

## Facebook Tip Sheet

### To set up your own professional Facebook page.....or not?

Social Media has certainly taken the world by storm lately. And while it truly has a place in marketing for a small business, it isn't something everyone must/should use. We provide our company Facebook pages for both MouseEarVacations and CruisingCo.com for you to send your friends/fans to, should you choose not to tackle running your own professional Facebook page. Should you feel that you don't have the time or interest to commit to running your own professional page, no problem. There is no expectation that every agent should.

However, we would ask then that you take the time to invite your friends and family to "like" our two company pages. Then, take some time to visit us yourself each week – interact by liking a post or commenting on a post. This will allow your friends, family and clients the opportunity to stay connected via Facebook if they enjoy that mode of connection and see you actively participating – without the commitment to doing it all yourself.

**But, if you should want to delve into the marketing realm of social media**, we certainly encourage you to utilize this amazing venue to reach out and connect. We were fortunate to have been able to learn from one of the best in the business at the latest Signature Travel Network Conference: Sophie Bujold. We encourage you to "like" her page on Facebook and follow her. She has a great article entitled "25 Social Media Content Ideas for Travel" which is posted in LinkedIn. Also, Facebook itself has some great "help" functions and pages you can follow to keep up to date on what is new or changing. Running a successful Facebook page, like anything, takes commitment, persistence and creating your own unique connection to those that are your fans. \*You can also do a search for Sophie Bujold on [www.SignatureTravelNetwork.com](http://www.SignatureTravelNetwork.com) to listen to her recorded series.

### Some basic things to remember for our company marketing guidelines are as follows:

- Be sure you always refer to yourself as "affiliated with CruisingCo.com® ~MouseEarVacations.com®"
- Please do not use the company name in your page name. (Ex: wrong: *Annie Agent ~ MouseEarVacations*. Better option: *Annie Agent ~ Travel Consultant*)
- You can use our logo if you'd like – it is kept in the CCE File Library
- You are free to use anything we post on our MEV Facebook page – just change any necessary wording to direct your fans to contact YOU. Or hit the "Share" button. However, it is **not** appropriate to just copy posts from other agents. It's disrespectful to do so without asking. If you like something another agent posts, either ask them if you can use it or even better find the original source and post it yourself with your own spin on the wording and photo!
- Try to avoid using the words "free" when talking about your services. Sell them on what you provide and talk about the value and benefits you bring!
- Post frequently and keep it light, informative and engaging
- Avoid posting too many links that refer your fans back to other websites (especially suppliers) that can potentially encourage them to book directly themselves! (Disney, etc)
- Have fun and be yourself – let your personality, enthusiasm and passion shine through!
- **As with all online and print marketing, please be sure to submit for approval before going live or printing.**

Hopefully Sophie's presentation and these tips help you navigate the process of setting up your own professional Facebook page a bit easier. This is truly an area that will continue to evolve frequently so if you are ready – jump in and keep investigating the many tools and functions Facebook provides!