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Best Practice Short Guide

HOW TO MANAGE FACEBOOK PAGES FOR TECHNOLOGY COMPANIES AND KEEP CONTROL OVER CONTENT, USER ENGAGEMENT AND CUSTOMER SUPPORT

We are often asked by our clients for guidance on how to manage Facebook pages for tech companies.

As a result we asked Worldcom Public Relations Group experts, from around the world, to provide their advice for best practice in their territory.

The content of this Guide is based on the questions answered by our experts in a Webinar. You can listen to a recording of the Webinar by clicking on this [link](#).

We hope you find the Guide helpful. Further Guides are available for each of our other Technology Webinars.

Should we have a single Facebook page or one for each territory?

As each territory has its own special requirements, you will need to create a Facebook page for each territory.

Providing localised, relevant content in the target language is important for your audience. You will also need a team who can post content and reply promptly during business hours.

If we have country-specific pages, should responses be in the local language?

You should not assume that your audience will have a great understanding of English. Therefore content and responses will need to be written in the local language.

Make it very easy for people to interact with your organisation. This will help you to build trust.

Should we have a single agency managing all pages across Europe or worldwide?

There are some advantages to having a supervising agency – particularly for consistency of message. But, the most important thing to get right is the interaction on each page. This needs to meet user expectations for local content, language and the timeliness of response.

It is unlikely that an agency based in a single time zone can meet the needs of pages in multiple time zones.

Should we have a company-wide protocol for managing Facebook pages?

To maintain consistency and ensure all messaging aligns to business objectives, a company-wide protocol should be put in place.

Regional teams may adapt to the needs of their own market but their actions must be rooted in this protocol.

How would you use a Facebook page to drive sales?

Facebook can be very effective at driving immediate sales – both online and offline – especially when supported by a targeted Facebook advertising campaign.

In the B2B market, Facebook can help move people through the sales funnel by providing access to content and events that create sales leads.

How important is Facebook advertising to the success of the page?

Facebook Advertising has become a must as a result of changes to Facebook algorithms that make it harder for brand content to show up on Facebook News feeds.

While adverts will help, quality content remains the key to success. You won't get great results from poor content – even with a big ad budget.

Do you think Facebook pages work in a B2B market?

If you are a B2B brand and you want to decide if you should have a Facebook page, then research the audience to understand how they use Facebook and other social channels. This varies by sector and territory

A page for a B2B company can be used to communicate with your audience, increase brand awareness and possibly aid recruitment.

What role should our Facebook page play in delivering customer care?

Some customers may see Facebook as the preferred channel for communication with a brand.

As a result, Facebook can be very effective at providing front line customer care.

Facebook can also act as a barometer of consumer sentiment and enable a brand to detect and handle emerging problems before they escalate.

How should we respond if we receive negative comments about products on our Facebook page?

It is important not to delete negative comments unless the content is inappropriate or abusive, as this will undermine trust in the brand.

If you are at fault, always apologise. Apologies help to build trust in the brand and will take heat out of the situation.

Always try to see the situation from the consumer's point of view before replying.

Ensure that the loop is closed on Facebook to show others that the issue was resolved.

How would you use Facebook in a crisis? Should we have a separate Facebook crisis management policy?

A Facebook page can be a key communication channel during a crisis. With its reach, you can use a page to deal with customer problems and comments.

A separate crisis management policy is not necessary, but social media should be a key part of your crisis policy and procedures.

How would you measure the success of a Facebook page?

Facebook Insights provide a number of helpful metrics.

The most important thing to do is to align Facebook activity with business goals and assess how well the Facebook activity has contributed to delivering the desired outcomes.

Our Partners enable you to design, deploy, track and evaluate communications campaigns that deliver outstanding results and sustained value. By working with Worldcom, you can access a significant communications advantage whenever and wherever you need it.

If you would like to discuss the content of this document, or its recommendations, or to talk to one of our experts about your communications needs, please contact:

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Panelists

Rory Schaff - U.S.A

Rory acts as an evangelist for her Silicon Valley agency and its clients on how best to choose and use all social media services. Rory regularly contributes to and implements her agency strategy and vision in the areas of social media.

Diego Biasi – Italy

One of Italy's top 10 PR professionals, Diego moved from life as a journalist to building Italy's most successful Tech PR firm of the last two decades. That's why brands that are making it big in the US – like Apple – chose Diego and his team to launch them in Italy.

Crispin Manners – United Kingdom

With over 25 years advising technology companies such as Cisco and RSA Security, Crispin is now sought after for his ability to convert technology topics into business language that helps generate demand.

Maria Dudusova – Germany

Maria Dudusova delivers integrated campaigns to B2B clients in the telecom industry and consumer tech sector. Based in Munich, the technology hub for Germany, Maria has proven experience in connecting her clients to social and traditional influencers.

Facilitator

Todd Lynch – USA

Managing Director, Worldcom Public Relations Group, the World's leading partnership of independent PR firms.