

facebook



NEWSLETTER

December 2013



LIKE and SHARE, my new mantra...

Facebook - the next step in building ASEA awareness and connecting with our fellow escrow partners.

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Since there are more than 800 million people using Facebook every day, this medium offers more than just a way to stay connected to friends and family. Facebook allows an organization to be available to people on a trusted, popular platform, where viewers can see "real" people (their friends, family or colleagues) interacting. This sets the stage for us at ASEA to build stronger, more immediate relationships with others in our industry.

LIKE us on Facebook!



Our Facebook Page (*also known as a Fan Page or Business Page*) can help build awareness, share enthusiasm, create loyalty, and promote peer-to-peer sharing for our organization as long as our page remains relevant. Staying in the News Feed stream is crucial for growth and connectivity. Basically, our posts must be "Liked, Shared and Commented" upon, otherwise our page will be lost in the vast world of Facebook never to be seen or heard from again.

For other escrow industry related news and info, as well as ASEA classes and events, **"LIKE" us on Facebook!**

The content is our *"make-or-break"* component on Facebook. **'Posts' appearing on our fans' News Feed(s) are essential.** In very simplified terms, if users (*or their friends*) are interacting with us on our Page on a fairly frequent basis, our FB Page will show up in News Feeds; if not, we get dropped, and regardless of the content or frequency of our posts, they will not be inserted onto our fan's News Feed. A high engagement (*Comments, Likes, Shares*) rate helps build a Facebook Page ranking which means the page is seen more often. The more engagement with our FB Page and posts, the more often the FB algorithm will select our posts to place onto News Feeds over other page posts.



The next logical question is, ***"How do we increase our interaction and sharing?"***

Remember that Facebook rewards pages in the News Feed based on the number of interactions a page receives. An interaction can be defined as a summary of "Likes, Posts, Shares or Comments" about the page.



For starters, to receive our FB posts on your own News Feed, you must first "LIKE" the page itself. Liking posts and photos is great, but it is crucial to "Like" the page itself. To get started log into your personal Facebook page and then "LIKE" the ASEA page. (see example) You can "like" as an

individual, but if you or your organization also have a FB Page, be sure to "Like" the ASEA FB page when you are logged in as your own FB Page Administrator. The more "Likes" our page gets, the more fans it will have.

Another great tool to increase our fan base is for each of us to "suggest" or "invite" our own personal friends on Facebook to "Like" our page. You can do this when you are logged into your FB and visit our ASEA FB Page. You will see a box off to the right side where you can just start typing in your own friend's names. This will send them a simple message inviting them to "Like" the ASEA FB page and will be a quick way to grow our fan base and increase our FB footprint.



Lastly, your own interaction can make a huge difference. Below is how to "Like & Share" a Facebook ASEA post. Be sure to "Like" first and then... "Share" it. When you "Share" it, you are simply putting it on your own timeline so your friends and connections can see it; especially if they have not connected (Liked) our ASEA FB Page yet. It is necessary for each of us to do this in order to keep our presence out in the forefront of FB News Feeds, and to continue in our efforts to not only grow our organization but to also support and educate our Arizona escrow community.



To "Like" a post, **click** on the word "**LIKE**"

Then **click** on the word "**SHARE**"

That is it, that simple.

Remember, it will take all of us to make our FB Page stand out and be noticed... or even to show up at all.

We must be active on many different profiles and with several

individuals to have any impact at all. The goal is to show up in as many users' top News Feeds as possible. To accomplish this it is imperative we all do our part and **remember to visit our ASEA FB Page and Like/Share/Comment/Post frequently** as well as to always "Like" & "Share" ASEA Page posts when they show on our News Feed so our FB Friends can see our page posts and help spread the word.

If nothing else, after you have "Liked" the ASEA Page, just remember to "Like & Share" all of our posts, etc. and the rest will take care of itself. If you have any questions, please give me a holler and I will be happy to give you a personal walk-through of this process.



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