

3 strategic approaches to using **facebook** more effectively..



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1. Who do you want to reach in the first place?

Customer centricity is the key phrase here. Because even Mark Zuckerberg gears his update according to this. You should also do this: who exactly is your target group? What does your target group want to see about your company on Facebook? You only get attention whenever you discover where the overlaps are between your product offering and the interests of your target group.



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2. Users are used to communicating with their friends via Facebook.

Why then not with your company as well? Use Facebook as a communication channel. Create positive reasons for your target groups to interact with you via this channel. This way you will remain relevant and improve your scope.



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3. Use your own staff to expand your employer brand.

As a social media infrastructure, Facebook can be used particularly effectively for developing an employer brand. But please note: It's about more than just distributing your job ads! Your own employees can become involved to transmit an authentic representation of your business. This leads to a proactive search for personnel with a very good scope, as the content is distributed by individuals rather than the company.