



**MANN SOCIAL**  
STRATEGY · COACHING · CONSULTANCY



# Facebook for Tourism

with Kirsty Lawrence





Professionally trained social media consultant.

I help entrepreneurs and SMEs generate more bookings through leveraging the power of social media.



**Great to meet you all! What  
kind of tourism and  
hospitality business do you  
market?**



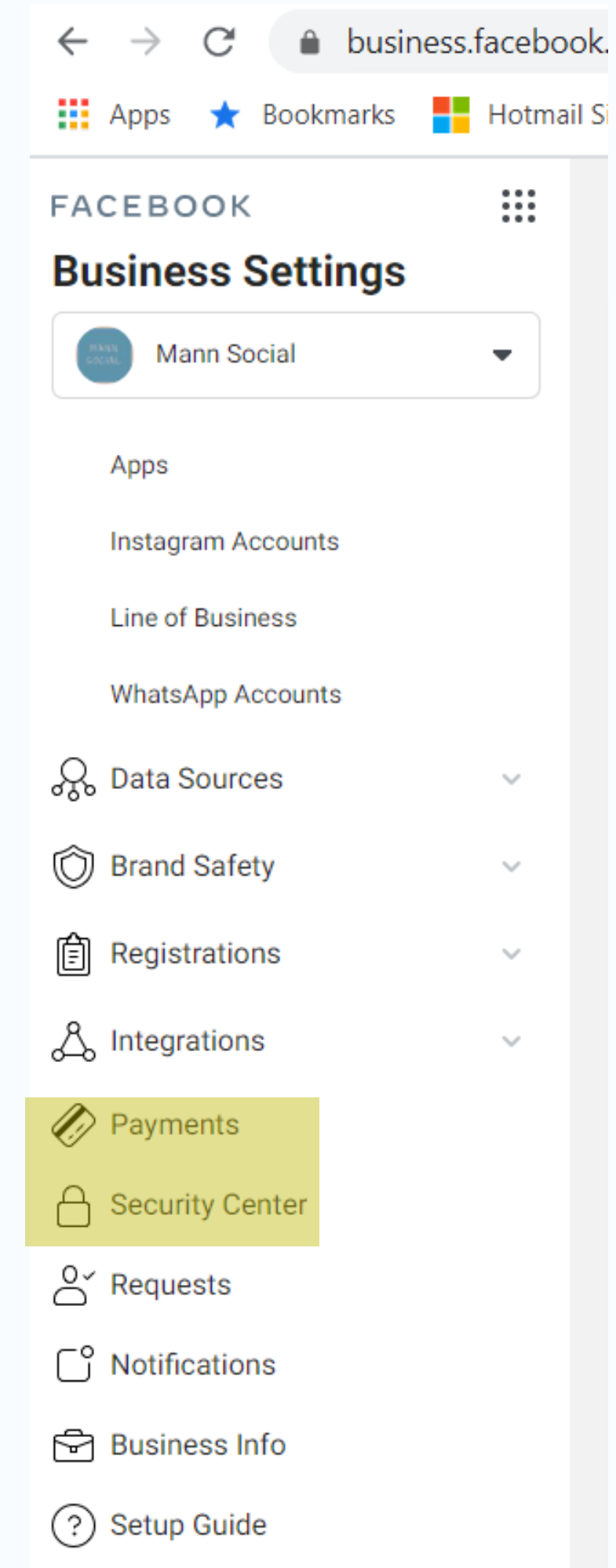
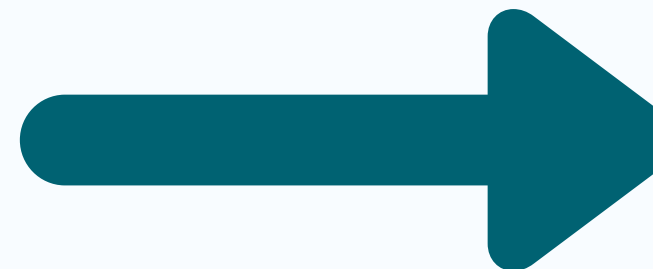
# Securing your account

## 2 factor authentication is vital

Business pages which are not secure leave the door open for hackers.

Set up for success with:

- 2 factor authentication for your personal Facebook profile  
<https://www.facebook.com/help/148233965247823>
- 2 factor authentication for your linked business Instagram account:  
<https://help.instagram.com/566810106808145>
- 2 factor authentication in the Settings area of your Facebook Business Manager if you have one:  
<https://business.facebook.com/settings>





# Facebook's Mission

"...to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them"



# What's pushed in the feed?

Take a scroll with me and let's get our heads around the algorithm!

**Friends and family updates**

Particularly from those you message or engage with more often



**Group content**

Particularly engaging posts and posts from groups you engage with most often



**Paid content (Ads)**

Paid content which, if targeting is good, should be relevant to you.



"The average person scrolls through 300 feet of mobile content every day. That's equivalent to the size of the Statue of Liberty."

- Facebook



# Some numbers

\*Figures via Siteminder

## People value other's opinions and they love to share

- 52% of social media users said their friends' photos inspired travel plans
- 76% post their vacation photos to social media
- During research, 55% liked pages relating to the trip they were planning





# What makes Facebook tick?

## Facebook LOVES engagement

- likes
- comments
- shares
- messages
- saves
- tags
- post clicks
- video views
- carousel engagement
- shared in a message
- poll answers
- reactions and comments in Stories

## Your content needs to 'stop the scroll':

- Great or eye-catching creative
- Copy that directly speaks to and resonates with your ideal client

**Engagement** → **Reach**

# Be strategic

Post with purpose, with a strategic goal in mind

**What are your  
business objectives?**

This will help define your  
Facebook objectives



**Define your  
Facebook objectives**

Build awareness? Build an  
engaged audience? Improve  
engagement? Build your list?  
Drive more online traffic?  
Drive more offline traffic?  
Grow a Facebook Group?  
Generate bookings? Sell  
tickets to an event? Improve  
customer service?



**Get clear on your  
ideal client(s)**

By trying to speak to everyone  
you will speak to no one.  
Spend time mapping out your  
client avatars and **picture them**  
**/ speak to them every single**  
**time you post.**



# Set up your page for success

Aim: to resonate with your ideal clients, so they want to follow and keep coming back

## Cover photo

- Does it speak to your ideal clients?
- Check it looks great on desktop AND mobile.
- Add a call to action?

## About section

- Review this regularly.
- Use words your ideal clients will love to see!!
- Optimise for key word search

## Tabs and CTA button

- Review and test these regularly.
- Which tabs are most important to your ideal clients?
- Which call to action makes most sense?

## Content

- Your content needs to resonate with ideal clients, so when they visit your page they are compelled to follow
- Pin a key / popular post to the top of your profile



**Consider a pinned post about  
current situation.**

**Sign post to latest travel info and  
highlight how you are making things  
safe for visitors**

**Hop over to Facebook  
to look at example**



*Any questions?*



# Growing your audience

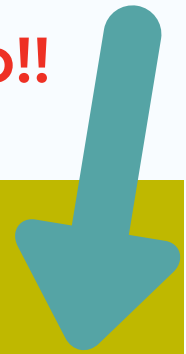
Utilise your personal connections - invite to like



Utilise Groups where your ideal clients hang out



Demo!!



Boost posts which get engagement

Social networking - comment as your business on posts. Even better if you can add some value.



Demo

# How often and when to post

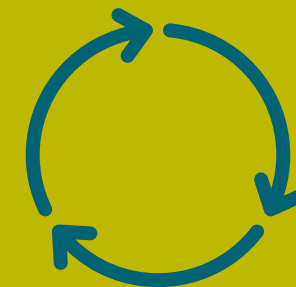
Success is not just about how often and when you post, but showing up consistently does help.

Consistency is key but don't  
over-commit your time

What time to post?

You don't need to post  
daily. Running paid  
posts costs money, but  
saves time and effort.

Test, Measure, Refine





### HOW ENGAGED IS YOUR AUDIENCE?

Look for 4% engagement or higher on individual posts.



### WHAT IS WEEKLY REACH?

Are you reaching at least a third of your followers each week?



### WHO ARE YOU REACHING?

Are people seeing your posts and visiting your page? Or seeking your page out? Check out the 'People' tab



### WHAT ACTIONS ARE PEOPLE TAKING?

Actions on page, video views, likes, comments, shares, messaging, post clicks, link clicks etc



### ARE YOU MEETING OBJECTIVES?

Growing engaged audience?  
Increasing engagement?  
More traffic?  
More leads or sales?


# Are you getting results?

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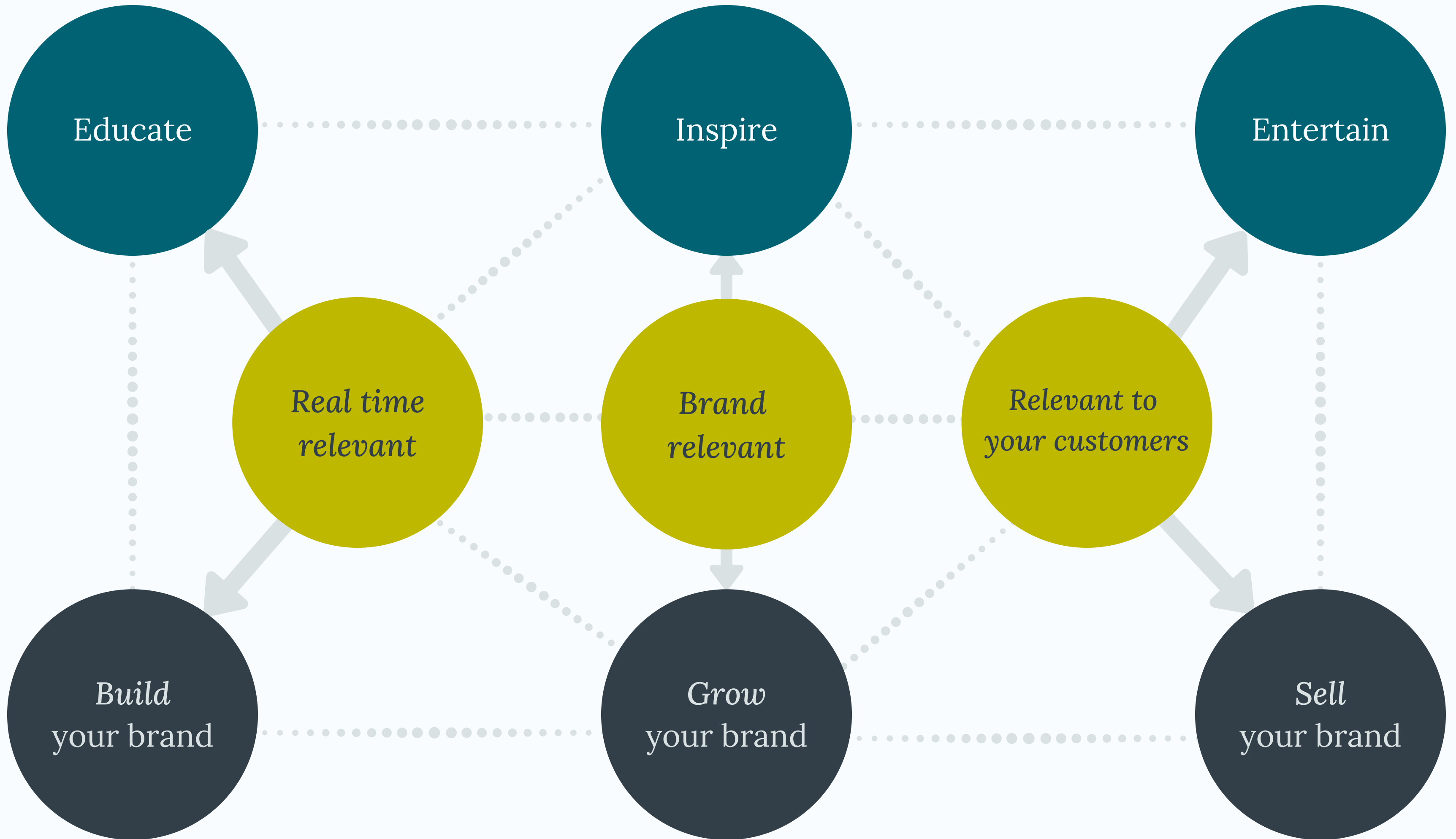


# Content



Everything you want is waiting for  
you on the other side of  
consistency.

- Unknown



# Content Strategy

Post with purpose, with a strategic goal in mind

## Revisit your ideal client

What do they want / desire?  
What are their values?  
What motivates them?  
What are their interests?  
Which websites do they visit?  
What makes them laugh?  
What phrase might they use?  
What compels them to tag people or share?



## Brainstorm and get it down on paper

Get a blank sheet of paper and map out all of the answers.



## Define 4 – 6 relevant content pillars

Refine your mind map into clear content topics around which you can share [curated](#) or created content





# Content Pillars

Here are some generic ideas. Getting really creative here is powerful. **Use created & curated content!**

**Secret Mann /  
insider tips**

**Guides to the best....**

**Culture /  
history /  
activities**

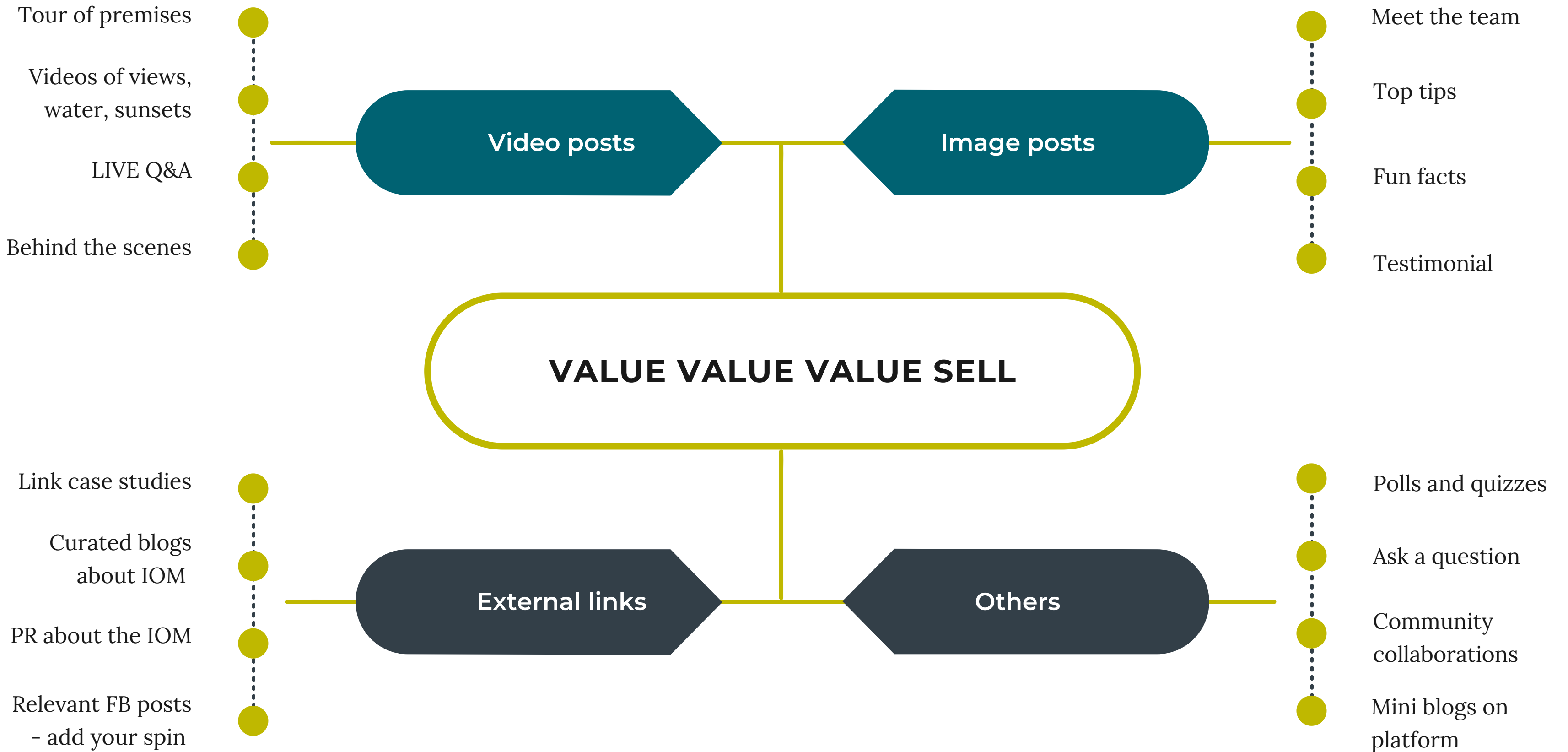
**Community  
businesses and  
events**



A vertical decorative border on the left side of the slide, featuring a repeating pattern of triangles in shades of teal, yellow, and grey.

**Sharing reviews is powerful. Do it every couple of weeks in amongst your value content.**

**Direct share FB reviews, or create a Canva post.**



**Repurpose!**



# Encourage User Generated Content

- Have signs at your premises to encourage people to follow you and share/tag photos
- Share these regularly (as a new post)
- Consider a yearly or monthly prize for the best photo



# Images

- Hire a photographer to take a bunch of high quality photos or
- Research how to take great photos



## Video

- Use your smart phone features  
- slow mo / time lapse
- Use apps like Mojo and Inshot to polish up (not always - natural is good!)






# Content titles

- The 3 best beaches on the IOM
- Everything you need for the perfect picnic
- 5 things you didn't know about the Isle of Man
- Top 10 Isle of Man Instagram pics of 2020
- Secret Isle of Man - what you won't find in the guidebooks
- 5 of the best holiday reads



# Curated Content

- Visit Isle of Man
- Culture Vannin
- Manx National Heritage
- MNH - iMuseum
- Look out for positive PR
- Local companies who blog
- Manx Whale and Dolphin Watch
- Manx Birdlife
- Biosphere



# Video guide to scheduling a Facebook post

<https://www.loom.com/share/fdefb5b6bf004f8f9644955d863c069f>



**Awareness** → **Engagement** → **Conversion**

**Check out your followers  
demographics.**

**Are you reaching the people you  
need to reach?**

**If not, Facebook & Instagram  
advertising speeds this up**



# Facebook Ads to Amplify.

## **Boosting**

Boost organic posts which perform well- this will make them fly!

## **Optimise Facebook Ads for:**

- reach
- audience growth
- engagement
- video views
- messages
- traffic
- conversions - leads or purchase

## **Create warm audiences to retarget:**

- Video viewers
- Engagers
- Website visitors
- Email list





# Social Networking & Community Management

This is 'social'media. Don't leave people hanging...

**Leverage  
networks by  
adding value**

**Set your personal  
profile up as a sign-  
post to your Page**

**Always  
respond  
thoughtfully**

**Consider taking  
offline if required**

# Set up an auto response that makes sense in your inbox

| Automated Responses               |                                     |
|-----------------------------------|-------------------------------------|
| Greet People                      | ▼                                   |
| Instant Reply                     | <input checked="" type="checkbox"/> |
| Away Message                      | Off                                 |
| Share and Get Information         | ▼                                   |
| Questions for Potential Customers | <input type="checkbox"/>            |
| Frequently Asked Questions        | <input type="checkbox"/>            |
| Send Confirmations                | ▼                                   |
| Job Application Received          | <input type="checkbox"/>            |
| Follow Up                         | ▼                                   |
| Appointment Reminders             | <input type="checkbox"/>            |

## Instant Reply

● On

Sent on Instagram and Messenger

Respond to the first message someone sends Kirsty Lawrence Social Media Marketer in Messenger or on Instagram.

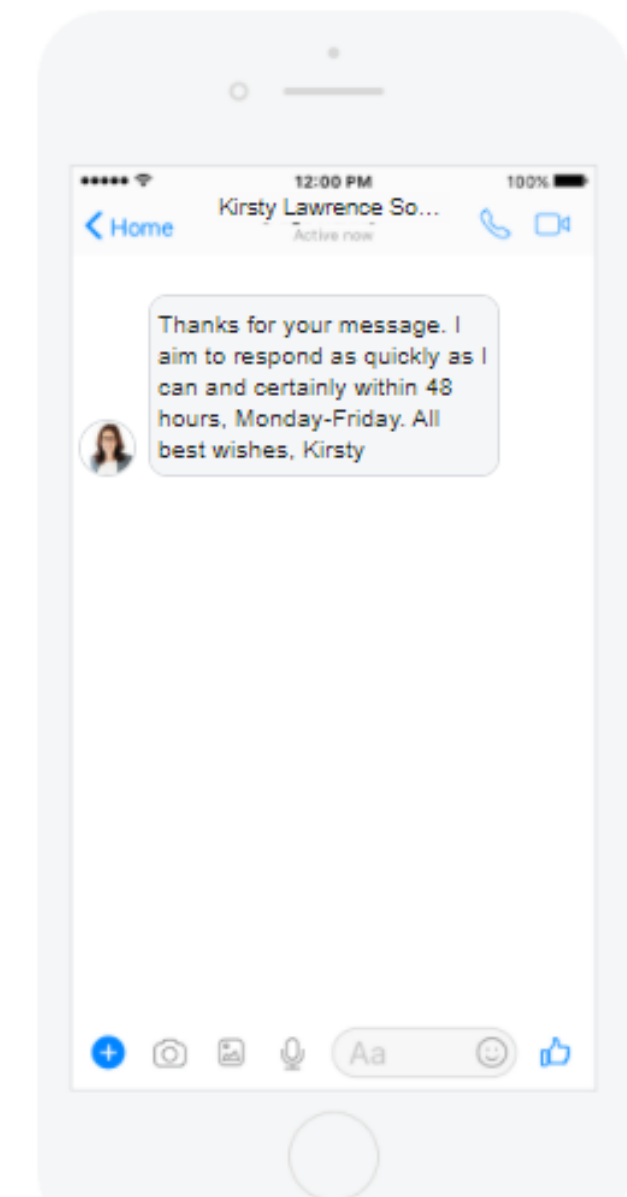
You can customize your message to say hello, give them more information about Kirsty Lawrence Social Media Marketer or let them know when to expect a response.

### Timing

Sent instantly

Note: If Kirsty Lawrence Social Media Marketer is away and has instant replies turned on, people will receive an away message instead of an instant reply.

 Edit



*Any questions?*



# Remember....

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Building an engaged audience takes time & effort



Always test. Performance based decisions are key to ROI.



Ads are required to amplify message and conversions.



Facebook is rented turf. **Build your list.**



Any  
questions?



Page: @kirstymannsocial  
Group: Leveraging Social Media for Business Growth



Kirsty Lawrence



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[www.mannsocial.com](http://www.mannsocial.com)



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