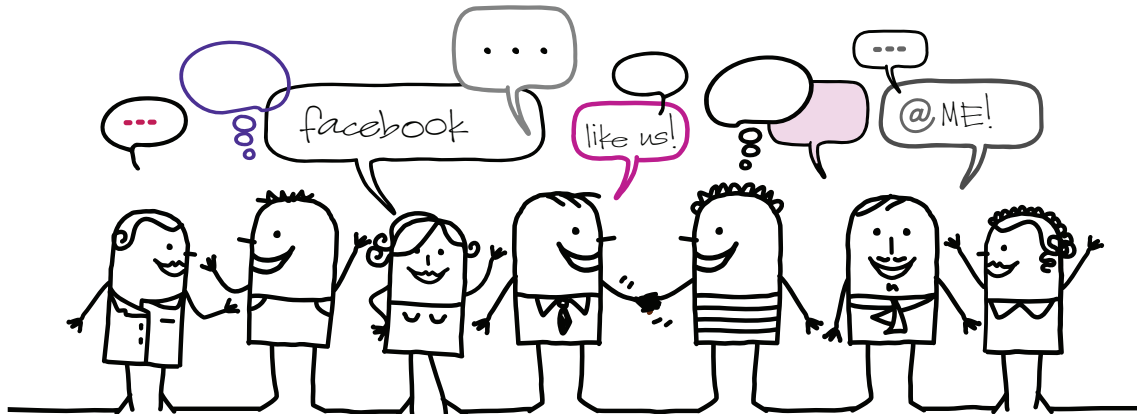


# The **Dos** and **Don'ts** of Posting on Your Agency's Facebook Page



**Don't** spam your fans with 10 posts a day about random items.

**Do** aim for 4-6 posts per week, and post with a purpose.

**Don't** post special deal after special deal.

**Do** mix in a select few special deals with personal opinions and travel news.

**Don't** blindly link to random travel stories.

**Do** build credibility as an industry expert by linking to relevant travel stories and adding your experienced opinion.

**Don't** ignore positive posts from your clients.

**Do** respond to most posts—the more interactive your page, the better!

**Don't** post pics of your backyard bbq party.

**Do** post pics of your personal vacations or agency staff to reinforce the human side of your agency.

**Don't** post the opinions of others.

**Do** post general travel advice, destination information, and hotel/destination/ship reviews—but always in your own voice with your view.

**Don't** delete the comments of clients who were dissatisfied with your service.

**Do** respond quickly and professionally to determine what went wrong and how you can help them in the future.

**Don't** post about your pets on your agency's page.

**Do** post about the pets you helped travel with their owners (and include pics!).

**Don't** be so serious.

**Do** have fun! Give your fans a reason to look forward to your posts.

**Don't** forget to ask questions.

**Do** find out what's on your fans' minds.

**Don't** limit yourself with just words.

**Do** mix up your posts with pictures and videos. Posts with media included appear more often in your fans' news feeds.

**Don't** forget about your agency's website.

**Do** link back to your website when possible.



## MARKETING YOUR AGENCY PAGE

- ▶ Email friends and family to build initial “Likes.” Once you reach 25 “Likes,” you can change the URL of your agency page to [Facebook.com/YourAgencyName](https://www.facebook.com/YourAgencyName).

- ▶ Once you get your personalized Facebook address, promote it on your agency website, in your email signature, on your business cards and in your office.
- ▶ Announce your page to your database through a simple email, welcoming all past and present clients to “Like” your page.
- ▶ Host a contest, sweepstakes or one-time discount to only those who “Like” your agency page.

## WHY FACEBOOK USERS “UNLIKE” A FANPAGE

**44% - The company posted too frequently.**

43% - My wall was becoming too crowded with marketing posts and I needed to get rid of some of them.

38% - The content became repetitive or boring over time.

26% - I only “Liked” the company to take advantage of a one-time offer.

24% - They didn’t offer enough deals.

**24% - Their posts were too promotional.**

19% - The content wasn’t relevant to me from the start.

17% - The company’s posts were too chit-chatty—not focused on real value.

14% - I prefer to seek out information instead of having companies push it on me.

12% - My circumstances changed (i.e., moved, married, changed jobs).

