



# digitalsummit

AM WORKSHOP WORKBOOK

HOW TO HACK FACEBOOK'S  
NEW ALGORITHM CHANGES

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# INTRODUCTION

**W**ith 2 billion active monthly users, Facebook is at the epicenter of social media networking for today's digitally engaged, always-on consumer. Whether your brand is B2B or B2C, Facebook offers marketers the opportunity to reach real buyers, unlike any other existing social network. However, Facebook too is a business and increasingly making it challenging for others to grow their customer base and revenue – for free.

Since the beginning of 2018, Facebook has made it publicly known that it would begin to limit content from brand pages – which it already has. Today, less than 1% of brand page fans see content from a page they previously 'liked.'

While “defeating” the Facebook algorithm is virtually impossible, understanding how Facebook prioritizes content and thus adapting your social media strategy to how Facebook indeed works is.

In this workshop, you will learn what proactive steps you can immediately apply to not only survive but thrive on Facebook in 2019 including advanced tips, tricks, and strategies for reclaiming reach organically.

# MY FACEBOOK PAGE AUDIT

What's your purpose for being on Facebook? \_\_\_\_\_

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What are your key performance indicators (KPI's)? \_\_\_\_\_

\_\_\_\_\_

Who are you trying to reach? \_\_\_\_\_

\_\_\_\_\_

What type(s) of content are you putting in front of your followers \_\_\_\_\_

\_\_\_\_\_

How often are you posting on Facebook? \_\_\_\_\_

\_\_\_\_\_

How often are you engaging your followers 1:1? \_\_\_\_\_

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Are you repurposing content from other platforms? \_\_\_\_\_

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Are you running ads and if so how often? \_\_\_\_\_

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# GUIDELINES FOR A HIGH PERFORMING FACEBOOK STRATEGY

The business purpose for being on Facebook is to build brand awareness and an engaged community of advocates.

**Key performance indicators (KPI's) include:**

Website clicks from Facebook

Post engagements (likes, comments, shares)

% of followers engaged (1% is average, anything above 10% is excellent)

**You should be trying to reach:**

Brand fans

Customers

Customers of competitors

# GUIDELINES FOR A HIGH PERFORMING FACEBOOK STRATEGY

**The types of content you should be putting in front of your followers include:**

Short videos (how-to, testimonials, pre-roll commercials)

User-generated photos and videos

Facebook sized images 1080 x 1920

Employee generated content

Facebook Live experiences/events

**You should be doing the following daily:**

Posting to Facebook

Engaging with your followers

Running ads

# INCREASING ENGAGEMENT

Facebook will reward creators and page admins who keep their users on Facebook the longest.

Therefore you should find ways to keep engagement within your page versus driving users to your website.

Post a link to your third-party content in the comments section as a reply

Share vertical video content on Facebook Stories within your page

Post video content natively versus a link to YouTube

Repurpose blog content from your website on Facebook Notes vs. sending users to your blog

Boost Facebook posts for engagement vs. video views or clicks

Reply to comments on time

In the messages inbox, ask if your customer/fan has seen your latest post

# WRITING FACEBOOK POST COPY

Follow these guiding principles for writing Facebook post copy:

- Keep copy short, no more than 1 or 2 sentences
- Optimize your post for viewing on an iPhone
- Lead in with an open-ended statement or question
- DO NOT sell to your audience or spell out a call to action
- Use built-in features such as 3D Photo, Poll, Lists, Get Messages, Offer/Discount

Write three Facebook posts which are short, free of a sales pitch, and do not link out to your website.

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# HOW TO MAXIMIZE FACEBOOK ADS

Facebook ads help you get more post engagement or expand your reach by targeting specific users based on demographics, buyer behavior, interests, or age and location.

Go to **Create Ads > Ads Manager > Audiences**

Create Custom Audience(s) with a customer email file, website traffic pixel, or people who have previously engaged with your page.

You can also build your audience step-by-step as shown in the workshop presentation.

**Notes:**

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# HOW TO LEVERAGE FACEBOOK INSIGHTS

What are your five most engaging posts from the last six months?

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# HOW TO LEVERAGE FACEBOOK INSIGHTS

From your page go to Insights (top row), from here you can see a snapshot of how your page has performed over the last 28 days.

Scroll down to your five most recent posts and click on "See All Posts".

Look for posts which have over 10% of engagement.

Go to the post and engage in the comments section with anyone that you didn't previously reply to and also 'like' their comment.

Boost posts with as little as \$10 ad spend to a targeted audience.

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## KEY TAKEAWAYS

Have a strategy: Who are you trying to reach and why?

Schedule and promote Facebook Live content prior to broadcasting

Create a private, VIP Facebook group for your most engaged fans

Stay away from click or engagement bait posts (i.e. 'Like' this post, etc.)

Keep users on Facebook vs. sending to your website

## ABOUT CARLOS GIL



Carlos Gil is a first-generation Latino marketing executive, international keynote speaker, and award-winning digital storyteller with over a decade of experience leading social media strategy for global brands including LinkedIn, Winn-Dixie, Save-A-Lot, and BMC Software. Carlos' work has been in Harvard Business Review, Inc., Entrepreneur, and Social Media Examiner in addition to being the host of "Real Talk" in partnership with Nasdaq and Entrepreneur Magazine.

Presently, Carlos is the CEO and Founder of Gil Media Co., a full-service marketing firm based in Los Angeles, California which works with Fortune 500 clients including DocuSign, Western Union, and Keller Williams as well as Social Media Career Academy, a consultancy for enterprise-level brands and online course platform. As a dynamic and charismatic speaker, Carlos' speaking pedigree includes bilingual keynote speeches for clients across the United States, Europe, and South America.

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