

This guide provides best practices for building an audience of people who are likely to care about your business.


- **Make people aware of your brand.** Connect with current and new customers by growing your Page's audience. If you're not sure how to get more people to like and interact with your Page, try these tips:
 - **Share your Page on your personal Feed.** Tell your friends and family about your Page. In your post, ask them to like the Page and share it with people who may also be interested in your business. To share your Page, select **Share** below your Page's cover photo.
 - **Invite friends to like your Page.** Invite friends you think would be interested in your business to like your Page. Learn how to [invite friends](#).
 - **Ask friends to share your Page with their networks.** Your friends can help you reach even more people. Ask if they'll share a link to your Page in a post on their timeline.
 - **Post as the Page in groups.** Post as your Page in local groups or groups related to your industry. This is a good way to reach your community.
- **Be more active.** Your business likely needs to increase engagement on its Page. This means admins and advertisers should:
 - **Comment on other posts and in groups as your Facebook Page.** Engage with content across Facebook to make you more visible to new and existing Page fans and customers.
 - **Share more content.** Make sure the content you share on your Facebook Page is relevant to your industry so that people who follow or like your Page find it meaningful. Discover [post ideas to increase engagement](#).
 - **Manage communication through Inbox.** Whether your customers want to learn about a new product or need to resolve an issue, you can communicate with them privately in Inbox in Messenger. You can communicate publicly through Facebook and Instagram comments.
- **Use targeted ad campaigns:** With a Facebook Page, you can run ads that appear on Facebook, Messenger, Instagram and in the Meta Audience Network outside of Facebook. You can create different types of ads directly from your Page. Some strategies for advertising include:
 - **Boost posts you've created from your Page.** Boosting a post gets it in front of more people and increases its engagement. Learn more about [boosting posts](#).
 - **Promote a post to send people to your website.** Create a post with an action button that sends people to a specific page on your website. This is a good way to get more views on your website or direct people to a page with deals or offers. Learn how to [promote your website](#).
 - **Promote your Page.** If your goal is to increase the number of fans or people who like your Page, you can run an ad tailored to that goal. Learn how to [promote your Page](#).
 - **Promote your local business.** If you're a local business, you can run an ad to reach people in the radius around your business. This can help you spread awareness and find new customers. Learn how to [promote your local business](#).
- **Use Page Insights to optimize your ad targeting:** Page Insights is a powerful tool that helps you understand more about the people who like your Page and the posts that increase engagement. In your Page Insights tab, you can see things like the interests and ages of your Page's audience. You'll also see insights for actions people take on your Page (for example, the number of clicks on your action button) and engagement metrics for posts. You can use this information to better understand your audience and the content that's most likely to keep them engaged.

- **Note:** We recommend using Page Insights after you have more than 100 fans. Learn about the [Page Insights](#) we recommend you track to achieve your business goals.
- **Post when your audience is online:** Sharing content when your audience is online is key to higher Page engagement. See this information in your [Page Insights tab](#) and cross-examine the results against each campaign you run. Once you understand more about when your audience is most active, you can establish a posting schedule or you can [schedule your posts](#) if you're unavailable to publish them manually.


HOW TO INVITE PEOPLE

Computer

To invite friends to like or follow a Page or profile:


1. Go to the Page you'd like to share with your friends.
2. Click  below the Page's cover photo and select **Invite Friends**.
3. Click the names of the profiles you want to invite to like or follow the Page.
4. Click **Send Invites**.

To invite friends to follow a profile:

1. Log into the Facebook app for iPhone or Android.
2. Go to the profile you'd like to invite your friends to follow.
3. Tap  below the cover photo.
4. Tap **Invite friends**.
5. Select the friends you'd like to invite.
6. Tap **Send Invites** at the bottom.


Android

To invite friends to like or follow a Page or profile:

1. Go to the Page or profile you'd like to invite your friends to like or follow.
2. Tap  below the cover photo.
3. Tap **Invite friends**.
4. Select the friends you'd like to invite.
5. Tap **Send Invites** at the bottom.

Apple

To invite friends to like or follow a Page or profile:

1. Go to the Page or profile you'd like to invite your friends to like or follow.
2. Tap  below the cover photo.
3. Tap **Invite friends**.
4. Select the friends you'd like to invite.
5. Tap **Send Invites** at the bottom.

Garden Tour Event Link

<https://fb.me/e/2WW9ykeEt>

Details referenced above provided by Facebook Business Help

<https://www.facebook.com/business/help/464618030623795?id=939256796236247>