



Specialist Showcase Series

SOCIAL MEDIA 'HOW-TO' GUIDE FOR
SMSF SPECIALISTS

FACEBOOK ADVANCED



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Social Media How-To Guide for SMSF Specialists

FACEBOOK ADVANCED

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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 further establishing and showing off your Specialisation on your Facebook Business Page.

Learn how to:

- Build upon 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 can you expand upon your Facebook Business account and use it new and different ways to showcase your SMSF Specialist designation?

Promoting your SMSF Specialisation



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

➔ Step 1: Bolster engagement with a button

Adding a button to your business page is a simple, but effective way to push any page visitors to an action, whether that be redirecting to your Find a Specialisat profile or website.

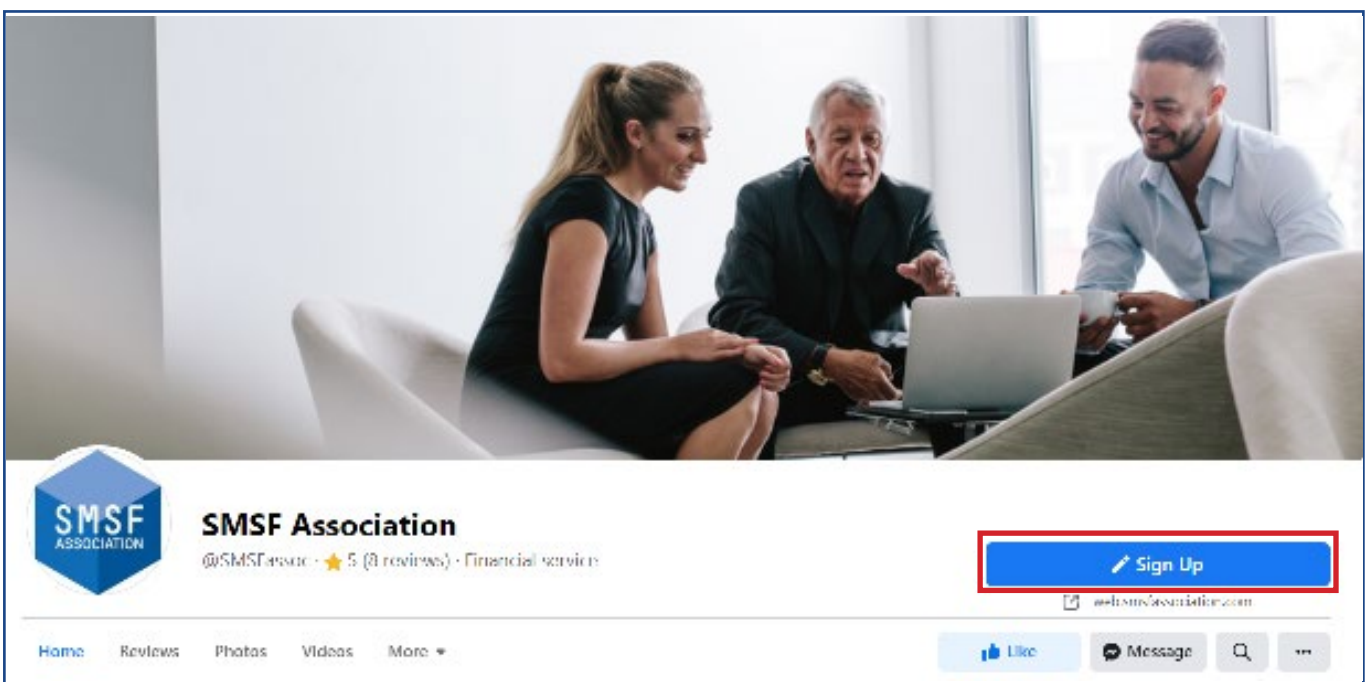
This button is present underneath your Page's cover image, making it one of the first things a user sees when accessing your profile.

Utilise this tool to direct the traffic you want to the appropriate landing spot.



Ensure your Call to Action button assists you in achieving your desired objectives. Some Call to Action buttons examples include:

- Contact via Messenger, email, phone, or website
- Book a service



Promoting your SMSF Specialisation



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

➔ Step 2: Create a calendar of posts/stories/content

Visit your [Facebook Business Suite](#) and select 'Posts and Stories' located on the taskbar, select 'Scheduled' and click 'Create Post' to begin the scheduling process.

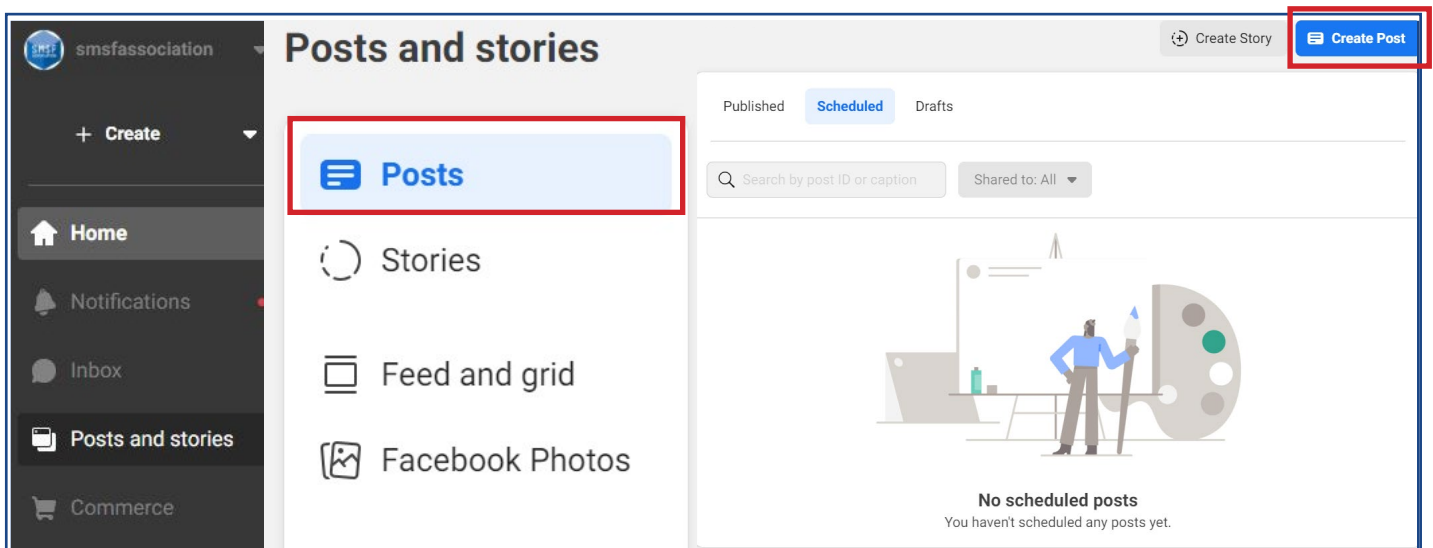
This function allows you to choose a date and time to schedule in your pre-planned posts. Once completed, the posts will automatically upload to your Facebook account on the times and dates you specified.



TIP

Leave some placeholders in your content schedule to allow for any spontaneous occurrences, breaking news or other developments that require promotion through your page.

In addition, it's not a bad thing to have days with no content - make quality content over quantity.



Promoting your SMSF Specialisation



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

➔ Step 3: Boost a post

If you wish to spend money, you can place a budget aside and choose a post to boost. This will enable you to reach a larger target audience.

You can select your goal when boosting a post including:

- 1) Get more messages;
- 2) Get more website visitors;
- 3) Get more engagement;
- 4) Get more leads;
- 5) Get more calls, or;
- 6) Allow Facebook to automatically choose one of the above.



Choosing between Facebook ads and boosted posts largely depends on your social media marketing goals.

Facebook ads tend to have a larger immediate impact and translate directly to campaign goals, while boosted posts tend to improve social media and engagement metrics and overall social presence.

What's the difference between a boosting a post and creating an ad?

Boosted:

- Page likes
- Comments
- Shares
- Brand awareness

Ads:

- App installs
- Website conversions
- Video views
- Shop orders

SMSF Association
Published by Smsf Assoc · 9 November at 17:04 · 🌐

The SMSF sector has experienced a number of changes in the past 12 months, ranging from SMSF contributions, to pensions and estate planning.

Discover everything you need to know about these legislative and regulatory updates at our 2022 National Conference!

Early bird registrations close on Friday 26 November so secure your place today: <https://bit.ly/3aWXsxE...> **See more**

SMSF ASSOCIATION NATIONAL CONFERENCE 2022 ADELAIDE 16-18 FEBRUARY

111 People reached 16 Engagements

Boost post

Promoting your SMSF Specialisation



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

➔ Step 4: Create an ad

Facebook ads offer more advanced customisation options and are created through 'Ads Manager'. There are three levels that assemble the overall Facebook Ad including:

- **Campaign** - This is where you select your campaign marketing objectives.
- **Ad Set** - This is where you select your delivery of the ad, the overall budget, placement, audience and duration.
- **Ad** - This is where you implement your creative for the ad including imagery, videography, messaging, and Call to Action.

It is important to have clear and defined goals when creating your Facebook Ad. *For example, if your goal is to drive more traffic to your website, you would select 'Traffic' as your Campaign objective.*

Start by [creating an account with Facebook Ads Manager](https://www.facebook.com/business/tools/ads-manager) (visit: <https://www.facebook.com/business/tools/ads-manager>).



TIP

It's good to name your campaigns to keep them organised for reporting purposes! Some examples of to include in your campaign name are:

<i>Client name / website</i>	<i>Creative type</i>
<i>Target audience / location</i>	<i>Facebook page</i>
<i>Custom audience</i>	

Promoting your SMSF Specialisation



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

There are 3 additional components to help make your ad as effective as possible, including:

1. Adding a budget to your ad
2. Selecting a timeframe for your ad to run
3. Selecting an audience to target

Once these have been selected, simply let the Facebook Ad do its job.

Please note: It is not a requirement to use sponsored ads on your Facebook account. Many businesses have opted to grow their audience and meet their business objectives organically.



When setting a budget for your Facebook Ad, it is important to consider the outcomes you wish to achieve.

While in the creation stage of your ad, Facebook will show you an estimated reach number and lead number pending on the budget you set.

For example, if I want to generate new leads for my business and set a smaller budget, the estimated number of leads would be relatively lower compared to setting a higher budget.

Budget & Schedule

Budget

Daily Budget ▼ \$20.00

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

Start Date

Mar 30, 2021 5:15 PM
Vancouver Time

End - Optional

Set an end date

Show More Options ▼

Promoting your SMSF Specialisation



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

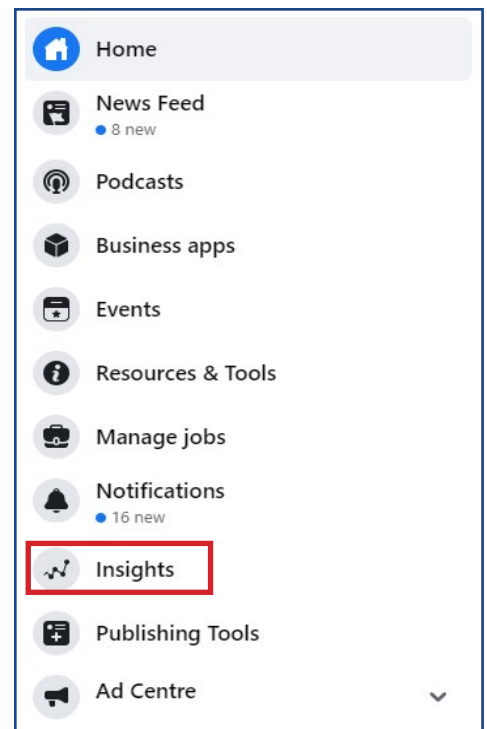
➔ Step 5: Track your performance

You can track your Page's performance through Facebook Insights where you are given access to several metrics.

You can find this function by clicking on the 'Insights' tab on your Facebook page taskbar.

This function allows you to determine the behaviour of your audience (how they interact and engage with your page) as well as, what content is performing best.

Facebook Insights is a great tool for reporting purposes as it helps you outline how your page is performing over time, what trends arise, and more.



TIP

Here are a few key metrics to consider when wanting to discover how your page is performing:

Actions on Page	Page Previews
Post Engagement	Page Followers
Reach	Page Likes

If your page is performing poorly, there are several ways to rectify this including:

- Responding to page enquiries, whether it be via Messenger or comments.
- Actively engage with your followers (for example: like, share, or comment on their posts).
- Re-evaluate the content you post (i.e. is it engaging enough?)
- Participate in sponsored advertising (refer to Step 3 & 4).
- Post your content at times when your followers are most active or online.



How can you manage success?

While measuring success depends on the goal/s you have set, it can be extremely difficult to gauge the actual success through metrics.

This is because social media has an invisible audience: "Posting to a social network site is like speaking to an audience from behind a curtain. The audience remains invisible to the user."

Promoting your SMSF Specialisation



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

➔ Step 6: Add page roles

As your Facebook page grows, you can assign people to Page roles to help maintain and manage the page.

As a Page creator, you automatically become its admin, meaning you have full access to all features on the page settings. This includes the ability to assign roles to others, as well as change or remove a role.

From your Page, click **Page settings** in the bottom left hand corner of the page.

Begin typing the person you want to select for a role, and then press **Add**.



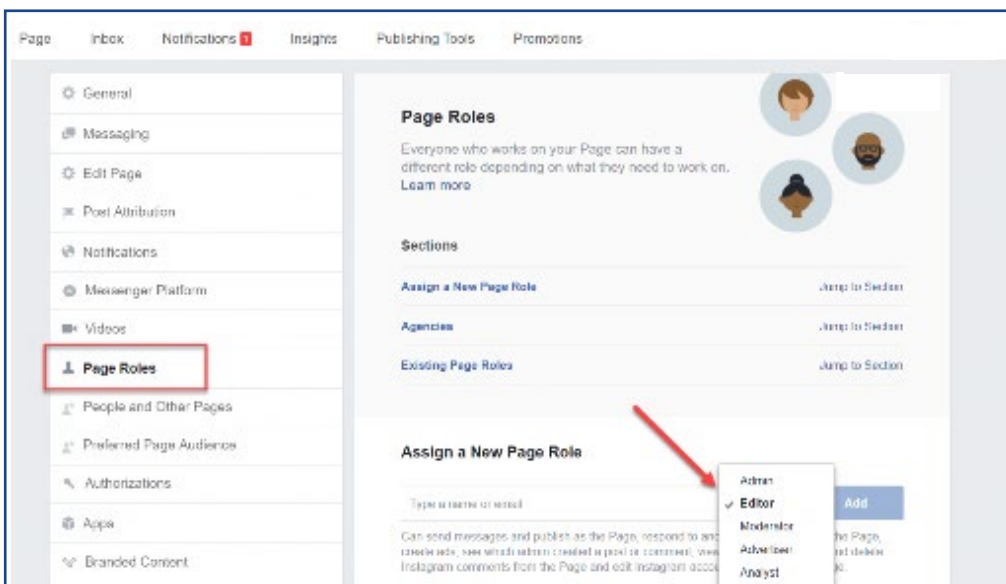
WARNING: When adding people (i.e. staff), ensure you remove their access to the business page when they leave the organisation. Plus, only add those you trust with relevant page roles.



Page roles include:

1. Admin
2. Editor
3. Moderator
4. Advertise
5. Analyst
6. Jobs Manager

Have a look at the [table here](https://www.facebook.com/help/289207354498410#table) (visit: <https://www.facebook.com/help/289207354498410#table>) to see a full list of the different access tiers these roles hold, so you are able to delegate accordingly.



Promoting your SMSF Specialisation



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

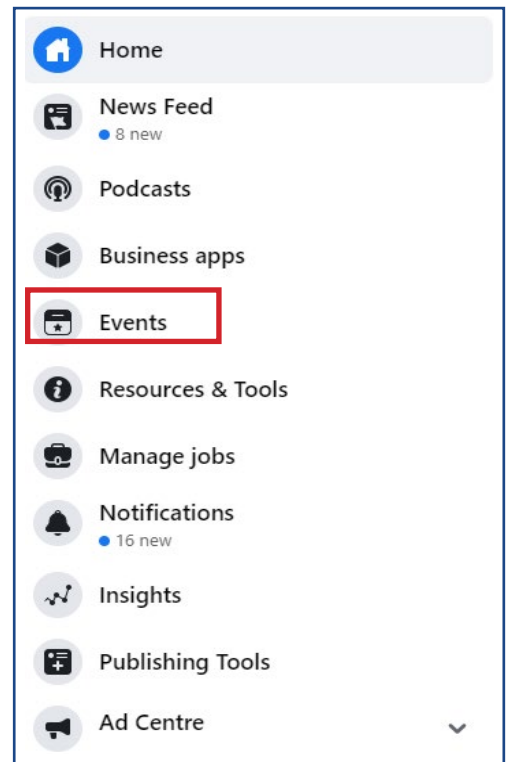
➔ Step 7: Use Facebook events to your advantage

Many businesses use Facebook as a way to promote events they might be hosting - whether that be in-person, hybrid or virtual offerings.

If your business is hosting a webinar or physical event, think about sharing it on your Facebook page.

This tool can help you:

- Spread awareness of your business event;
- Monitoring the interest of your audience;
- Ramp up excitement ahead of your event, and;
- Share information, resources and updates during or post your event.

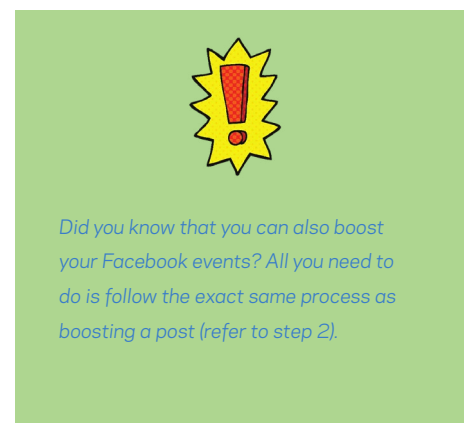


TIP

Even if your business does not host events and will not in the future, have a look at events that are on close to you or in the SMSF sector at large.

This in itself could give you some inspiration or open your eyes to new networking or learning opportunities. If nothing else, it tells you what your peers or other industry professionals are doing within our vibrant sector.

Here is an example of a Facebook Event:



Considerations



The content provided in this branding toolkit is a simple guide to help you get the most out of Facebook Advanced settings

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.

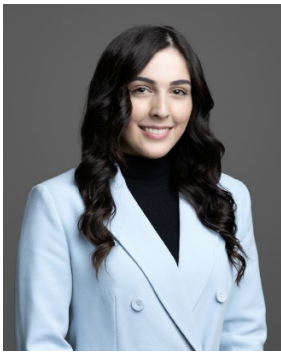
Follow these easy steps to let your profile and SMSF Association Specialist designation shine!

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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