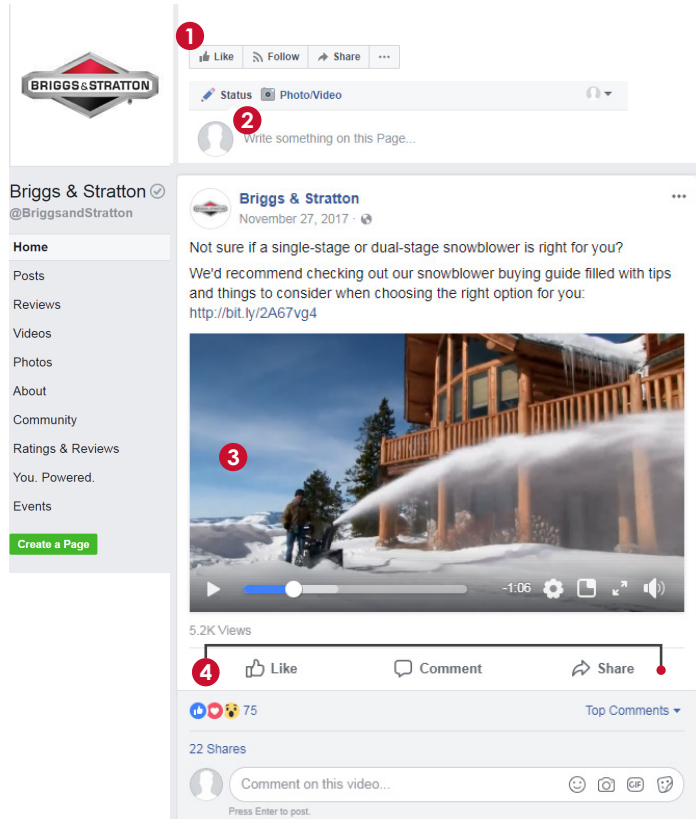


FACEBOOK BASICS

How to comment, like, and share your way to a stronger business.



1

GROW YOUR CUSTOMER BASE

Users "Like" your page to show interest in your company and follow your posts. Increasing your page Likes is a simple way to expose your dealership to new customers.

2

COMMUNICATE WITH YOUR FOLLOWERS

Use this section to create a Facebook post that will be seen by the fans of your page. Consider posting sale specials or product images/videos for the most customer interaction.

3

SHARE MULTIMEDIA CONTENT

When creating a post consider applicable images and videos to accompany it. Images and videos are compelling content that naturally encourage user interaction with your dealer.

4

ENGAGE WITH YOUR CUSTOMERS OR BRANDS

Like

Likes are your indicator for how well your post was received by your followers. Higher amounts of likes indicate that your content is valuable to your followers, while lower amounts may show a need for fresh content.

Comment

The comment section of a post is where users share their thoughts about your content. Promoting that users interact by leaving comments is a great way to hear what your customers care about and what content they want to see.

Share

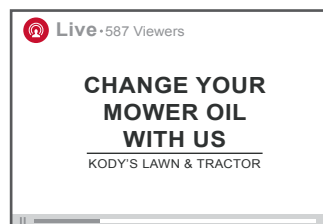
A user sharing your post amplifies your content by exposing it to the user's friend group. Take advantage of this by sharing Facebook content posted by the brands you sell. This way your followers get exposed to your inventories branded content.



Live

LIVESTREAM FROM YOUR SMARTPHONE

A livestream is a real-time video feed with integrated audience chat. The FREE tool is a great way to communicate with your following in a transparent, creative and timely fashion. Simply click "Live" from the Facebook smartphone app to get started.



QUICK TIPS

Q: What day should I post on?

A: Content posted on the weekend is most likely to get more interactions.

Q: What time should I post?

A: Content posted either at 8am or 6pm is most likely to get more interactions.

Q: How often should I post to my page?

A: One post every other day is a good standard to follow.

POSTING CONSISTENTLY VALUABLE CONTENT IS AN EASY WAY TO STRENGTHEN AND GROW YOUR FOLLOWING.