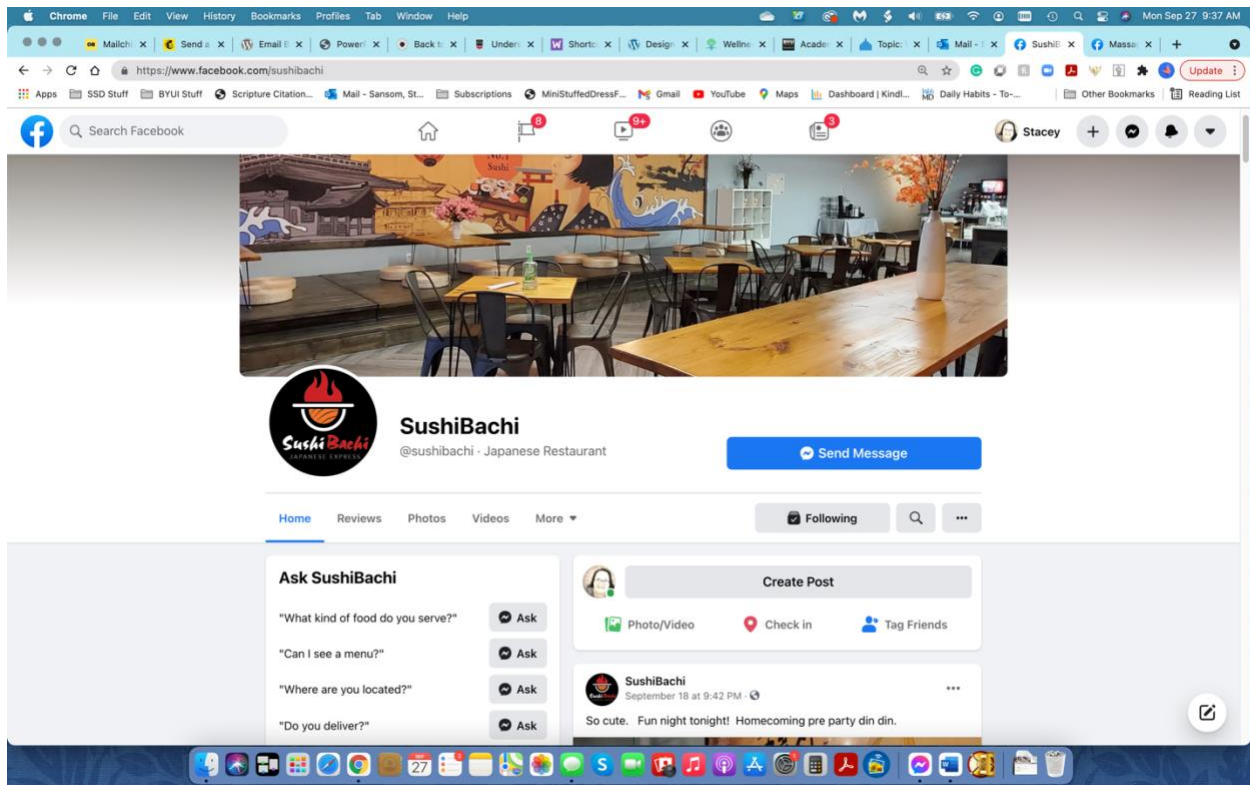


W03 – 3.6 Facebook Business Page Evaluation

Take 2 – Example of a good page

Sushi Bachi

<https://www.facebook.com/sushibachi>



Why do you think this business’s Facebook page works? Take a screenshot of the whole page.

The Sushi Bachi Facebook page works because it is clean, neat, and inviting. The content is kept on topic and includes pictures with each post (predominantly). They also highlight their customers and the customer experience, not just the product – sushi and hibachi.

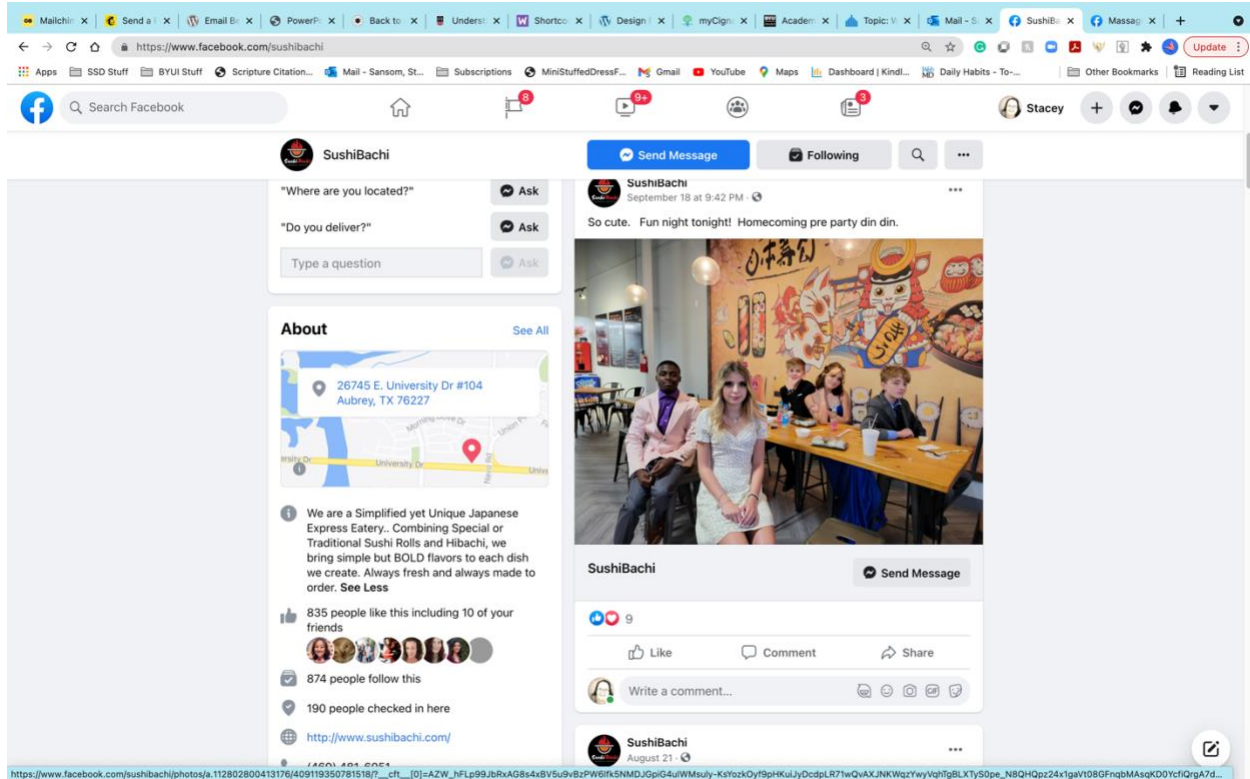
What three best practices did they implement?

I think that Sushi Bachi has done a phenomenal job with their best practices, including:

1. Using their logo
2. Using a relevant cover photo
3. And consistent content posting.

Sushi Bachi used their logo which makes it impossible for the user to not know who the business is on the page. I also think they did a beautiful job with their logo so that helps. Most importantly, their logo fits nicely within the size restraints set by Facebook for the profile images. Great job!

The cover photo is beautiful and clean. It is clear and just a lovely image. It is an image of the inside of their establishment that highlights the essence of the user experience – traditional eatery tables or floor sitting more traditional in the Japanese culture. The image also reflects that they can accommodate groups of varying sizes as well as physical capabilities. They show that they can hang onto their Japanese culture without sacrificing accessibility or discriminating against customers.



While Sushi Bachi is not an everyday or every week poster on their page, it is consistent. While they could use some improvement in narrowing their window for posting from 3-5 weeks down to 2-3 weeks (or ideally more frequently), they have kept the page updated and are sharing their food, their happy employees, their happy customers, and the customer experience.

They have even highlighted our local teens that selected their establishment as their pre-Homecoming eatery of choice. This is a smart move on their part because the location is within walking distance of the high school and teens can and will frequent them – they have welcomed them and are proud to show their acceptance.

What is something you liked that may not be a typical best practice?

There is a lot of mixed opinions on what ratio of content type businesses should use on their social media efforts, but I do not think that the typical (and commonly accepted) 30-60-10 Golden Rule works for all businesses, especially those in the service industry like restaurants.

The rule states that content should be “30% owned, 60% curated, and 10% promotional” (fastcompany.com). It is believed that this ratio makes for a balanced social media experience.

I think that Sushi Bachi has managed to do this with their “owned” content and have managed to pull off promotional posts without being pushy or overbearing on the sales. They have managed to entice the user with beautiful pictures and invite the user to visit their establishment.

What is one recommendation you would give them?

My top recommendation is to include the menu on their Facebook page using the menu feature that Facebook offers to establishments of this type. One of my biggest complaints is that the menus are hard to find, and this page could make it easy to find on multiple platforms.

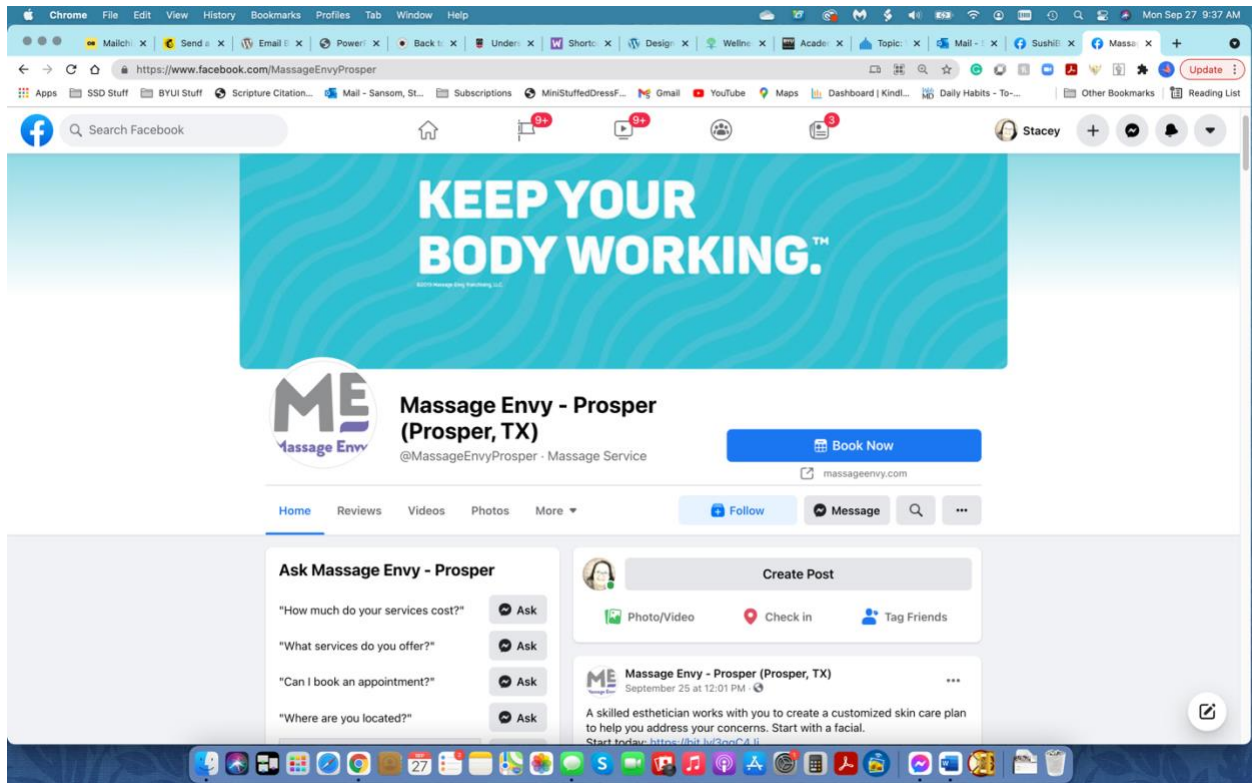
My other recommendation would be to increase the amount of engagement they have with the commenters on their page. They like or love comments which is good, but they do not do it across the board. This could leave some customers feeling shafted or undervalued.

Another suggestion would be to increase frequency of posts. They have a balanced presence, but frequency could increase visibility and ultimately popularity. Maybe highlight an employee of the month illustrating that they appreciate their employees. Maybe they have a weekly promotion that can be pinned on the page.

Overall, they are doing a fabulous job and Facebook users agree – they have managed to acquire 835 likes, 874 followers, and 190 check-ins on the page in the 17 months since they created the page – incidentally was before the eatery opened.

Take 2 – Example of bad page (because you said we couldn't use the pages with no activity)

Message Envy - Prosper

<https://www.facebook.com/MessageEnvyProsper>**What is one thing you liked about their page? Take a screenshot of the whole page.**

One thing that I liked about the page was that there was consistent and varied content. It was not all about massages, but they used the space to help promote the lesser-known services and products provided by Message Envy such as skin care, beauty esthetician, and even their mobile app. They also use a variety of content types when posting – images and text with colored backgrounds.

What three best practices did they not follow?

They did not follow the following three best practices

1. Appropriate sizing of their logo.
2. Use of a relevant cover image.
3. And fill out the About section thoroughly.

While Message Envy – Prosper does have and use a logo, it does not fit within the guidelines established by Facebook for the profile images. They are following the established Message Envy design standards but resizing the logo to fit the appropriate space on Facebook is not a violation of these design standards. This is largely a get the page up quick oversight in my opinion.

While they do use a cover image that is clean and precise, it is hardly relevant to their establishment. One could argue that it is relevant, but it does not portray the message they are trying to deliver effectively in my opinion. I could keep my body working through other methods, so I think this is just a generalization that does not add to their message. It simply needs more context.

Message Envy – Prosper does fill out the About section, but it is limited and generalized content at best. They use generic reference to Message Envy as a whole and not to what this location can do.

What are three recommendations you would have for them?

There are a lot of things that I would recommend to Message Envy – Prosper, including:

1. Include your services on the Facebook page.
2. More engagement with Facebook.
3. And use less promotional material.

Facebook makes it easy to let customers know exactly what you do with their services section. Setting this up, gives a general overview of services and they can link to the website for additional details. Many Facebook users, however, get most of their information directly from the Facebook app on their mobile devices. They do provide a link to book the services on the Facebook page, but further integration would be ideal to not only capture the customer but also separate them from their money all in one place.

They have a variety of posts, but there is no engagement on these posts. This tells me that they are not what their target audience wants to see. They do make the effort to engage with all customer reviews, but they are failing to entice users stumbling upon their page to stay a while.

There is a lot of promotional material on the Facebook page. One can argue that this is good because they should be promoting their services, but it is all they do. They tell the customer what they want them to hear. They do not ask the customer to engage with them or ask their own questions. Promotion can be done without selling and I feel like their content is “in my face” and constantly trying to cross-sell or upsell services and products.

In the almost 4 years since the page was created, they have only managed to garner 70 likes, 78 followers, and 216 check-ins which indicates that they are not hitting their target audience effectively. It is time to try new tactics.

Example of a good page

Talon Martial Arts - 380

<https://www.facebook.com/Talon380/>

Why do you think this business's Facebook page works? Take a screenshot of the whole page.

The Talon Martial Arts – 380 Business Facebook page works because it is current and relevant. While the last post was almost 3 weeks ago, it is still relevant to page visitors. I know that they use another social media platform (Band) more frequently, but it is not a public use like Facebook. Even with the dated content, the information available is relevant and a user could reasonably expect that it is still current.

The screenshot shows a browser window with multiple tabs open, including Mailchimp Segments, Send a File to New Subscribers, Email Before Download, registration interest for, 3.6 Facebook Business, Shortcodes included, Design Portfolio: Fragments, and Talon Martial Arts. The browser address bar shows the URL <https://www.facebook.com/Talon380/>. The Facebook page header includes a search bar, navigation icons, and the user's name 'Stacey'. The main content area features a large video of a martial arts class in progress, with students in various colored uniforms (red, white, black) practicing on a blue mat. Below the video is the profile picture of a man in a black uniform. The page name is 'Talon Martial Arts - 380' with the handle '@Talon380 - Martial Arts School'. A blue 'Book Now' button is visible. The 'About' section shows the address: 26795 US Highway 380 E, Ste 800 Aubrey, TX 76227. A post from September 6 at 11:14 AM says: 'Just a reminder that we are Closed for the holiday today! Enjoy the day off with you're friends and family 😊'.

What three best practices did they implement?

They have implemented the following best practices

1. using a relevant cover image
2. filling out the About information
3. and using Call-to-Action buttons.

The cover image is a relatively current photo of a real class being taught. That is my youngest son in the mask in the front left of the image, so it was taken this year. While the image could be higher quality, it is still clear enough to tell that this is a picture of a martial arts class which is what they are trying to sell to the user.

The screenshot shows the Facebook profile for 'Talon Martial Arts - 380'. The page is well-optimized with a clear cover image, a prominent 'Book Now' call-to-action button, and a 'Following' button. The 'About' section is fully populated with contact information, including a phone number, website, and price range. A recent post from August 23 features a class schedule and a map of the location, demonstrating the use of relevant content and clear information.

https://www.facebook.com/Talon380/?_cft__[0]=AZUMwBKS0EDMtrABKx-Lmx8vQ2_7QwOxPLPDI_PfubKE1TxPev5ibZSE9bnNBfR3xSMHJAT1HszMekqrEzAm7n2ZVtrn_TNoMwMjw7et964d2zWfIaATWeFr_uRxpCaZsmACMGWAFNAXR80grN4x&_tr__=%2CmH-R

The About information for the business is filled out thoroughly. The user can quickly see their hours and what the business is about. The additional information could give other relevant details rather than duplicating the first information section, but they at least have given adequate information that the user can easily skip the duplication. They also have multiple ways to contact the school to find more information.

The Call-to-Action buttons are important in my opinion because it can encourage the user to interact with the page where they may not have without them. Talon Martial Arts – 380 is asking the user to (1) Book Now, (2) Message, and (3) Follow. While this is not the “page like” that could boost their visibility, they have made it easy for users to get updates from them with the Follow button.

What is something you liked that may not be a typical best practice?

I do not see many Facebook business pages that implement scheduling directly on the page, but Talon Martial Arts – 380 has utilized this feature. It is not a perfect interface as it defaults to a single option, but it does make it quick and easy for the user to commit. I know this is a feature that is used, and I have tried to use it myself, but it is not as common as I would expect in the service industry.

What is one recommendation you would give them?

I have more than one recommendation.

First, they have a logo and I honestly think that the logo is more relevant than the profile image they are using currently. Yes, it is a karate school, and the image is karate, but they are not

selling tickets to a fight, they are selling classes at the school and any other service or product they provide.

Second, if you are going to include scheduling, update the schedule to include all classes and limit the times for scheduling to class sessions. Homeschool specific classes are not offered all day long. This will require them to finish entering their “services” details to include all classes available and properly set-up the scheduling times accordingly.

Third, use the post scheduling feature to create and post 1-2 times per week so that posting does not lapse 3 weeks in between. These do not need to be fancy posts, but can be a schedule reminder, relevant article shares, etc.

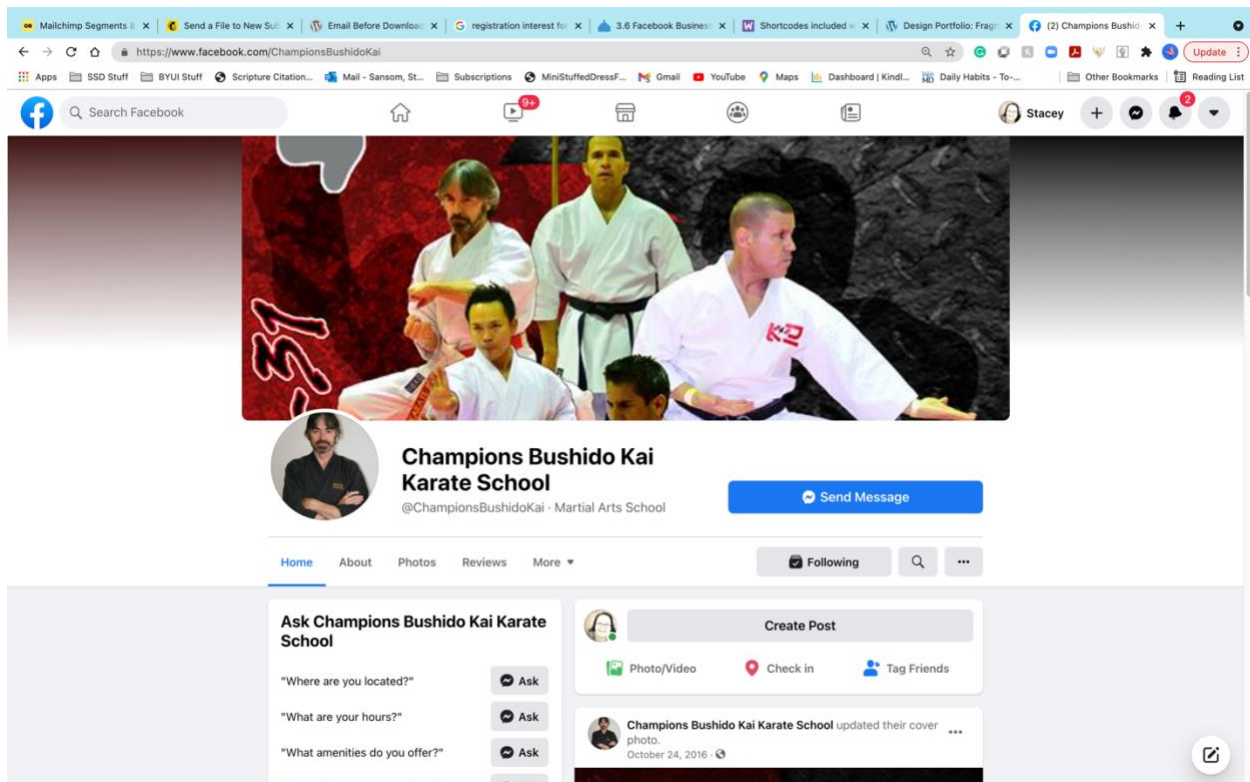
Example of a bad page

Champions Bushido Kai Karate School

<https://www.facebook.com/ChampionsBushidoKai/>

What is one thing you liked about their page? Take a screenshot of the whole page.

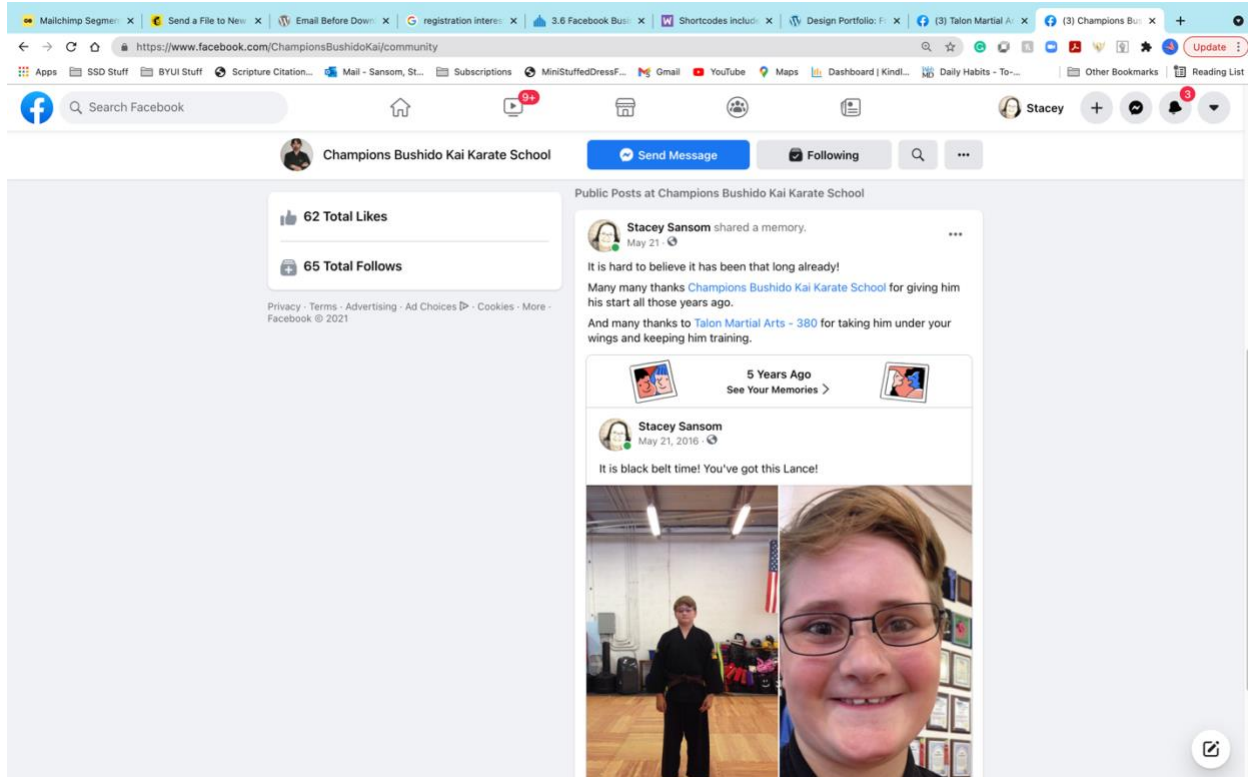
The Champions Bushido Kai Karate School business page exists and has contact information on it. I think this is an important step in the right direction because this allows the user to still find information about the business even though the page is sorely out of date. There was at least an attempt to use a Call-to-Action button.



What three things did you not like about their page?

First, I do not like that the page has zero updates and hardly any content at all. I was always taught in my web design days that it was best to not do social media if you were not going to use it. This is a prime example of the reason why. The content here does not add to the business. One could assume that the business is out of business from the severe time gap since the last post.

Second, there is no interaction with the page followers, and they have failed to acknowledge the users that mention them in posts. If you click on the “More” tab and then select “Community” you can see all the posts that tag the business. The only post mentioning the karate school is the one I made earlier this year when my youngest celebrated the anniversary of earning his black belt from the school 5 years ago. We moved and changed schools right after he reached this accomplishment, but Champions Bushido did not acknowledge it where Talon Martial Arts – 380 liked the same post. It is not hard to simply acknowledge users – a like is all it takes but a “thank you” is even better and let’s other users know that you appreciate your users.



Third, I should not be the only person tagging them. If they have failed to get users to tag them in posts then they have failed to use the very effective “word of mouth” marketing. They should be reaching out to users to encourage them to recommend them to others. Since they have zero content to share, the users that would share have nothing to link to.

What three best practices did they not follow?

There are many best practices that Champions Bushido Kai Karate School did not follow, including (but not limited to)

1. using a relevant cover image
2. using a logo
3. and engaging with the audience frequently.

One could argue that the image cover is relevant, but it could be more relevant. It could also be a higher quality image. This is a cropped section of an old martial arts tournament flyer that was not hosted by the school. The only relevance is that it is karate themed, and the owner of the school is in the image. They are trying to sell karate classes and outside of the owner, the other people in the cover image are not relevant to the school and their teaching.

The business has a logo and while the current profile picture is the owner, they should be using the logo as a representation of who and what the business is. They are not selling tickets to the “Johnnie-hour” they are trying to entice people to sign-up for karate classes.

The last post on the Champions Bushido Kai Karate School business page was made in mid-2016. That is way too long! Quality content does not have to be everyday content, but quality does require more frequency than every 5 years.

What are three recommendations you would have for them?

I have a lot of recommendations, including

1. First and foremost, it is important that they make posts consistently with quality content that is relevant to the school. They do not have to post daily, but they do need to post. With just a little experimentation and testing they would be able to figure out when their users are online and ready to see their content and how frequently they want to see it. This is also their organic content, and it is needed to help promote the page. Content is king on the worldwide web and in my web design experience over the past 20+ years, it

will always be at the top. The content may have changed how it looks, but its importance has never wavered.

2. Respond to posts! If the user took the time to post, it is important to acknowledge that they made the post. This is a part of their user experience, and it is the business's job to make sure it is a pleasant one.
3. Promote the page to gather page likes and increase followers.

I see so much potential for this karate school if they would just implement simple changes to help grow their social media presence.