

Manage and Moderate Your Online Presence



Table of Contents

Manage your online presence with
Facebook Business Suite 4

Stay connected with your
customers with WhatsApp
Business 12



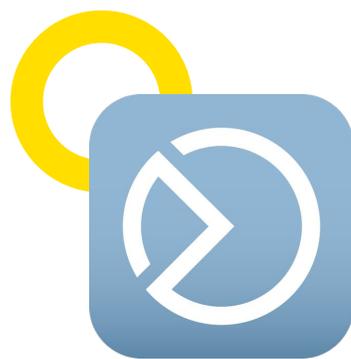
Stay connected with your audience

Brand pages have to be “on” 24/7, even when employees aren’t. According to Sprout Social data, people interact with brands on social media more than any other medium. And up to fifty-six percent of people will unfollow a brand if they feel they’ve received poor customer service.¹

With this constant demand, it can be challenging to keep up. as businesses need to efficiently create and manage content while staying on top of customers’ questions and comments. So, how can you manage and moderate your online presence even when you’re not online?

Stay active by scheduling posts in advance and sending timely responses to customers. In this reading, you’ll learn how you can use **Facebook Business Suite** and **WhatsApp** to stay connected with your audience and respond to communications in a timely manner.

¹ Lenser, Paul. Sprout Social, 2018.



Manage your online presence with Facebook Business Suite

Facebook Business Suite enables you to connect with all your customers in one place. Use it to access and manage the tools you need across Facebook and Instagram.



Connect your Facebook Page and Instagram account

To use Business Suite to manage both your Facebook and Instagram accounts, you'll need to connect your Facebook Page to your Instagram business account.

Linking from your Instagram Account

1. Go to your **Page** and tap **Settings**.
2. Tap **Instagram**.
3. Tap **Log In**.
4. Enter your **username** and **password** and tap **Log In**.

Linking from your Facebook Page

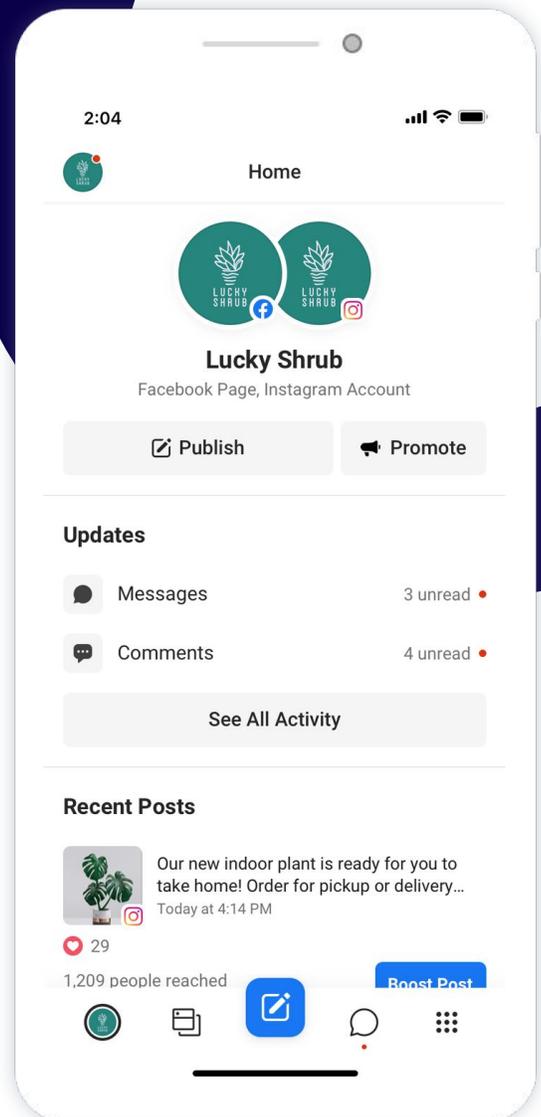
1. **Go to** your profile
2. Select **Edit Profile**
3. Under Public Business Information, select **Page**
4. Choose a Page from your Pages that you'd like to connect to or select **Create a New Facebook Page**
5. Your business account is now **connected** to a Facebook Page. If the page you'd like to connect to doesn't appear in the drop-down from your profile, it may be because you're not an admin of that Page. Check your Page's settings and make sure you have permission to add that page to your Instagram business account

Once you have completed these steps and are eligible for the service, you can access Business Suite by visiting business.facebook.com on your web browser. You can also download Facebook Business Suite from the App Store or Google Play Store.

Save time with Facebook Business Suite

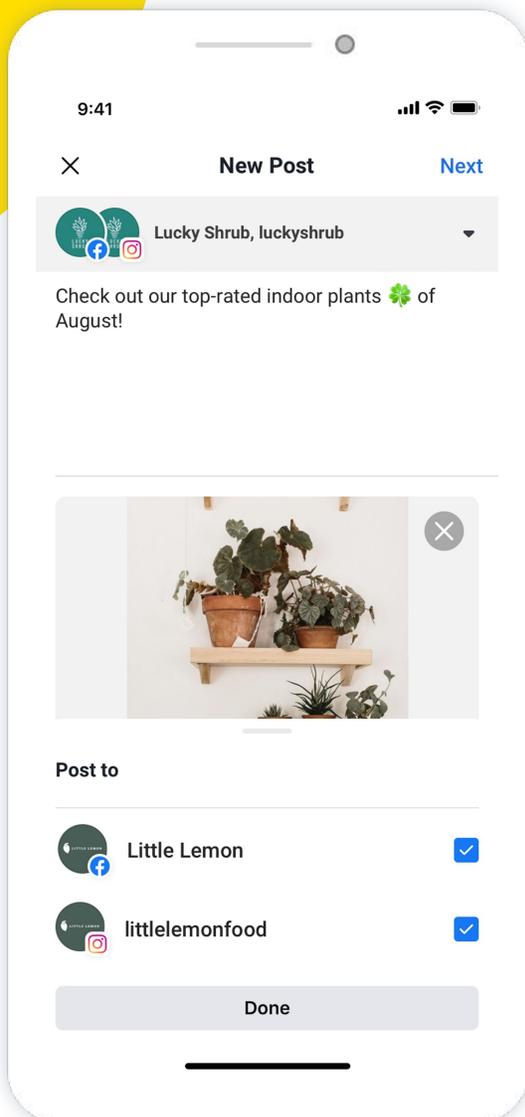
Businesses can use the Facebook Business Suite to:

- Use **Account Settings** to edit your Page info and add people from your team to help manage your business' online presence.
- Save time by creating and scheduling **Posts** and **Ads** for both Facebook and Instagram in one place.
- Connect with more customers by quickly responding to messages, comments, and notifications using **Inbox**.
- Use **Insights** to view data for your organic and paid content to understand the impact of your posts across platforms.



How to create and schedule posts with Business suite

To help your business grow, share content frequently on your Facebook page and Instagram business account to help customers remember your products and services. But as you create more content, it might be difficult to manage each post across the many platforms you use.



You can use Facebook Business Suite to:

- Create and schedule posts
- View and manage your published posts
- Track insights and metrics about your post performance
- Boost posts according to your business goals



Create and schedule posts

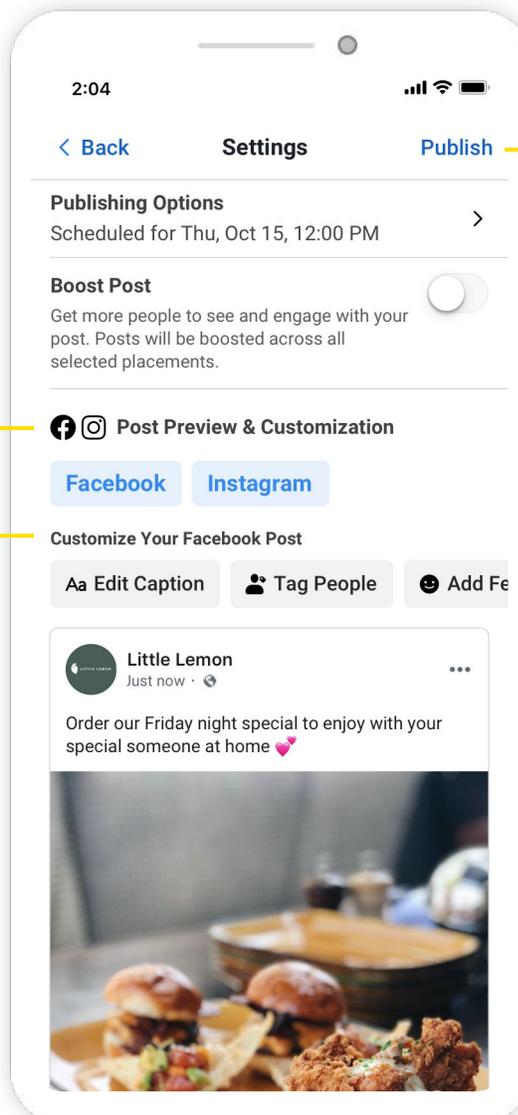
When you share content frequently, customers will think of your business when they're ready to make a purchase. Business Suite enables you to create and schedule posts so you can stay connected with your community while you save time and focus on other business goals.

Before you publish, you can view how your posts will look on each platform.

2

3

Check how many people view your posts on Facebook desktop, Facebook mobile News Feed and Instagram mobile feed, and optimize your post for the most popular format.



1

Schedule a post to ensure you stay connected with your audience. You can select the date and time when you want your post to publish.

View and manage your posts

4

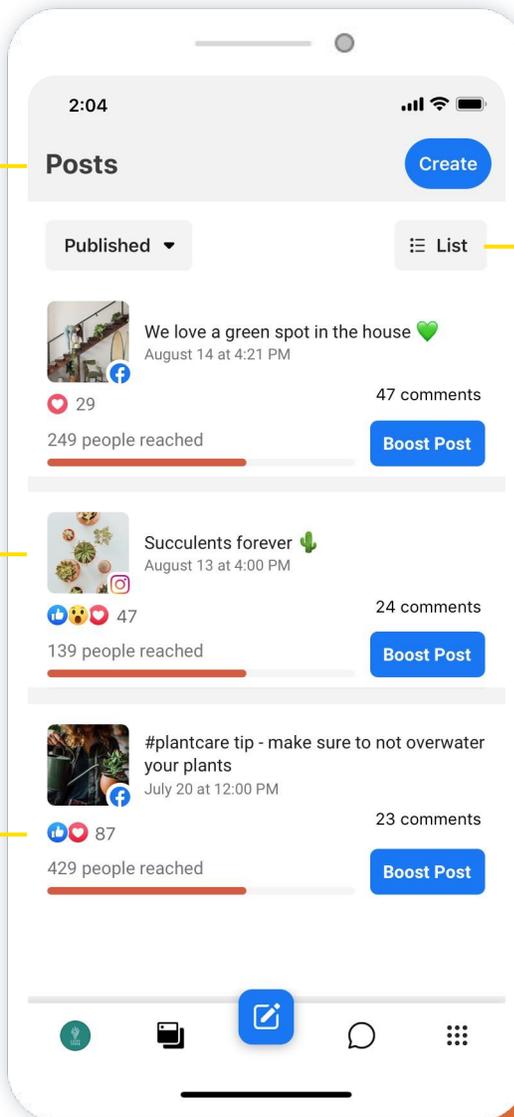
Once your scheduled post is published, you can view it, along with all the other content you have published, when you click **Posts** on the left-side menu.

2

To edit or delete a recently published post, click on the specific post to make the change.

3

Learn what your Facebook and Instagram communities thought of your posts. Track metrics including reach, engagement and reactions or likes.

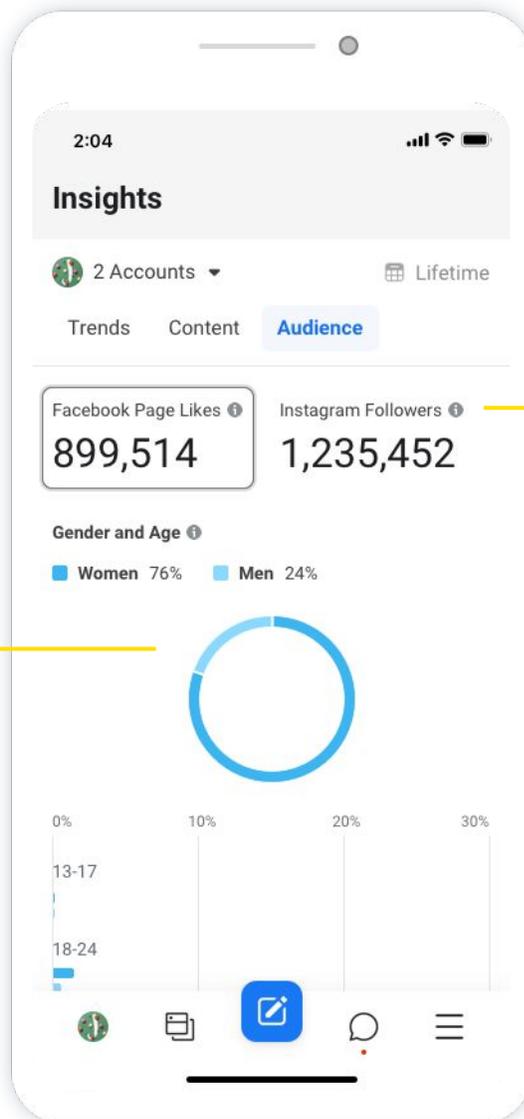


1

Filter your posts based on where you shared them: on your Facebook Page, Instagram account, or both.

Track insights and performance

With Insights in Facebook Business Suite, you can observe metrics, trends, and visual reports that can help you optimize the way you spend your time and resources.

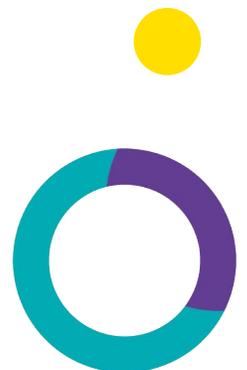


2

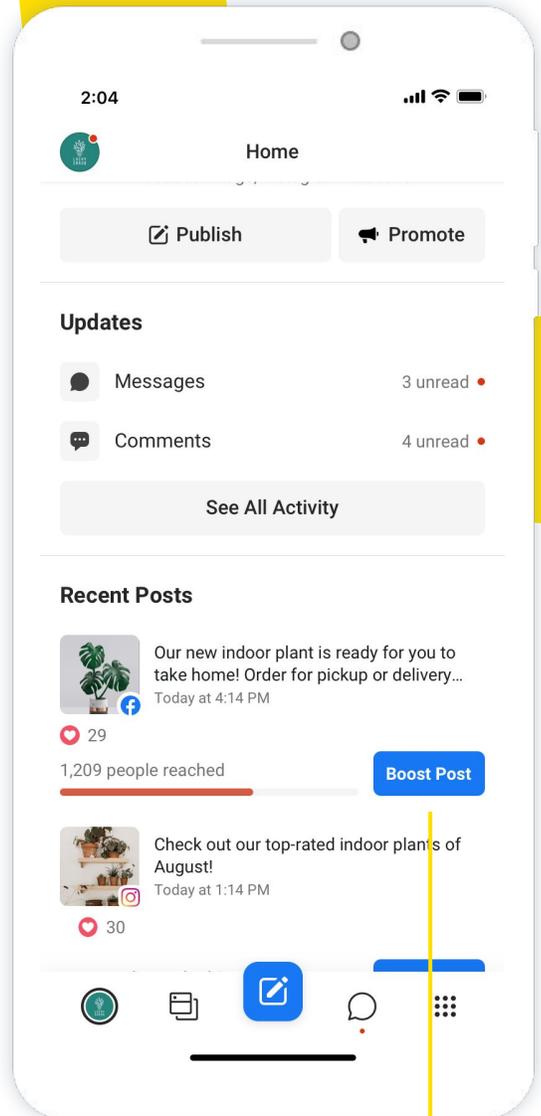
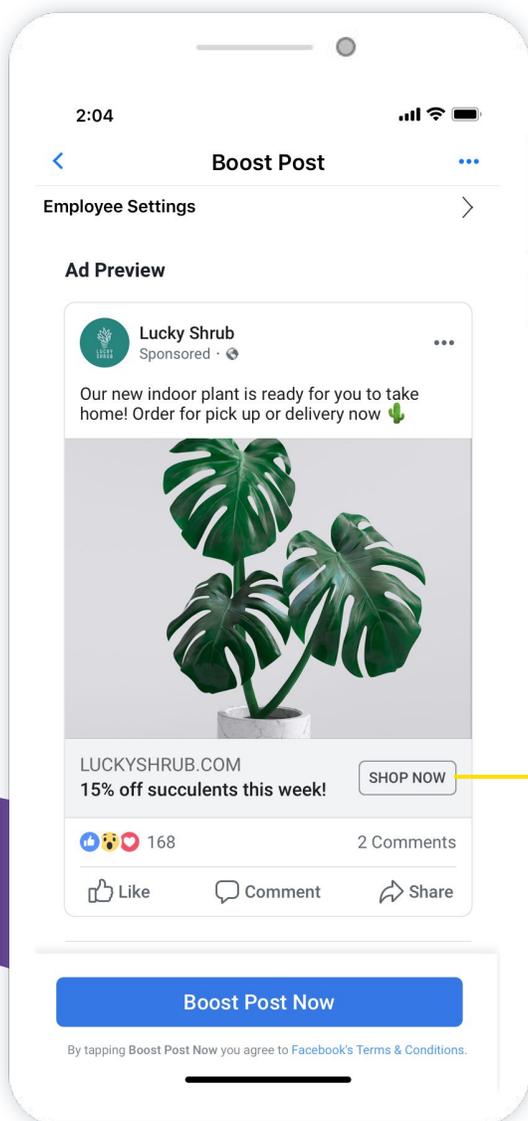
Access demographic and geographic summaries of people who like your Page and follow your Instagram business account, so you can keep them in mind when creating content.

1

Here is a quick insight on the performance of your Facebook Page and Instagram business profile, like trends in reach.



Boost posts according to your business goals



Reach more people. When your posts perform well, you can boost them to turn them into ads.

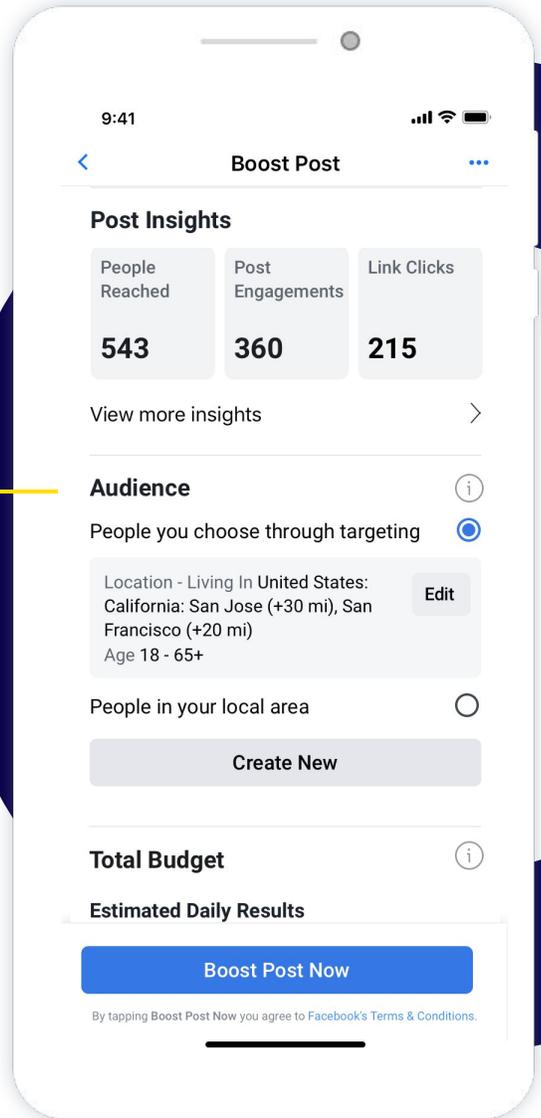
1

2

Select an ad objective that aligns with your business goal. Your ad objective determines where people who click on your ad will go, so choose one that aligns with your business goal.

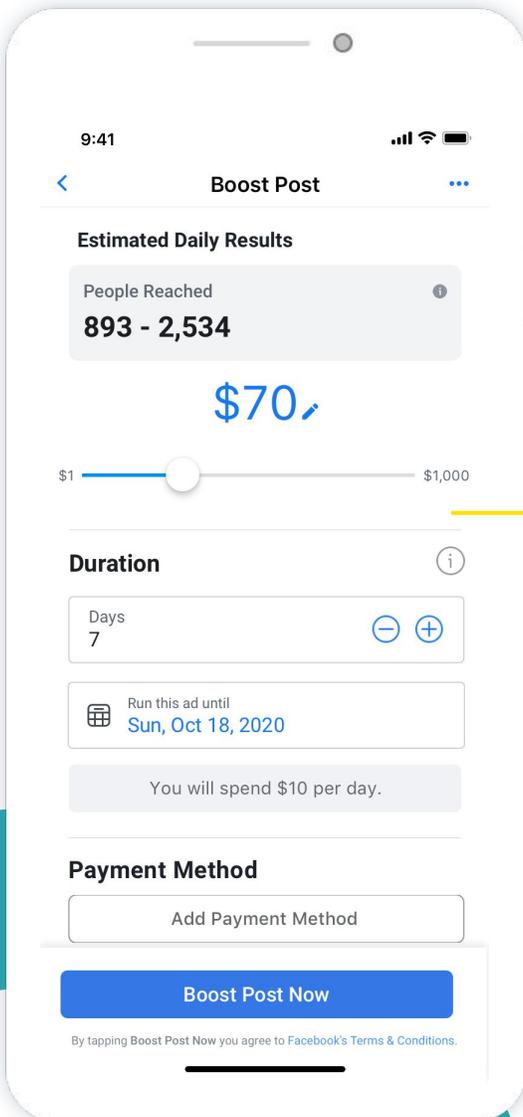
Determine who you want to see your ads. Use what you know about the people you want to reach—like their age, location and other details—to create your audience.

3



4

Select your budget and how long you want your ad to run for. Facebook will optimize your ad to spend an average amount of your total budget selected over the period of time you specify.



How to manage your communications

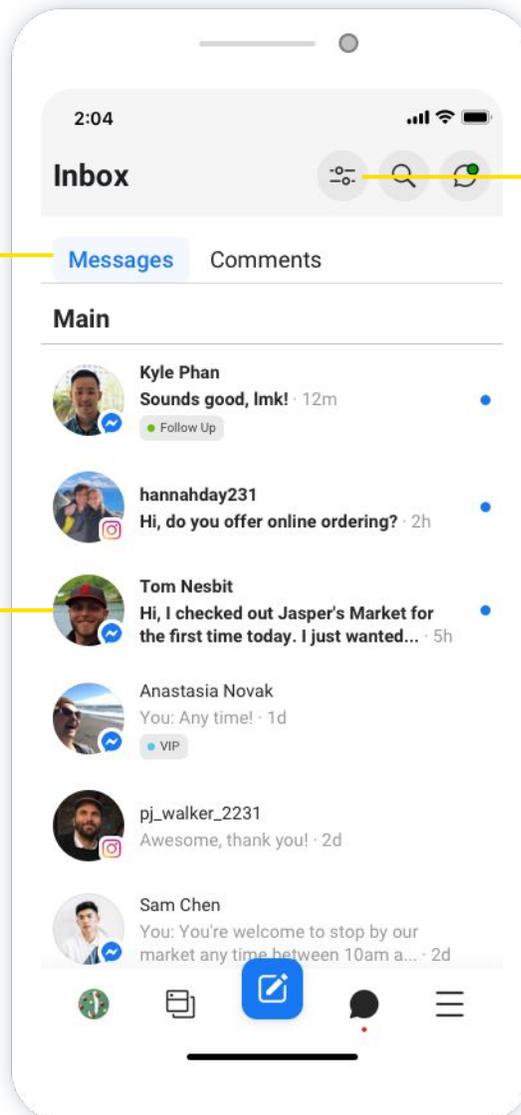
As your community on social media continues to grow, engaging with your followers is an essential part of building trust with your audience. Replying promptly to comments and messages you receive not only helps you keep in contact, but shows your online community that you care. Save time and effort when replying to people on Facebook and Instagram with Inbox on Facebook Business Suite.

1

Filter and sort unread messages and comments

2

Receive notifications and respond to new comments and messages on Instagram and Facebook from one central place



3

Organize messages and comments into folders (i.e. follow up, complete, or spam).



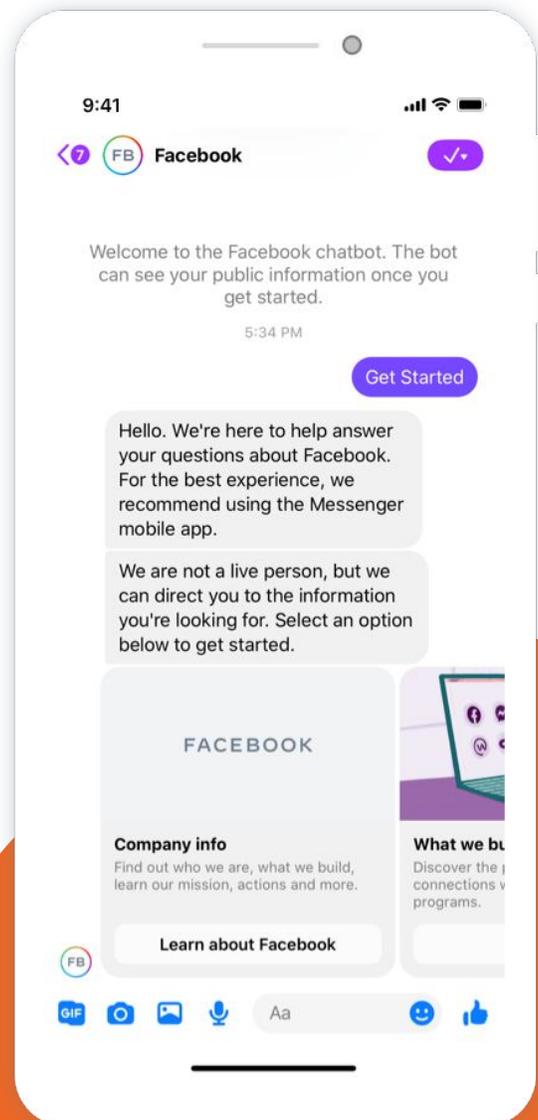
Use Business Suite to set up automated messages

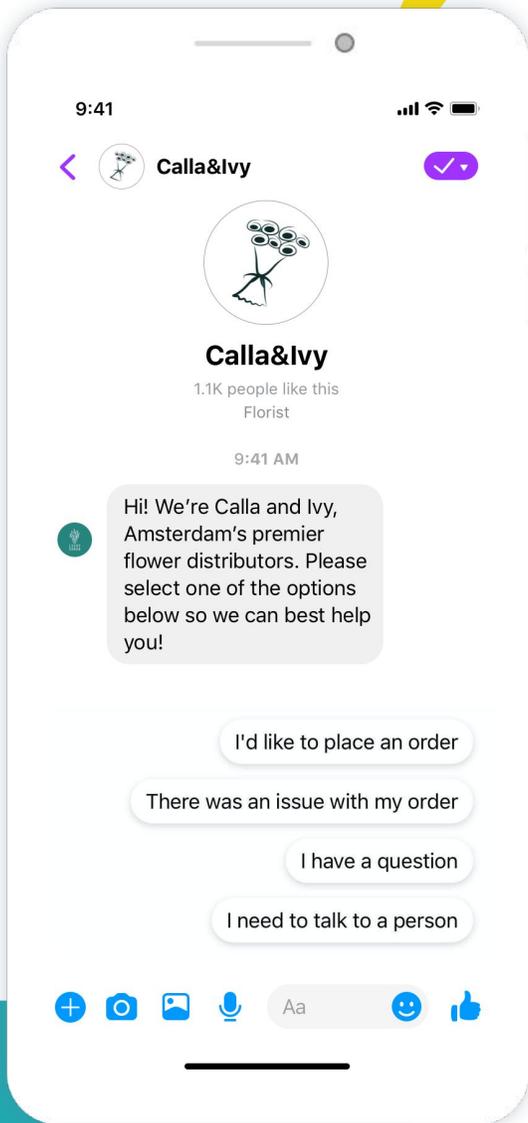
Since businesses can't always provide instant customer care, pre-programmed automated messages help fill the gap when no one is available.

For instance, businesses can use automated messages to:

- Greet customers
- Respond to customers when your business is closed
- Schedule person-to-person interactions.
- Triage customer queries to direct them towards the right people.
- Answer basic or commonly-asked questions.
- Connect users with a person.

Inbox in Facebook Business Suite lets you set up automated messages to manage communications with your customers.





Welcome customers

Make customers feel welcome with an **instant greeting** message when someone starts a conversation.

How to set up an instant reply

1. Tap **Inbox**.
2. Tap **Automated Responses**.
3. Select **Instant Reply** and write your welcome greeting.



Pro-tip: You can opt to add personalization to your greeting, like your customer's first name.

Respond faster to your customers

Use quick replies to save responses as keyboard shortcuts and improve your customer service. This tool can help you scale messaging to your customers.

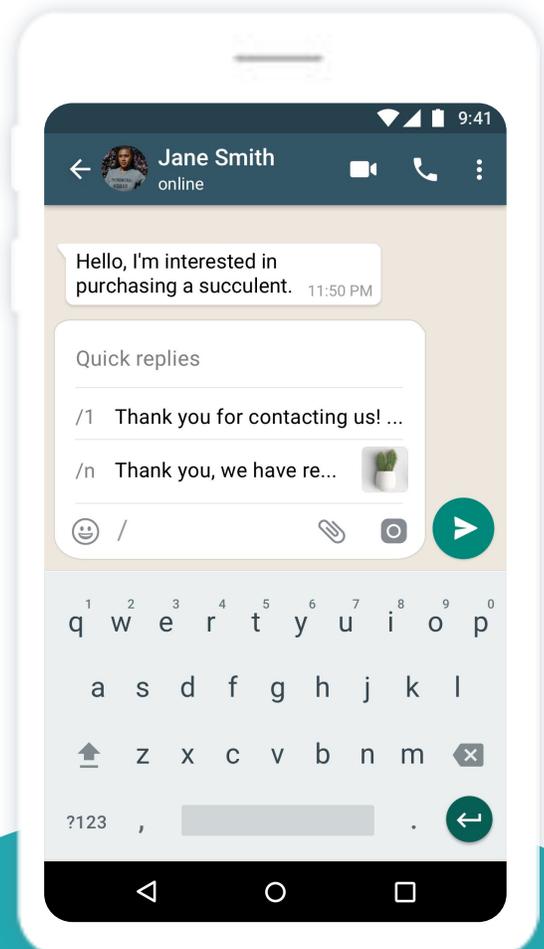
To start creating quick replies, think about your most frequently asked questions. You can save the answers as your saved replies.

How to set a quick reply

Type “/” in the text input field to select a quick reply. You can also add and edit quick replies on your phone.



Pro-tip. You can also use quick replies for rich media messages, such as GIFs, images and videos, too.



Use an away message if you can't respond

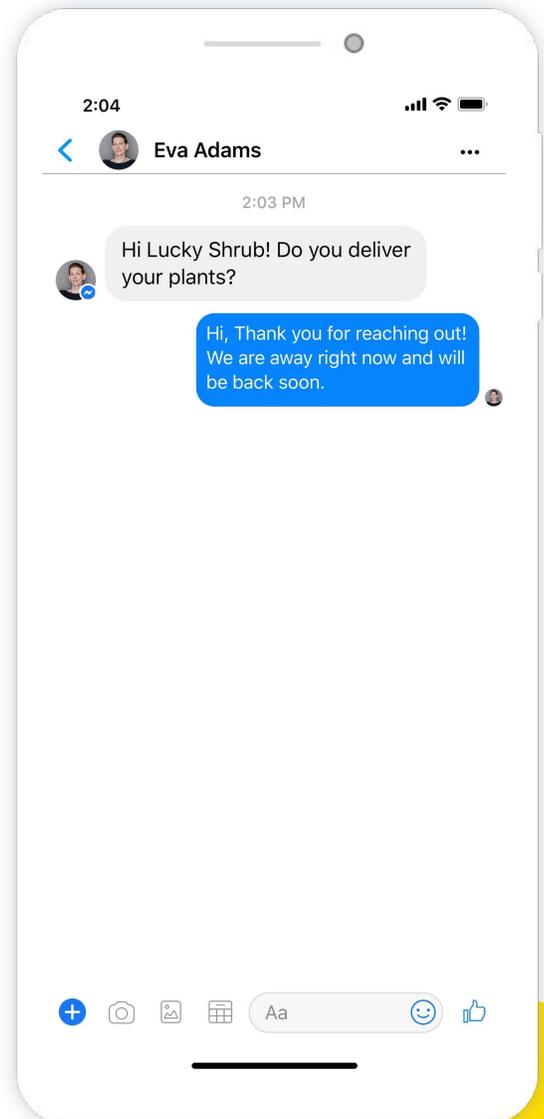
Whenever you're away from your computer or phone, you can turn on an away message to let customers know that you'll respond soon. This helps you maintain a high response rate and set expectations with your customers.

How to set an away message

1. Tap **Inbox**.
2. Tap **Automated Responses**.
3. Select **Away Message** to set the times you'll be away and customize your message.



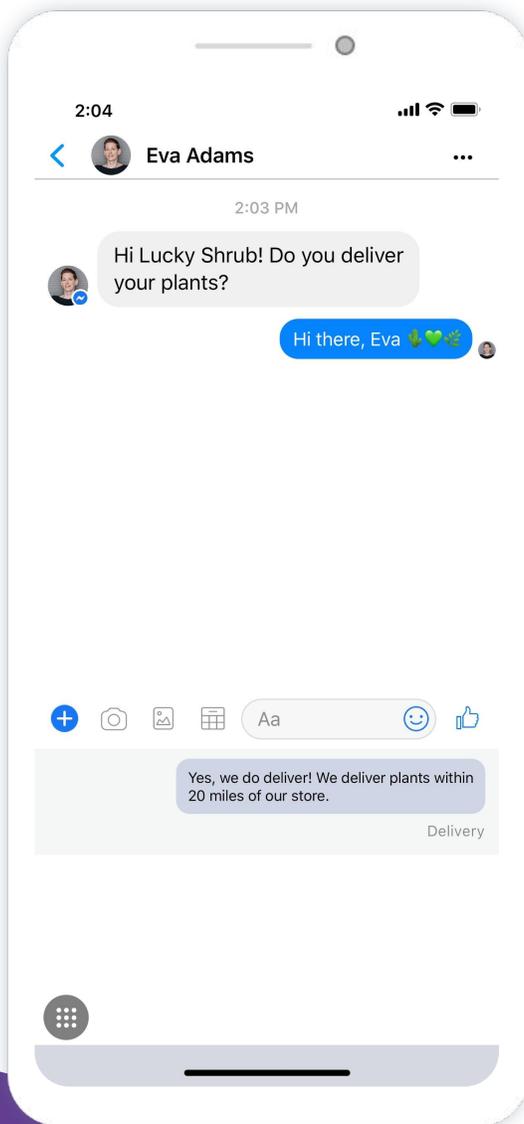
Pro-tip: Include your business hours in your away message so customers know when you'll be back online.





Respond to customers faster with saved replies

Saved replies enable you to write, save and reuse messages. They can be especially useful for responding to commonly asked questions like your hours, email or phone number.



How to set up saved replies

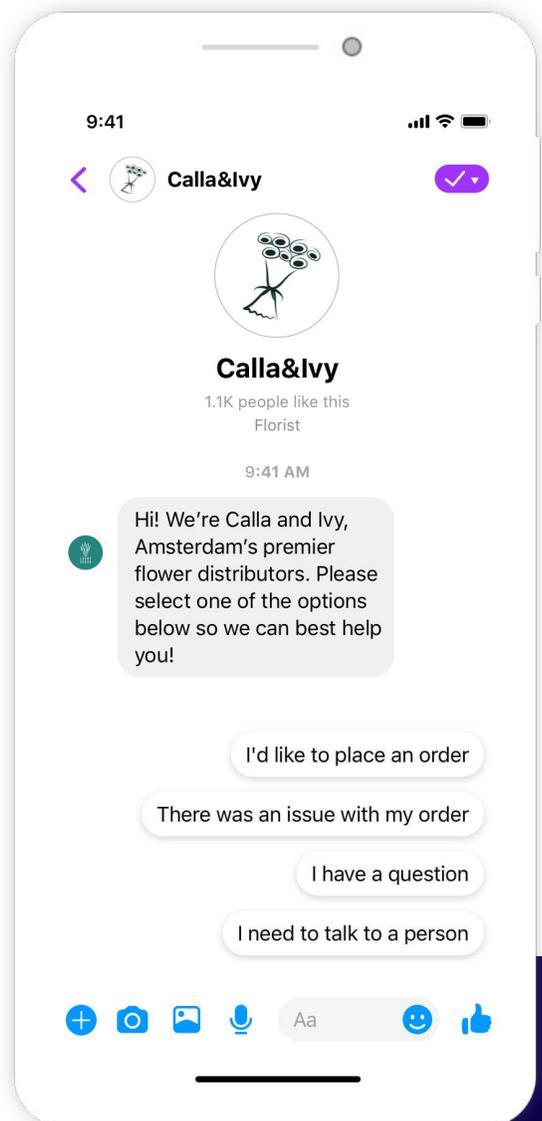
1. Go to a conversation with a customer.
2. Then, tap on the blue + symbol to the left of your text box.
3. Tap on Saved Replies.
4. Tap on the gray square grid on the bottom left corner of your screen.
5. Then tap on the write symbol at the top right corner of your screen. For current or future responses, you can select a saved reply to easily respond to your customers when you're on the go.
6. Name your saved reply so that you can easily access the question category your customer brings up.
7. Next, type the reply you want your customers to receive when they ask about deliveries.

Create automated responses to frequently asked questions

When someone starts a new conversation with your Page, you can set up up to four buttons with your most **Frequently Asked Questions** and automated responses for each of them.

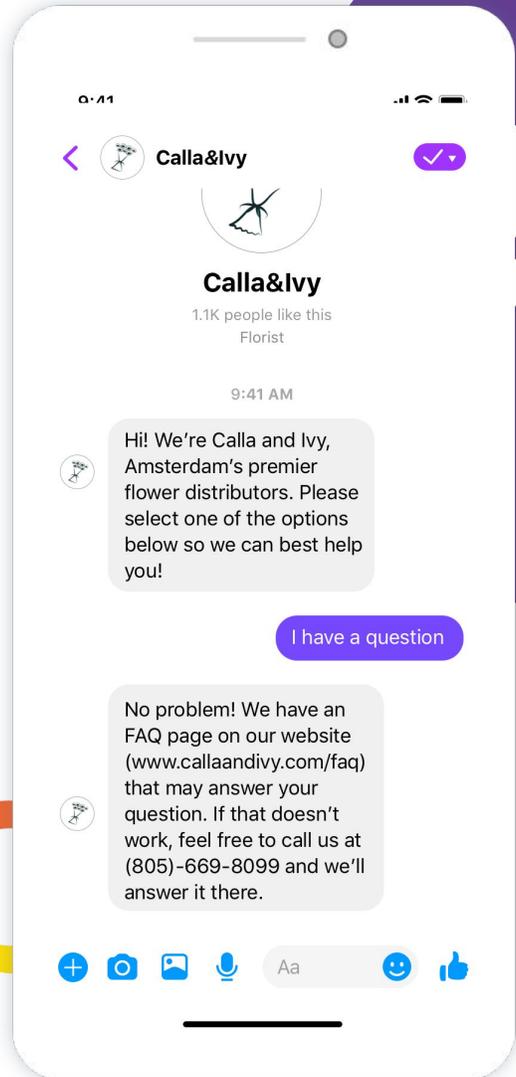
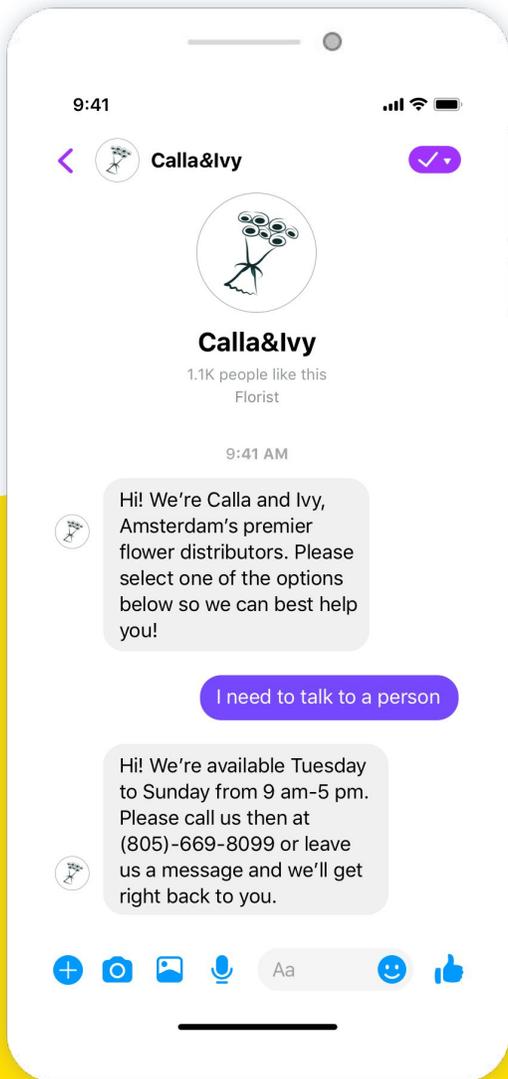
Consider this a way to triage your customer queries into four categories: business orders, customer satisfaction, open-ended questions, and redirection to a person. For example, here are buttons you can create:

- **Business orders:**
"I'd like to place an order"
- **Customer satisfaction:**
"There was an issue with my order"
- **Open-ended questions:**
"I have a question"
- **Redirection to a person:**
"I need to talk to a person"



Take a look at these **examples** to see what automated responses you may set up.

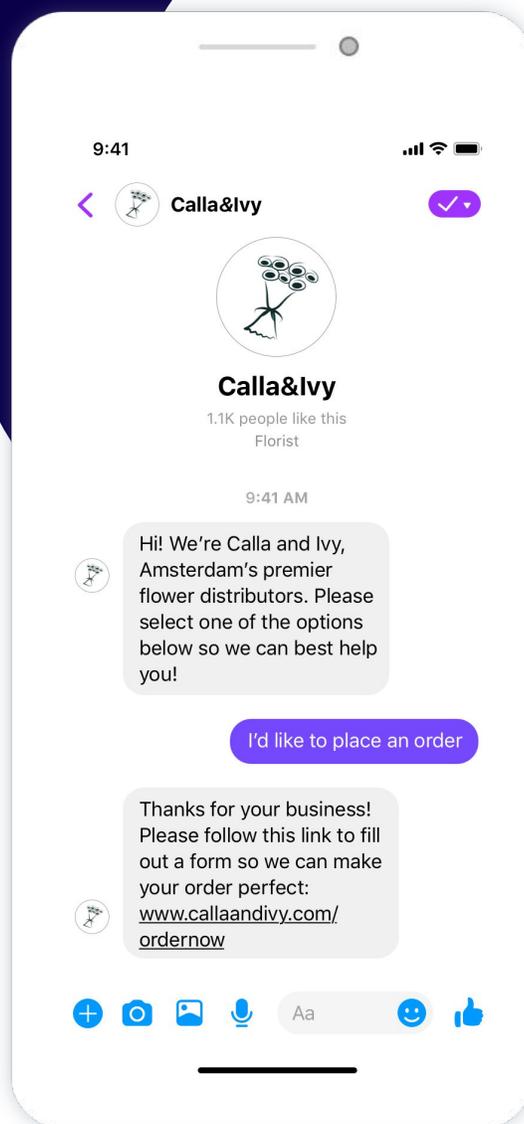
Redirection to a person



Open-ended questions

How to set up frequently asked questions

1. Click **Inbox**.
2. Click **Automated Responses**.
3. Click **Frequently Asked Questions**. To start adding questions, click edit.
 - a. Add in what you'd like people to click under **Question**.
 - b. Add what you'd like your **Automated Response** to be. You can also **add an attachment**, such as an image or video, to your automated response.
 - c. You can also **Add Personalization** to your responses, such as the user's first and last name.
 - d. You can also add a linked **button** that users can click to resolve their issue. For example, you can add the button 'Shop Now' that links to a specific product listing page.
4. Click **Save** to add your frequently asked question.



Guidelines to follow when using automated messaging

Interactions should never go beyond three messages each.

- Use these automated messages strictly as a tool. Don't try to simulate human interactions with them.
- Always give customers the option to talk to a person.

Automated messaging can be an excellent tool. But it is also exactly that: a tool. People don't like wading through too many automated messages when they're trying to talk to someone. It can make them feel unimportant and unheard, which isn't good for your business.

That's why you should keep all automated messaging interactions to three messages, if possible. Make sure your customers know that you're using these messages as a tool rather than as a way to avoid talking to them. And remember to always remind your customers a real person is one step away, every step of the way.



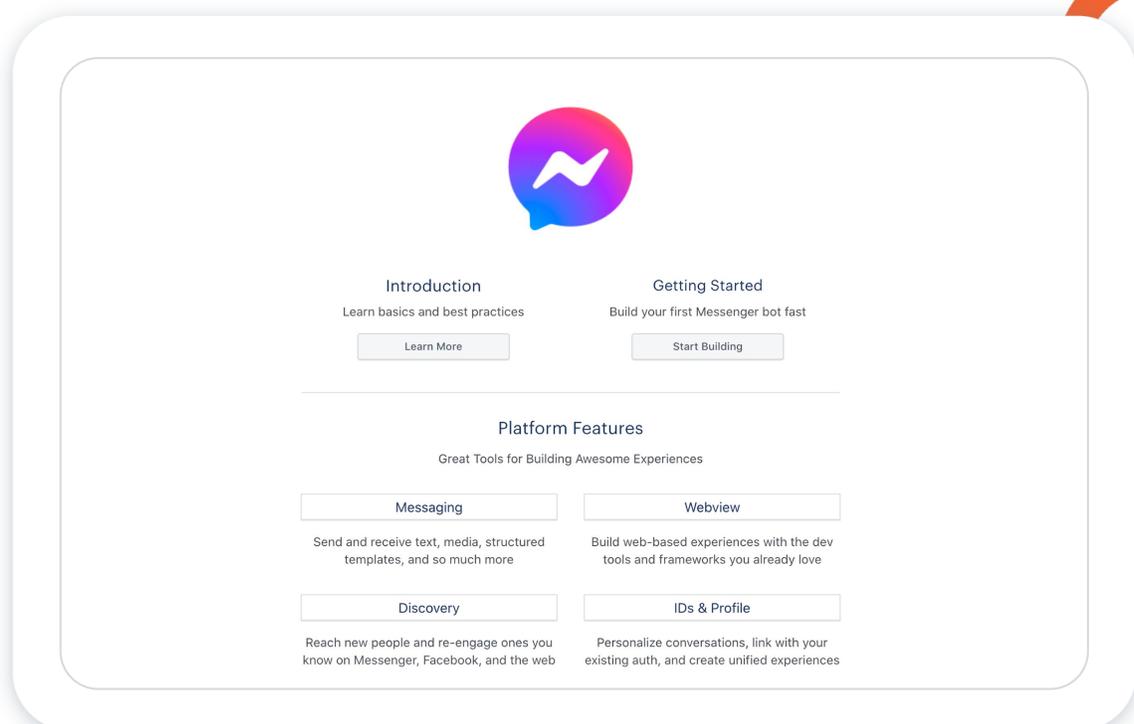
Advanced automated messaging options

Use a chatbot

Automated chatbots can be a powerful tool for business to grow. Chatbots are a more advanced form of automated messaging that can be programmed to generate leads, drive sales, or provide customer service.

Building a chatbot is a complex process. Businesses that are ready to start building a chatbot should reach out to a developer.

Businesses on Facebook and Instagram can work with developers listed in the [partner directory](#) to build a Messenger chatbot specific to their needs.



Stay connected with your customers with WhatsApp Business

WhatsApp Business offers automated messaging tools that will help you stay connected with customers and manage their expectations in a scaled manner. As your business grows, the app will help you manage message volume and maintain and even improve your customer service.

Download WhatsApp Business from the [Google Play Store](#) or [App Store](#).

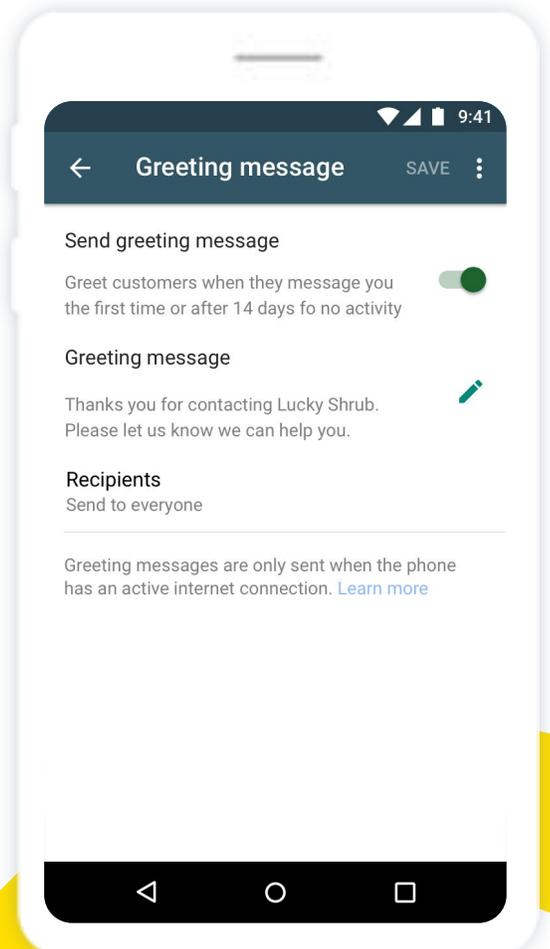


Introduce customers to your business

Greeting messages enable you to welcome people to your business when they start a new conversation. In your message, you can include your business hours or when people can expect a response from you.

How to set a greeting message

1. In the WhatsApp app, click the **More options** button, select **Business tools** and then select **Greeting message**.
2. Turn on **Send a greeting message**. Click the message to edit it and select **OK** when done.
3. Click on **Recipients** to decide who should receive your message. Use the following options, **Everyone**, **Everyone not in address book**, **Everyone except**, or **Only send to...** to create a custom list of recipients.
4. When you're done, click **Save**.

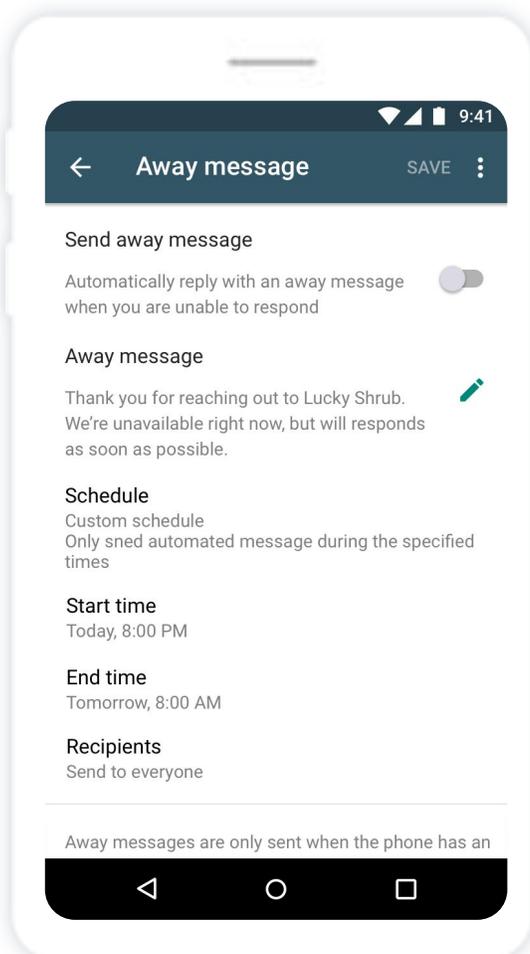


Pro-tip. You can also select who receives these messages, such as people who are messaging you the first time after 14 days of no activity.



Set expectations

Set an away message to let customers know when you're busy and when they can expect a response. When you set an away message, you can specify the time period during which you will be unavailable, and it will automatically be sent to anyone who messages you during that time.



How to set an away message

1. In the WhatsApp app, click the **More options** button, select **Business tools** and then select **Away message**.
2. Turn on **Send away message**. Click the message to edit it and select **OK** when done.
3. Select when you want the message to appear by clicking **Schedule**. Choose between **Always send, Custom schedule, or Outside of business hours**.
4. Click on **Recipients** to decide who should receive your away message. Use the following options, **Everyone, Everyone not in address book, Everyone except, or Only send to...** to create a custom list of recipients.
5. When you're done, click **Save**.

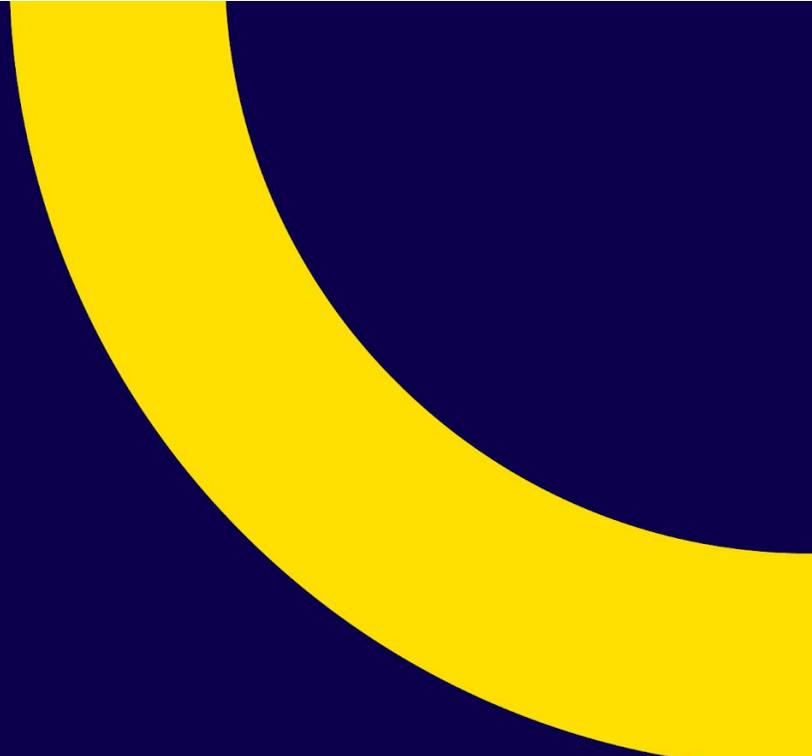


Pro-tip. If you have a FAQ page on your website, add it to your away message so people may easily find answers to their questions.



Source

Lenser, P. (2020). *Send Responses on Social in a Breeze Using Sprout Social's Saved Replies.*
sproutsocial.com/insights/saved-replies/.



aptly™

aptly.co

