



Meta Business Suite in 6 Parts

Part 2: Engaging with your Audience • Make social media work for **you**.

Social media management is a beast. Not knowing where to start with engagement is also difficult to conquer. With the multitude of notification sources within social media apps and desktop versions, the influx of notifications don't seem to stop.

Here are some key tricks to staying engaged with your audience while saving your mental health in the process.

In Meta Business Suite

- Navigate to “Notifications” on the left hand side
 - A running list, in chronological order, of notifications on your posts such as engagements, comments, shares, page likes, etc.
 - “Inbox” on the left hand side
 - Facebook Messenger inbox
 - Facebook Comments
 - Instagram Direct Message inbox
 - Instagram Comments
 - Automations available to set
 - Away Status

Let's hone in on engaging with basic notifications

- Navigate to “Inbox” on the left hand side
 - View every comment and message on your Facebook & Instagram profiles and react and respond to them all from one place instead of toggling back and forth
 - Have a Facebook Chat pop-up on your website? Install and manage that from here too

Let's look specifically at Automations & Away Status

- Navigate to “Inbox” on the left hand side and then “Automations” on the upper right hand side
- Automations use what's called a “conditional.”
 - “If this, then that” tactics for automated messaging between your business and your audience
 - Within these conditionals are customization fields where you can curate each message to each customer engaging with you
 - **Let's build an automation together!**
 - Instant Reply
 - Away Message
 - Identify unanswered questions
 - Frequently asked questions

- Comment to message
- Contact information
- Location
- Hours
- Job application received
- Positive feedback
- Negative feedback
- Appointment reminders
- Page recommended
- Page not recommended
- The Away Status lets you treat your Facebook & Instagram message inboxes like a vacation/out-of-office responder on email
 - Set this if you want your inbox notifications silenced while you're on vacation, have a day off, are out of the office, etc.

Pro-Tip: If you're not managing your own personal Facebook & Instagram pages and only those for your business, **DELETE** the Facebook & Instagram apps and download **Business Suite** to your phone. (I tried this for a week and my heart and soul were saved and my social media presence for Downtown Wabash, Inc. was excellent.)