on their phone, that's not the only app you'll find useful.



PAGES - An official Facebook app that gives you greater control and insight into your business page. If you manage multiple Pages, all will be accessible here.

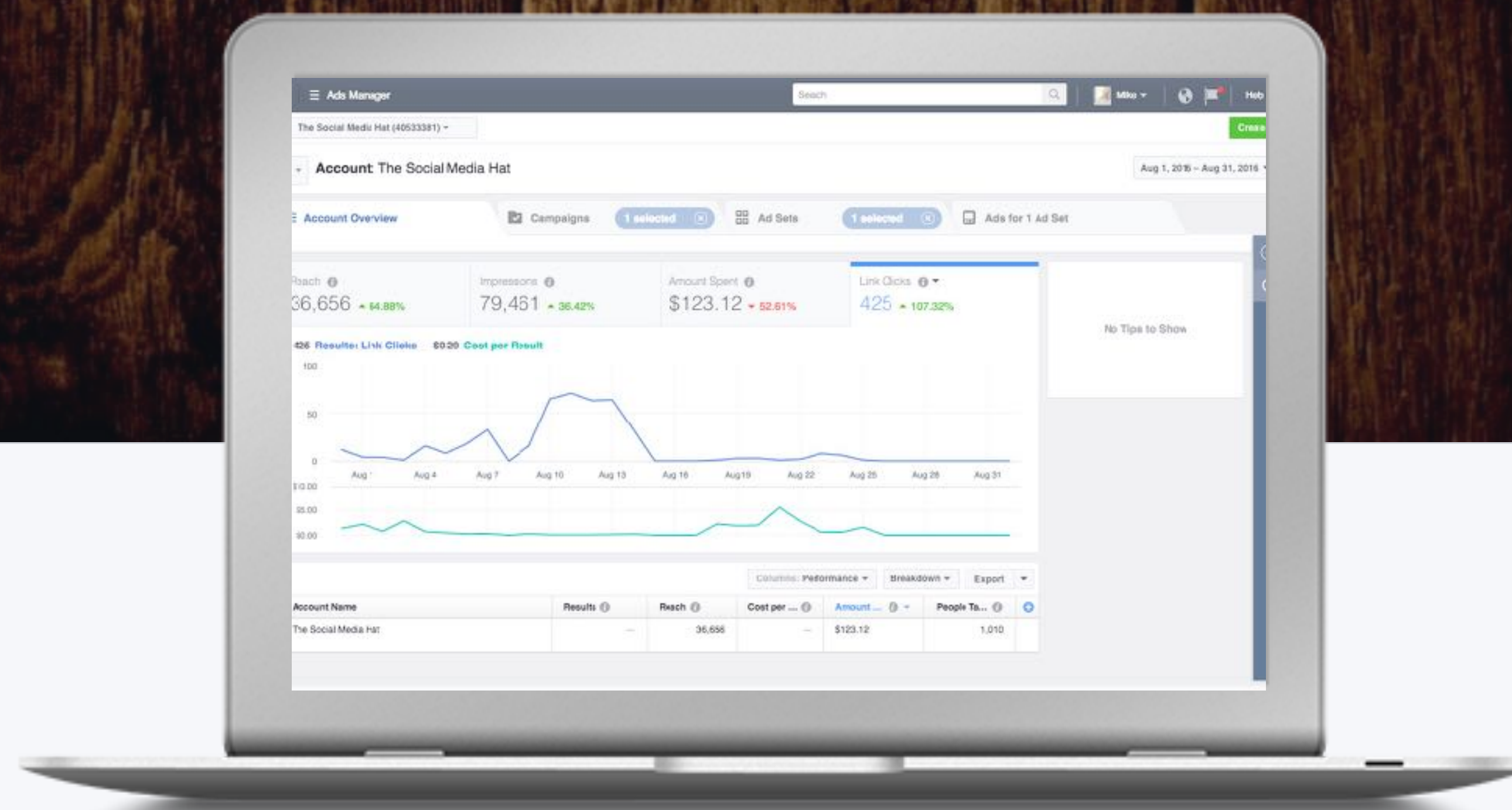
FACEBOOK ADS - An official Facebook app that makes it far easier for you to see and manage your ad campaigns from a mobile device.

MENTIONS - If you're a verified personality on Facebook (have a blue checkmark) you can use the Mentions app to monitor and engage with your audience, and have access to some of Facebook's latest features.

MESSENGER - Messenger is your best option for communicating and responding directly to Facebook messenger from fans and contacts. You can also take advantage of the increasingly robust 'bot' platform which uses Artificial Intelligence to react to contacts.

FACEBOOK ADS

Quick tips on running Facebook Ads to grow your business.



01 Tip One
Boost shares of blog content to drive traffic, and then target “website visitors” with lead ads.

02 Tip Two
Use different Ad Sets for different geographic areas in order to maximize spend across timezones.

03 Tip Three
Give status updates a few hours to accrue organic reach before boosting. Will also indicate whether the post is worth boosting.

04 Tip Four
When a boosted post gets a lot of likes and engagement, click on the like total and invite those users to like your Page.

ADDITIONAL FACEBOOK ARTICLES & RESOURCES

Detailed walk-throughs and guides.

- How To Link To A Facebook Post

If you've ever wanted to share a direct link to a specific Facebook post, but didn't know how: [read more](#)

- How To Broadcast Facebook Live Video to Profiles, Pages, Groups

Live Video is the absolute best content you can create on Facebook, but broadcasting to profiles, pages or groups isn't always intuitive. Here's how: [read more](#)

- How To Schedule A Share Of Someone Else's Facebook Post

Sharing is great, but what if you can't share someone's post right now? Here's how to schedule it: [read more](#)

- How To Check Your Hidden Facebook Inbox

We each have a "hidden" Inbox within Facebook for messages that Facebook thinks might be spam. It's important to check it regularly, and here's how: [read more](#)

OUTSTANDING BLOGGERS & EXPERTS

These are the folks to pay attention to if you want to learn more about Facebook.



Mari Smith



Jon Loomer



Peg Fitzpatrick



Rebekah Radice



Dennis Yu



Ian Cleary



Kim Garst



Ian Anderson Gray





CONTACT US

The Social Media Hat & Manly Pinterest Tips

GET IN TOUCH WITH US

Follow Mike or Jeff everywhere!



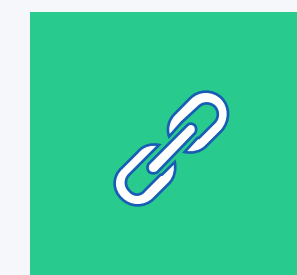
Mike: facebook.com/allton
Jeff: facebook.com/jeff.sieh



Mike: twitter.com/Mike_Allton
Jeff: twitter.com/jeffsieh



Mike: pinterest.com/mikeallton
Jeff: pinterest.com/jeffsieh



Mike: www.TheSocialMediaHat.com
Jeff: www.ManlyPinterestTips.com

Mike & Jeff alongside Peg Fitzpatrick & Rebekah Radice at SMMW17