EXCHANGE
CALIFORNIA - NEVADA DISTRICT EXCHANGE CLUBS

"How to Use Facebook Meta Business Suite for Social Media Management"

Presented by: JP Fallou

📱 Mastering Facebook Meta Business Suite

A Guide to Managing Social Media for Your Organization
Presented by: JP Fallou
Kudo's to Rhonda Busby

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What is Meta Business Suite?

- All-in-one platform for managing Facebook and Instagram
- Schedule posts, view insights, respond to messages, and manage ads
- Replaces Facebook Business Manager

Why use Meta Business Suite

- Centralized dashboard for both platforms
- Saves time and improves consistency
- Free to use
- Access via desktop or mobile app

Getting Started

- Step 1: Go to business.facebook.com
- Step 2: Log in using your Facebook credentials
- Step 3: Connect your Facebook Page and Instagram Account
- Tip: Make sure you're an admin on the Page

Dashboard Overview

- Home Tab: Summary of activity and performance
- Posts & Stories: Create, schedule, or manage content
- Inbox: Respond to FB & IG messages in one place
- Insights: Track post reach, engagement, and audience
- Planner: Calendar view of scheduled content

Creating & Scheduling Posts

- Click “Create Post”
- Choose platforms: FB, IG, or both
- Add your content: Text, image/video, links, hashtags
- Use "Schedule" to publish later
- Use "Boost Post" if you want to run an ad

Using the Planner

- View content by week/month
- Drag & drop scheduled posts
- Identify content gaps
- Collaborate with a team

Inbox Management

- Unified inbox for FB & IG messages + comments
- Assign conversations to team members
- Use saved replies for quick responses
- Monitor message response time

Insights & Performance

- View engagement (likes, comments, shares)
- Audience demographics and post performance
- See what’s working and adjust strategy
- Export data for reporting

Tips for Success

- Be consistent with branding and voice
- Schedule posts weekly or monthly
- Use high-quality visuals
- Engage with your audience
- Review analytics and adapt

Common Mistakes to Avoid

- Ignoring the inbox
- Overposting or underposting
- Not using insights to guide content
- Forgetting to optimize for mobile

Questions & Live Demo (Optional)

- Open Q&A
- Walkthrough of a post creation
- Scheduling example

Resources & Help

- Meta Business Suite Help Center
- Facebook Blueprint courses (free)
- YouTube tutorials

Region 1 District Exchange Club 2025

THANK YOU

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