



GET TRACTION COURSE

LEVERAGING THE POWER OF FACEBOOK FOR YOUR VO BUSINESS

**SETTING UP YOUR FACEBOOK PAGE
AND
TIPS ON SHARING CONTENT**

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INTRODUCTION



Social media plays a big role in our lives today, and Facebook knows has done an amazing job at capitalizing on that. Google still has tons of value, but why ask total strangers, when you log on to Facebook and poll your friends? Mark Zuckerberg, Facebook's CEO, reported in 2016 that people are doing more than 2 billion searches a day between looking up people, businesses, and other things they care about.

"PEOPLE ARE DOING MORE THAN 2 BILLION SEARCHES A DAY ON FACEBOOK BETWEEN LOOKING UP PEOPLE, BUSINESSES, AND OTHER THINGS THEY CARE ABOUT."

You don't have to have a business Facebook page in addition to your personal one. But depending on how you're planning to use social media, and what your goals for your business are, there are reasons you may want to. There are many features inside a Facebook business page that you can use to your advantage as a voice talent. And you don't necessarily have to spend money on Facebook ads to get noticed, or to get traction. We're going to talk about some of those features in this ebook.

Why do businesses put so much energy into having a Facebook presence? Well, we all know that there are tons of people on Facebook (some of them are on way too much...), so there's a really good chance your target audience (in our case, voiceover clients) spends time there. Also, people are increasingly getting more and more impatient, and Facebook is the king of instant gratification. When someone needs something, they can post about it, and within minutes can have notified the right people, and have gotten multiple responses. And lastly, It tends to be a great place for referrals because we tend to trust friends, friends of friends, and people in common groups more than complete strangers.

PERSONAL STORIES ABOUT HOW FACEBOOK HAS HELPED ME GET VO WORK

HOW I GOT A NEW AGENT THROUGH FACEBOOK

One day, I saw in my notifications that two friends tagged me in the same post. I checked out the post, and a voiceover agent I hadn't heard of posted publicly on her personal page that she was looking for new talent. I ended up sending the agent my demo, being added to her roster, and booking a \$450 job with them within a week.

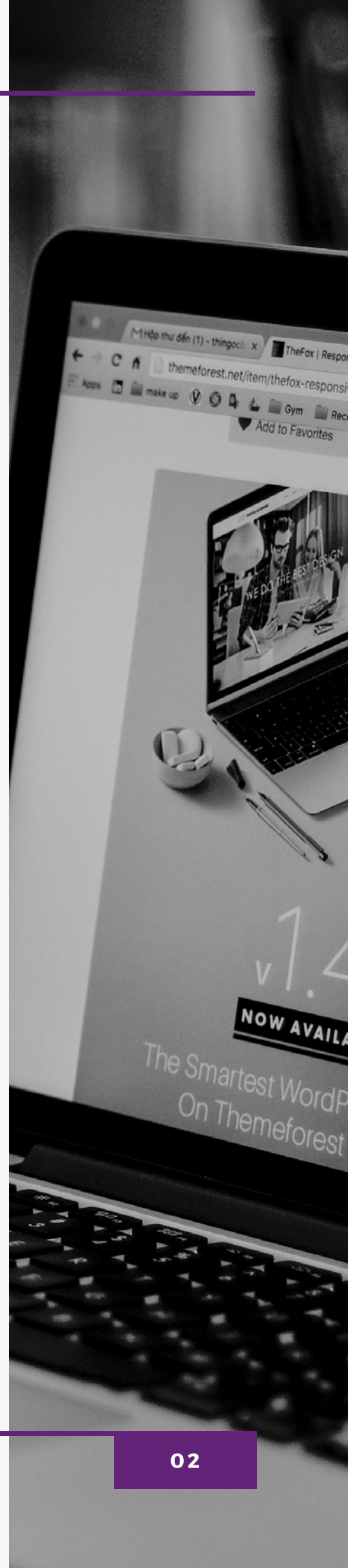
HOW FACEBOOK MAKES COMMUNICATION WITH CLIENTS EASIER


I have several clients who prefer to use my Facebook business page as our primary method of communication. Maybe because it feels more instant than email. Or maybe because the clients know I have incentive to reply quickly (so I can get/keep the "fast responder" badge on my page). Using my Facebook business page, I have gone through the entire booking process--from job offer to payment--with a client who needed voiceover for a Kickstarter video. He offered the job, sent over the specs and the script, I sent the final audio, and I sent the invoice over--all through my Facebook business page messenger. One thing to note is that currently, it doesn't work well to send audio files through the messenger. So, I sent a [WeTransfer download link](#) to get the audio to him.

I've also booked work through my personal Facebook messenger, as well as other social media platforms.

HOW HAVING A FACEBOOK BUSINESS PAGE KEEPS YOU TOP OF MIND.

I have another long-time client who follows my business FB page. She often likes my posts (especially the personal ones, like pictures of my girls) and makes comments. I love this because I know I'm coming across her mind often. Every time she needs voice talent for something (and it's probably only a couple of times/year), she reaches out to me to personally audition.





PUT YOUR FACEBOOK PAGE TO WORK FOR YOU

In this ebook, I show you simple steps for setting up a Facebook business page, and I share ways to market yourself as a voiceover talent.

~Relax~

When it comes to social media, I know it can seem daunting to get going. It's hard to know what to post, how to post, how often to post, and if you're actually getting a return on the time you're spending. Remember: You don't have to use all of the social media platforms, and you don't have to do it perfectly right away. Just pick one, and start slow!

On that note, if you haven't yet, [you can like my page](#). I try to apply the principles I will be sharing with you in this ebook, and you will see samples of how I leveraged the power of Facebook for my voiceover business.

Carrie

THE POWER OF FACEBOOK FOR VOICE ACTORS

One of the most natural and easy things to share on Facebook, or any social media platform, is samples of your work. This is such a great thing to share on your Facebook business page because it's not all about you; You also get to brag on the clients and agents you worked with on the job (which is always a good thing!). So, as opposed to posting work on your page and saying, "Look how awesome I am!" you can post work and give kudos to your awesome agents and clients. Agents and clients love this, it gives them the warm-and-fuzzies (which is great for them to have that emotional connection with you), and they often share these types of posts, or at least comment on them.





DIFFERENCE BETWEEN A PAGE, A GROUP, AND PERSONAL PROFILE

HOW TO KNOW THE DIFFERENCE

Most people aren't clear on what the difference is between a Facebook Page and a Facebook Group.

Facebook Profiles, Pages, and Groups are all features that allow people to stay connected with everything that matters in their lives -- including friends, businesses, celebrities, and interests.

Here are things to understand about how they are different when using Facebook.

FACEBOOK PROFILE

Think of a Facebook Profile as your personal page that gives a quick summary of you. It has information about you and is also a place to post your status and express what you are doing, thinking, feeling, etc.

You can add as much or as little information as you like. The more you can add to your Facebook profile, the more others will feel they have a sense of who you are.

Remember, Facebook profiles are meant to be a representation of you as an individual.

FACEBOOK PAGE

A Facebook Page is similar to a Facebook profile; however, they allow public figures, businesses, organizations, and other entities to create a public presence on Facebook.

These pages are public to everyone on Facebook, and by liking these pages, you will then receive updates on your News Feed about them.

Facebook Pages are designed to be the official pages for businesses, organizations, celebrities/public figures, TV Shows, and so on.

Facebook Pages are seen as a strong vehicle for getting out a marketing message, rather than a place to share interests and opinions. This is an effective way to establish and share your brand as a voiceover artist.

FACEBOOK GROUPS

While Facebook Pages are designed to be the official page for public entities, Facebook Groups are designed for people with common interests and opinions to connect in a smaller forum.

Groups allow Facebook users to come together and share content that is related to their interests.

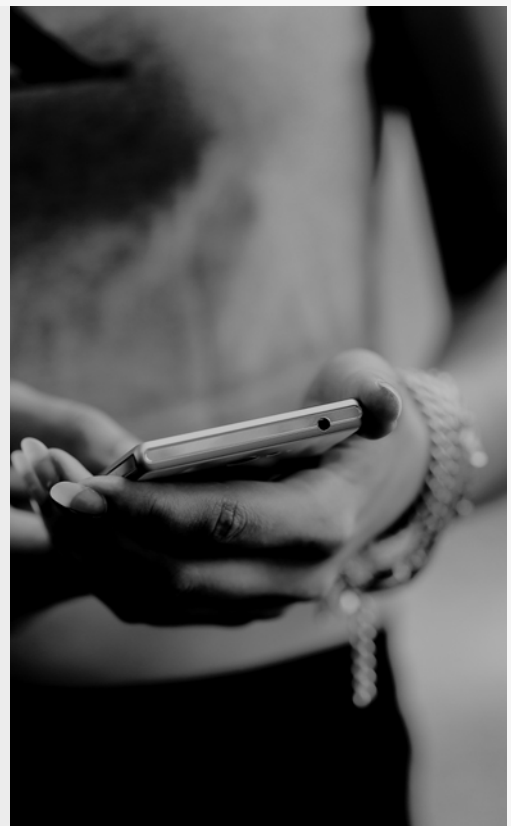
Anybody who creates a group can decide whether to make the group public for anyone to join, require admin approval for members to join, or make a group private by invitation only.

I have created several topic-based groups based on our industry or specific classes. It's a free tool to help people to network, crowdsource questions, and address issues without having to send an email. It also fosters a feeling of community when done right.

If you haven't joined yet, the Get Traction has a Facebook group. [Join here.](#)


REMEMBER:

Everyone should have an individual Facebook Profile; it's the essential building block of what Facebook is about. You need it in order to create a Facebook Page or Group. If you would like to get friends together to share content and posts, you should create or follow a group. But if you would like to promote your brand or business, you should create a page.



BENEFITS OF HAVING A BUSINESS PAGE AS OPPOSED TO ONLY A PERSONAL ONE

- You can post content very specific to your VO business
- It can show the number of “likes” you have specifically for your business, rather than just number of friends
- You can experiment with posting - what do your followers engage with? From assessing this, you will have an idea of what your market is looking for from your posts. Over time, as you learn more about your market and who you want to serve, you will be able to give quality content and market yourself easily. Done right, you can also become an influencer in the industry - the possibilities are endless.
- You can even experiment with ads if you'd like!
- In a pinch, you could use FB messenger for a directed session, or even to do a video chat with a client.



ULTIMATELY, HAVING A FACEBOOK PAGE IS LIKE COMBINING THE POWER OF HAVING A WEBSITE AND EMAIL LIST WITH ADVERTISING. IT ISN'T AS SPECIFIC AND PERSONAL AS SENDING AN EMAIL, BUT IT CAN SHOWCASE YOUR WORK AND YOU CAN STAY RELEVANT AND COMMUNICATE WHERE YOUR TARGET MARKET ALREADY IS.

IT IS ANOTHER WAY TO STAY TOP OF MIND - KIND OF LIKE A MORE TAME VERSION OF AN EMAIL LIST. READY TO SET UP YOUR PAGE? LET'S START.

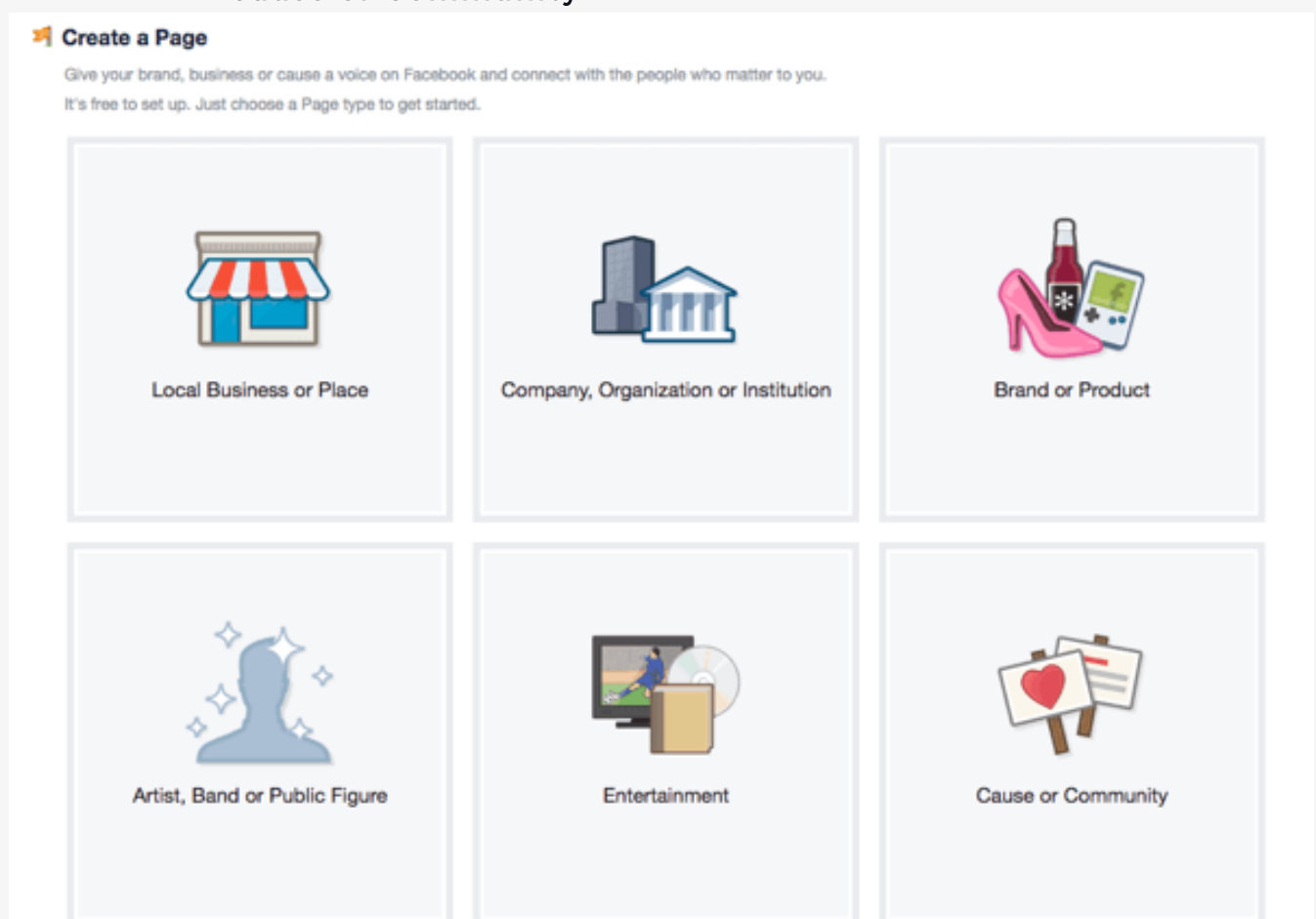
HOW TO SET UP A FACEBOOK PAGE

To set up a Facebook page for business, you'll need to **log into your Facebook profile and click the Home button** next to your name. Next, **click on the Pages tab in the Explore section** of the left-hand sidebar of your profile home page.

Clicking on this takes you to the main Pages area where you can view top page suggestions, explore invites to other pages, view pages you've liked, see the pages you're already managing, or create a new page. You'll **click on Create Page**.

Next, **you'll choose a page type for your new business page**. There are six options:

- Local Business or Place
- Company, Organization or Institution
- Brand or Product
- **Artist, Band or Public Figure**
- Entertainment
- Cause or Community

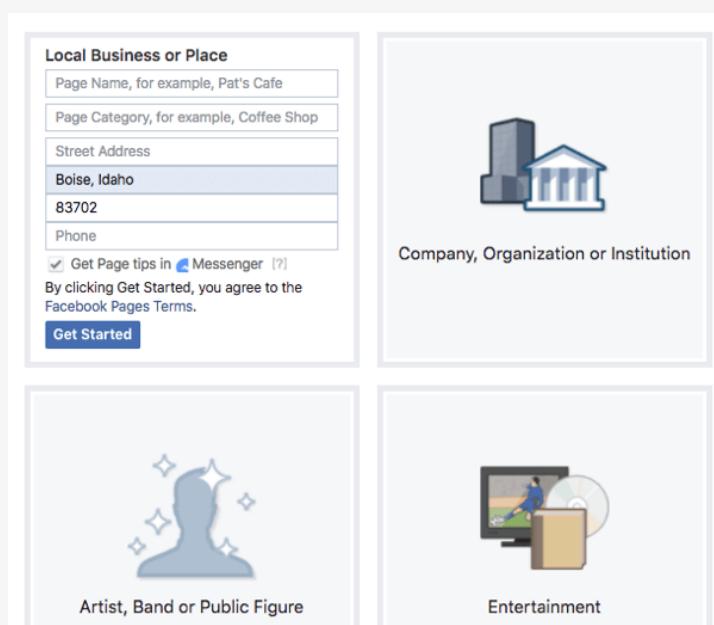


HOW TO SET UP A FACEBOOK PAGE

Choose the type for your Facebook Page carefully.

Each page type has a drop-down menu with an extensive list of categories.

Choosing the right page type for your business may seem straightforward at first, but after glancing at the categories, you may find that your business fits into a different page type than you had originally thought.



The image shows a screenshot of the Facebook page creation interface. On the left, there is a form for 'Local Business or Place' with fields for Page Name (example: Pat's Cafe), Page Category (example: Coffee Shop), Street Address (Boise, Idaho 83702), and Phone. Below the form is a 'Get Started' button and a checkbox for 'Get Page tips in Messenger'. To the right of the form are three large icons representing different page types: 'Company, Organization or Institution' (a building icon), 'Artist, Band or Public Figure' (a person silhouette with stars), and 'Entertainment' (a person at a podium with a screen).

KEEP IN MIND THAT EACH PAGE TYPE HAS UNIQUE CATEGORY OPTIONS, AND THAT EACH CATEGORY OPTION HAS UNIQUE FEATURES, SO IT'S IMPORTANT NOT TO RUSH THIS PART; FIND THE RIGHT FIT.

WHAT I DO: I CHOSE "ARTIST" WHEN I SET UP MY BUSINESS PAGE.

This option will likely work for you as well, but because all of our businesses are different, there may be reasons that it makes sense for you to choose a different page type.

HOW TO SET UP A FACEBOOK PAGE

Consider the features each type and category offers for your Facebook page.

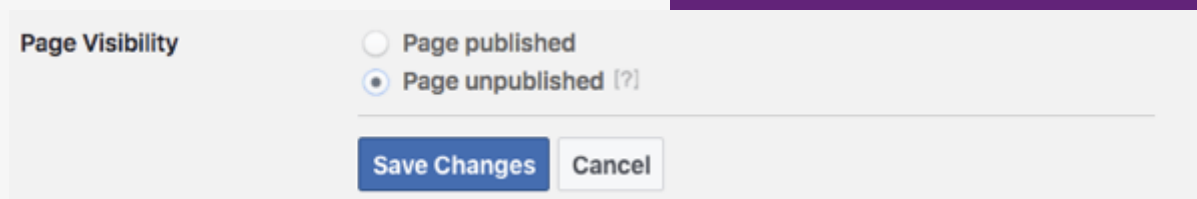
After browsing the page type categories, **choose the Facebook page type and category that will be the best option for now.** If you change your mind after the page publishes, you can always go back and change the category.

Fill out the name of your new page along with any other requested information fields, click Get Started, and you'll be taken to your new page!

You'll see a prompt list with tips and ideas designed to help you create a great page before you start inviting people to like it.

At this point, you'll want to unpublish your page so you can work on it out of the public eye.

Click on Settings in the top navigation bar and open the Page Visibility row in General Settings. Change the visibility to Page Unpublished, and click Save Changes. Now you can build your page and unveil it when it's complete.



Unpublish your Facebook page while you work on getting it ready to launch

DESIGN AND ADD A PROFILE PICTURE TO YOUR FACEBOOK PAGE

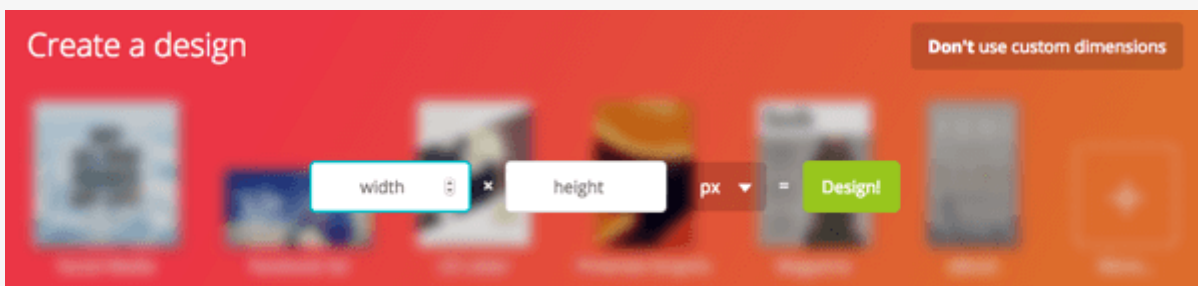
Your profile photo for your business page can be any number of things, but as a voice actor, you'll want to use either:

- **A professional photo of yourself since you're the face of your business**
- Your logo

I personally would recommend that you use a professional headshot or a picture of you instead of a business logo, if you have one. Whatever you choose, keep the composition simple so it's easily recognized.

Your profile photo should be 800 x 800 pixels to ensure all of the details of the image are present. You can easily create the right size using a free tool like Canva.com.

Inside Canva, click Create a Design and choose the Use Custom Dimensions option.



Type in 800 x 800 px and click on the Design button to reach the design page. Here you'll upload your own image.

Resize your image so it fits within the square and looks the way you want. Once you're done, give your profile image a name and click the Download button.

Now you're ready to upload your newly created profile image to Facebook, so head back over there and **click on Add a Picture in the prompt list.** While you have the option to take a photo with your computer's camera, you'll choose the Upload Photo option. Now, **simply follow the prompts to upload your new profile picture.**

DESIGN AND ADD A PROFILE PICTURE TO YOUR FACEBOOK PAGE



- You don't want to change your profile picture often because you want to maintain consistent branding. You don't necessarily have to stay with just one picture just because you've always used it, but if you do change it, make sure you maintain consistent pictures that represent you across all of your social media profiles and web presence. So if you update your headshots in your website, make sure it gets reflected in your social media accounts as well.
- You also want to make sure your profile picture looks good as a tiny thumbnail (on a news feed). Meaning, make sure your face isn't a tiny blip in the forefront of some beautiful mountain scenery. It should be easy to point out your face as the central focus of the image, regardless of how the photo is sized (some people may be viewing it on a mobile phone).
- Have a caption for your profile picture - introduce yourself.

CREATE AND ADD A COVER PHOTO FOR YOUR FACEBOOK PAGE

With the exception of changing dimensions, you'll go through the same process as above to create a cover photo; the dimensions for a Facebook cover photo are 828 x 315 px at the time of this ebook's publication.

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- Facebook is known for changing and updating their dynamics all the time, so cover sizes can change. For changing dimensions: Download Google Chrome Page ruler extension. You can easily know the correct and updated size by dragging it on a current Facebook cover photo.
- Something to keep in mind is that **the mobile-friendly area is within the 560 x 315 px area, so if you want to add words to your cover photo by adding a text overlay, make sure it will be visible across all devices.** And if you don't know what this means, no worries. You don't need text on your cover photo. In fact, sometimes it's best to keep it simple.

When your image is ready, **click on the Add a Cover button in the upper-left corner of the Cover Photo space**, and then **click Upload Photo**. You can **drag the image to position it correctly** and when you're happy with how things look, **click the Save button**.

After uploading your cover photo, **click on the image to fill out the description**. This is a **valuable piece of real estate on your page, so make sure to utilize this area to share a tagline or a price point, and to include a link to your website or a product landing page**.

Then, if someone clicks on your cover photo, they'll find out even more about the page or your business.

Add a description to the image you use for your Facebook business page cover photo.

CREATE AND ADD A COVER PHOTO FOR YOUR FACEBOOK PAGE



**WHAT I DO:
I UTILIZE THIS VALUABLE PIECE OF REAL
ESTATE TO LINK TO MY DEMOS PAGE**

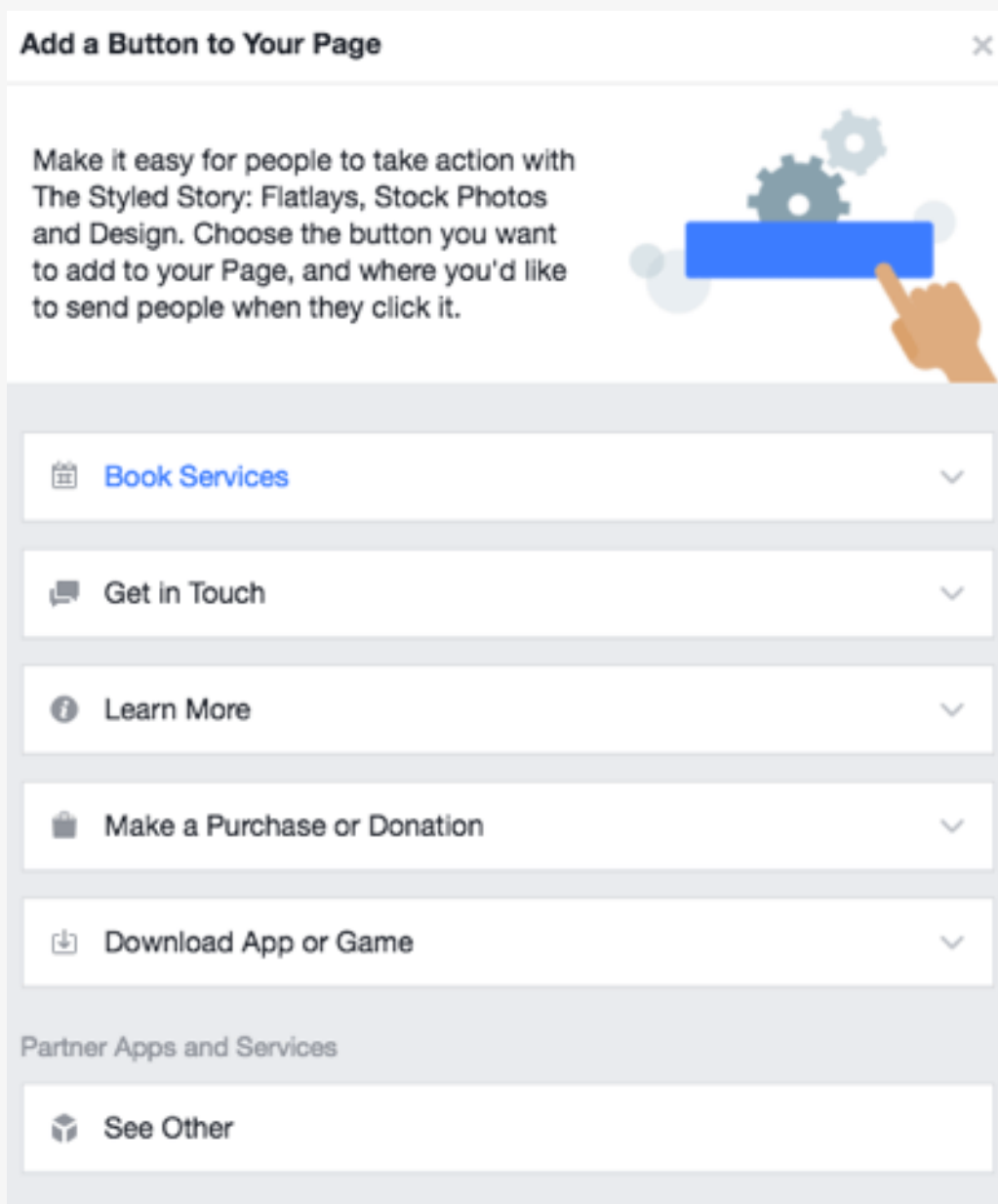
As a voice actor, it is important for you to show your range and samples of your work.

ADD A CALL-TO-ACTION BUTTON TO YOUR FACEBOOK PAGE

Adding a call-to-action button to your page gives people an easy way to do things like sign up for your giveaway or newsletter, buy something, and so forth.

Once you **click on Add a Button**, which is located just under the right corner of your cover photo, you'll be prompted to **choose from seven types of standard buttons**.

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ADD A CALL-TO-ACTION BUTTON TO YOUR FACEBOOK PAGE

Here are different types of CTA buttons to choose from.

THE BOOK SERVICES OPTION HAS TWO BUTTONS.

- The Book Now button lets people book travel or an appointment with you.
- The Start Order button lets people order food from you.

THE GET IN TOUCH OPTION HAS FOUR BUTTONS.

- The Call Now button lets someone call you with a single tap of the button.
- The Contact Us and Sign Up buttons both take users to a form on your website for lead generation or subscriber capture.

- The Send Message button opens a private Facebook message between the user and your page.
- The Send Email button lets people email you directly from your page.

THE LEARN MORE OPTION HAS TWO BUTTONS.

- The Watch Video button takes people to a video on your website or on Facebook.
- The Learn More button will show someone more information about your business.

Explore all of the types of call-to-action buttons to see which is the best fit for your business.

WHAT I DO:

My sign up button usually leads to a subscribe page but I change it every now and then depending on the course I am running or the latest freebie I am giving away. As a voice actor, a few ideas on setting up a sign-up button is to lead them to your website, or a landing page of your demos/portfolio, if you have one. Be sure that whichever page you are sending them to, there is a clear way for them to give their contact details, or contact you easily.

WRITE AND ADD A DESCRIPTION TO YOUR FACEBOOK PAGE

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Use the Description area to tell people what your page is about. The more information you give potential new followers, the more likely they are to stick around.

Your description is limited to 155 characters and shows up in search results, so you'll want to think about how potential followers might search for your product or service to find your page online.

Click on the Add a Short Description prompt and write one to two sentences, including keyword phrases where appropriate, to succinctly describe the focus of your page or business.

Create a search friendly description to help your audience find you.

Click the Save button and you're all set.

WHAT I DO:

Here's how I worded mine. Feel free to change it up as you like, but as a voice actor, it makes sense to make this your mission statement, which was covered in our second class of the Get Traction course, as well as in my free mini-class I delivered via email in July, 2018.

When writing your About, feel free to talk directly to your potential clients, as opposed to writing in the third person. This makes a much more personal connection with your potential clients.

Description

My mission is to be a zen oasis in your life by making a powerful connection with your audience through perfect voiceover.

This brief summary of your Page. The limit is 255 bytes.

CREATE A CUSTOM USERNAME FOR YOUR FACEBOOK PAGE

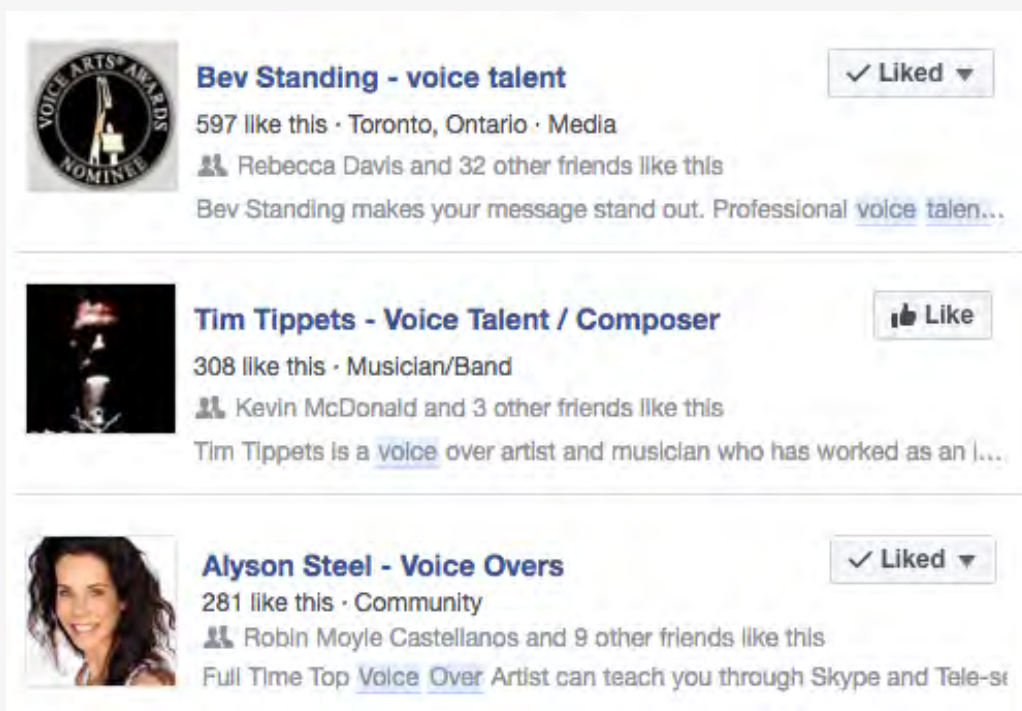
6

Each Facebook page receives a unique identifier in its URL when it's created; something similar to facebook.com/YourPageName-123456789. To create a closer tie to your business and to make it easier for people to find you or tag you on Facebook, you can **customize the latter portion of your Facebook URL with a unique username.**

WHAT I DO:

I chose to use my name with the letters VO at the end. It says who I am, what I do, and is consistent with my website and other social media profiles. I've seen other voice actors add the words "Voice Talent," "Voice Overs," or multiple things after their name to give visitors a better idea of what to expect from their page.

Some samples of what I have seen as well are:



The screenshot displays three Facebook profile cards. Each card includes a profile picture, a custom username, the number of likes, the location or category, and a list of friends who liked the page. The first profile is for Bev Standing, a voice talent with 597 likes from Toronto, Ontario. The second is for Tim Tippets, a voice talent and composer with 308 likes. The third is for Alyson Steel, a voice over artist with 281 likes. Each card also features a 'Like' button.

Profile Name	Category	Location	Likes	Friends who Liked
Bev Standing - voice talent	Media	Toronto, Ontario	597	Rebecca Davis and 32 other friends
Tim Tippets - Voice Talent / Composer	Musician/Band		308	Kevin McDonald and 3 other friends
Alyson Steel - Voice Overs	Community		281	Robin Moyle Castellanos and 9 other friends

CREATE A CUSTOM USERNAME FOR YOUR FACEBOOK PAGE

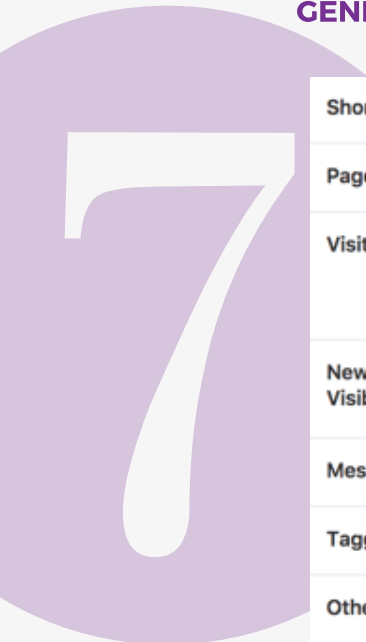
In general, you want to keep your username as short as possible. That said, you should avoid abbreviations or acronyms that aren't intuitively tied to your brand.

WHAT I DO:

Since I am marketing myself as a voice actor, I use my name (the one I use to transact with agencies and clients). To make it clear that you're a voice talent, and/or if you have a common name, add "VO" or something similar to the end of your name.

HOW TO ADJUST IMPORTANT PRIVACY AND SECURITY SETTINGS

GENERAL SETTINGS



Shortcuts	Page is pinned to shortcuts	Edit
Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page Anyone can add photos and videos to the Page Post moderation is turned on	Edit
News Feed Audience and Visibility for Posts	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit

HOW TO ADJUST IMPORTANT PRIVACY AND SECURITY SETTINGS


Here are some helpful settings from this section:

Want to save a few steps to navigate to your page? **Enable Shortcuts to pin your Facebook page to the shortcuts section of your profile** for quick and easy access your page.

Open Visitor Posts and **choose to allow people to publish posts, photos, and videos to your page**. If you're worried about inappropriate content, you can check the Review Posts by Other People box to let you approve or reject each post before it's published.

Giving people the ability to ask questions through Messenger encourages communication, so it's important to **tick the Messages box that shows the Message button on your page**.

Allowing people and other businesses to tag your page and share it with others is a great way to expand your reach to other audiences. To take advantage of this, **tick the Others Tagging this Page box**.


Page Location for Frames	Other people can use your Page's location for photo and video frames.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	 Edit
Profanity Filter	Set to medium	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Page Updates	Page posts are automatically published when you update the Page buttons, description or contact info.	Edit

HOW TO ADJUST IMPORTANT PRIVACY AND SECURITY SETTINGS

The Page Moderation setting is important if profanity filters make sense for your business. You can use this setting to **block comments that feature specific words you choose**.

Want to show up when someone is searching for a certain topic or page on Facebook? **Tick the Similar Page Suggestions box to allow Facebook to suggest your page as a result in relevant searches**.

It's possible to allow Facebook to publish a post whenever you update your description, phone number, website, and other details, or keep those posts from being published. Edit the Page Updates settings to reflect what's best for you.

Post in Multiple Languages	Ability to write posts in multiple languages is turned off	Edit
Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit
Comment Ranking	Most recent comments are shown for my Page by default.	 Edit
Content Distribution	Downloading to Facebook is allowed.	Edit
Download Page	Download Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit
Recommended Actions	Visible on Page	Edit

If you have a global or multi-lingual audience, you can **tick the Post in Multiple Languages box and your posts will be shown to your fans and followers in their language**.

Do you have a preference for the order in which comments are viewed by fans and followers? The Comment Ranking setting lets you **choose whether to show the most recent comments first or the most relevant comments based on engagement first**.

Did you know that fans and followers of your page can download videos published to your page? Depending on the goals of your business, you may want to **restrict downloading of videos by ticking the Content Distribution box.**

MESSAGING SETTINGS

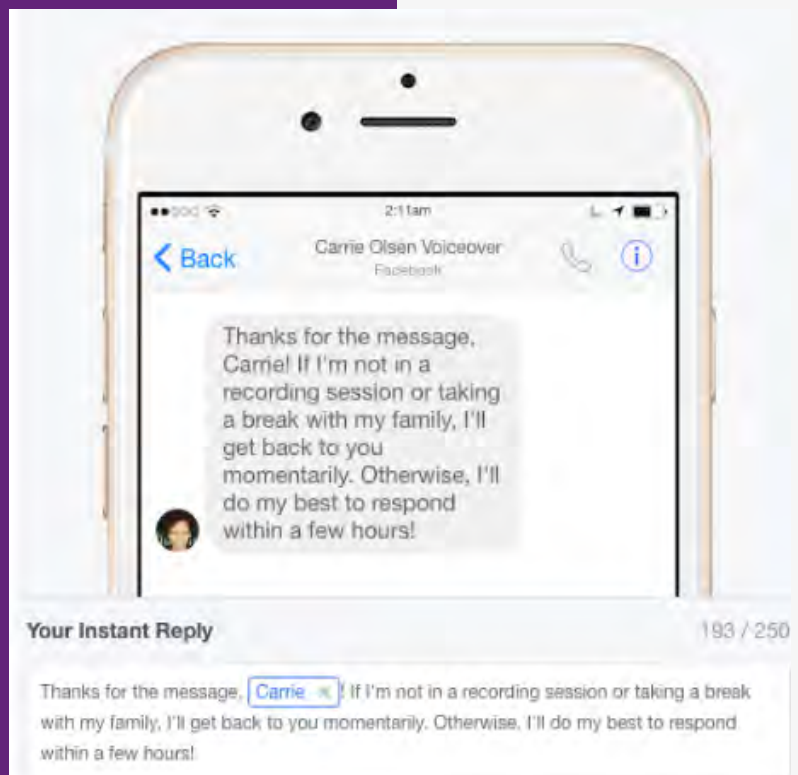
When someone sends you a private message through your page, you have the option to **turn on the Response Assistant to deliver automated responses.** These messages are personalized with the user's name and you can **edit the template copy to align with your voice.**

You can configure an auto-response to:

- confirm that you've received a message and are working on a reply
- let customers know you're not in, but you'll reply as soon as you return
- thank Messenger users for contacting your page for the first time

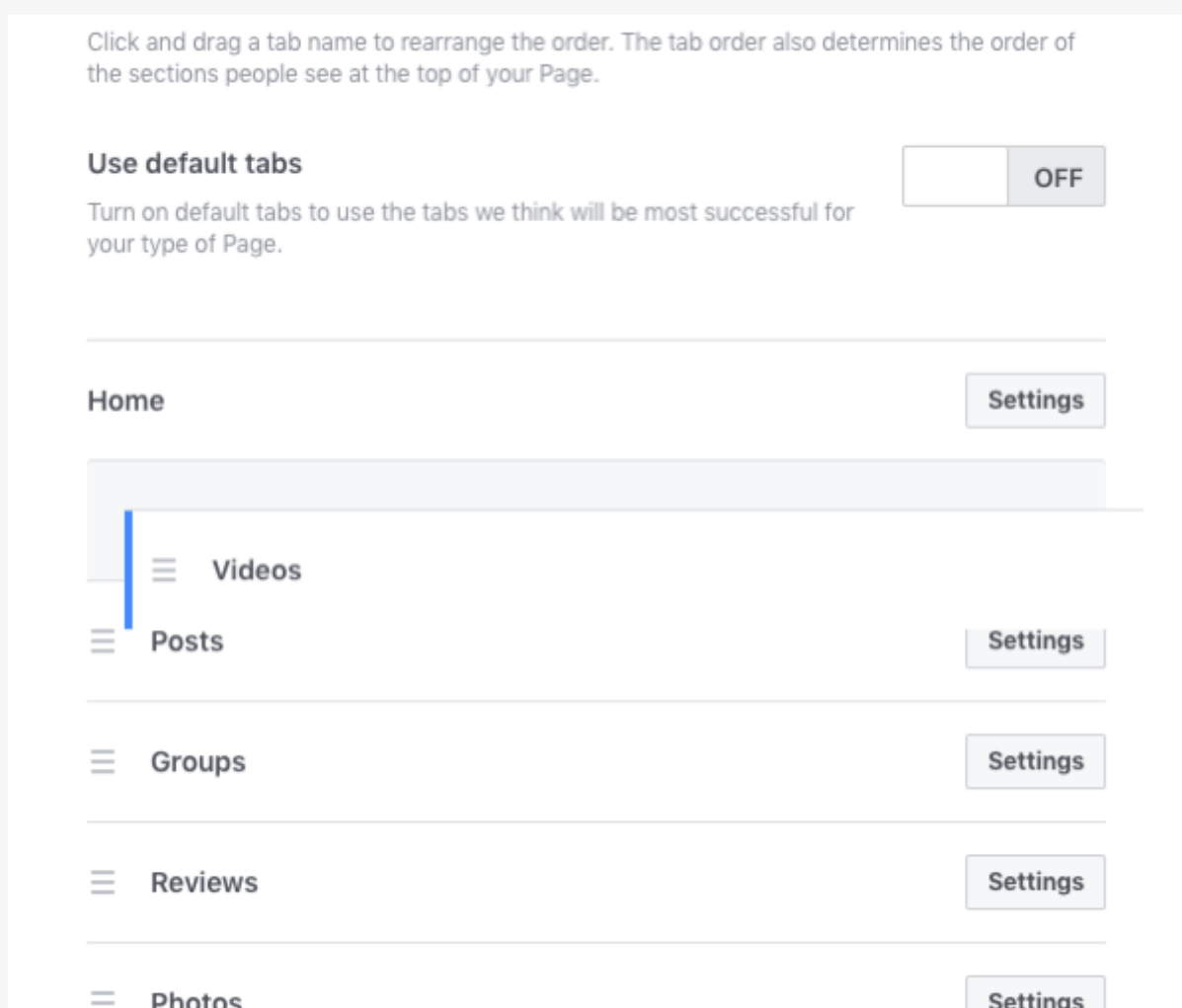
WHAT I DO:

Since I want to get the "quick-response badge" I try to stay on top of things and get back to the message within 24 hours. A quick way to address this is to setup an instant reply, giving them directions on how to contact you best and even directing them to the commonly asked questions you get. Here's a sample of what I did.



EDIT PAGE SETTINGS

While your page is created with a default order of tabs, you can **customize the order and selection of tabs that show up on the left side of your page** under your profile picture. Open Edit Page Settings to click on and **drag each tab until you have the order you like**. For example, if you have a strong video strategy, you can move the Video tab to the top of the list.



Reorder the tabs on your Facebook business page to reflect your content or marketing strategy.

WHAT I DO:

- You can look at how I ordered my page tabs [here](#).
- Take note that I kept off the demo videos off my Facebook page and have a dedicated space for it on [my website](#).
- I also have a [different portfolio page](#) for work that I am allowed to share.

Have a running list of work you have done in a simple spreadsheet - and ask if you can share it as you get work from your clients. It's a great way to share content on your page without making it look as if you are going for the "hard sell."

NOTIFICATIONS SETTINGS

This setting lets you **decide how you're notified when there's activity on your page**. Think about whether you want notifications ASAP every time something happens, or every 24 hours.

You can also choose which types of activity you want to be notified about. Do you want to know every time your page gets a new comment, a new page post share, or a new mention? Turn these and other options off or on from within this section.

Finally, **tell Facebook whether you want to receive notifications by email, text, or both**.

MESSENGER PLATFORM SETTINGS

Messenger is evolving quickly within Facebook and the new Discover feature allows people to discover your business to send a message. You can take advantage of extended visibility by choosing to let Facebook show your page in Discover.

PAGE ROLES SETTINGS

Page Roles deserve some serious consideration because they let you control who works on your page and what level of access they get. While you can have multiple people working on your page with different roles, you'll likely want to keep yourself as the only administrator and assign different levels of responsibility to other members of your team.

The screenshot shows the 'Assign a New Page Role' section of the Facebook Page Roles settings. It features a search input field with the placeholder text 'Type a name or email'. Below the input field is a dropdown menu with the following options: Admin, Editor (selected with a checkmark), Moderator, Advertiser, Analyst, and Live Contributor. To the right of the dropdown is a blue 'Add' button. Below the dropdown, there is a list of existing page roles. The first role shown is 'Admin', with a description: 'Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles.' Below the description is a profile picture of Tammy Yasi Cannon, her name, and the role 'Admin'. To the right of the profile information is an 'Edit' button.

As you click through the page roles in the menu, Facebook provides a description of the access each one has. Use this to help guide page role selection for anyone who helps manage your Facebook page.

WHAT I DO:

You might start maintaining your Facebook page by yourself at first, but as you grow, you might want to consider delegating some of the tasks, such as scheduling posts (this will save you so much time) and blocking comments/keeping track of comments, to another person. Page roles are fantastic for this as you still get to secure your personal Facebook account (they don't need to see your Facebook account to manage your page).

You may have interacted with my assistant, Aggie, at one point or another. She and my husband, Derek, both have permissions on my Facebook page and in my groups so they can help me monitor comments, post content, and stay on top of the discussions.

Be careful! You can set up your Facebook Business Page so that when someone you've authorized to manage your account posts, it looks like you posted. If you ever give someone this kind of access, be sure you know exactly what they'll be posting, and that you trust their judgment. Because they will be representing you in the most literal sense possible, in that, it will look like (or at least it can look like) whatever they say, you have said. You don't want to find yourself in a situation where you have to be nervous about what your team member might post because it either doesn't fit your brand, doesn't sound like you, or is simply inaccurate.

HOW TO PICK A GOOD SOCIAL MEDIA MANAGER

When looking for someone to help with your social media, you can choose either an individual or an agency. Whichever route you choose, be sure you interview whoever it is who is going to be posting on your behalf, so you can get a sense of how they work. Ask to see examples of other pages they have managed so you can see the types of posts they publish, how often, and the variety of types of posts they publish.

Just like in voiceover, you often get what you pay for. So, don't automatically go with the cheapest option and expect high quality work. If it just so happens to work out that the social media manager you like best also happens to be the most affordable, awesome! But be sure you have a sense of exactly what to expect from the partnership before agreeing to it.

Agencies may have more analytics tools at their disposal, meaning they may be able to provide you with more data around how many people are engaging with your content, and quantitatively which types of posts get the best engagement. But an individual may be more likely to take the time to get to know your voice and your brand, and therefore, may do a better job of posting posts that sound more like you, which is extremely important.

There are countless agencies and individuals that specialize in helping you with social media. You can find them by doing a Google search for "social media management company." You can also find individuals and agencies by looking on freelance sites like Upwork and onlinejobs.ph.

PEOPLE AND OTHER PAGES SETTINGS

This gives you a list of pages and people who like your page. In the unfortunate event that you need to **ban someone**, you can do it here.

PREFERRED PAGE AUDIENCE SETTINGS

If you know who your ideal client is, you can **set up a specific audience here that will help Facebook put your page and posts in front of people who fit this target.**

Preferred Page Audience

Edit your preferred Page audience to reflect who you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

Locations ⓘ

Include

[Add Bulk Locations...](#)

Age ⓘ -

Gender ⓘ All Men Women

Interests ⓘ | [Suggestions](#) | [Browse](#)

Languages ⓘ

Estimate: 1,796,556,831

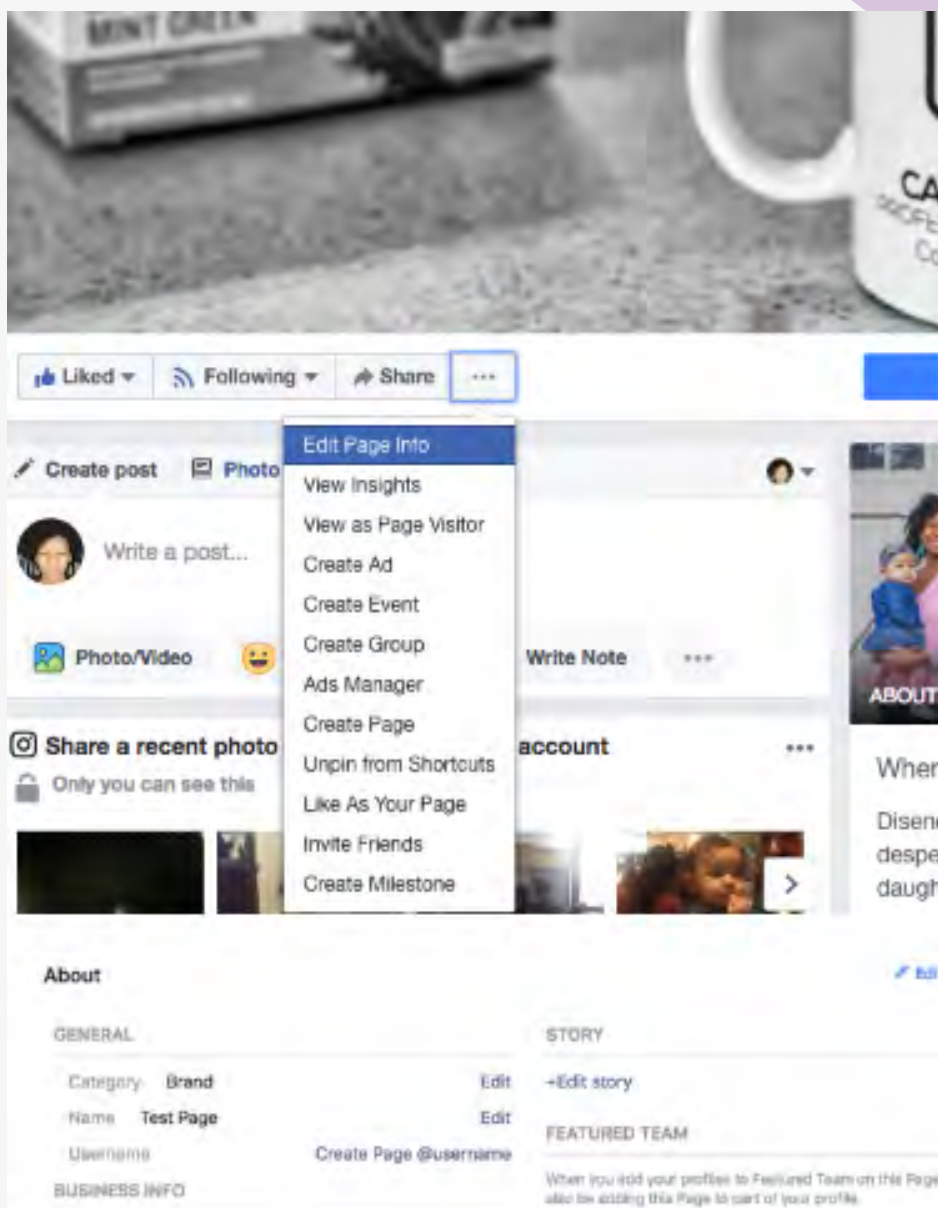
PAGE SUPPORT INBOX

Last but not least is this handy inbox for any support tickets you've submitted to Facebook for your page. You can **monitor any support requests here.**

FINALIZE PAGE DETAILS

There are just a few more things to do before you publish your page and begin posting.

Click on the three dots on your cover photo to reveal a drop-down that will let you add some final details to your page. Start with Edit Page Info. After you've completed these details, **click on See All Information to reveal multiple places to provide more granular information about your business.**



FINALIZE PAGE DETAILS

Browse through all of the options, but give the following special consideration:

- Under Contact Info, **be sure to add your other social media accounts** so people can follow you there as well.
- **Connect the profiles of featured team members** to create stronger personal branding.

You can **add a menu, showcase awards you've won, and even add a description of the products you offer.** Be sure to use all options that make sense for your unique presence, and remember you can always go back to add things or make changes.

When you're satisfied that everything is in place, it's time to publish your page and start posting. **Click on Settings in the top navigation bar and open the Page Visibility row in General Settings. Change the visibility to Page Published and click Save Changes.**



When work feels like play

 CARRIE OLSEN VOICEOVER · SATURDAY, AUGUST 18, 2018

Disenchanted with my day job, and desperate to spend more time with my new daughter, I started doing voiceover as a side hustle in 2014. Shockingly, I booked my first job within weeks, and made the crazy decision to quit my job to do VO full-time four months later. After years of hard work and a refusal to quit, I am now represented by some of the most sought-after voiceover agencies in the country, have done voice work for some of the biggest brand names in the world, and have helped cultivate a growing community for aspiring voice actors.

FINALIZE PAGE DETAILS

About

[Edit Page Info](#)

GENERAL

Category	Artist	Edit
Name	Carrie Olsen Voiceover	Edit
Username	@CarrieOlsenVO	Edit

PAGE INFO

[Launched in August 2014](#)

[Edit business types](#)

INTERESTS

[Edit Personal Interests](#)

CONTACT INFO

[Call +1 816-872-5544](#)

[m.me/CarrieOlsenVO](#)

[carrie@carrieolsenvo.com](#)
Pending

[http://CarrieOlsenVO.com/](#)

[carrieolsenvo](#)

[carrieolsenvo](#)

https://www.youtube.com/channel/UCJQMd0tW_5wb8MgTwX5YXcQ

MORE INFO

[About](#)

My mission is to be a zen oasis in your life by making a powerful connection with your audience

STORY



When work feels like play

Disenchanted with my day job, and desperate to spend more time with my new daughter, I started doing voiceover as a side hustle in 2014. Shockingly, I booked my first job within weeks, and made the crazy decision to quit my job to do VO full-time four months later. After years of hard work and a refusal to quit, I am now represented by some of the ...

[See More](#)

TEAM MEMBERS

These people manage the Carrie Olsen Voiceover Page and have chosen to have the Page appear on their profile and their name and profile picture shown on the Page.

[Add yourself as a team member](#)



Carrie Olsen

CHECKLIST (PERSONALIZE YOUR BRANDING!)



- Optimize your cover, whether with a photo or video. Add a link and post to your caption and format it to the correct dimensions. Observe the best practices: Use dimensions 820 x 315 pixels for a photo. For a video cover, it must be 10-90 seconds.
- To make your cover photo mobile-friendly, consider putting important or pertinent elements or information towards the center as the sides will be cut off.
- Optimize your profile photo. Make sure it's cohesive with your cover photo and works as a small thumbnail. Use dimensions 800 x 800 pixels. Add a caption as well (optional).
- Add a call to action button. This can send traffic to a sales page, products page, opt-in page, et al.
- About Page, Pinned Posts & Milestones -- "My Story" feature
- Optimizing and Organizing Videos --- Library, tags, titles, descriptions
- Setting Instant Replies - Set your instant reply. Be sure to give those who message you a place to go, whether it's a website, a booking form, or just an e-mail address.

CONGRATULATIONS - YOU NOW HAVE YOUR FACEBOOK PAGE SET UP!

SO YOU HAVE SET UP YOUR FACEBOOK PAGE, NOW WHAT?

WHY DO SOCIAL MEDIA? WHY SHARE CONTENT ANYWAY?

THE ONLY THING TO DO WITH GOOD ADVICE IS TO PASS IT ON. IT IS NEVER OF ANY USE TO ONESELF. --OSCAR WILDE

Sharing is the one big reason for the magnificent success of social media. Sites such as Facebook enable people to share their thoughts, emotions, experiences, memories and even frustrations with thousands of others at one go.

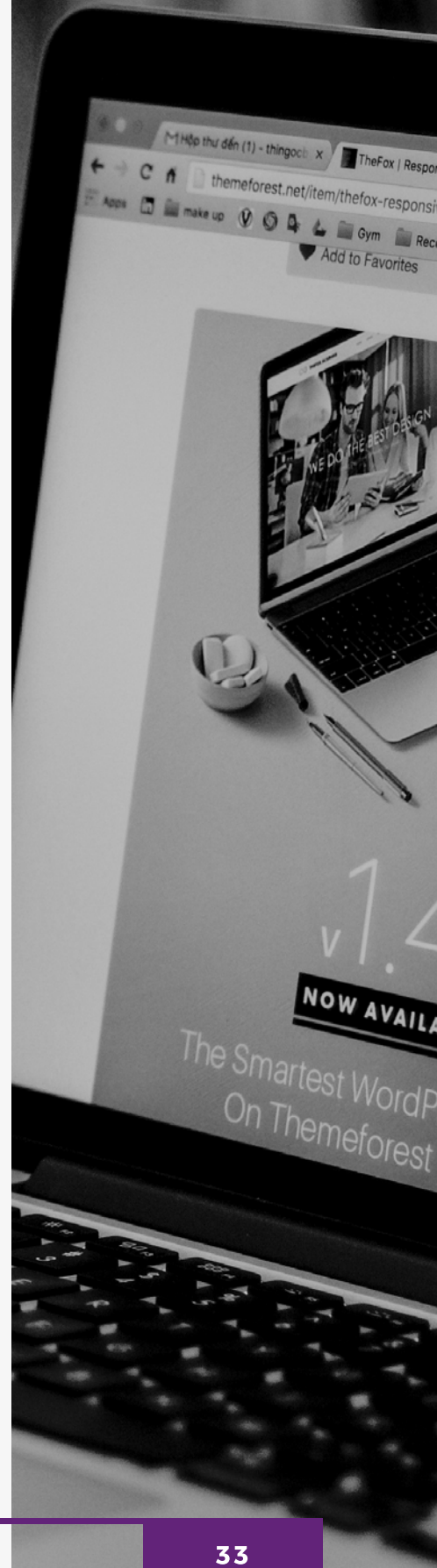
A study by neuroeconomics researcher Paul Zak showed that people who share and feel gratitude release oxytocin, a feel-good hormone, and experience a reduction of stress hormones. Even 10 minutes of tweeting spikes a person's level of oxytocin.

Social interaction helps one's physical and mental health. Engaging in positive sharing of emotions and thoughts, and contributing to each others' feel-good experiences helps improve health and prolong life.

SHARING IS, IN FACT, A VERY NATURAL INSTINCT IN HUMANS.

Google and Wikipedia have gained gigantic proportions by sharing knowledge for free. Sharing also helps create trust, which is a prerequisite for security and happiness. When we share our feelings, knowledge and possessions with others, we create a relationship of trust, which in most cases flows back and helps us feel secure and happy.

So, why do people share content? Why do they tell stories? Why do they bother at all? The easy answer: because they want to, and feel emotionally compelled to.



SOME TIPS FROM AWESOME MARKETERS

LEARN FROM THE EXPERTS

CREATE CONTENT YOUR AUDIENCE WANTS AND IF THEY LIKE IT THEY WILL SHARE IT

- MICHAEL BRENNER

**TWITTER PROFILE: MANAGING EDITOR FOR
@BIZ_INNOVATIONS. SPEAKER, AUTHOR AND BLOGGER
@FORBES AND @B2BMKTGINSIDER - @BRENNERMICHAEL.
BLOG: B2B MARKETING INSIDER.**

Is your content shareable? In plain English: Is there a “share with your network” (or SWYN) button next to the content you want shared, or a “forward to a friend” (FTAF) possibility in your emails (since social, virtually everyone now says SWYN)?

Is your content share-worthy? That’s more than psychology. It’s also about knowing who your audience is and what they value, what they deem relevant enough to share and, yes, “perceived quality” (in format, words and images) also plays a role in that (on top of “perceived sharing value”).

What is the context? Sharing is done differently, depending on device, environment, contextual placement, channel, language, image, you name it.

Content, social, content curation, and storytelling. Without content and stories, the web and the world would be a lot less populated. We have to have something to talk about, don’t we? In the end, that’s also part of what content marketing is about.

Storytelling is essential in most, if not all, forms of content marketing, and one of the characteristics of stories is that they get shared. Yet, again, storytelling is about much more than content marketing (just as relevant content isn’t necessarily the same as storytelling).

DEVELOP NETWORKS AND CHANNELS OF DISTRIBUTION - LEE ODDEN

TWITTER PROFILE: CEO @TOPRANK ONLINE MARKETING. AUTHOR, SPEAKER & CONSULTANT FOCUSED ON CONTENT MARKETING, SOCIAL MEDIA, PR & SEARCH - @LEEODDEN. BLOG: TOPRANK ONLINE MARKETING BLOG.

First, create content worth sharing. Content that is thoughtful about providing useful information for a specific audience is far more likely to be shared.

Second, it's important to develop networks and channels of distribution. Social Media provides opportunities to develop these types of networks, but it takes time as does the growth of an email list.

Third, you can pay your way to exposure through search and social advertising as well as sponsorships and editorial based advertising.

Fourth, connect with individuals and communities that already have an audience and find a way to use your content to create value for them. If you can accomplish that, they will share like nothing else.

A GREAT NETWORK IS EXPONENTIALLY MORE VALUABLE THAN A KILLER BLOG POST THAT NOBODY KNOWS EXISTS - SHELLY KRAMER

TWITTER PROFILE: MARKETING/BRAND STRATEGIST, IDEA GENERATOR, DIGITAL CONTENT MAGICIAN, SCRIBBLER, INFORMATION JUNKIE. V3IM.COM - @SHELLYKRAMER. BLOG: V3 INTEGRATED MARKETING BLOG.

In 2006 there were 35 million blogs, today there are 237ish million. There's a lot of noise and everyone is clamoring for attention by way of content. What I tell people is that writing content is the easy part, getting anyone to read it takes skill – today more than ever.

Start by building your networks before you need them. A great network is exponentially more valuable than a killer blog post that nobody knows exists.

Also, remember two things when it comes to the creation of and sharing of content: that you get what you give and nobody wants to be marketed to. Write to serve your audience, build relationships with information, put people first. That's a winning equation.

THE WALTZ + WED TECHNIQUE

Facebook content should not be filler, but fuel.

Be specific. Be relatable. Be relevant. Be consistent. Be entertaining. Be intentional.

The Waltz + Wed Technique is a marketing concept to help you be more intentional with your social media content so that you provide value to your customers even before they become your customers. **WOO FIRST, BEFORE YOU MOVE IN FOR THE "SALE".**

It's about:

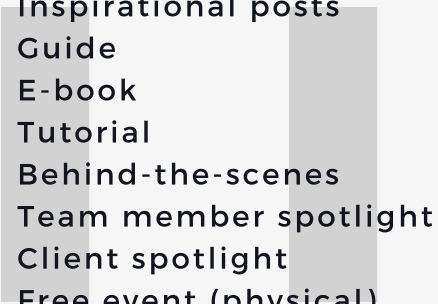
- Serving first and selling second.
- Building relationships and revenue.
- Establishing authority in an industry by providing value.
- Leveraging your unique skills, talents, experiences, and company culture to get your followers to stop scrolling and start paying attention.

Using the Waltz + Wed Technique can often lead to...

- Happier customers
- Repeat customers
- More referrals
- Fewer refunds
- More engagement
- More organic reach
- Lower costs on ads
- More conversions on ads
- A happier sense of self

A FEW EXAMPLES OF WALTZING AND WOONG:

These are all **CONTENT IDEAS** - you will never run out of ideas to share on your page!

- Storytelling
 - Sharing testimonials
 - Pitch-free webinars
 - Helpful blog posts
 - Entertaining memes
 - Valuable shares
 - Engaging videos
 - Free tips
 - Q & A events
 - Educational series
 - A project checklist
 - A resources list
 - Inspirational posts
 - Guide
 - E-book
 - Tutorial
 - Behind-the-scenes
 - Team member spotlight
 - Client spotlight
 - Free event (physical)
 - Virtual summit
 - Podcast
 - Physical gift
 - Coupon
 - Promo code
 - Free challenge
- 

HOW TO SCHEDULE FACEBOOK POSTS ON FACEBOOK

Here's a step-by-step on how to schedule future posts for your Facebook Page:

How to schedule a post on Facebook:

- Start creating your post at the top of your Page's Timeline
- Click the dropdown button next to Publish and select Schedule
- Below Publication, select the date and time when you want the post to publish
- Click Schedule

How to reschedule, edit, or delete a scheduled post on Facebook:

- Click Publishing Tools at the top of your Page
- Click Scheduled Posts in the left column
- Click the post you want to edit
- Click Edit to edit the post, or click the dropdown button to choose to publish, reschedule or delete it
- You can also use a social media scheduling tool, I really like:
 - [Buffer](#)
 - [Hootsuite](#)
 - [MeetEdgar](#)

NOTE: ALL TIMES FOR SCHEDULING CORRESPOND TO YOUR CURRENT TIMEZONE.

REMEMBER:

Setting up a Facebook page might be a marketing strategy for your business but keep in mind that more than that, it is a representation of your brand and who you are as a voice actor. People are drawn to authenticity and vulnerability. While I do not recommend that you "over" share every aspect of your life, share from the vantage point of someone who your audience can relate to. Be REAL. People instinctively know.

Carrie

