



# MONDAY MOTIVATOR

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MANAGEMENT CONSULTING GROUP

WILL ROBERTSON / JAY McDOWELL

[Will@PS-MCG.com](mailto:Will@PS-MCG.com) [Jay@PS-MCG.com](mailto:Jay@PS-MCG.com)

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## Facebook's Secret Tool

In this edition of The Monday Motivator we introduce our very first guest contributor, Katie Wagner. Before becoming president of Katie Wagner Social Media, she spent more than 15 years as a journalist. After graduating Magna Cum Laude from Boston University with a B.S. in Broadcast Journalism and a B.A. in International Relations, she began her career as an investigative reporter, and then spent a decade as a television and radio news anchor.



Katie has worked at CBS, ABC, Fox, CNN and National Public Radio. In addition, she has appeared on dozens of commercials, educational videos and websites. She has hosted her own talk show, had columns published in major newspapers and blogs, and is a popular public speaker.

Katie and her staff bring a world of knowledge about all things social media. One of our favorite topics is this one that deals with Facebook's secret tool to help your page following. Stuck in a rut? After a few months of Facebook marketing, you may find yourself plateauing when it comes to growing your company page following. You've invited your friends, spent money on "page like" ads, and still, you can't get over the hump. But there's a better way. Hidden inside your company page is a secret tool that will allow you to invite anyone who has engaged with your post to like your page. Here's how:

As you post your daily Facebook content, pay attention to who is liking your posts. A few hours after posting, check back at the post and click on the names of those who have liked your post. This will prompt a pop up, which allows you to invite anyone who has liked the post to now like your page. This hidden tool is free to use and can make all the difference when it comes to increasing your page follower count.

The secret's out! Now that you know about the tool and know how to access the "Invite to Like" popup, there are a few ways you can increase your post engagement, and in turn, increase the number of users that you can later "invite."

### Encourage Sharing

You should always include a call to action in the copy of each of your Facebook posts. This tells your audience what you want them to do, and how you want them to interact with your content. By encouraging sharing, you are telling your audience you want them to help you get your post out to more people. When your followers share your post, you're getting out in front of a whole new audience who has yet to be invited to like your page.

### Tag other Pages

Similarly, if you tag other companies or organizations in your content, you are increasing your chances of your content being shared. If the company has a big following, you are tapping into their audience and opening up the opportunity to invite even more people to like your page.

### Run a Website Traffic or Engagement Ad



"Page likes" ads can be costly, but there's a better way to reach your audience with Facebook advertising, while still increasing the number of fans who like your page. Instead, run a website traffic or engagement ad. These types of ads are more cost efficient, so you will be getting more bang for your buck when it comes to ad spend. By running a page likes ad,

you are driving users to your website while having the opportunity to invite anyone who likes the ad to like your page. The same works for engagement ads. For engagement advertisements, you will be charged when someone interacts with your post. This boosted post advertises your business to new users, and can also be used to invite anyone who likes the post to like your page.

Facebook's "Invite to Like" feature will ignite your company page and give you immediate results. Coupled with strong, effective content and smart advertising, you can start to grow your audience right away. This feature is not the only hidden tool within Facebook. Read about how you can target specific audiences with Facebook's post targeting tool [here](#).

Thanks Katie! Great advice. And for those wanting a few more tips on how to make social media work for you, we feature a seven-step guide from one of [Katie's Rockstar Team](#). It's another road map to success with social media.

## 7 TIPS ON HOW TO BECOME A SOCIAL MEDIA ROCK STAR BY MACRAE BRENNAN-FULLER, CONTENT EDITOR WITH KWSM

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American songwriter, blues singer, and record producer Shawn Amos once said, “Social media is social. We’re looking to touch one heart at a time with one great story at a time.” Does that mean we should roll out the red carpet for every self-proclaimed social media expert who can post the perfect selfie on Instagram or use trending hashtags on Twitter? #ProbablyNot



1. While there isn’t one specific characteristic that defines a social media rock star, this person should be an effective communicator and able to juggle the roles of relationship manager, photographer or video editor, writer, customer support agent and strategist or analyst. The ever-changing landscape of social media can be challenging, exciting and rewarding, but researching new trends can help grow your brand and engage your audience.

2. Tell it like it is. Followers notice honesty/dishonesty in social media. If you are commenting on your work at a specific company, identify yourself as an employee and make sure your posts/comments are consistent with your work, the organization’s mission statement, and its core values. The best benefit of social media is the authentic interaction between a company and consumers.

3. Use good judgement. Content should always be factual, and all claims legitimate. Social media is public and once you reveal information, there’s no pulling it back. Posting confidential information about your company on social media will most likely land you in line at the unemployment office instead of a corner office with a view.

4. Don’t be afraid to communicate! It is key to effectively communicate your plans regarding strategy and content distribution, and how these plans will enhance your clients’ brand. This includes simplifying complex information and sharing that information with audiences across multiple channels. Develop brand guidelines for a brand voice. You’ll most likely want to avoid using formal or overly technical language.

5. Creativity goes a long way. Social media rock stars must strike the right balance between being strategic, analytical, innovative, and creative. Be mindful of your organization’s distribution

policies and guidelines, and the impact the content will have on a company's business and customers. Don't publish content just for the sake of putting information out there. The best-crafted messages aren't the ones you like best; they're the ones that best resonate with your audience.

6. Don't be afraid to take risks. Success comes after many failed attempts. The key is learning from those failures. One of the best qualities of a social media rock star is a willingness to try and test anything. Learn the value of A/B testing to see how different content styles, images, tones or formats will best suit the message.

7. Own up to your mistakes. In the event you make a mistake, you must own it. Follow these simple steps: acknowledge it, apologize for it, correct it, and make yourself available to answer more questions. These mistakes can be typos or more severe errant messages. Proofing before you post is a must. Take a minute to review your message for things such as consistency, grammar, relevance, and value.



In summary, it's all about your audience. Your messaging won't connect if you don't understand your audience. It's important to listen and understand the concerns, needs, and feedback of your clients. Your strategy should include guidelines for tracking customer feedback, monitoring response times and measuring the impact of your posts. Stay on the forefront of new trends and explore ways to evolve your client's social media.

A big [THANKS to Katie Wagner](#) and her devoted staff of social media experts for this content!

Will Robertson, Founder / CEO and Jay McDowell, President / MBA are doing business as Performance Strategies, Inc. Our offices are located at 1231 E. Dyer Road, Suite 215, Santa Ana, CA 92705. You can reach us 562-577-7000. Our web site is [www.PS-MCG.com](http://www.PS-MCG.com) Our E Mail addresses: [Will@PS-MCG.com](mailto:Will@PS-MCG.com) and [Jay@PS-MCG.com](mailto:Jay@PS-MCG.com)



[Will Robertson, Founder / CEO](#)



[Jay McDowell, President / MBA](#)

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