

# Social Media Marketing and Digital Advertising

**Lecture Title:     Managing Social Media Platforms**



**Lecturer: PIERRE PORTELLI**

**Date: 08.04.2025**

# Managing Social Media Platforms

## Facebook Business Suite

Facebook Business Suite is a tool provided by Facebook that allows businesses to manage their Facebook and Instagram accounts from a single platform.

This suite of tools integrates various features to streamline the management, marketing, and analytics efforts across these social media platforms, including posting content, managing messages, analysing performance, and running advertisements.



# Managing Social Media Platforms

## Facebook Business Suite

The primary purpose of Facebook Business Suite is to provide a more efficient and centralised way for businesses to manage their online presence, engage with their audience, and analyse their social media performance.

By consolidating these activities into one platform, businesses can save time and improve their marketing effectiveness.



# Managing Social Media Platforms

## Facebook Business Suite: Content Creation

**Post Scheduling:** Businesses can create and schedule posts for both Facebook and Instagram, ensuring a consistent presence and reducing the time spent on daily updates.

**Content Management:** It supports the planning and organisation of content, making it easier to maintain a cohesive brand voice and strategy.



# Managing Social Media Platforms

## Facebook Business Suite: Unified Messaging

**Integrated Inbox:** The platform consolidates messages and comments from Facebook and Instagram into one inbox, allowing businesses to respond to customer inquiries more efficiently.

**Improved Customer Service:** Quick and organised responses can enhance customer satisfaction and engagement.



# Managing Social Media Platforms

## Facebook Business Suite: Analytics

**Performance Metrics:** Businesses can access detailed insights and analytics for both platforms, including engagement metrics, audience demographics, and ad performance.

**Data-Driven Decisions:** These insights help businesses understand what content resonates with their audience and how to optimise their social media strategies.



# Managing Social Media Platforms

## Facebook Business Suite: Advertising

**Ad Management:** The suite provides tools to create, manage, and monitor Ad campaigns on Facebook and Instagram, utilising advanced targeting options to reach the right audience.

**ROI Tracking:** Businesses can track the return on investment (ROI) of their Ad spend and optimise campaigns for better performance.



# Managing Social Media Platforms

## Facebook Business Suite: Cross-Platform Synergy

**Brand Consistency:** By managing Facebook and Instagram together, businesses can ensure consistent messaging and branding across both platforms.

**Integrated Campaigns:** Coordinated campaigns across Facebook and Instagram can be executed more seamlessly, leveraging the strengths of each platform.





# Managing Social Media Platforms

## Facebook Business Suite:

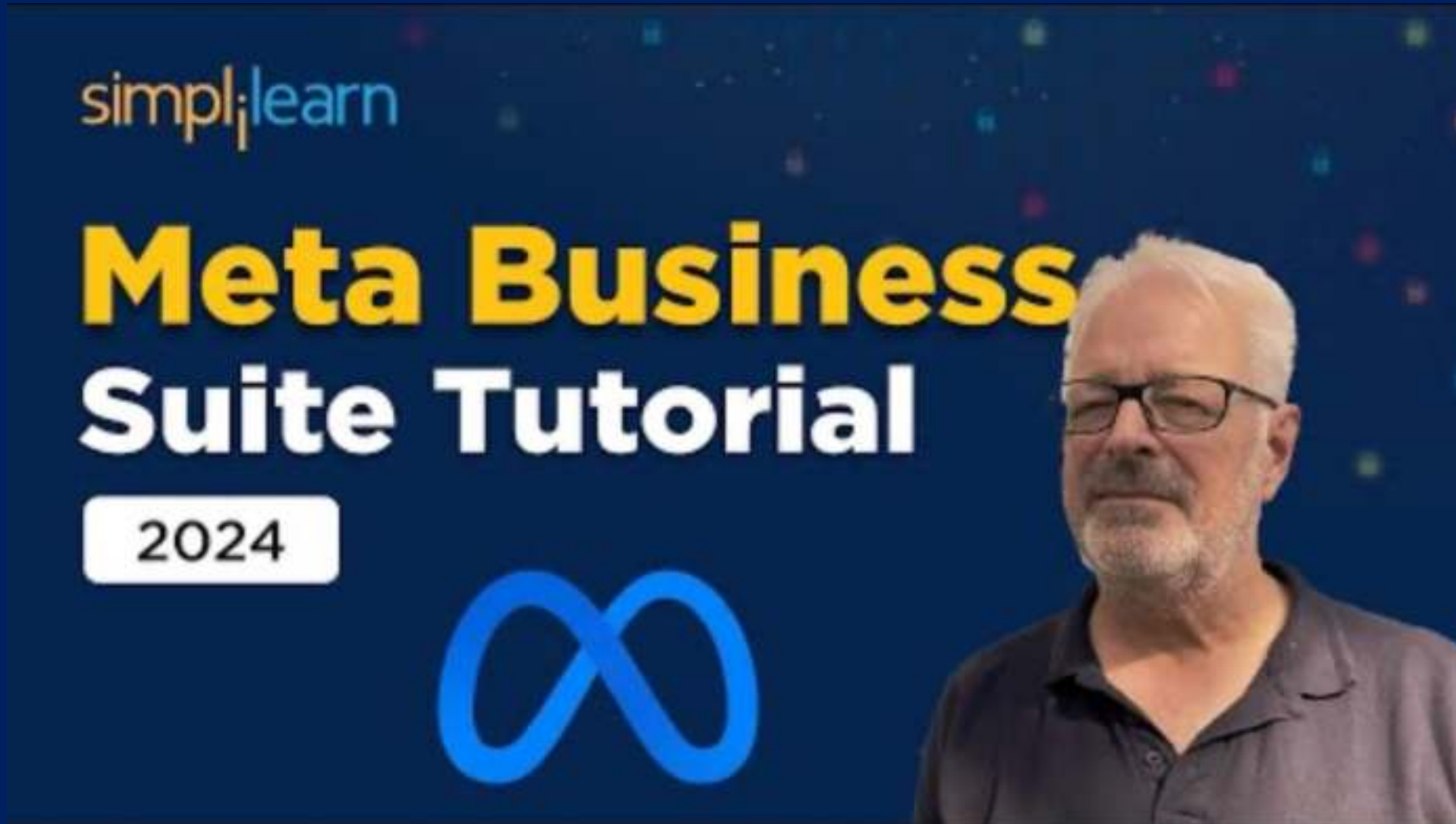
### A Step-by-Step Hands-on Experience

- Go to Meta Business Suite on your Google Browser
- Follow all the steps in the upcoming video
- Ask questions each time you encounter an issue



# Managing Social Media Platforms

Part 1 Intro >2:28, Part 2 Setting Up Business Account > 7:30, Part 3 Tools > 17:55, Part 4 Collaboration > 30:47



# Managing Social Media Platforms

## Content Creation: Best Practices

Creating engaging content for Facebook and Instagram requires a strategic approach that includes understanding your audience, producing high-quality visuals, and utilising the right tools.



# Managing Social Media Platforms

## Content Creation: Best Practices

- Research: Understand the demographics, interests, and behaviours of your audience. Tools like Facebook Insights and Instagram Analytics were used to gather this data.
- Tailor Content: Create content that resonates with your audience's preferences and needs.



# Managing Social Media Platforms

Content Creation:

Best Practices



# Managing Social Media Platforms

## Content Creation: Best Practices

### High-Quality Visuals

**Visual Appeal:** Use high-resolution images and professional graphics to capture attention.

**Consistency:** Maintain a consistent style and theme across your posts to build brand identity.



# Managing Social Media Platforms

## Content Creation: Best Practices

### High-Quality Visuals

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# Managing Social Media Platforms

## Content Creation: Best Practices





# Managing Social Media Platforms

## Content Creation: Best Practices

### Engaging Captions and Hashtags

**Captions:** Write compelling captions with a clear call to action (CTA).

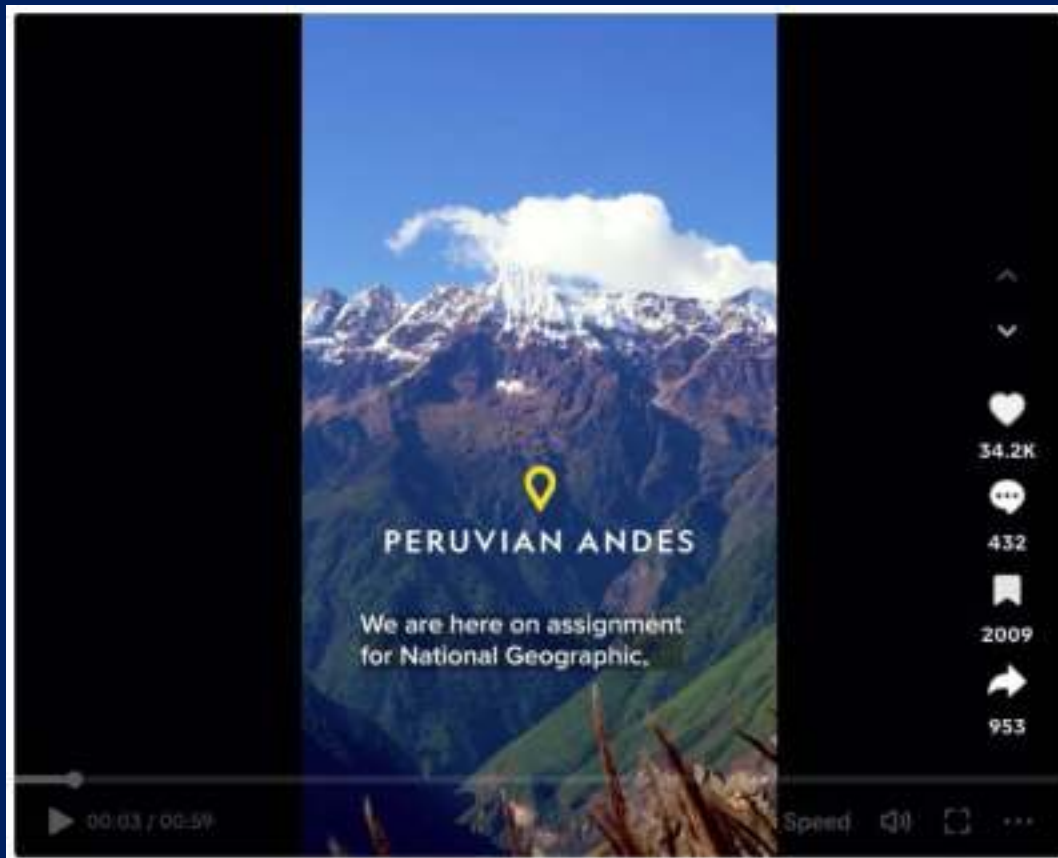
Use a conversational tone to connect with your audience.

**Hashtags:** Use relevant and trending hashtags to increase the visibility of your posts.



# Managing Social Media Platforms

## Content Creation: Best Practices



# Managing Social Media Platforms

## Content Creation: Best Practices

### Interactive Content

**Polls and Quizzes:** Use Instagram Stories and Facebook posts to create polls and quizzes to encourage audience interaction.

**User-Generated Content (UGC):** Encourage your audience to create content featuring your brand, and repost this UGC to build community and trust.



# Managing Social Media Platforms

## Content Creation: Best Practices



# Managing Social Media Platforms

## Content Creation: Best Practices

### Consistency and Timing

**Regular Posting:** Maintain a consistent posting schedule to keep your audience engaged. Use social media calendars to plan and organise your content.

**Optimal Times:** Post during times when your audience is most active. Use analytics tools to determine these times.



# Managing Social Media Platforms

## Content Creation: Best Practices

### Tools for Designing Posts

#### Canva

**Features:** Offers a wide range of templates for social media posts, infographics, and more. Easy-to-use drag-and-drop interface.

**Usage:** Ideal for creating visually appealing posts without needing advanced graphic design skills.





# Managing Social Media Platforms

## Content Creation: Best Practices



# Managing Social Media Platforms

## Content Creation: Best Practices

### Tools for Designing Posts

#### Adobe Spark

**Features:** Allows users to create stunning graphics, web pages, and video stories with various templates and customisation options.

**Usage:** Great for creating branded content and animated posts.





# Managing Social Media Platforms

## Content Creation: Best Practices



# Managing Social Media Platforms

## Content Creation: Best Practices

### Tools for Designing Posts

#### Pablo by Buffer

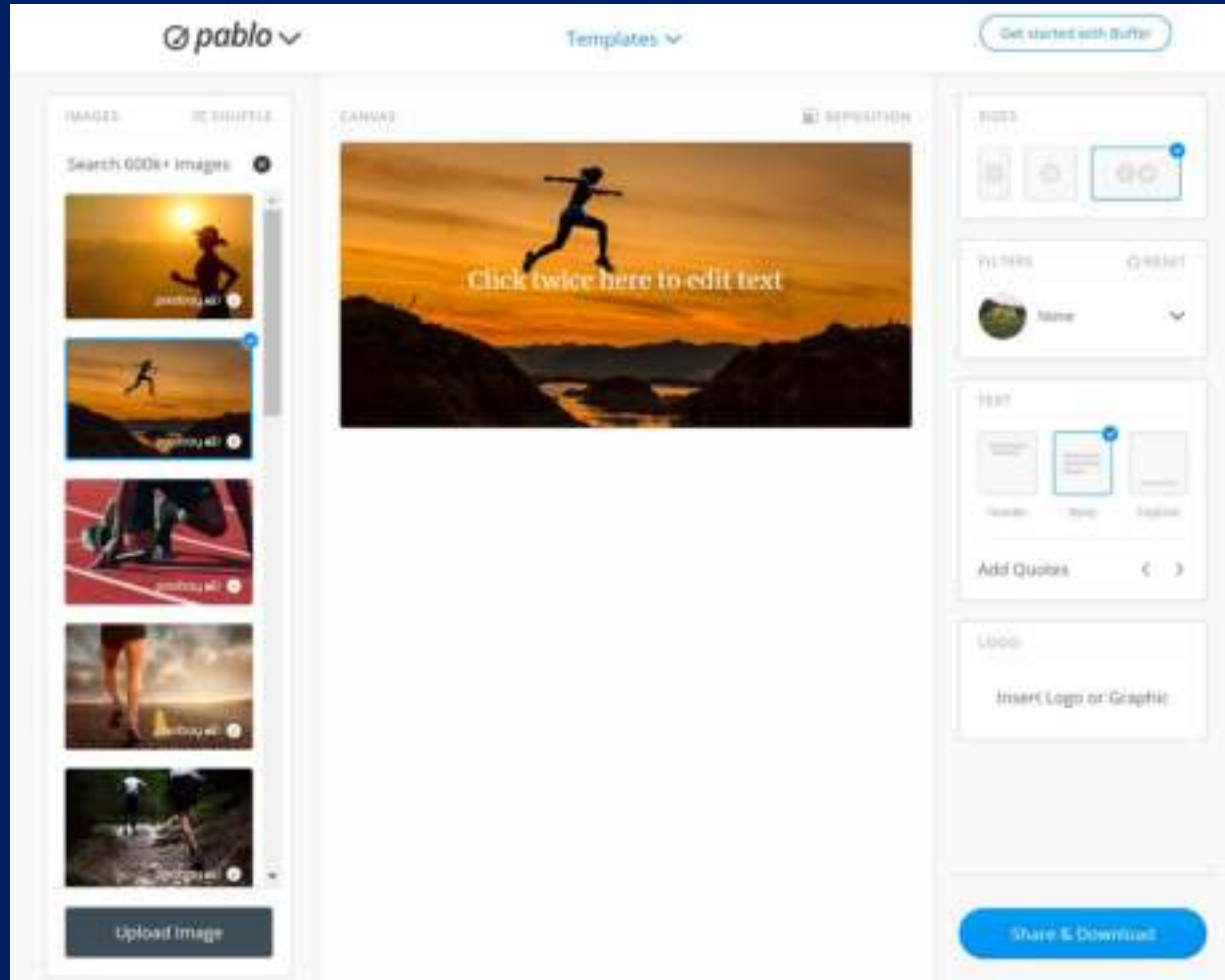
**Features:** Simple tool for creating social media images quickly, with access to a library of free stock photos and fonts.

**Usage:** Useful for quickly generating images with text overlays. Bloggers and marketers use Pablo to create quote images and blog post graphics for social media.



# Managing Social Media Platforms

## Content Creation: Best Practices



# Managing Social Media Platforms

## Content Creation: Best Practices

### Tools for Designing Posts

#### PicMonkey

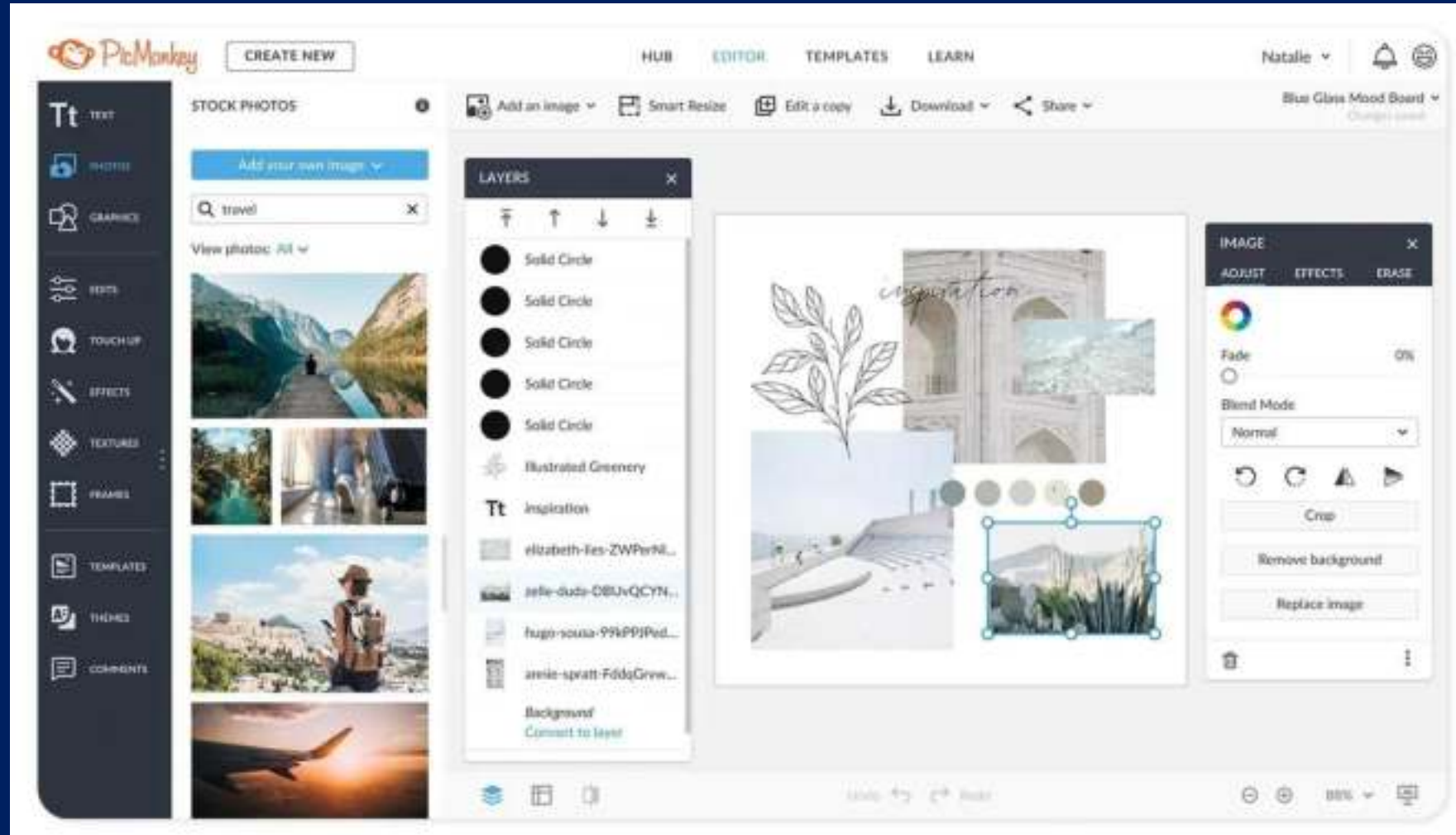
**Features:** Offers photo editing, graphic design, and collage-making capabilities. Includes templates and design tools.

**Usage:** Suitable for detailed photo edits and creating custom graphics. E-commerce businesses use PicMonkey to enhance product images and create promotional graphics.



# Managing Social Media Platforms

## Content Creation: Best Practices



# Managing Social Media Platforms

## Content Creation: Best Practices

### Tools for Designing Posts

#### Later

**Features:** Visual content calendar and scheduling tool with a drag-and-drop interface. Supports scheduling for Instagram, Facebook, Twitter, and Pinterest.

**Usage:** Helps in planning and scheduling posts, ensuring consistent content delivery. Social media managers use Later to streamline their content scheduling process across multiple platforms.





# Managing Social Media Platforms

## CLASS ACTIVITY: 30 MIN

Each group is to produce a 30 sec reel to promote 21 Academy.

Once completed find me (Pierre Portelli) on Messenger and send it.

GET CREATIVE!



# Social Media Marketing and Digital Advertising

**THANK YOU FOR TODAY**



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