



Specialist Showcase Series

SOCIAL MEDIA 'HOW-TO' GUIDE FOR
SMSF SPECIALISTS

FACEBOOK BEGINNER



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Social Media How-To Guide for SMSF Specialists

FACEBOOK BEGINNER

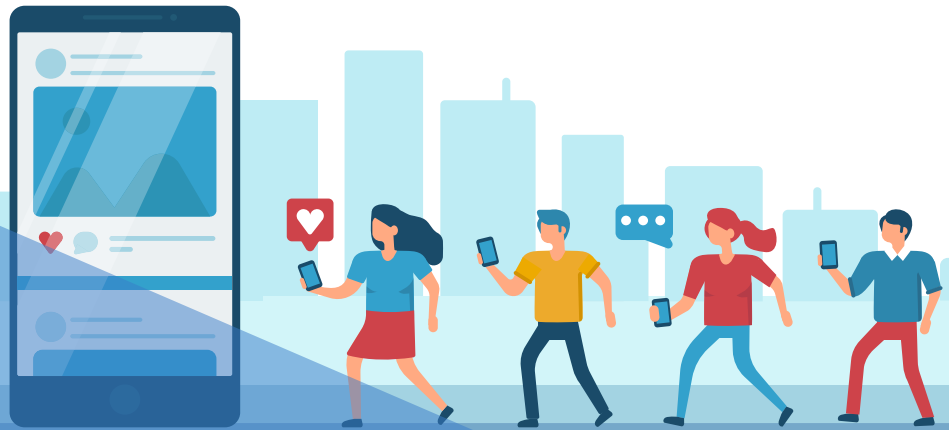
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Why is it important to use your Specialist branding?



Why is it important to brand yourself as an accredited SMSF Association Specialist online?

Set yourself apart and demonstrate your expertise to clients and peers by boosting your profile as an SMSF Specialist

Use your SMSF Specialist designation wherever you can on your page to ensure you stand out from the crowd and allow your specialisation to shine!



Accredited
SMSF Association
Specialist

Social media isn't only a millennial tool or an easy way to connect with the simple click of a button. If implemented properly, it is a key tool to assist you in building both a personal and business presence in the digital age.

THINK OF YOUR PROFILE AS YOUR ONLINE SHOP FRONT

Using social media to promote yourself or your business, if used in the right way, can have a meaningful impact.

Invest a few hours into showing off your Specialisation on your Facebook Business Page and building up your digital resume.

Due to ongoing advancements in technology, it has become standard practice to have an online presence.

Facebook is a key social networking platform providing the necessary tools to:

- Build relationships with your customers;
- Engage in lead generation;
- Advertise your SMSF products/services;
- Communicate key messages, and;
- Track your company's performance.

So, now you know why Facebook is an important tool, but how do you set up your Facebook Business Account?

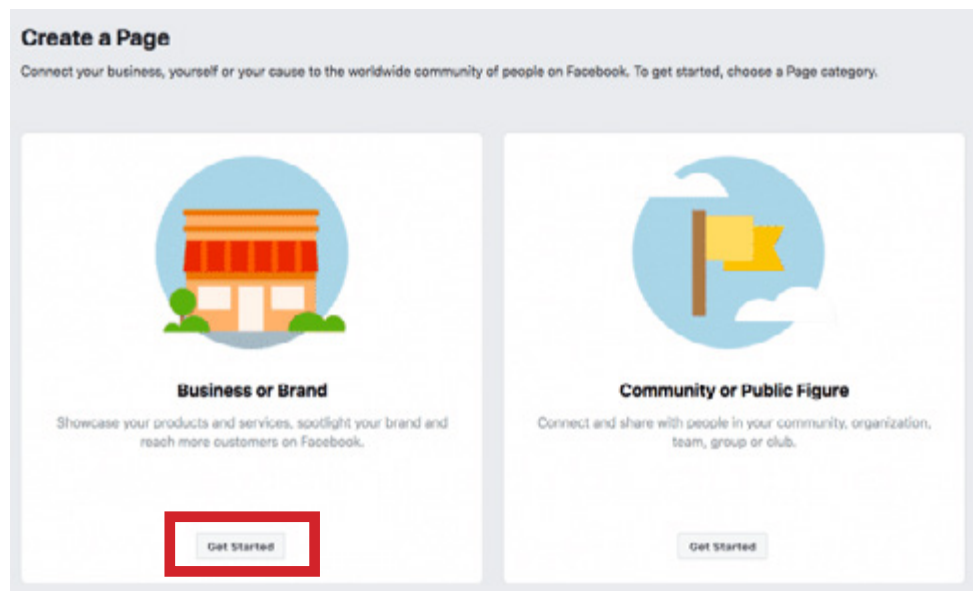
Promoting your SMSF Specialisation



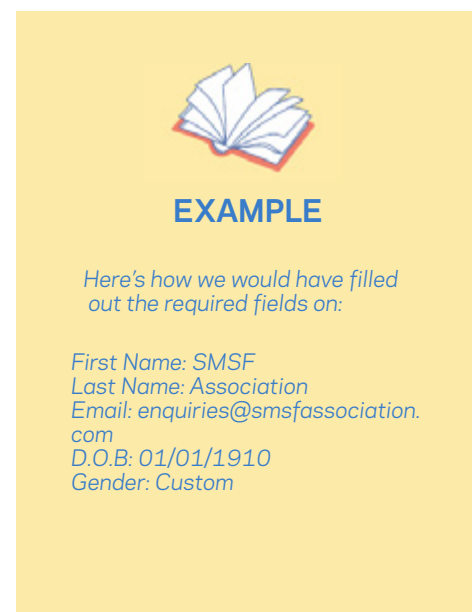
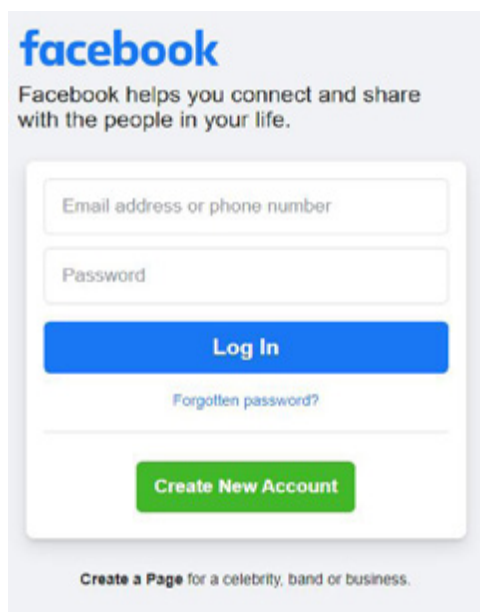
Instructions on promoting your SMSF Specialisation on your Facebook Business Page:

➔ Step 1: Creating your Facebook Business Profile

Visit facebook.com/pages/creation and select 'Get Started' in the Business or Brand Box.



Facebook will then ask you to sign in to finish the set-up process. Use this opportunity to create a new account under your Business Name.



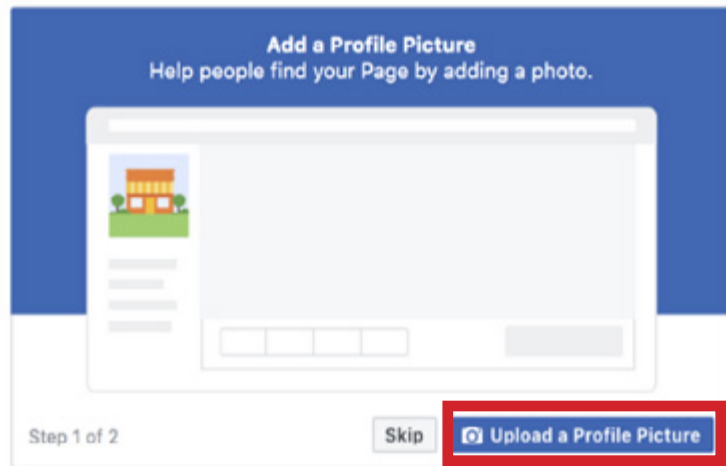
Promoting your SMSF Specialisation



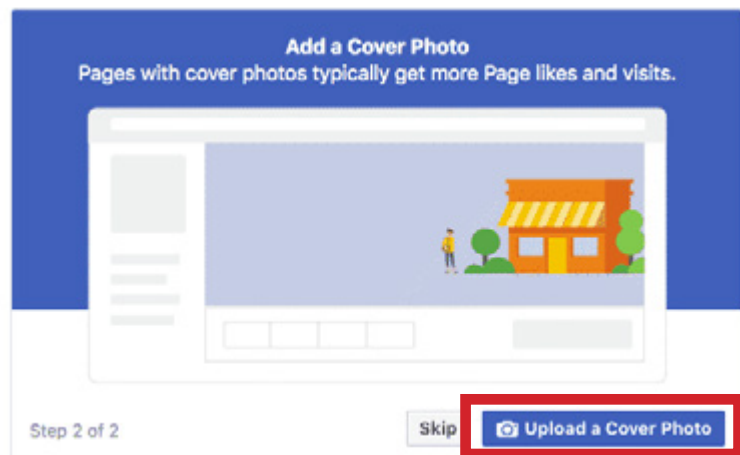
Instructions on promoting your SMSF Specialisation on your Facebook Business Page (continued):

➔ Step 2: Uploading a Profile Picture and Cover Photo

Select 'Upload a Profile Picture' and choose a JPEG or PNG file of your business logo.



Next, select 'Upload a Cover Photo' and select a JPEG or PNG file of a branded banner or business appropriate image.



Ensure the image you select as your Cover Photo reflects your business and is appropriate for a business Facebook account, i.e. an image of your office lobby/signage/entrance. If you do not have any imagery suitable for a Cover Photo, we recommend that you subscribe to a stock photography provider such as Shutterstock.

Promoting your SMSF Specialisation



Instructions on promoting your SMSF Specialisation on your Facebook Business Page (continued):

➔ Step 3: Update your 'Page Info' section

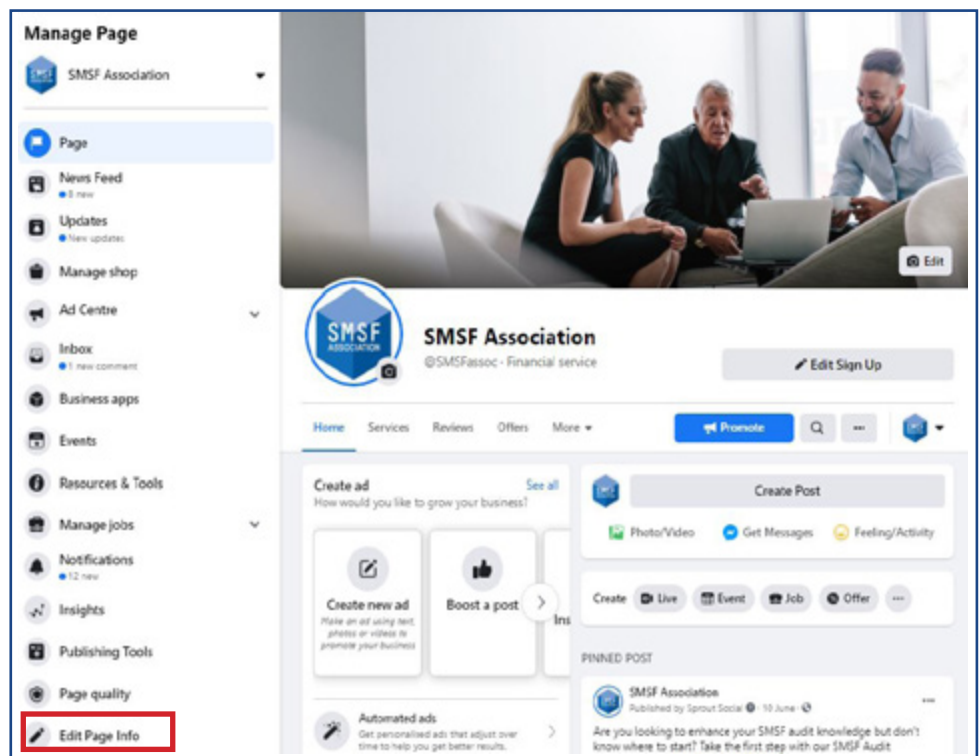
Select the 'Edit Page Info' Section located on the left-hand side of your business profile. This is the place you can speak directly to your audience and summarise who you are and what you do. This will show up as the 'About' section to the public.



TIP

Use the 'About' Section on your Facebook Page to detail:

- Your business mission/vision
- Your accredited SMSF Association Specialist designation
- Business contact hours and location
- Links to your website



➔ Step 4: Defining your goals and objectives

Before you start posting, you need to identify your goals and objectives.

For example, do you want your Facebook Page to:

- Generate new business leads?
- Create a professional environment where clients can interact with an SMSF Specialist?
- Create an online shopfront presence for your business?
- All of the above?
- Plus more?



TIP

Ask yourself the following questions:

1. What does my target audience want to see?
2. What is my call-to-action to get my audience to engage with my page and content?
3. How often do I want to post on my Facebook Page?
4. What content can I publish to achieve my goals and objectives?

Promoting your SMSF Specialisation



Instructions on promoting your SMSF Specialisation on your Facebook Business Page (continued):

➔ Step 5: Brainstorming content ideas

Once you have a clearer understanding of what your goals and objectives are, you can begin to brainstorm content ideas.

These can include:

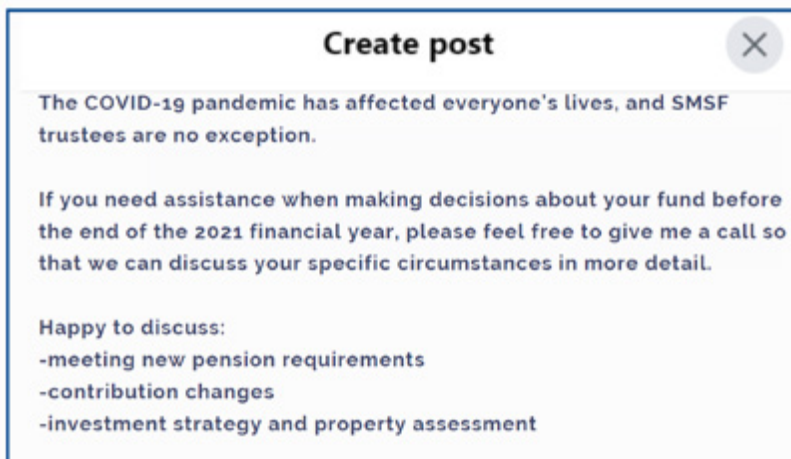
- FAQs
- Company purpose, vision/mission
- Client testimonials
- SMSF resources for your clients
- SMSF News updates & developments
- Employee milestones or achievements
- Promotion of your services and/or products



Ensure you have permission from your clients and employees when sharing their testimonials, stories or images on your social media accounts.

Example Post:

Inform clients on the latest SMSF technical updates with content provided by SMSF Association white label documents. These documents are released when there are timely updates we recommend you share with your clients, a handy benefit of being a member of the SMSF Association!



Considerations



The content provided in this branding toolkit is a simple guide - not a rulebook

Please consider the following before posting on your Facebook page.

Stay authentic

People want to interact with a human, not a robot. It's okay to let your personality and voice shine through your Facebook page.

Permission

Ensure you have permission from all individuals that you wish to post about, whether it be a testimonial, or using their image. Additionally, if you are re-publishing content produced by someone else, ensure you provide credit, e.g. Photo Credit: SMSF Association.

Quality over quantity

Make your posts engaging rather than repetitive.

What you post is forever

Anything that gets uploaded on the Internet is there forever, even if you delete it. A good rule of thumb is that if you are comfortable to have a post attributed to you on the front page of the Financial Review then it may be appropriate to post.

Follow these easy steps to let your profile and SMSF Association Specialist designation shine!

Contact Us



Contact the SMSF Association for assistance

If you have any questions, concerns, or simply require assistance to set up your Facebook Business profile, please do not hesitate to contact our knowledgeable team.



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