

Engaging Facebook Fans

15 million businesses, companies, organizations, and brands have a Facebook page. And the number of accounts using [Facebook's](#) mobile management app for brands, Page Manager, is more than eight million.

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Businesses in every industry have created profiles on Facebook in hopes of deepening their existing client relationships and building new ones. You can reach just as many nonfans (potential customers/members) as fans on Facebook because friends share content, pushing it out and reaching those who may not have heard of you.

Facebook can be a great tool for small businesses, but only if you actually use it to engage with potential and existing customers/members. It's not just about getting fans and followers and growing those numbers, it's about what social is actually doing for you. How does it support your business objectives? This is where engagement and online conversations matter. It's not just about posting content, but listening to and communicating with your followers.

We've created a list of tips for how you can engage with your customers/members and make Facebook work for your business

Interact a few times a week or daily. However, if you don't have anything valuable to share that is relevant to your audience, your SmartApp, mobile/banking, or products and services in general don't post for the sake of posting. People will start to ignore your posts, defeating the whole purpose of social media.

Posting daily may sound like a lot of work, but it doesn't have to be! Here are some ideas on content updates you can share with your fans and audience.

1. Share interesting news about what's going on with your business (you added a new team member who is an expert in the field, you moved, you won an award, etc.)
 - Post photos from around the office, events, or happy customers/members (don't forget to get their permission to post their photo)
 - Share links from other sites that post news that is relevant to your industry. For example, if a news channel shares a story on mobile banking or the security of mobile SmartApps, those are great stories to share!
 - Share inspirational quotes, recipes, community events
 - Hold contests where you can award customers with prizes that either promote your company or encourage them to use your service. For example, prizes can be swag with your logo on it (calendars, pens, t-shirts, etc.) or special loan offers
2. Answer questions, address issues, provide solutions. Don't make it all about you. Comment on fans' posts, too. Compliment things you like – photos, videos, links, etc.

3. Promote special events and new products. Share specific details about the event you are promoting.
 - Give it a catchy name, briefly describe what it's about, list the location and time. For example, if you host a Mobile Monday event at your branch to teach customers/members about your SmartApp, let them know you are holding a free session to explain your SmartApp. Something like – Come join us for Mobile Monday (include date and time)! Enjoy coffee and cookies, and learn how to use our new mobile banking SmartApp. We'll show you how you can deposit a check without even leaving home. It's safe, easy, and fun!
4. Share customer reviews. Yes, social media is a place where consumers go to find special deals on products and services but they are also hoping to learn what local businesses are all about. They want to get a feel for the personality of businesses they are considering using and see real-life experiences that existing customers are having. Customer opinions heavily influence the purchasing decisions of other consumers. By posting positive reviews you have gotten from your customers/members, consumers will easily be able to see how you have helped people.
5. Post pictures or videos of new products, services, or features and make sure to let fans know how they can get them. This is a great opportunity to share a link that directs fans to the landing page of your website, where they can then go to download the SmartApp by clicking on the Google Play or App store links. Thank fans for compliments and ideas they may post about new products you advertise.
6. Help customers in need. If customers are having trouble with downloading the SmartApp or using a specific feature and leaving complaints or looking for answers – respond by providing a link to your FAQs or provide a brief explanation (if appropriate and do so non-defensively) and a clear solution. You can also give them a number to call for help.
7. Offer unique information. By posting information that isn't on your website, you give people a reason to visit your Facebook page. For example, offer incentives for signing up for the SmartApp.
8. Be creative and stick to your business values and mission statement. That being said, social media is a place where you can conduct business more casually (but keep it professional) so don't be afraid to show some personality. Keep the social in social!

