

Simply Evolved Participant Workbook

Facebook: Community, Visibility & Engagement (Complete Guide)

Purpose of This Guide

This guide helps you use Facebook to build community, share your voice, and increase visibility. It assumes no prior knowledge and is written in simple, practical language.

1. What is Facebook (Plain English)

Facebook is a social platform where people connect, share, and engage in communities.

It is useful for:

- Building relationships
- Sharing content
- Creating groups and communities

2. Why Facebook Matters for Your Business

Facebook helps you:

- Build community
- Stay visible
- Share regularly
- Engage informally

Principle: People stay where they feel connected.

3. Your Profile vs Page

Profile = personal (you)

Page = business (what you offer)

You can use both, but your Page represents your business.

4. Setting Up Your Page

Include:

- Profile image
- Cover image
- Clear description
- Contact details
- Website link

Keep it simple and clear.

5. Keywords (Simple)

Keywords are words people search.

Examples:

- leadership coaching
- personal development
- community support

Use them naturally in your page description.

6. What to Post

You can share:

- Reflections
- Stories
- Tips
- Updates

Keep it human and relatable.

7. Engagement

Engage by:

- Replying to comments
- Asking questions
- Responding to messages

Engagement builds trust.

8. Facebook Groups

Groups are powerful for community.

You can:

- Join groups
- Share insights
- Build relationships

9. Consistency

Post 1–3 times per week.

Consistency matters more than volume.

10. Common Mistakes

- Overposting
- Selling too much

- Not responding
- Inconsistency

Appendix 1: Facebook Page Template

Description Template:

I support [who] to [outcome].

My work focuses on [your approach].

If you are looking to [result], you are in the right place.

Appendix 2: Weekly Content Planner

Post 1: Reflection

Post 2: Tip

Post 3: Story

Repeat weekly.

Appendix 3: 30-Day Facebook Plan

Week 1:

- Set up page
- Join 3 groups

Week 2:

- Post twice
- Engage daily

Week 3:

- Share insights
- Comment on posts

Week 4:

- Review and continue