



Local Enterprise Office Galway

Social Media Marketing Bootcamp

Week 3 – Facebook Marketing

15th May 2026

Course Summary

Prepared by The Marketing Crowd

This was created with the help of one of our AI colleagues 😊

Overview

This session — Week 3 of the Social Media Marketing Bootcamp delivered via Zoom for Local Enterprise Office Galway — focused on Facebook as a free marketing tool. Before getting into Facebook, Evan briefly revisited a Canva question from the previous week, clarifying that graphics found under the Elements panel cannot have their text edited (they are pre-designed images), whereas text added via the Text panel is fully editable.

The session opened with a poll asking whether participants had used Facebook for marketing. Results showed 64% had used it a little but weren't sure how to get the most from it, while 36% had never used a Facebook business page at all — a useful baseline that shaped the tone for the rest of the morning.

Evan structured the session into three main arcs: Facebook fundamentals and page setup; a 20–25 minute deep dive into what businesses should be posting and why; and the practical mechanics of how to post — covering four post types on both desktop and mobile, including an introduction to Meta Business Suite.

Key Topics Covered

Facebook Fundamentals: Personal Profiles vs. Business Pages

Evan covered the foundational structure of Facebook to ensure all participants were starting from the same understanding. Everyone joins Facebook as a person, not as a business. Personal accounts have a **profile**; businesses have a **page** — a distinction Evan noted many people get wrong. The personal feed (Home) is not chronological and does not show everything from everyone a user follows — it is curated by an algorithm designed to keep users engaged and coming back to the platform.

Participants were shown how to create a Facebook business page from scratch: name, category, bio, contact details, profile photo (logo), and cover photo. Evan also demonstrated how to update existing page information via the About section, and how to connect a Facebook page to an Instagram account via Settings > Linked Accounts — a step that becomes important later when cross-posting with Meta Business Suite.

Switching Between Personal and Page Accounts

Evan demonstrated the ability to switch from using Facebook as yourself to using Facebook as your business page — a feature introduced approximately two years ago. This allows businesses to like, comment on, follow, and share content from other pages while appearing as their own brand rather than as a personal profile. Evan gave a practical example of how a furniture maker could follow interior

designers and architects as their page, occasionally liking and commenting on their posts, building awareness without being intrusive.

WHY Engagement Matters — The Algorithm Explained (Highlighted Section)

The Facebook algorithm has two core jobs:

Job 1 — Understand each user. The algorithm (which is AI) micro-analyses every user's behaviour every time they log in. It watches what they stop to read, how long they spend reading (this is called *dwelling time*), what videos they watch and to what percentage, what they like, comment on, share, and save. Shares and saves carry the most weight because they indicate the user found the content genuinely valuable. Likes carry less weight — people often tap Like without really reading something. Comments carry more weight than likes, because taking the time to comment signals real interest.

Job 2 — Evaluate every piece of content. When a business page sends out a post, the algorithm doesn't immediately show it to all followers. Instead, it distributes it to an initial sample — perhaps the first hundred or so followers. It then watches how that sample responds:

- **For videos:** What percentage of people got past the 3-second mark? Most people decide within 3 seconds whether a video is worth watching. If most swipe past, the AI marks it as uninteresting. If many watch past 50%, 75%, or to the end, the AI concludes people are finding it interesting.
- **For image posts:** Are people stopping to look and read (dwelling time), or swiping past without pausing?
- **For all content:** Are people liking, commenting, sharing, or saving?

If the initial sample engages well, the algorithm shows the content to more followers. If that next group also engages, it rolls out further. This is why some posts take off and get huge reach — they were shown to lots of people *because* they kept generating engagement, not the other way around.

The most important mindset shift:

Facebook does not see your followers as your followers. Facebook sees them as their users. Their job is to protect the quality of their product (the feed) for those users — not to distribute your content.

This means:

- If you post **uninteresting or repetitive content**, the algorithm will actively limit the reach. Facebook sees low-engagement business posts as a liability — they bring down the product.
 - If you post **content people genuinely find interesting**, Facebook will reward you by distributing it more widely, because it improves their product.
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What Should We Be Posting? The Content Spectrum

Evan introduced a content spectrum that applies across all social media platforms — not just Facebook.

One end of the spectrum — Visually interesting products: Boutiques, shoe shops, jewellers, photographers, antique dealers, furniture makers, florists, and similar businesses have a natural advantage. Their products are visually compelling, and followers are often passionate about those categories. These businesses can sell 80–90% of the time without fatigue, because the selling *is* the interesting content.

The other end of the spectrum — Service businesses: Accountants, solicitors, life coaches, therapists, mindfulness coaches, financial advisors, digital marketing trainers and similar businesses have no visually interesting product to photograph. For these businesses, constantly selling workshops or services will not work — people won't follow, and even those who do will disengage quickly. These businesses must operate at an **80/20 ratio**: 80% interesting, helpful, and informative content; 20% selling. The helpful content must also *demonstrate expertise*, because unlike a boutique where you can immediately see quality, you cannot assess a service provider's ability from promotional posts alone. A life coach who posts genuinely useful videos will have followers saying "you're brilliant" before they've even enquired about a session. That's the goal.

The middle of the spectrum: Hotels, restaurants, yoga instructors, and similar businesses have visual material available but also need to mix in helpful and contextual content — local events, recipes, wellness tips, facility highlights — to keep things interesting.

The 80/20 rule for product businesses is different: Even businesses with great visual products should not be *only* salesy. The Blendtec example was used: a blender company with 180,000 followers doesn't get there by posting "20% off blenders." They post smoothie recipes, food ideas, lifestyle content — with the blender naturally appearing throughout. Occasional hard selling (20% of content) lands much better when followers have already been entertained and informed.

Building a posting plan:

Evan recommended developing 7–9 content topics as a foundation. Two approaches:

1. **Research competitors** on Facebook. Search for your type of business, go to Pages, browse 4–5 established accounts, and note the topics they're posting about, which topics get the most engagement (likes, comments, shares are all visible), and which formats perform best (reels, multiple images, single images, etc.).
2. **Use AI (ChatGPT)**. Give ChatGPT your website URL and ask it to act as a marketing expert and tell you what it understands about your business. Once it demonstrates understanding, ask it to brainstorm 20 post and reel ideas for your Facebook and Instagram. For each idea, you can ask ChatGPT whether it should be a reel or a post, and what format would work best. Evan demonstrated this live using a participant's (Mariana's) holistic health website, with ChatGPT recommending voiceover-style reels over fast-cut videos given the calm, emotional nature of the wellness brand.

The Four Post Types on Facebook

1. Single Image Post Write your text, attach a photo. Crucially, the image should be in **4x5 ratio** (portrait: for every 4 pixels wide, 5 pixels tall). On mobile — where 90–95% of people view Facebook — a landscape image takes up roughly a third of the screen. A 4x5 image dominates the screen, gets noticed, and gets more engagement. If your original image is landscape, use Canva (Instagram Post 4x5 template) to reframe it before posting. The 4x5 ratio works on Facebook, Instagram, and LinkedIn.

2. Multiple Image Post Add the most eye-catching image first (it will appear largest). Hold Ctrl to select additional images. Facebook says multiple image posts tend to reach more followers because the act of tapping through images counts as engagement, which signals interest to the algorithm. This format is particularly useful for businesses with visual products.

3. Link Post (to a website) Two approaches — one poor, one better:

- *Bad way:* Write text, paste the link. Facebook pulls in whatever image it finds on the linked page. You have no control; the image is usually landscape and small, getting lost in the feed.
- *Better way (3-step process):* (1) Write your text. (2) Attach a Canva-designed 4x5 image first. (3) Then paste the link. Because the image was added before the link, Facebook uses your image rather than pulling from the webpage.

Your post competes visually in the feed, and the link still works when people click it.

4. Reels (Video Posts) All videos on Facebook are now classified as Reels. Videos must be **portrait orientation** (not landscape, which creates black bars and looks poor). They should be **short** — ideally 20–30 seconds — because the algorithm measures percentage completion. To post a reel, click the Reel button on the page (not the What's on Your Mind box), upload your edited video, add a caption, and post. Even recommended using the Edits app (covered in Week 2) for video editing rather than Facebook's built-in basic trimmer.

Facebook on Mobile: The App and Meta Business Suite

The Facebook app (the blue F): Works similarly to desktop. Switch between using Facebook as yourself and as your page via the circle/profile icon or the three-line menu. The Canva app syncs with the desktop account — design on desktop, open the Canva app on your phone, find the design, download it, and it's immediately available to post from your phone.

Meta Business Suite (separate app): Download from App Store/Play Store. Differences from the regular Facebook app:

- No social feed — cleaner, less distracting, business-only
- Can send posts out to **both Facebook and Instagram simultaneously** (requires the two accounts to be connected first)
- Built-in **scheduling** with date/time picker
- **Post previews** showing how content will look on Facebook (mobile and desktop) and Instagram before publishing
- Ability to **customise captions** for Facebook vs Instagram separately (important because links work in Facebook captions but not in Instagram captions)
- **Integrated inbox** — shows all Facebook messages, Instagram messages, Facebook comments, and Instagram comments in one place
- **Content library** showing all published and scheduled posts, with ability to edit, reschedule, or delete scheduled content
- **Insights** accessible per post via View Insights

Meta Business Suite is also accessible on desktop from the left-hand sidebar of any Facebook business page. All three options (Facebook desktop, Facebook app, Meta

Business Suite) are equally valid — use whichever suits your workflow. If you want cross-posting to Instagram, Meta Business Suite is the only route.

Tools & Resources

Facebook (facebook.com / **Facebook app**): Free marketing platform. Used to create and manage business pages, post content, engage with other pages as your brand, and view page analytics.

Meta Business Suite (separate app and desktop tool): Meta's dedicated tool for business page management. Enables simultaneous posting to Facebook and Instagram, scheduling, post previews, a unified inbox, and content library.

Canva (canva.com / **Canva app**): Used for designing 4x5 images optimised for the mobile feed, creating cover photos with text overlays, and producing eye-catching images for link posts. Design on desktop syncs automatically to the Canva mobile app. Recommended dimensions: Instagram Post 4x5 (works on Facebook too).

ChatGPT: Used to research content topics and generate post and reel ideas. Provide it with your website URL, ask it to act as a marketing expert, and then ask for 20 content ideas. Drill into individual ideas by asking whether a specific idea should be a post or reel and what format works best.

TinyURL / [Bit.ly](https://bit.ly): Free URL shortener tools. Useful when a web address is long or unwieldy-looking — paste the URL in, get a short clean link to use in post captions.

Q&A Highlights

Q: I was trying to change the lettering on a graphic in Canva but couldn't. Why? **A**: Evan clarified that Elements/Graphics in Canva are pre-designed images — the letters cannot be changed, and only the colour may be editable. To have editable text, go to the Text section and add a text element. Text can always be changed; graphics cannot.

Q Can I update my Facebook page information after I originally set it up? **A**: Yes. Go to your page, click About, and use the pencil icons next to each field to edit text. To update your cover photo, click Edit Cover Photo > Upload Photo. To change the profile picture, click the camera icon on it and upload a new image.

Q The way you explained why engagement matters and why they're Facebook's users not our followers was incredibly helpful — is that written down somewhere? **A**: Evan confirmed participants would receive this AI summary. (That section is captured in full detail above.)

Q Would asking AI to generate a posting plan be a good idea? **A:** Absolutely. Evan recommended doing manual competitor research first so you can sense-check and contextualise what the AI suggests. Then use ChatGPT, giving it your website URL for context, and ask it for 20 post/reel ideas. You can then interrogate individual ideas in detail.

Q When we look for topics, we do that manually by searching Facebook — is that right? **A:** Correct. Search for your type of business (e.g. "garden centre"), go to Pages, browse several well-followed pages, and note what topics they post about and which posts get the most engagement.

Q Can you trim the middle section of a video in the Facebook reel editor? **A:** Facebook's built-in trim tool is basic and only handles start and end points. For proper editing (including cutting sections from the middle), use the Edits app covered in Week 2. Evan confirmed he would demonstrate this in detail in Week 4.

Q Can you track reach in Meta Business Suite? **A:** Yes. In the Content section, tap View Insights next to any post to see reach and engagement data.

Action Points for Participants

1. **Check your Facebook business page is properly branded** — confirm your profile photo is your logo, your cover photo represents your business well, and your About section is complete with correct contact details, website, and business description.
2. **Connect your Facebook page to your Instagram account** — go to your Facebook page > Settings > Linked Accounts > Instagram > Connect Account. You will need your Instagram username and password. This is essential before using Meta Business Suite to cross-post.
3. **Download Meta Business Suite** from the App Store or Play Store. Log in with your personal Facebook login. Explore the interface: Home, Content (published/scheduled), and Inbox. Get familiar with it before trying to post from it.
4. **Identify where you sit on the content spectrum** — are you a visually-led product business, a service business, or somewhere in the middle? Your position determines your posting strategy and how much you can lean on direct selling content.
5. **Research 4–5 competitors on Facebook** — search for your type of business, go to Pages, pick accounts with strong followership, and scroll their posts. Note the topics they cover and which posts have the most engagement. Do this with a cup of tea for 15 minutes.
6. **Follow up with ChatGPT** — give it a link to your website About page and ask it to act as a marketing expert and tell you what it knows about you. Then ask for 20 Facebook and Instagram post and reel ideas for your type of business.
7. **Build a posting plan of 7–9 content topics** — based on your competitor research and AI brainstorm, commit to a set of recurring topics. This removes the "what do I post today?" problem and ensures variety in your content mix.
8. **Download the Canva app on your phone** and log in with the same credentials you use on desktop. Designs you create on desktop will be immediately available to download and share from your phone.
9. **Always use 4x5 ratio for image posts** — before posting any image on Facebook (or any social network), check the shape. If it's landscape, open Canva, use the Instagram Post 4x5 template, set the image as background, and download the resized version. This is one of the most straightforward improvements you can make to your social media performance.

10. **When posting a link to your website, use the 3-step method** — write your text first, add a Canva-designed 4x5 image second, and paste your link in last. This ensures your branded image appears in the post rather than a random image pulled from the webpage, making your post far more competitive in the feed.

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