

How to keep your Audience Engaged During Difficult Times Series

FACEBOOK

- Facebook has 2.50 billion monthly active users as of December 2019.
- One in five page views in the United States occurs on Facebook.
- Facebook is the leading social platform, reaching 60.6 percent of internet users (Facebook, 2018).
- Facebook users spend an average of 58.5 minutes on the social media platform each day (Recode, 2018).
- 78 percent of American consumers have discovered retail products to buy via Facebook (Kleiner Perkins, 2018).



PADI eLearning Custom Tab on Facebook

Do you have more than 2000 Facebook Fans?

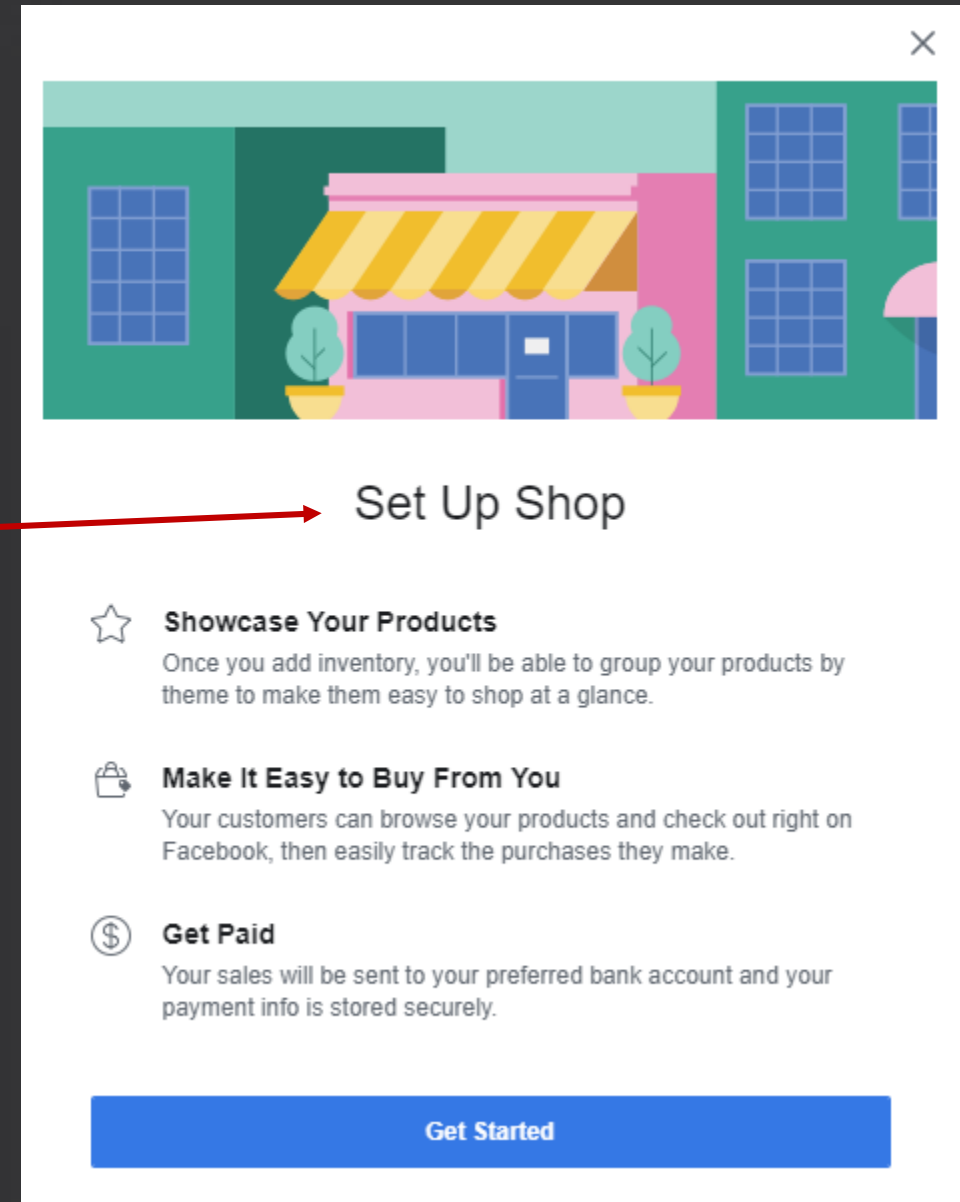
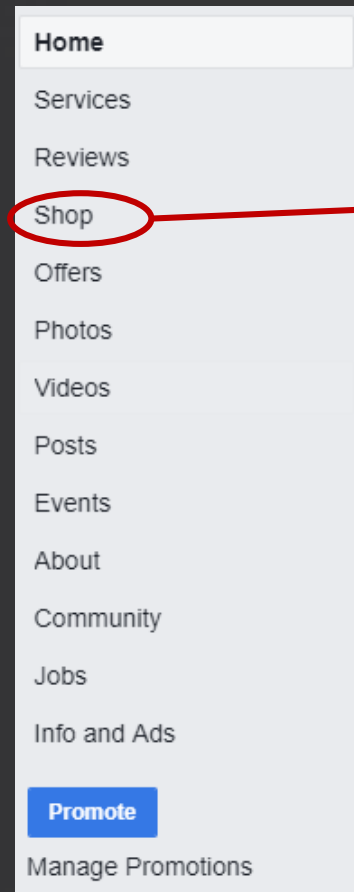
- Create a custom tab for PADI eLearning
- Visit the Facebook Developers website.
- Login and Create New App
- Use your PADI eLearning Affiliate link
- Title Tab - PADI eLearning
- Verify and Launch



1. Google – “create custom Facebook tab”
2. Filter results by Past Month.
3. Read and follow instructions.

Facebook Shop

- PRO TIP - Best to build it on Facebook first and migrate the catalogue to your Instagram Business page.
- Instagram shop can only be activated on mobile device.
- Set the shop section up during slow times.

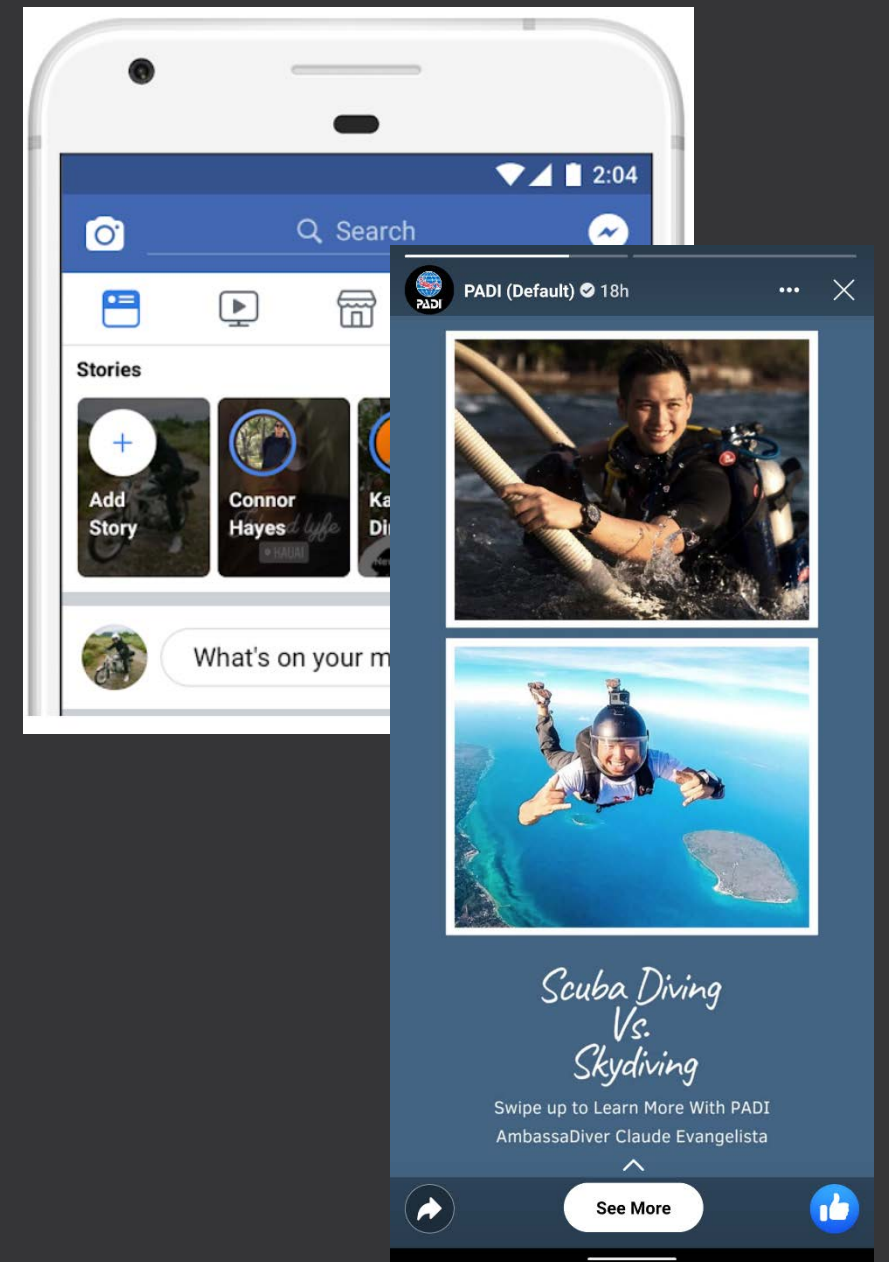


Use Facebook Stories

FB Stories are slow to start, but can be important in the future as they give businesses the opportunity to add links.

Ideas:

- Fun, day to day captures
- Behind the scenes/what is happening at the shop
- Staff intros and stories
- Q&As
- Mini Surveys/Polls
- New/Upcoming product showcasing
- Links to landing page with special information (Must have 10,000 followers)



Ask for Facebook Reviews from your loyal customers

Leading business are using online reviews for social posts.

- Post one per week.
- Always provide credit to reviewer.
- Ask for reviews from your loyal customers to be posted directly on your page.
- Ask for video reviews.
- You could integrate these reviews in your website , too.



Ask your audience to post...

- Take advantage of user generated content.
- If your post is high quality content that gains a lot of exposure, PADI's Social Media Team might reach out to share on our channels.
- Most shareable content is focused on Education, Exploration, Community & Conservation or epic lifestyle content.
- The post must be tagged @padi (FB, Twitter), @padi tv (IG) and/or #padi, #padi tv
- Share your audience content, especially if it is related to past trips, dives, events, etc.
- Encourage your fans to share their memories.



@kylextaylor

Shot at Byron Bay, Australia

Use Hashtags Regularly

Use hashtags regularly to increase impressions and followers.

Focus on small, active and niche hashtags related to your business.

Use trending hashtags to spread awareness about a likeminded campaigns. →

Create at least 3 unique tags to your business and tell your customers to use them.

#weareinthistogether
#stayhome
#PADIstrong
#alonetgether
#dothefive

Tags You Can Use

Use/create a brand tag. **#paditravel**

And a content/campaign tag. **#liveaboard**

And a trending tag. **#travelbug**

And a seasonal tag. **#summervaca**

Best travel hashtags
#travel
#staycation
#vacation
#sunsout
#resortwear
#tourist
#travelbug
#honeymoon
#traveltuesday
#wanderlust
#wanderlustwednesday
#travelgram
#sun

Facebook Messenger

Keep the communication lines open:

- Make sure to answer any questions you receive on messenger
- Help combat misinformation with direct messaging
- Check on your customers via messenger
- Send special future special offers to your VIP customers
- Offer partial payment for future experiences to a select group of fans.
- Chat with up to 50 people

70% more people are participating in group video calls using Facebook Messenger week-over-week, and the amount time spent on those group video calls has doubled globally.

CNET – March 2020

