

Facebook best practice for authors

Page name

Your page name is an extension of your Tes shop. Keep your name the same across all channels and your Tes shop name, if you can.



#hashtags

Use hashtags that are relevant to your content and, where possible, relevant on Facebook right now.

Don't overdo hashtags – one is usually enough.



Sell or tell?

Don't always ask your followers to buy something. Instead, share the benefits of, or story behind, your resources.

Do you have a blog that you could share?

Don't just talk about resources, showcase them with photos from your classroom, or share insights from your life in teaching – it helps your followers to relate to you.



Images, GIFs and videos

Video content is consumed 75% more than still images on Facebook and this number continues to rise, so try creating videos to showcase your resources. GIFs are another great way of engaging with your followers.



Interactive

Facebook polls are great for insights.

Encourage your followers to utilise the reaction feature (Love, Angry, etc).



Harness your inner creative

Not everyone needs to be a graphic designer!

If your images are the correct size, high quality and have a consistent look, they'll help to build your brand.

Free tools such as Canva¹ and PicMonkey¹ are easy to use and keep your content fresh.

Original and authentic content is where it's at – people can sniff out a fake.



Engage with followers

Make your followers feel welcome in your community – respond to questions and comments quickly.

You have more characters to use on Facebook, so tell an engaging story and try not to clickbait – misrepresenting your resources could put your followers off. Ask questions to get engagement and post frequently.

NEW

Sharing

Share content from your fellow teachers and other interesting sources – you'll be supporting others in the same way you'd want to be supported.

Be original and get straight to the point. You're more likely to be shared on Facebook if you do.



Analyse

Facebook Insights within your page can help shape your future content.

Analyse comments, likes and engagements on your posts.

The more clicks you get, the more likely you are to get a download. Take inspiration from what your fellow teachers are doing.



Timing is everything

Experiment and find the best posting times for you and your audience.

When are teachers more likely to go online?

Make your posts relevant and timely to avoid being let down by the algorithm.



Sources

¹ We have no affiliation to the websites listed here. There are hundreds of others, but we can't list them all. Find the one that works best for you.
<https://animoto.com/blog/business/video-marketing-cheat-sheet-infographic/>
<https://sproutsocial.com/insights/facebook-best-practices/>