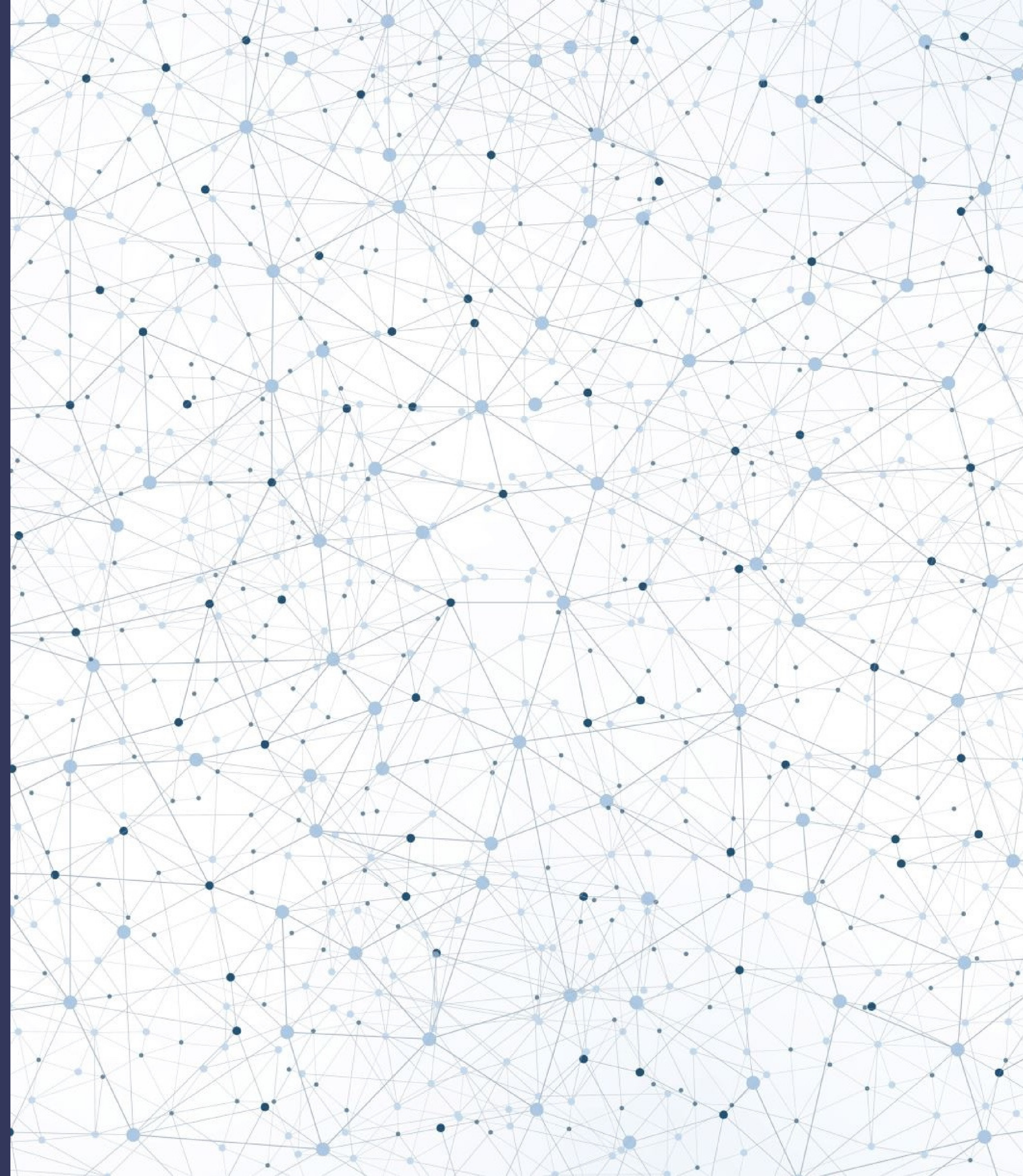


# Introduction to Meta Business Suite

Managing Facebook and  
Instagram for Your Library



# Agenda

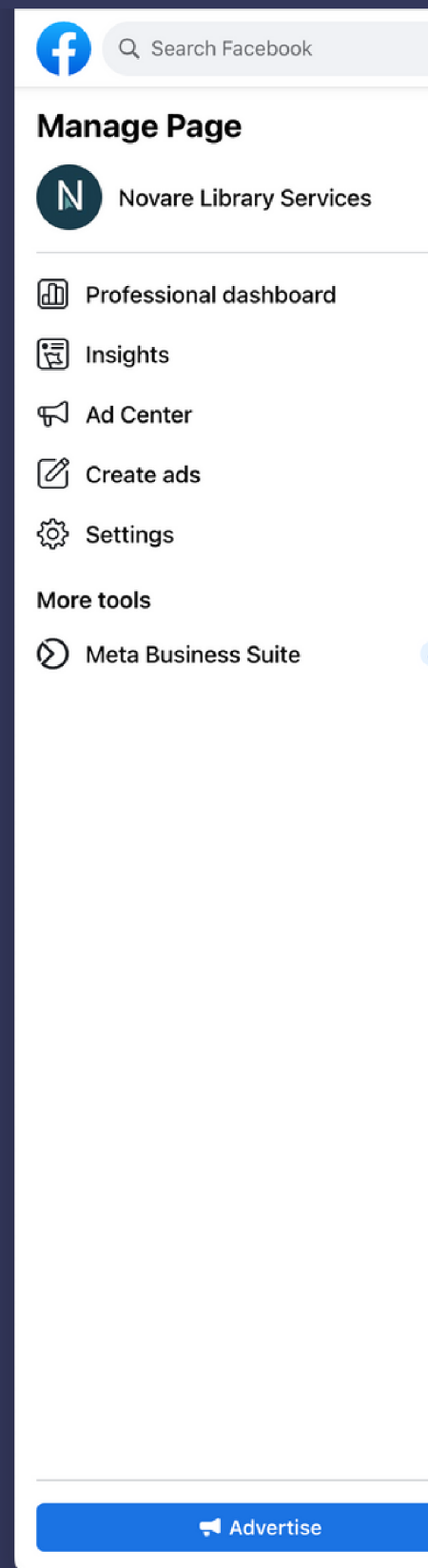
- Business Suite Basics
- Manage social media posts
- Utilizing the planner
- Automate Your Inbox
- Explore statistics
- Best Practices & More





# META Business Suite

Managing Facebook,  
Instagram & WhatsApp



# Professional Dashboard

- Insights
- Ad Center
- Create Ads
- Settings
  - Privacy
  - New Pages Experiences
  - Notifications
  - Linked Accounts
  - Videos
  - Branded Content (Collaboration Settings)

# Manage Page

- Basic Statistics (Your Page)
- Content
- Audience (statistics)
- Ads
- Invite Friends
- Inspiration Hub
- Comments Manager
- Events Page Access
- A/B Testing
- Moderation Assist
- Linked Accounts
- Fan Engagement
- Non-Profit Manager
- Profile Recommendation

The screenshot displays the Facebook Professional Dashboard for 'Novare Library Services'. The interface is divided into a left-hand navigation menu and a main content area. The navigation menu includes sections like 'Overview', 'Insights', 'Home', 'Your Page', 'Content', 'Audience', 'Grow your audience', 'Ad Center', 'Invite friends to follow', 'Your tools', and 'Platform tools'. The main content area features a 'Welcome to professional dashboard' banner, a 'Page Overview' section with statistics (96 Post reach, 26 Post Engagement, 0 New Page likes), a 'Recent content' table, a 'To grow your audience, finish setting up your Page' progress bar, a 'New Pages guide' section, and a 'Frequently Asked Questions' section.

Content Title	Post reach	Engagement
Self-paced learning through Niche Academy: Handling Negative Feedback: Online Strategies for Your Library with...	54	8
--	39	6
Stephanie Katz presents Seniors and Tech: How to Demo Trendy Technology to Older Adults on Niche Academy. Lea...	58	7

# Edit Page

- Contact
  - Hours
  - About Us
  - Wi-Fi
  - Information
  - Services
- Mentions
- Reviews
- Services
- Followers
- Manage Sections
- Photos/Videos, etc

The screenshot shows the Facebook 'Manage Page' interface for 'Novare Library Services'. The page has 185 likes and 193 followers. The 'About' section is active, displaying various information fields:

- About:** Contact and basic info (selected), Privacy and legal info, Work and education, Places lived, Page transparency, Family and relationships, Details about you, Life events.
- Categories:** Information Technology Company.
- Contact info:** Add your address, Add service area, +1 844-244-0701 (Mobile), diana@novarelibrary.com (Email).
- Websites and social links:** https://www.novarelibrary.com/ (Website), Add a social link.
- Basic info:** Add diversity info, Add Wi-Fi network name, Add price range.

The left sidebar includes 'Manage Page' tools: Professional dashboard, Insights, Ad Center, Create ads, Settings, More tools, and Meta Business Suite. The top navigation bar includes 'Posts', 'About', 'Mentions', 'Reviews', 'Services', 'Followers', and 'More'. The bottom of the page features an 'Advertise' button.



# META Business Suite

Managing Facebook,  
Instagram & WhatsApp

# Let's Take a Tour

- Connected Accounts
- Notifications
- Content
- Planner
- Insights
- Settings

**Meta Business Suite**  
Novare Library S...

Home  
Notifications  
Inbox  
Content  
Planner  
Ads  
Insights  
Page settings  
View Page  
Events Manager  
All tools

Search  
Settings  
Help

**Novare Library Services**  
Manage Facebook Page | Go to Instagram

Facebook reach: 85 ↓ 81%  
Instagram reach: 19 ↓ 41%

**To-do list**  
Check unread messages, comments and other things that may require your attention.

**Comments**

Profile	Comment	Time
Julia Campbell	Thank you!	38w
Diana Sachs-Si...	Ellen Cannon Mizio thanks! and 2 others	38w
ByWater Soluti...	Go Diana Go! and 1 other	41w
Clerley Silveira	Cute dog!	50w

**Manage your marketing content**  
See your recent and upcoming posts, stories and ads, and schedule content to plan ahead.

Planner | Posts & reels | Stories

Novare posts: "I'M A READER because I HAD ACCESS TO A Public", "NOVARE SELF-PACED LEARNING @ NICHE ACADEMY TUTORIAL Seniors and Tech: How to Demo Trendy Technology to Older Adults", "NOVARE SELF-PACED LEARNING @ NICHE ACADEMY TUTORIAL Seniors and Tech: How to Demo Trendy Technology to Older Adults", "NOVARE SELF-PACED LEARNING @ NICHE ACADEMY TUTORIAL Seniors and Tech: How to Demo Trendy Technology to Older Adults"



# Creating Social Media Posts

WHEN I REALIZE THAT  
"CATCHING UP ON MY TBR LIST"

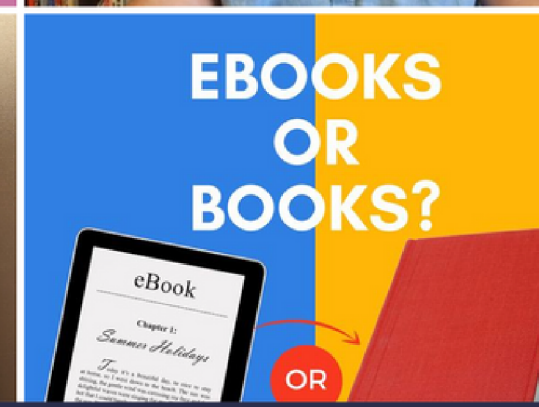
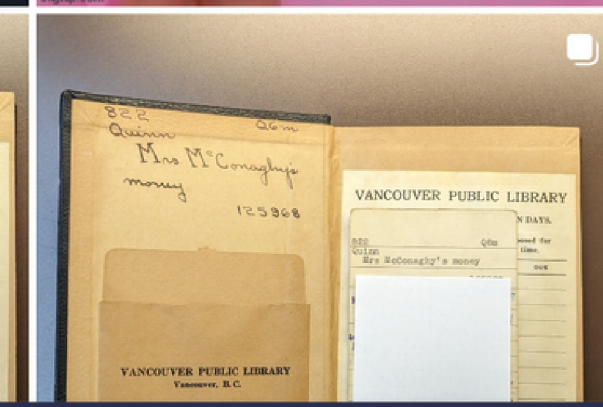
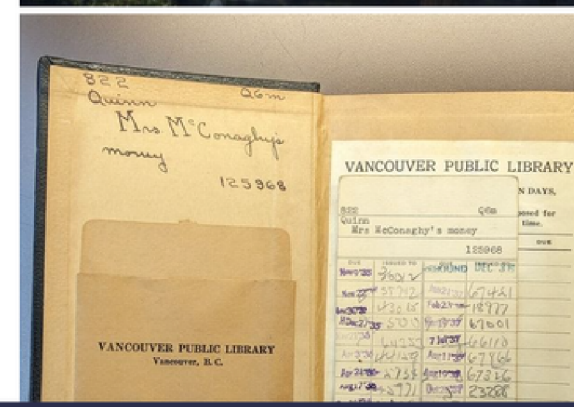
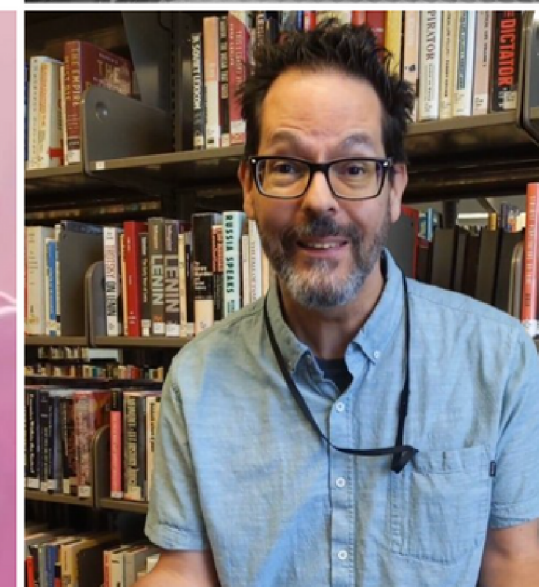
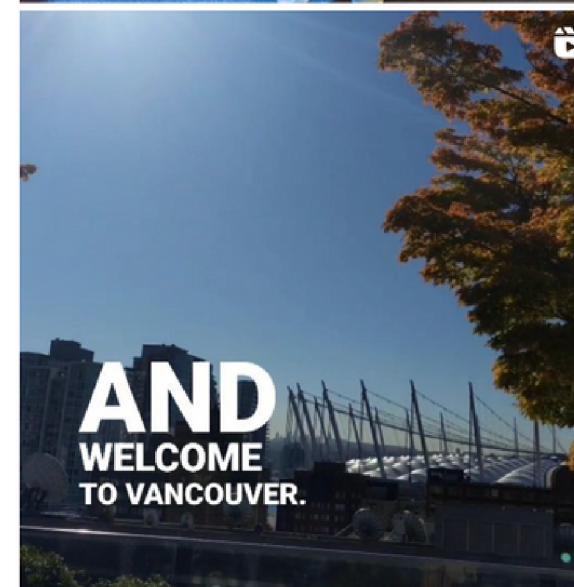
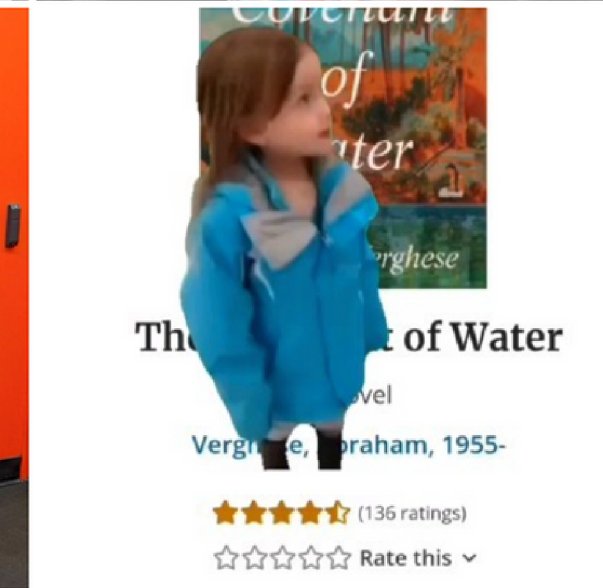


MEANS NOT  
ADDING NEW BOOKS



# Creating Content

- What is your goal?
- What image do you want to send?  
Does this change by platform?



# What content should you post?

- Local History
- Special Collections
- Events
- User Images
- Database Promotion
- New Books/Content
- Viral Content (Memes, Quotes, etc.)
- Local Scam Awareness
- What makes your library – you



# Content Types

## Post

Image or 60-minute video  
(appear in regular feed)  
permanent

## Reel

30 seconds – appear in  
the Reels Tab  
permanent

## Story

15 second video appears  
at top of feed for your  
followers  
24-hour



# Creating Content

Create story Create reel Create post

### Create post

**Post to**

Novare Library Services

Post to Facebook and Instagram

- Novare Library Services
- novarelibrary

**Post details**

Text

**Scheduling options** Publish now Schedule Save as draft

Boost post Cancel Publish

### Facebook Feed preview

Novare Library Services  
Just now

**Schedule post**

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

**Facebook**

Aug 15, 2023 07:00 PM

**Active times**

Today, 8/15 7:00 PM	Tomorrow, 8/16 7:00 PM	Thu, 8/17 7:00 PM
------------------------	---------------------------	----------------------

**Instagram**

Aug 16, 2023 11:00 AM

**Active times**

Tomorrow, 8/16 11:00 AM	Fri, 8/18 10:00 AM	Tue, 8/22 4:00 AM
----------------------------	-----------------------	----------------------

Cancel Save

# Analytics – Insights

- Reach
- Page/Profile Visits
- Likes/Follows
- Reactions
- Comments

The screenshot displays the Facebook Insights dashboard for an ad account. The main content area shows a table of posts and stories with columns for Title, Type, Date published, Reach, and Likes and reactions. A blue tooltip indicates that data can be exported from the table.

**Insights**  
Review performance results and more.

Ad account: Diana Sachs-Silveira 6004038700118

Export data | This year: Jan 1, 2023 – Aug 22, 2023

**All content**

Posts and Stories | Media type | Filter | Clear | Search by ID or caption | Columns

Title	Type	Date published	Reach	Likes and reactions
Novare Library Services	Post	Mon Aug 21, 2:54pm	15	1 Reactions
Self-paced learning through Niche ...	Post	Wed Aug 16, 11:00...	13	2 Likes
Self-paced learning through Niche ...	Post	Tue Aug 15, 7:00pm	54	6 Reactions
This post has no text	Post	Fri Aug 4, 8:05am	39	4 Reactions
Stephanie Katz presents Seniors an...	Post	Thu Jul 27, 10:00am	13	2 Likes
Stephanie Katz presents Seniors an...	Post	Thu Jul 27, 10:00am	58	6 Reactions
Now available through Niche Acade...	Post	Tue Jul 25, 3:36pm	13	3 Likes
We are now offering self-paced tuto...	Post	Tue Jul 25, 8:45am	29	3 Reactions
Now available through Niche Acade...	Post	Tue Jul 25, 7:36am	46	2 Reactions
Novare Library Services is now offer...	Post	Thu Jul 20, 3:37pm	12	2 Likes
Novare Library Services is now offer...	Post	Thu Jul 20, 3:37pm	34	4 Reactions

Now you can export data found in the table below. Select export data to give it a try.

# BOOSTING POSTS

Select a Goal

---



Select Audience

---



Create Schedule

---



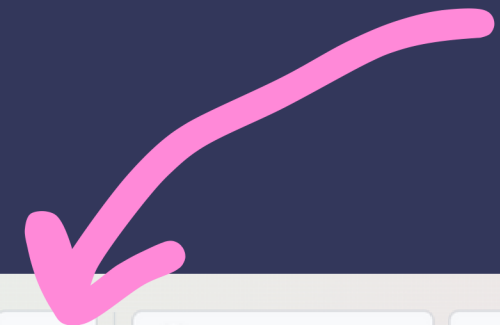
Set Budget

---





remember - the more targeted, the better each impression will work.

# Inbox Automations



**Inbox**  
Respond to messages, set up automations and more.

Create messaging ad  Available 


All messages Messenger Instagram Facebook comments Instagram comments

Inbox > Automations + Create automation


### Automations

Set up automations that manage your conversations and streamline your workflows, giving you more time to focus on your business.


#### Suggested for you ^




**Identify unanswered messages**  
Find messages that haven't received a reply.  
**Organize messages**  
[Try it](#)




**Custom keywords**  
Reply to a message that contains specific keywords.  
**Share information**  
[Try it](#)



**Page recommended**  
Send a message when someone recommends your Page.  
**Follow up**  
[Try it](#)









**Page not recommended**  
Send a message when someone does not recommend your Page.  
**Follow up**  
[Try it](#)



**Job application received**  
Send a message confirmation when you receive a job application.  
**Send confirmation**  
[Try it](#)

#### Your automations

Search by name or goal

Status	Name	Goal	Channel	
<input checked="" type="checkbox"/>	Instant reply	Greet people	 	Edit
<input checked="" type="checkbox"/>	Frequently asked questions	Share information	 	Edit
<input type="checkbox"/> Off	Away message	Greet people	 	Edit



# Insights - Audience

Who is your audience?

- Age
- Gender
- Location
- Benchmarking

The screenshot shows the Facebook Insights interface for an ad account. The left sidebar contains navigation options: Overview, Results, Audience (selected), Benchmarking, Content, Video, Performance, Retention, Earnings, and Videos. The main content area is titled 'Audience' and shows 'Current audience' with 193 Facebook followers and 60 Instagram followers. It includes a donut chart for age and gender distribution (72.4% Women, 27.6% Men) and a bar chart for top cities. Privacy notices are present for the Instagram and top cities data.

**Insights**  
Review performance results and more. Ad account: Diana Sachs-Silveira 6004038700118 Lifetime: Jul 22, 2020 - Aug 21, 2023

**Audience** Export

**Current audience** Potential audience

**Grow your Instagram audience for more insights**  
You can learn more about your audience when more people follow your account. Take action now to get discovered and build your community.

[See tips](#) [Create post](#)

**Facebook followers** 193 **Instagram followers** 60

**Age & gender**

**Facebook followers Age & gender:**

Age Group	Women (%)	Men (%)
18-24	~1%	~1%
25-34	~5%	~2%
35-44	~12%	~6%
45-54	~22%	~10%
55-64	~15%	~8%
65+	~18%	~10%

**Instagram followers Age & gender:** You need 100 followers to see this demographic data. To protect the privacy of people who follow your account, there needs to be at least 100 Instagram followers to see these insights.

**Top cities:** You need 100 Page followers to see this demographic data. To protect the privacy of people who follow your Page, you need to have at least 100 Page followers among the top 45 cities to see these insights.

# Video

- Audience
- Benchmarking
- Audience
- Loyalty
- Retention

The screenshot shows a browser window displaying an Instagram post. The browser tabs include 'Inbox (58) - dee987@gmail.co...', 'Meta Business Suite', '(1) Facebook', and 'Milwaukee Public Library (@milw...)'. The browser address bar shows 'instagram.com/p/CwAwZmLtr7c/'. The Instagram interface includes a left sidebar with navigation options: Home, Search, Explore, Reels, Messages, Notifications, Create, and Profile. The main content is a video of a young girl in a pink shirt and blue overalls standing in front of a large, ornate library building. The text 'That feeling a library trip gives you' is overlaid on the video. The post is from 'milwaukeepubliclibrary' and is titled 'Kate Bush - Wuthering Heights (2018 Remaster)'. The caption reads: 'Make someone's day with a trip to the library! Visit our link in bio for hours and locations. #KateBush #WutheringHeights #SlowMotion #LibrariesOfInstagram #Bookstagram #ChildrensBooks #PublicLibrary #PublicLibraryLove'. The post has 4,029 likes and was posted 5 days ago. The comments section shows several replies, including one from 'mary\_garrard\_studio' and another from 'meredith\_lancaster1204'.

# Using the Planner

**Planner**  
Plan your marketing calendar by creating, scheduling, and managing your content.

Week Month < Today > **August 2023** Content type: all

Sun 20 Mon 21 **Tue 22** Wed 23 Thu 24 Fri 25 Sat 26

2:54 PM  
LIBRARY SERVICES  
1

3:29 PM

3:29 PM

**Schedule a post or story**  
Save time by scheduling ahead.  
Schedule

22 people reacted to your posts  
Invite people who reacted to your posts last week to follow your page.  
Sen...

Mon, Sep 4  
**Labor Day**  
Take a few minutes to schedule a post or story  
Schedule

Sun, Sep 10  
**Grandparents Day**  
Take a few minutes to schedule a post or story  
Schedule  
See templates

Fri, Sep 15  
**Rosh Hashanah**  
Take a few minutes to schedule a post or story  
Schedule

Oct 2023

- Create ad
- Create
- Create post
- Create story
- Create reel
- Bulk upload videos
- Post video across pages
- Go live

# Planner Checklist

- Who is creating the post?
- What platform
- When
- Content, Graphics, Hashtags



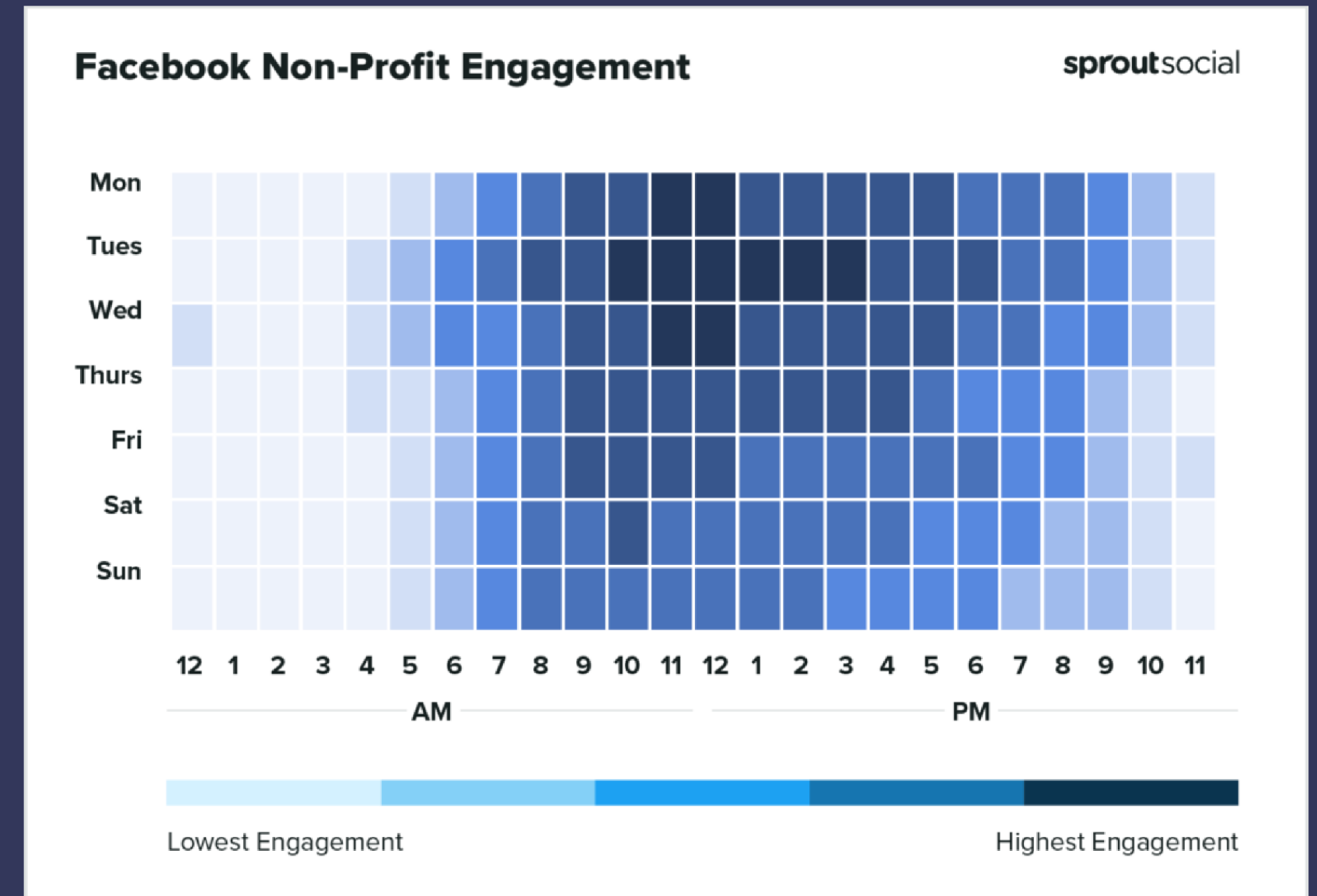


# What format(s)?

- Video
- Images
- Testimonials
- Live Streams
- Infographics

# Hints for Success

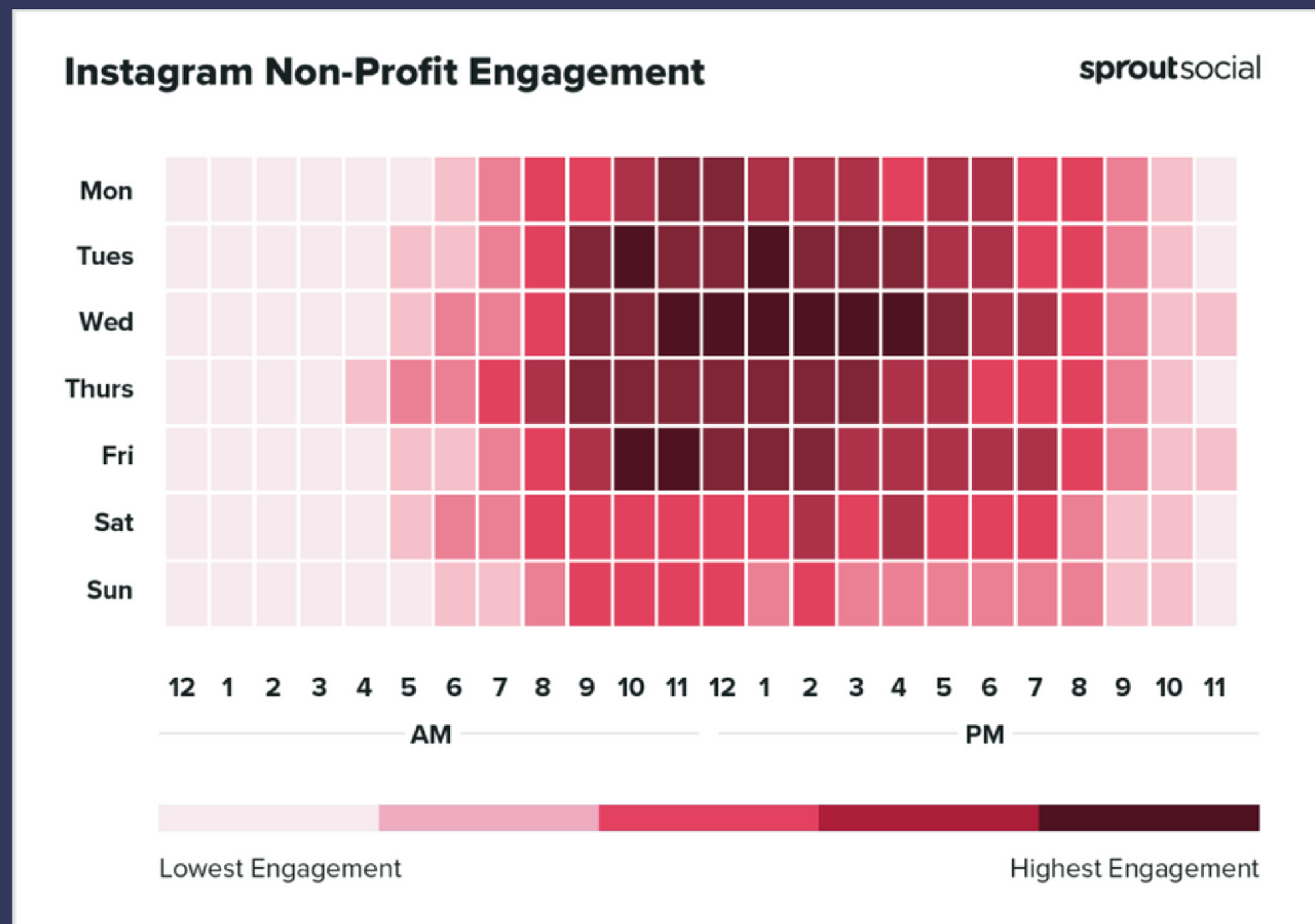
- Best times to post on Facebook for Nonprofit:
  - Mondays from 11 a.m. to 1 p.m.
  - Tuesdays from 10 a.m. to 4 p.m.
  - Wednesdays from 11 a.m. to 1 p.m.
- Best days to post on Facebook for Nonprofit: Mondays through Wednesdays, but especially on Tuesdays
- Worst days to post on Facebook for Nonprofit: Sundays



💡 Study analytics for insights on days/times with highest levels of engagement

# Best Time to Post to Instagram

- Best times to post on Instagram for Nonprofit:
  - Tuesdays at 10 a.m. and 1 p.m.
  - Wednesdays from 11 a.m. to 5 p.m.
  - Fridays from 10 a.m. to noon
- Best days to post on Instagram for Nonprofit: Wednesdays
- Worst days to post on Instagram for Nonprofit: Saturdays and Sundays



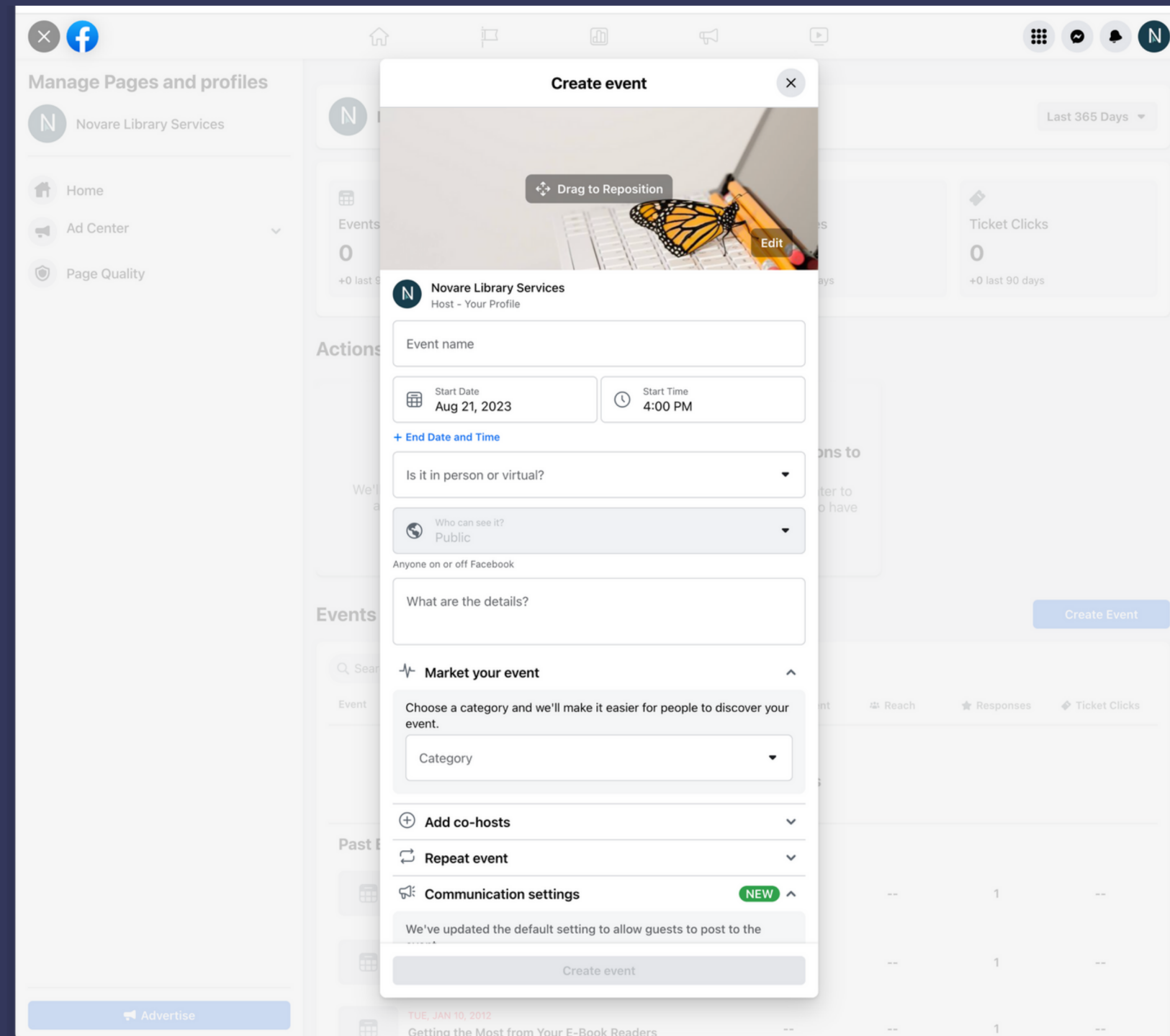
# Creating Events

Professional Dashboard > Events

Why?

When should you boost? And

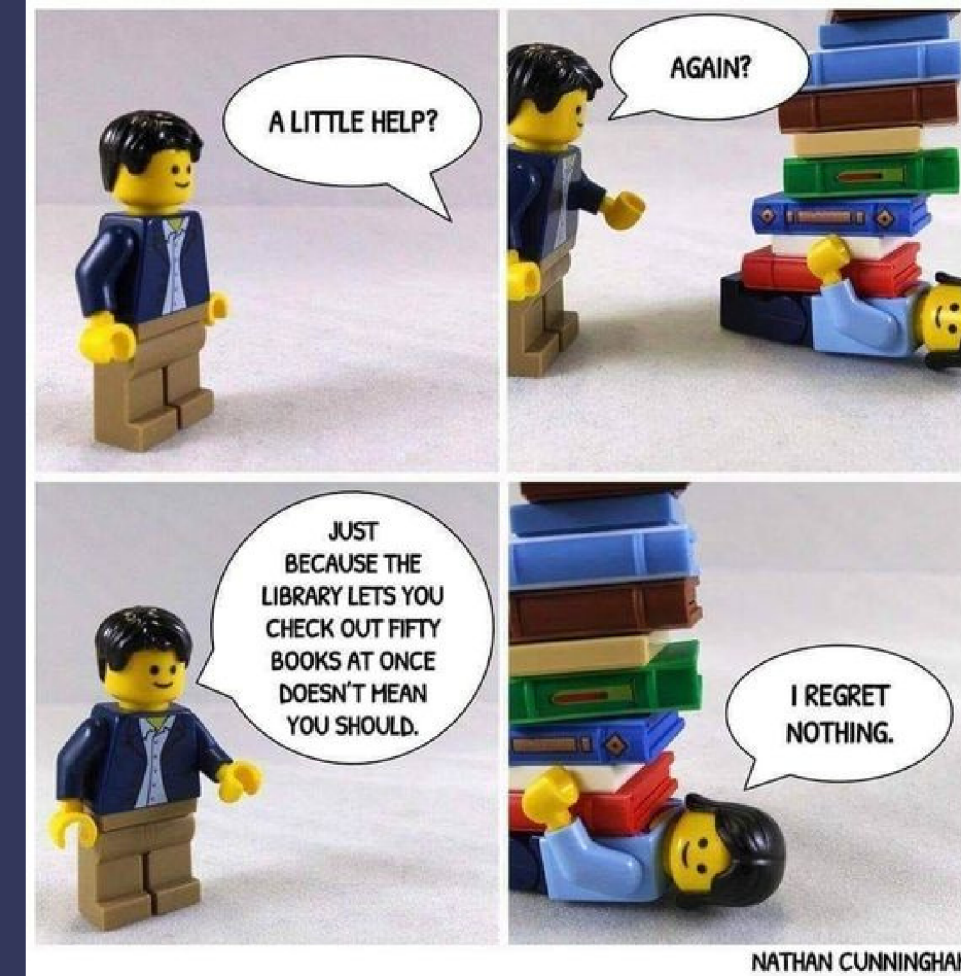
Why?





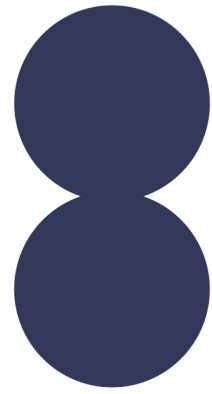
# What's Trending/ Creation Tools

- [later.com/blog/trending-memes](https://later.com/blog/trending-memes)
- [mematic.com](https://mematic.com)
- [imgflip.com](https://imgflip.com)
- [facebook.com/groups/laughinglibrarian](https://facebook.com/groups/laughinglibrarian)
- Repurpose vendor & other learning social media ([Libby](#), [Hoopla](#))
- Pinterest
- ChatGPT



# Class Resources for Deeper Dives

- [Planning for 2023: Facebook Posting Tips](#)
- [Best Times to Post on Facebook](#)
- [Best Times to Post to Instagram](#)
- [instagram.com/milwaukeepubliclibrary](#)
- [blog.hootsuite.com/ideal-social-media-post-length](#)
- [bookriot.com/library-quotes](#)



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