Local Enterprise Office Kerry

Digital Marketing Programme

Week 4

Course Summary

24th September 2026

Prepared by The Marketing Crowd *with the help of one of our AI colleagues* ☺

Course Summary

Week 4: Facebook for Marketing (Session Summary, 24 September 2026)

Where this session fits
This was week four of the six week programme. Weeks one to three covered AI, getting found on Google, and Canva plus website tips. The rest of the programme covers social media. This week was Facebook, but a lot of the content applies to every platform: how algorithms work and what you should be posting. Evan won't be repeating these points in later weeks. Next week is Instagram as a free marketing tool, including how to edit an Instagram Reel. The final week covers TikTok in the first half and more video editing in the second half. Paid advertising on Facebook and Instagram isn't part of this course. The Local Enterprise Office runs a separate two part course on running ads.

The opening poll showed that nobody felt very comfortable using a Facebook business page for marketing. 82% said they use one but aren't sure how best to use it for marketing, and a few don't have a page at all.

Facebook fundamentals: profiles, pages and the feed

- **You join Facebook as a person, not a business.** A person gets two things: a **feed** (Home) and a **profile**. People have profiles and businesses have pages.
- **Your profile** is a record of everything you've posted. You can add a photo if you want people to find you, or leave your photo off if you don't. Evan estimates you spend about 5% of your time on your profile and 95% in your feed.
- **Friends:** you search for someone, choose People, click Add Friend, and they get a notification so they can accept or ignore.
- **"What's on your mind?"** really means "what would you like to post into the feeds of your friends?" When you post as yourself you can choose **Friends** or **Public**. If you choose Friends there's no share button, and only your friends can see the post. If you choose Public, anyone visiting your profile can see it and people can share it. Evan's advice is to keep it to friends unless you actually want everyone to see it.
- **The feed isn't chronological.** Unlike an email inbox, posts are jumbled up (18 hours ago, 4 days ago, 6 minutes ago), so that the dull stuff doesn't end up on top. Facebook wants you to think it's interesting, come back as often as possible and stay as long as possible, because the longer you stay the more ads you see.
- **What goes into your feed:** posts from friends (mainly), posts from pages you follow, ads, content from groups you've joined, and posts from pages you don't follow that the algorithm thinks you'll like. You can tell because they show a Follow button.

How the algorithm decides what gets seen
The algorithm is mainly AI, and it has two jobs:

1. **Figure out what each person finds interesting.** It watches what you search for, which videos you watch and which you swipe past, what you comment on, what you save, and what you share privately with a partner or friends. Private sharing is a strong sign that you found something interesting.

2. **Judge every piece of content** to decide whether people find it interesting, then suppress content they don't.

When you post as a person, your post doesn't reach all your friends. It only reaches the ones the AI thinks are interested in you. Facebook will never tell you how many friends saw it, or which ones.

When a business page posts, the AI is watching closely, especially in the first couple of hours. It shows the post to a small batch of followers first and measures:

- likes, comments and shares
- **dwell time** on image posts (how long people stop to look and read)
- the percentage of a video people watch before they swipe on

If the first batch engages, the post goes to the next batch, then the next, and it builds like a snowball. If the first batch doesn't engage, it collapses. There could be a thousand things competing for a place in someone's feed at any time, so the algorithm has to choose.

The key point: you don't need your content seen by more people to get likes. You need the likes, comments and shares to reach more people. It all comes back to the content being interesting.

Setting up a Facebook business page

To create a page you have to be logged in as yourself.

1. Open the **Menu** (top right) and under **Create**, select **Page**.
2. Enter your business name. Evan's example was The Laughing Horse Restaurant, Killarney.
3. Choose a **category**. Type a word such as "rest" or "florist" and pick from the list.
4. Add a **one line description**, for example "We're an American style diner in Killarney."
5. Click **Create Page**.
6. **Contact details:** add your business phone number, website and anything else relevant. This is a marketing tool, not a privacy setting. You want people to contact you.
7. **Customise:** upload your logo as the **profile picture** and a photo that sets the tone as the **cover photo** (Evan used a dessert). You can change both later.
8. **WhatsApp button:** this means a WhatsApp Business account, not your personal WhatsApp, and it would need a separate mobile number. You can skip this step and add it later.
9. **Invite friends to like the page:** skip this for now. There's nothing on the page yet, so people have no reason to follow. You can invite them later.

You can have more than one page if you have more than one business.

Your page through a stranger's eyes

Using Brown Thomas as an example (search their name, then choose **Pages** instead of People), Evan showed how every page has the same parts: a cover photo, a logo, a name, a description and contact details.

When someone lands on your page, they'll form a quick impression from the top section. Then they'll scroll down and look at your recent posts. They won't consciously decide anything, but they'll be thinking either "boring, dull, boring" (and leave) or "I love this, I'd like more of this" (and click **Follow**). Apart from relatives and friends, nobody will follow you unless your previous content is interesting.

Action point: scroll down your own page and look at your last five or six posts through the eyes of a stranger. Would they find them interesting enough to want more? Or would they think the posts were just salesy or boring?
The Follow button used to be called the Like button. It was renamed about nine months ago.

Switching between yourself and your page
A few years ago Meta made it possible to use Facebook **as your page**, not only as yourself.

- On desktop, click your profile circle (top right). Your two most recently used pages appear, or you can click **All Profiles** to see every page you manage. Pick a page and Facebook confirms you've switched.
- As your page, you have **your page's own feed**. It's made up of posts from pages you follow as the business, plus things the algorithm adds from pages you don't follow. Those posts aren't coming from your page, so don't worry about them. Evan mostly ignores this feed.
- As your page, you can **follow, like, comment on and share** other pages' posts, and they'll see your business name on it.

Why this matters:

- **Helping customers:** Evan liked and commented on a Kerry Local Enterprise Office post as The Marketing Crowd. Engagement helps their post reach more people, and they notice who helped.
- **Getting noticed by potential customers:** a past participant who makes handcrafted furniture wanted to get on the radar of interior designers and architects. Following their pages as his business and engaging casually (not in a stalky way) makes them more likely to check out his page, follow him and see his content.

To get to your page while using Facebook as the page, click the page name. From there you can edit the cover photo, logo and About section, and open Settings. To switch back, click the circle again and select yourself.

Linking your page to Instagram
With Facebook set to your page, go to your page, then **Settings**, then **Linked Accounts**. From there you can connect an **Instagram** account (and a WhatsApp Business account). Click Instagram, choose **Connect Account**, and log in with your Instagram username and password.

This matters because it lets you send content to both platforms. Evan's view is that whatever you post on Instagram you'd also post on Facebook. You don't need different content. Not all your followers on either platform will see each post, and if some people see it twice, that's fine. Big brands spend millions so people see the same TV ad over and over.

What should you post?

Why engagement matters for a business page: Evan used the example of a favourite local restaurant. You follow it, and its post about a new early bird menu (20% off, Monday to Friday, 5pm to 7pm) is salesy but interesting, so you like, comment and maybe share. The next posts are a new dish, the early bird menu again, the chef preparing a dish, the early bird menu, a new waitress, then the early bird menu twice more. Eventually you're thinking "would you stop going on about the early bird menu". Being too salesy can switch off people who started out positive.

Blendtec makes blenders (not the most interesting product) and has around 180,000 followers. Nobody would follow a stream of "here's our latest blender" and "20% off". So they thought bigger than themselves. People buy blenders to make smoothies, so their content is smoothie recipes and step by step instructions, like a "smoothie paradise". The product appears in every video, so even the helpful content is quietly selling. They've also done quirky stunts, such as blending an iPhone. The mix is roughly **80% interesting, helpful and informative content and 20% hard selling.**

A hotel in Killarney could fill its page with offers, but people can just Google offers. Instead, the page could show people what an amazing time they'll have when they stay there:

- short videos made by the hotel about places like Muckross House, Torc Waterfall and the Gap of Dunloe ("If you're staying with us, the one place you have to visit is...")
- upcoming events in Killarney (sports, INEC gigs)
- recipes from the chef (which show how good the chef is)
- wellness tips from the spa (which show off the spa)
- occasional hard selling, such as Halloween breaks or couples breaks

A hair salon wants to fill the spare slots in its diary, but posting only about that is repetitive and boring. Better posts would be:

- DIY styling tip videos from the stylist
- before and after photos and videos of customers
- the salon's take on a celebrity hairstyle
- occasional competitions
- now and again, the spare slots

All of these show off the stylist, and people start thinking "I want her to do my hair".

The mindset shift: a business page is not an ad

Two objections come up often when Evan says a page is too salesy:

1. **"We're a business, so what else would we do but sell?"** This mixes up social media with an ad in The Kerryman or The Clare Champion. With social media, you're competing to attract followers. Strangers won't follow you if your posts don't interest them, and followers won't see your posts unless they're interesting. Facebook and Instagram care about you as a person because you see ads. They don't care about a free business page. They'll judge you as either an **asset** (interesting

content that keeps people on the platform) or a **liability** (content that drags the platform down, which the algorithm won't show). Your followers are really Facebook's users.

2. **"Brown Thomas and boutiques sell all the time, so why can't I?"** Because what works depends on the type of business, which leads to the spectrum.

The spectrum: where does your business sit?

Very visual products (ladies' boutiques, menswear, shoes, handbags, jewellers, tattoo parlours, artists, photographers, gardening): these products are interesting in themselves, and people are passionate about them, so they don't feel sold to. You can **sell around 90% of the time**, with maybe 10% tips (styling, jewellery care). The focus is on making your products look even better with great photos and video. Social media is very easy for these businesses.

Services (solicitors, accountants, psychologists, financial advisers, life coaches, parenting coaches, mindfulness coaches, digital marketing trainers): you have no beautiful products to photograph, and nobody is passionate about your workshops or one to ones. It needs to be **80% interesting, helpful and informative content**. There's another big difference too. People can see a beautiful dress with their own eyes, but they have no idea whether a parenting coach is any good. Social media is the best way to **bring your service to life**, in a way an ad in The Kerryman can't. Evan's parenting coach example was a video that opens with "Have you a teenager who says this to you? Here's the approach I'd take." After a few videos like that, viewers think you're brilliant, follow you, share your videos and are much more open when you promote a workshop. The helpful content quietly sells your expertise. The Marketing Crowd's own page is mostly tips on new platform features and AI tools, with occasional workshop promotion.

The middle (hotels, restaurants, yoga instructors): plenty of visuals, but these businesses also need to share expertise and tips. The mix might be around 50 to 60% helpful content.

Whatever your position, the content always needs to be mainly interesting. What counts as interesting depends on where you sit on the spectrum.

One participant said posts featuring **people and a story** (photo or video) always did best for them. Evan agreed: people find stories interesting.

Building a posting plan

A posting plan is **six to eight topics** you post about regularly (like the hotel and salon lists above). It gives you variety. You can see which topics you've covered recently and which you haven't, and both page visitors and followers see a range of content.

Step 1: Research (about 20 minutes with a cup of tea)

- Search Facebook for your type of business (for example "garden centre" or "mindfulness coach") and click **Pages**. Irish pages appear first, then UK ones.

- Go into a page, scroll through its posts and **note the topics**. For a garden centre that might be jobs in the garden this week, preparing for summer, bulbs to plant now for spring, autumn tidy ups, special offers and customer testimonials.
- When you stop finding new topics, move to another page. After three or four pages you'll have the full list.
- Optionally, search outside Ireland (for example "garden centre London" or "garden centre Manchester") for anything different.
- While you're doing this, also note:
    - **which topics get the most engagement** (count the likes, comments and shares). Very salesy posts usually get less engagement unless you're at the visual end.
    - **which formats get the most engagement**: single image, multiple images, link to a website, or reel (video). Reels and multiple image posts often do best, but it varies by industry.

Step 2: ChatGPT (only after the research)
Give it context, ask it to act as an expert, and be clear about what you want. Evan's garden centre prompt went roughly like this:

I have a garden centre in Tralee... trees, shrubs, plants, flowers, the usual gardening equipment. We've been on Facebook and Instagram for a few years but want to refresh our content. Act like a Facebook marketing expert and brainstorm 20 topics we could post about. For each, tell me how it would help our marketing, and rank them with the most engaging at the top, explaining why.

ChatGPT suggested moving away from "here's a plant we have in stock" towards useful, local, visual and interactive content, such as before and after garden transformations, "what would you plant here?" and a plant of the week.

For a **parenting coach in Kerry**, ChatGPT suggested content that makes parents think "that's exactly what happens in our house". Examples were "what would you do?" scenarios (your 14 year old wants to stay at a party until midnight and you said 10.30), parenting myths, one minute solutions and a weekly problem such as "my child won't get off their phone". Scenarios work because they're easy to comment on and parents have opinions.

You can then **take one idea and ask ChatGPT to lay it out step by step**: format, caption and so on. For the phone topic, it recommended a 30 to 45 second reel filmed straight to camera with no fancy editing and a strong hook ("If getting your child off the phone turns into an argument every evening, try this"). It also suggested reusing the idea later as a Facebook post and an Instagram carousel. One idea can become several formats.

Doing the research first means you can judge ChatGPT's ideas against what you've seen working, and spot ideas nobody else in your field is doing.

When posts get no reactions without paying for ads: there could be a few reasons. If you only have a couple of hundred followers, it may simply be numbers, because the algorithm only shows each post to some of them anyway. If you have a couple of thousand, it may be

the content. An ad of €5 can get you into around 3,000 feeds. If ads get engagement, your content is fine. If even ads don't get engagement after being shown to thousands of people, look at the content.

Meta One: the new business subscriptions

Meta has just announced **Meta One** subscriptions for businesses, and you'll see them pushed at you a lot. Meta makes about $200 billion a year from ads and has 3.5 billion people on Facebook and 3 billion on Instagram, compared with about 100 million businesses. There are already small personal subscriptions for a few euro a month, which give things like boosting your story in the queue. **The business plans are per Facebook page or Instagram account**, so covering both means paying twice.

Essential ($14.99, about €15 a month)

- Verified badge (you prove the business is real). This builds trust.
- Impersonation protection: Meta scans for fake pages using your name or logo and shuts them down.
- 20 links on your Instagram profile instead of 5.
- More access to AI agent replies on WhatsApp Business.
- Enhanced Facebook links: several links with images at the top of your page.
- Evan's view: not worth it for him. You're mainly paying for a badge and impersonation protection.

Advanced ($50 a month)

- **Human support**, one case per month. This could be worth it for some businesses, because right now it's almost impossible to reach anyone at Meta when something goes wrong (for example if you get hacked). There are only FAQs.
- **The big change: link limits.** Free Facebook pages will be limited to **two links in posts per month**. This plan gives 8 linked Facebook posts and 8 linked reels per month. It also allows links in **Instagram posts and reels for the first time** (4 of each per month).
- Extended scheduling (6 to 12 months ahead). Normal scheduling on both platforms stays free.
- Higher placement in search results.
- Better insights. It's not yet clear what will be taken away from free accounts. Evan understands it may be mainly a longer history.
- Invite up to 4 people to manage your Instagram without sharing your password.
- 500 WhatsApp Business message credits.

Expert (around €149 a month)

- Everything above, plus 20 linked Facebook posts and 20 reels, and 8 linked Instagram posts and 8 reels.
- 5 human support cases a month.
- Up to 8 Instagram managers.
- Protection if people repost your content as their own.
- Show up to 5 business locations and 5 other profiles.

Max ($500 a month)

- No monthly limit on Facebook link posts and reels (back to what everyone has had for 20 years).
- Instagram links limited to 12.
- Unlimited support cases.
- One call with a Meta adviser every six months. This suggests the other "human support" is by email or chat.
- Aimed at big brands.

Evan won't be signing up for any of them. The only feature that might be worth paying for is being able to reach a person when something goes wrong. It's worth checking whether you can join for just one month. **Rollout** happens country by country. It's live in the US but doesn't appear to have reached Ireland yet (Evan added three links during the session with no warning). You'll know it has arrived when Meta starts prompting you to sign up. This probably explains why a participant's husband found links from a US news page weren't working on Facebook. Business pages there can now only link twice a month. It will hit businesses such as boutiques that link to their online shop every day. Instead, they'll need to say "visit our website".

How to post on Facebook (desktop)

Evan switched to using Facebook as The Laughing Horse page and demonstrated four post types.

1. Single image post

- Click "What's on your mind?", type your text, add a photo or video, then post now or schedule.
- **Never post plain text.** You're competing for attention in the feed. If nobody notices a post, nobody engages, and the AI won't show it to many people.
- **Use a 4x5 image** (for every 4 pixels wide, 5 pixels tall). Around 90 to 95% of people use Facebook on mobile. On a phone, a 4x5 image takes up most of the screen, a square takes up less, and a landscape image takes up only a small part. Any shape works, but 4x5 is the most eye catching and scroll stopping.
- **Making a 4x5 in Canva (free):** go to Social Media and choose **Instagram Post (4:5)**. Ignore the word Instagram, because 4x5 works on Instagram, Facebook and LinkedIn. Go to **Uploads**, upload your landscape photo, **right click, choose Set Image as Background, double click** and choose which part of the image to keep. Optionally add text from the font combinations (Evan changed one to "Flat Out"). Then choose **Share, Download**.
- **Text on images** depends on where you sit on the spectrum. At the visual end it's often unnecessary and can distract ("I can see it's a red dress"), unless you're flagging something like a 10% sale. At the service end you'll need text most of the time to give context to tips or to explain what you're selling. Evan showed The Marketing Crowd's videos, which each have text at the start ("Behind the scenes", "New ChatGPT model", "ChatGPT skills") plus captions.

2. Multiple image post

- Add your **most eye catching image first**, because the first image appears biggest. Then click **Add Photo/Video** again and select the rest.
- You can add as many as you like. Five show at once, and the rest appear as "+5" for people to browse.
- It's a strong format because it's big, multiple images catch the eye, and **people browsing through the images counts as engagement** for the AI. Facebook itself recommends multiple images over single images for more engagement and reach.

3. Link to a web page

- The best use is driving people to something helpful on your own website, such as the chef's pavlova recipe. That page could then push people towards Christmas bookings.
- It's fine to share a link to anyone's web page, but **never copy and paste someone else's text**. That's stealing their content even if you credit them.
- **The common way (not recommended):** paste the link and let Facebook pull in an image and text. What comes in depends on the first image Facebook finds on the page. If it's bigger than 600x300 pixels you get a landscape image, if it's smaller you get a small thumbnail. When Evan linked to a Local Enterprise Office course page, it pulled in part of a logo banner. It looks poor and gets lost in the feed.
- **The better way:** design your own 4x5 image in Canva (for example an AI themed image with the LEO logo, your logo and "Learn how to use ChatGPT"). Then:
    1. write your text
    2. **add your image before pasting the link**, so Facebook doesn't pull in content from the page
    3. paste the link at the end of your text and post.
- It could also be several images, such as four or five dresses with "10% off dresses, click here to shop our collection".
- Remember that link limits are on the way.

4. Reels (videos)

- On Facebook, videos are called reels. Reels will be covered in depth next week (types of reels, making and editing them) and again in week six.
- Click the **Reel** option, then **Add Video**. Use **portrait** video. Landscape works but doesn't look good.
- You can **trim** (cut out part of the video) and **add music**, then click Next.
- "Describe your reel" really means **write your caption**.
- After posting, an AI checks the video for anything inappropriate, and it's usually approved within about 60 seconds.
- **Ideal length:** short. The average reel view on Instagram, TikTok and Facebook is about 9 seconds. People are much more likely to reach the end of a 20 second reel than a 60 second one, and a high completion rate tells the AI to show it to more people. For a musician, post a 20 to 30 second clip and send people elsewhere for the full track (Spotify or YouTube). A few days later, post a different 20 to 30 second clip.

The Facebook mobile app

The blue Facebook app works the same way as desktop, just with a different layout.

- You start as yourself (your profile picture shows). You have the same "What's on your mind?", Friends or Public audience, search and home feed with friends, followed pages, ads and suggested pages.
- **To switch to your page:** tap the **Menu**, then the switch icon or drop down, and choose a page. You'll land on that page's feed. Tap the page's logo to go to the page, where you can change photos, edit details with the pencil icons, and see recent posts and reels.
- On a page, a small **drop down arrow** lets you switch straight to another page or back to yourself.
- **Posting on mobile:** same as desktop. For multiple images, tap **Select Multiple**. Mobile gives you an extra layout choice (**Classic, Columns or Frame**). Evan prefers Classic. For reels, choose Reel, pick a video from your phone, optionally add music, trim, add effects or text, then write the caption and share.
- The standard Facebook app **doesn't offer the option to share to Instagram** as well, and neither does the standard desktop page.

Getting Canva designs onto your phone: install the Canva app from the App Store or Play Store, and log in with the **same email and password** you use on desktop. Your designs sync automatically. Open the design under **Your Designs**, tap the **download arrow**, and it saves to your phone, ready to add to a Facebook post. You can do everything in the Canva app that you can on desktop, but Evan finds it takes three to four times longer, so he designs on his laptop and downloads on his phone.

New pages and suspicious activity

A participant had heard that new pages can't sell for their first month or Meta will ban them as a scam. Evan hadn't heard that and doesn't believe it (he created The Laughing Horse page that morning and posted about eight times with no problem). What Meta's AI does do is look for unusual activity. For example, if someone creates a brand new personal profile, does nothing with it (no photo, no friends, no activity) and immediately creates a page and starts posting sales content, it looks like a scam or spam business and can be suspended. If you're new to Facebook, join as yourself first, add a photo, connect with a few people and engage a little. Wait about a week, then set up your page.

Meta Business Suite (app)

Meta Business Suite is a second, optional app that answers two common questions: "How do I keep my personal Facebook separate from my business?" and "How do I simplify all the notifications?"

- Install **Meta Business Suite** from the App Store or Play Store and log in with your **personal Facebook login**. There's no separate login for a business page.
- **There's no feed.** It's purely for creating and scheduling content and managing messages and comments.
- Tap the circle at the top left of Home to choose your page. Pages with a linked Instagram account show both.

- **Create a post:** tick **Facebook, Instagram or both**. This is the first place in the session where you could post to both at once. Type your text, add the image (Evan used the Yum Yum design), then tap Next.
- **Preview and tailor captions:** you can see how the post looks on each platform and **edit the caption separately for Facebook and Instagram**. The main reason is links. Put the website link in the Facebook caption. On Instagram, links in posts don't work (the text isn't clickable and just frustrates people), so write "link in our profile" and add the link to one of your five Instagram profile links. To copy a web address on your phone, press and hold the address bar and choose **Copy Link**.
- Choose **publish now, save as a draft, or schedule**.
- **Content** shows published posts and reels and anything scheduled. The three dots menu lets you edit, duplicate, publish now, reschedule or delete.
- **Inbox** brings Facebook and Instagram private messages and comments into one place, so you don't have to check each separately. Filter by platform with the small filter icon (not the most obvious design). Evan says this alone is a good reason to use the app.

Does a post on Facebook go to Instagram automatically if the accounts are linked? Not from the standard Facebook page or app. You can do it through Meta Business Suite. On Instagram (covered next week), there's a toggle to share to Facebook, with an option to always do so automatically.

Meta Business Suite on desktop
While using Facebook as your page, go to your page and click **Meta Business Suite** at the bottom of the left menu. Everything from the app is there, including the combined inbox and the Content section with scheduled posts.

To **create a post**: both platforms are selected by default (untick one if you like). Add your media, write your text with the link, and preview it in the Facebook and Instagram feeds side by side. Turn on **customise text for Facebook and Instagram** to keep the link on Facebook and say "tap the link in our profile" on Instagram. You can optionally add a **button** (Send Message or Call Now), then schedule each platform (for example tomorrow at 8.30pm) and click **Schedule**. Evan finds this a much better experience than the standard way.

Third party schedulers
- **Hootsuite:** probably the best, but complicated enough that you'd need training.
- **Buffer (buffer.com):** simple and free to start. Connect Instagram, Facebook, LinkedIn and TikTok, attach your post or video, choose platforms and tailor captions for each.
- Be careful: the platforms prefer you to post directly. Studies have found that third party tools can reduce reach.

Key takeaways
- Post content that is **interesting and also lets you sell**. The right balance depends on where you sit on the spectrum.
- This applies to Instagram and TikTok too, not just Facebook.
- Engagement drives reach, not the other way round.

- Use 4x5 images, multiple image posts and your own designed images when you link.
- Meta Business Suite is the better way to post to both platforms, schedule and manage messages.

Next week: Instagram, including the difference between posts, reels and stories, how to make reels, how to post stories, how to get found in search and how to use Instagram for free.

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