Communication Plan for Healthy Retail Stores

Objectives: Increase awareness of _____ (name of store) using social media tools.

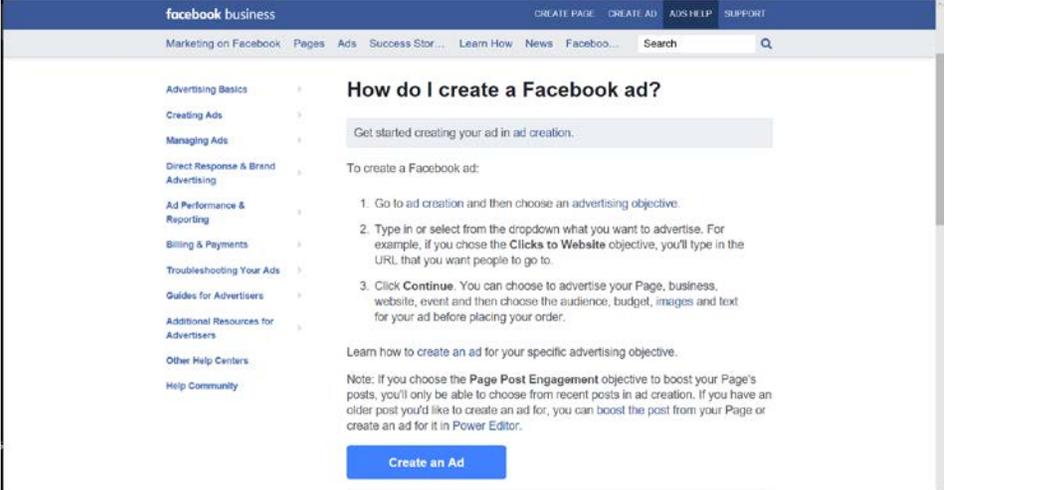**Audiences**: Current customers/page viewers, and people who live close to the store,

Goals:

1. Within the next 2 months, increase views of store posts from a larger audience by utilizing Facebook adds, or page promotion services by 10 "Likes"
2. Starting from the next month, post at least one interesting news piece (eg: featured produce, featured hot food item) every week on Facebook page.
3. Change Facebook cover photo every 3 month according to seasonal items (eg: feature spring vegetables in March)
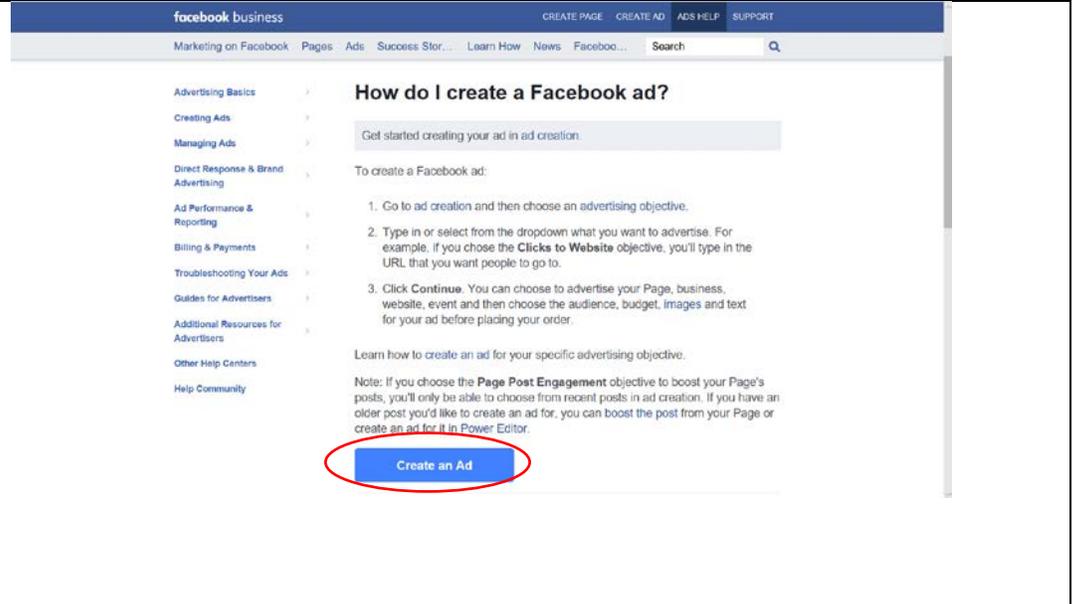
Tools:

The main tool used in this communication plan is Facebook. Therefore, please make sure you have access your store's Facebook business page (not your personal page). You will have to login to your page to set up any of the following functions. Four different Facebook functions are explained below:
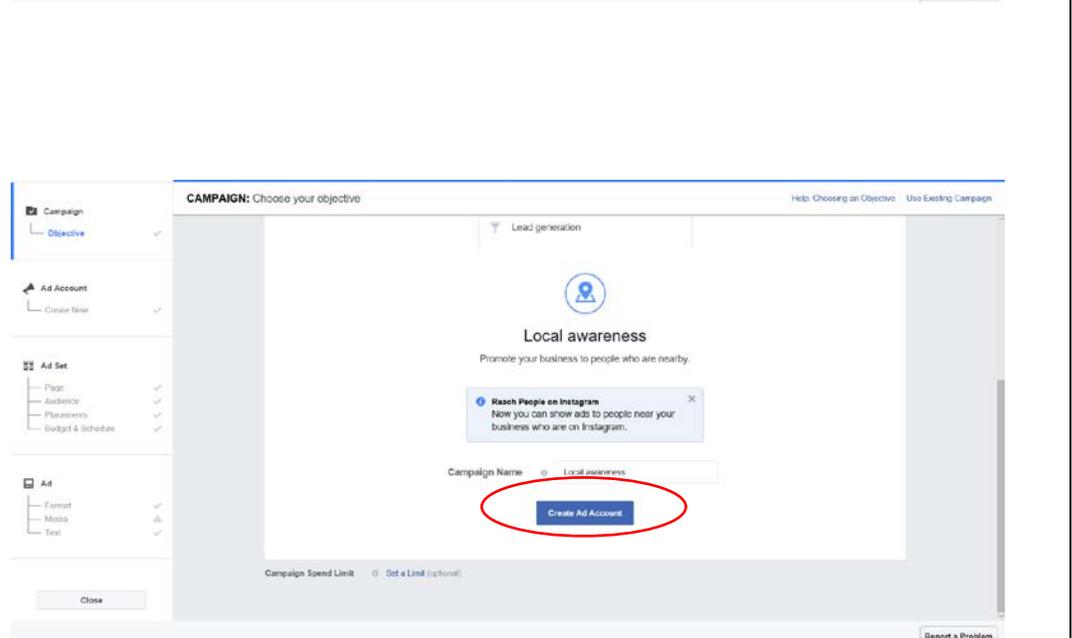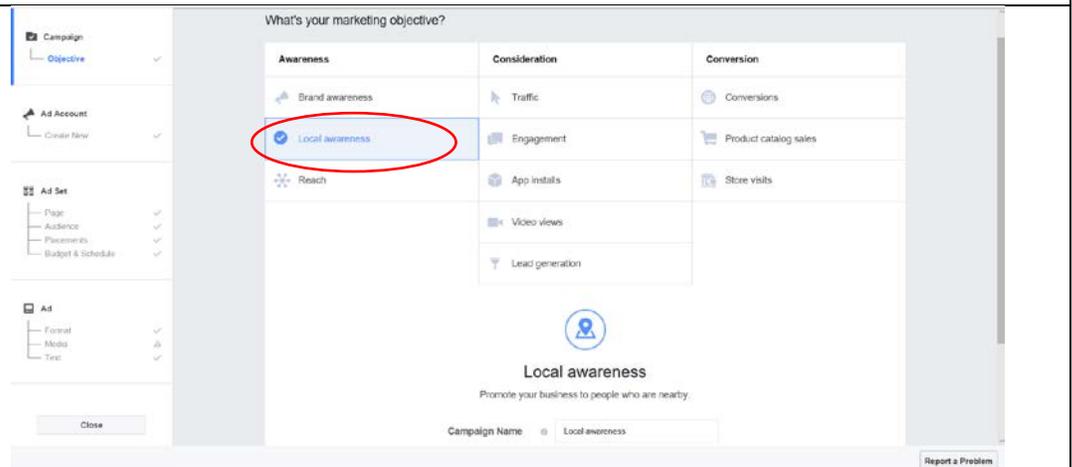
1. Facebook Ad

Facebook Ads are advertisements that appear like a post on people's Facebook pages. They can appear in the News Feed section as well as the sidebar. These Ads can be seen by anyone within the radius that you select when you create the Ad, not limited to existing followers of the Ad. These Ads can also be viewed on Instagram. Creating an Ad will cost from $5-50, depending on how long you want the Ad to be published/displayed on Facebook. Facebook Ads is a good tool to increase awareness of your Facebook page.

Steps	Your Screen
1.Login to your Facebook Page	
2.Open a new window on your computer	
3.In the new window, go to: https://www.facebook.com/business/help/132037906870538	

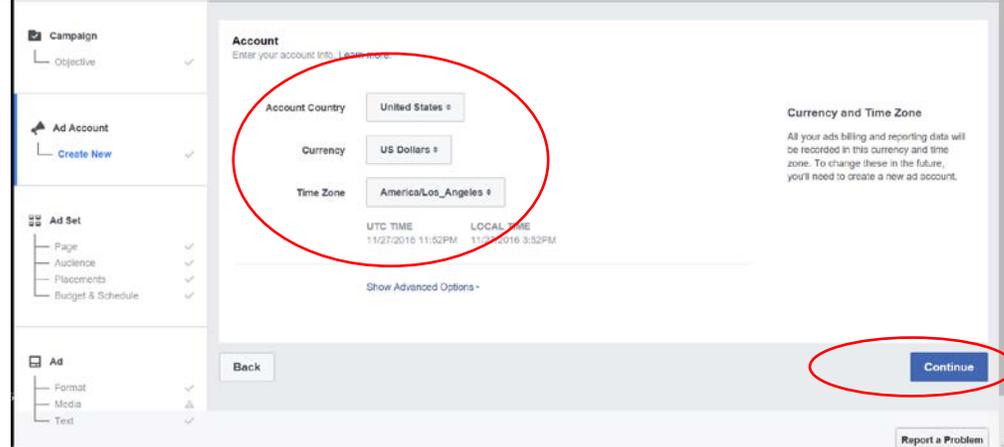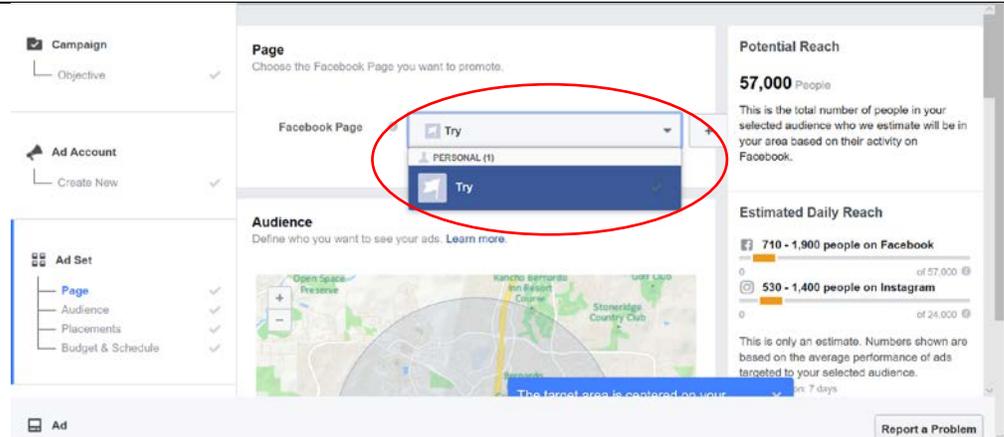|	
4.Click on "Create an Ad"	
5.Select "Local awareness" as the Campaign objective, and then click "Create Ad Account"	

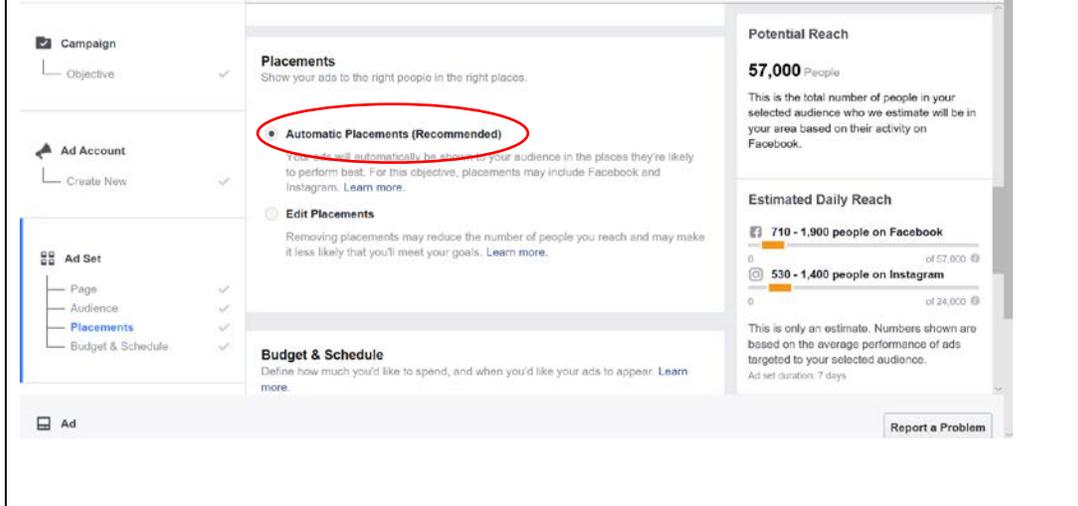|	
6.Enter account information (these account information is usually assumed and you don't have to manually enter it), and then click "Continue"	
7.Select the Facebook Page that you want to advertise (the one you just logged into)	
8.Select your audience by setting an age range, and a radius range	
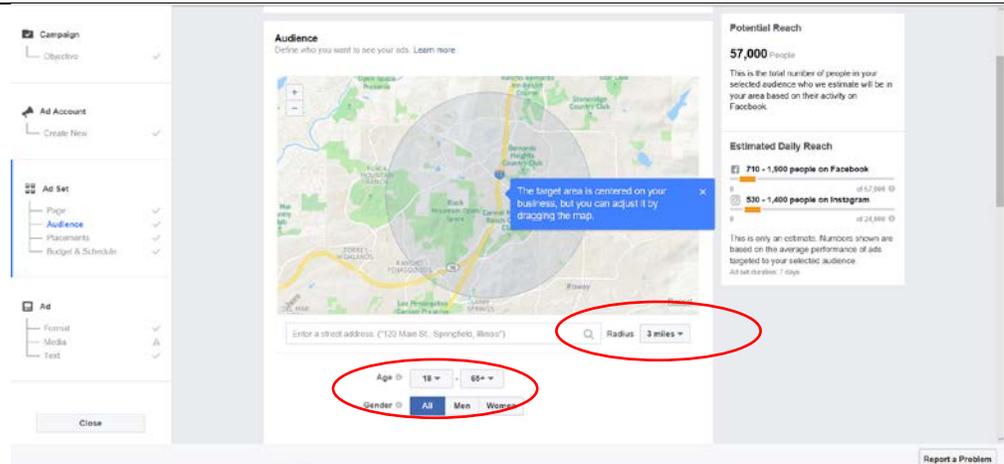
9.Select Placements options. (usually the "Automatic Placements" option will be selected, and you can leave it like this)	
10. Select Budget & Schedule information. Each Ad you publish will cost $5/day. The Ad will be displayed up to 7days. Or you can also pay for a longer display time by selecting "Lifetime Budget"	
11.You can add a name for your Ad to describe the appropriate audience such as 18+, or you can also leave this box blank if all audience are appropriate. Then click "Continue"	
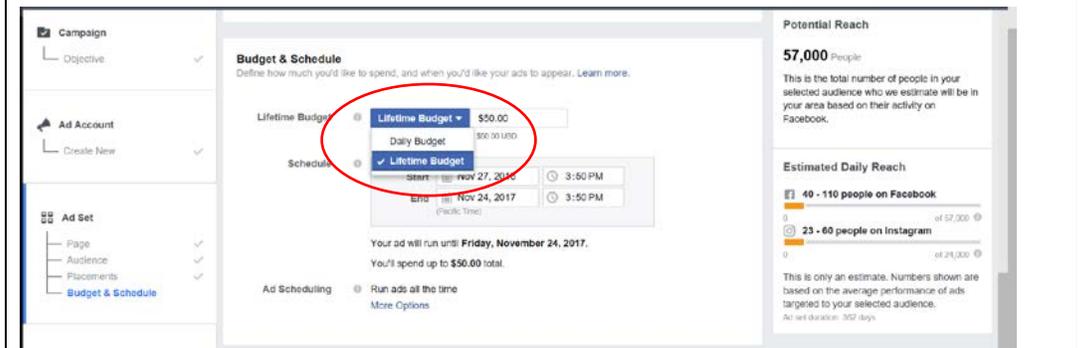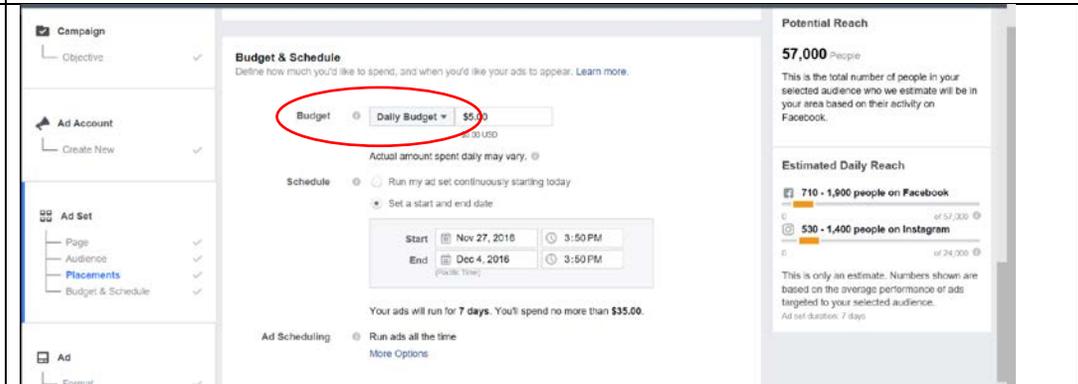
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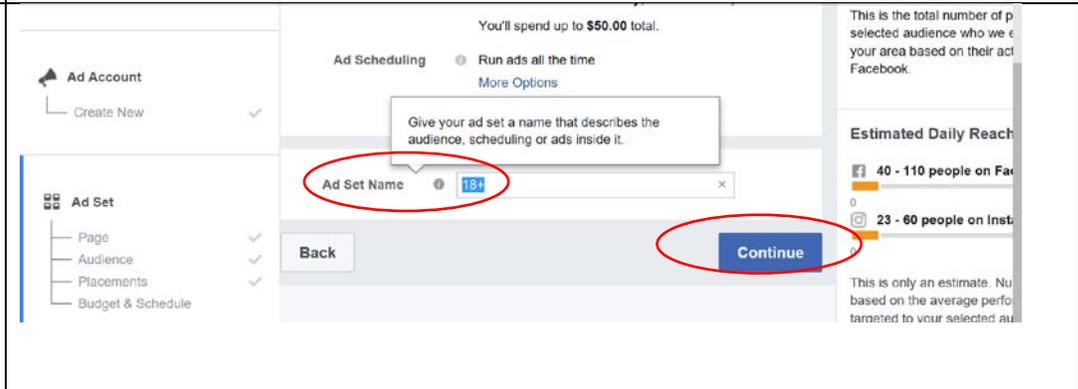
12. Select the format that you want your Ad to be in. In this example, you want to post one picture, so you can select "Single Image"	
13. You can upload your images by clicking on "Upload Images'	
14. You can add some description to the image by adding text in the text box	
15. You can name your Ad in the "Headline" box	
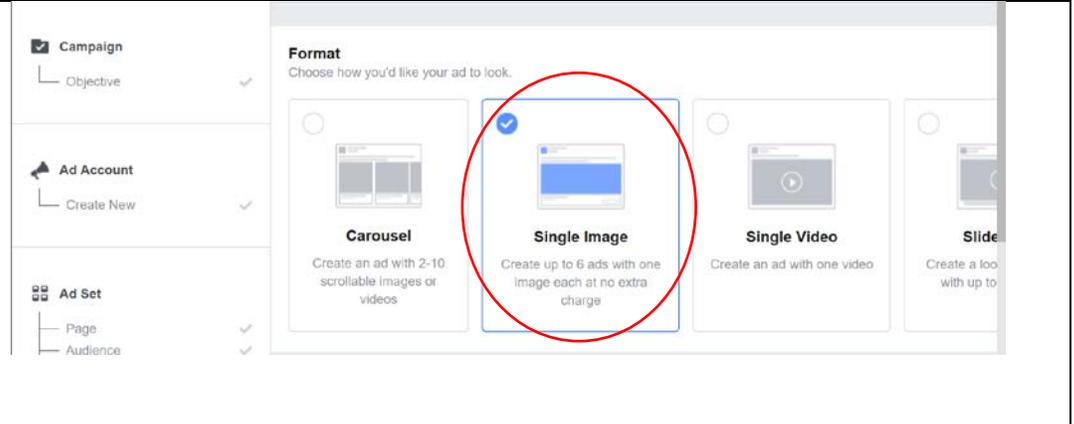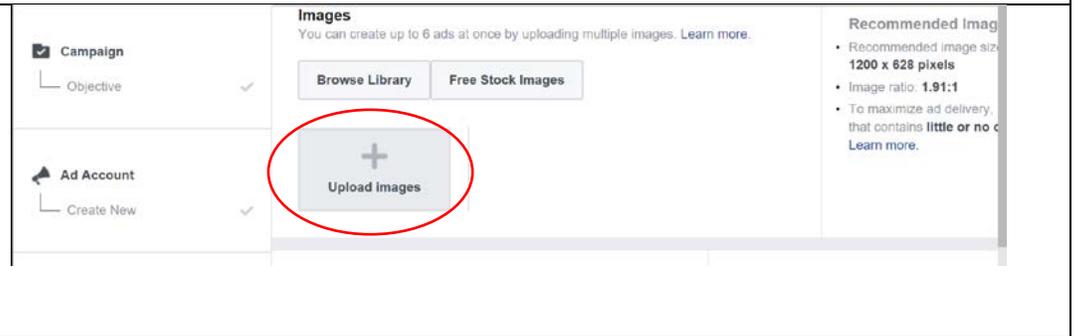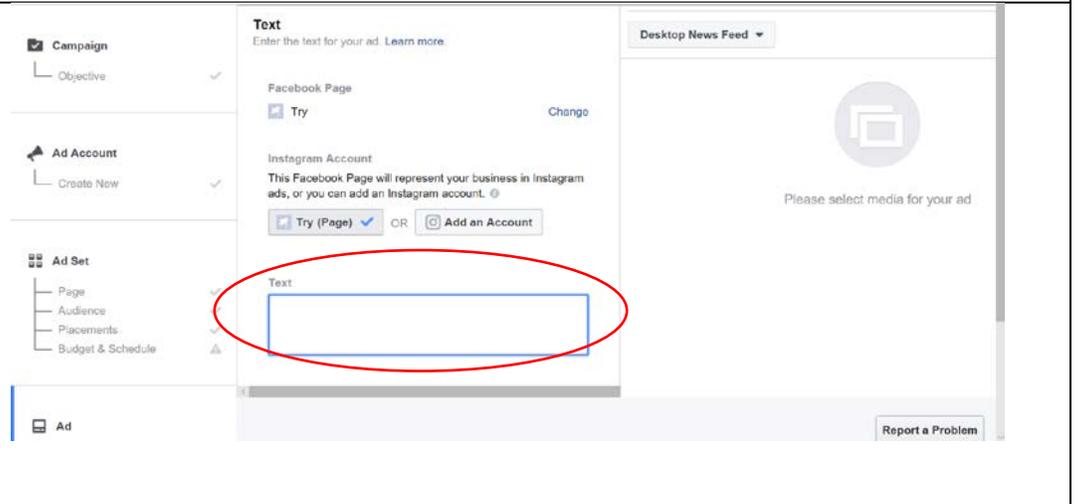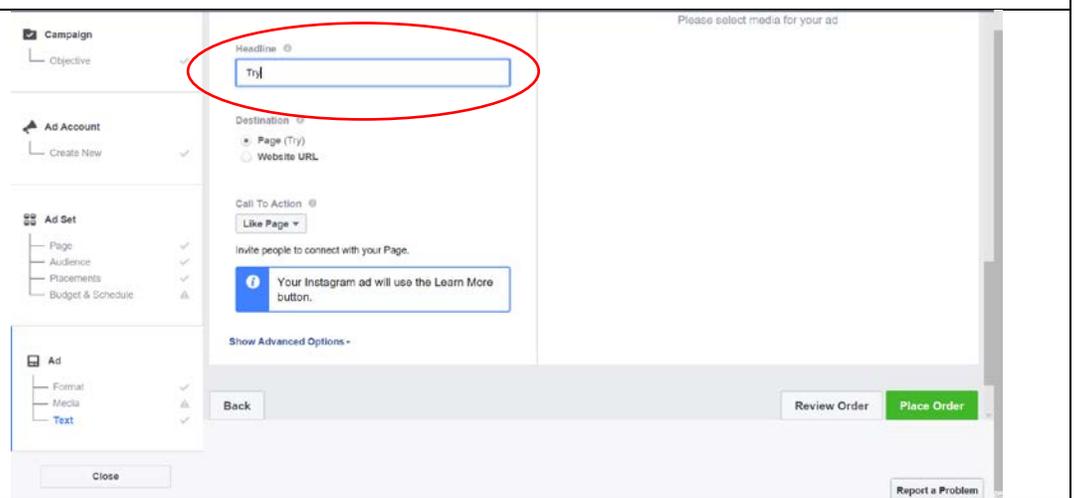
16. You can pre-view your Ad on the right side of your screen	
17. You can review your Ad order by clicking on "Review Order"	
18. You can publish your Ad by clicking on "Place order". This is the step where you will pay for the order online	
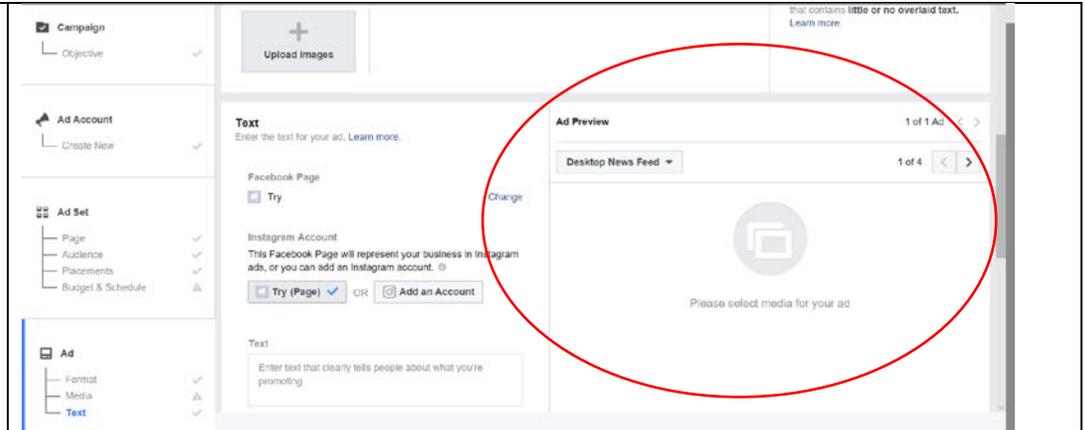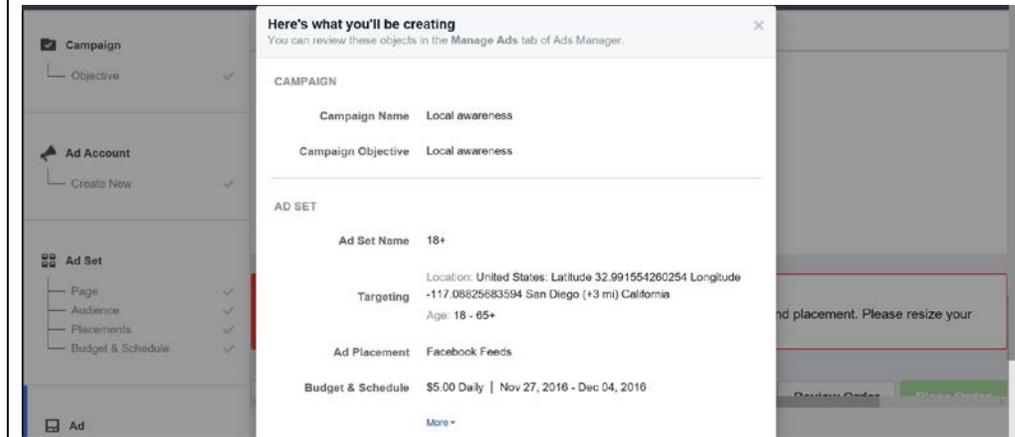
Other useful links related to Facebook Ads:

https://www.facebook.com/ads/about?ft[tn]=j&ft[qid]=6357762840232663777&ft[mf_story_key]=871187868762 1875341&ft[ei]=AI%40cbb988bcf3c4ce8f3a3e5f19364cc7ce&ft[top_level_post_id]=671112163070176&ft[fbfee d_location]=1&ft[insertion_position]=1&__md__=1

2. Facebook Page Promotion/Boost

Facebook Page Promotions will appear as posts on people's News Feed Sections. Facebook Page Promotion can help spread existing posts to people within a certain radius, no matter they are existing followers of the page or not. The cost to set up each boost starts from $5 and can increase based on the number of people that you want to reach. It is an easier way to promote your page to a larger audience compared to Facebook Ad, however, your Facebook page has to be liked by at least 50 people for you to be eligible for this function. The following link provides a detailed explanation of how to set up a Facebook Page Promotion: https://www.facebook.com/business/a/boost-a-post

Steps	Your Screen
1.Login to your Facebook Page	
2.Before you start your promotion, you can go to the following link for a quick video on the steps to set up the promotion. The same webpage also lays out the steps in texts and walks you through them https://www.facebook.com/business/a/boost-a-post	
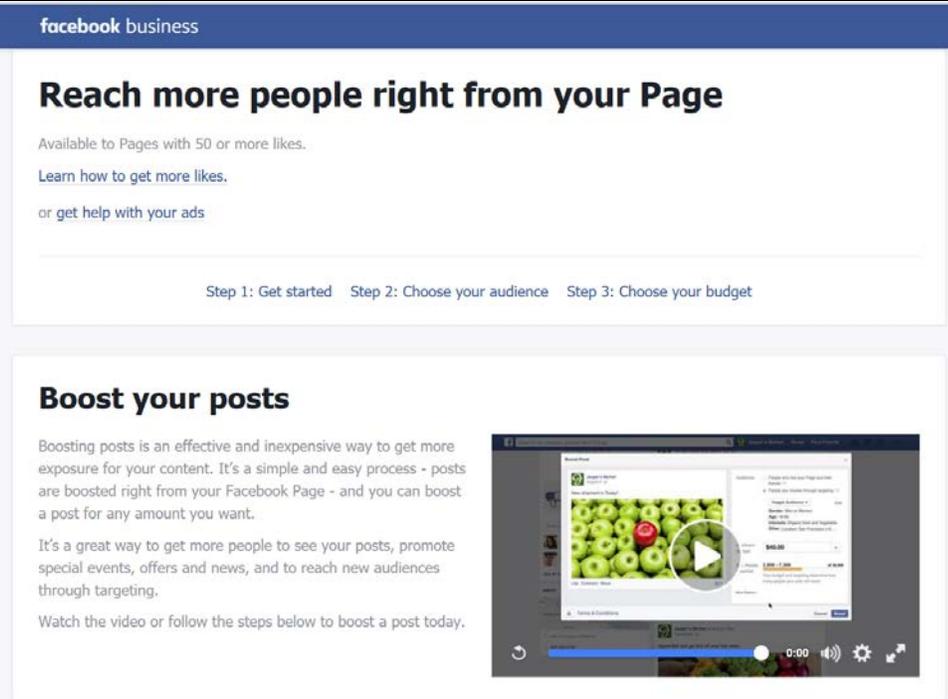
facebook business

Step 1: Get started

1. Go to the post you want to promote. This can be a new post or an existing one on your Page's Timeline.
2. Click *Boost Post* in the bottom right-hand corner
3. The ad will be automatically created from your post

Jasper's Market
Posted by Joyce Ye [?] · 12 September · Edited

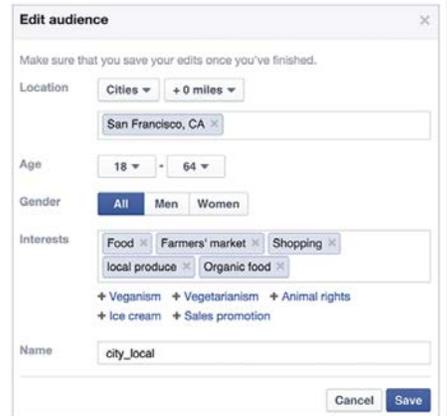New produce just arrived!

Like · Comment · Share

Drew Huening likes this.

Write a comment...

106 people reached

Boost Post
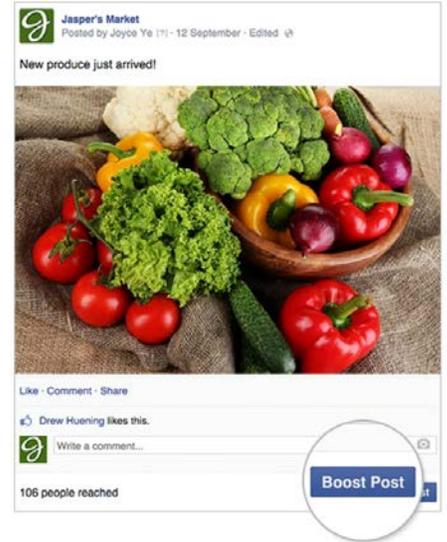
facebook business

Step 2: Choose your audience
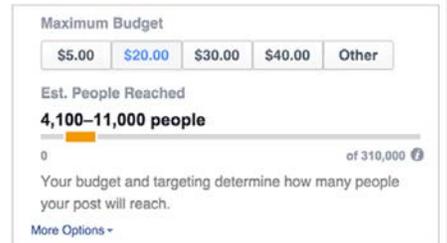
Next, decide who you'd like to see your post:

- If you select *People you choose through targeting*, you'll be able to specify the people you show your boosted post to. Then, refine their locations, ages, genders and interests.
- If you select *People who like your Page and their friends*, your boosted post will only be visible to those people. Note: this option is available if at least 50 people like your Page.

Edit audience

Make sure that you save your edits once you've finished.

Location   Cities ▾   + 0 miles ▾
San Francisco, CA ×

Age   18 ▾ - 64 ▾

Gender   All   Men   Women

Interests   Food ×   Farmers' market ×   Shopping ×
local produce ×   Organic food ×
+ Veganism   + Vegetarianism   + Animal rights
+ Ice cream   + Sales promotion

Name   city_local

Cancel   Save

facebook business

Step 3: Choose your budget

1. Set your maximum budget. You can spend as much or as little as you want. We'll give you an estimate on the number of people you're going to reach depending on the amount you set.
2. Choose your duration. Your post is automatically boosted for one day, but you can select up to 7 days.
3. Click *Boost*

Maximum Budget

$5.00 $20.00 $30.00 $40.00   Other

Est. People Reached
4,100–11,000 people

0   of 310,000

Your budget and targeting determine how many people your post will reach.

More Options ▾

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3. Facebook Post

Facebook Posts are posts that will only appear in the News Feed sections of existing followers. This action is free, and your post can always stay on your page.

On the top of your Facebook page, you can usually find a text box like this (picture shown below). Click on "What's on your mind?", and the box will become a field where you can type in the text that you want to post. You can also post pictures by clicking on the camera icon on the bottom of this text box. You can also select your audience by clicking on the "Friends" tab. When you are done writing your post, you can click "Post" to make it public.
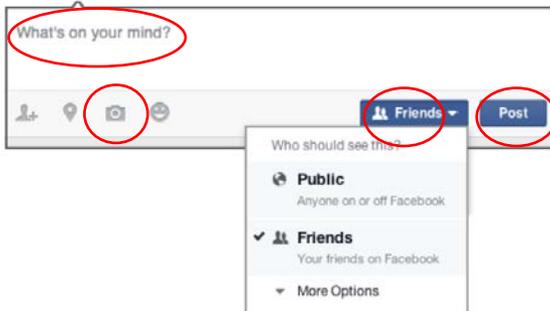
4. Changing Facebook Cover Photo

Click on the following link and it will outline the steps of how to change cover photo:
https://www.facebook.com/help/220070894714080?helpref=faq_content
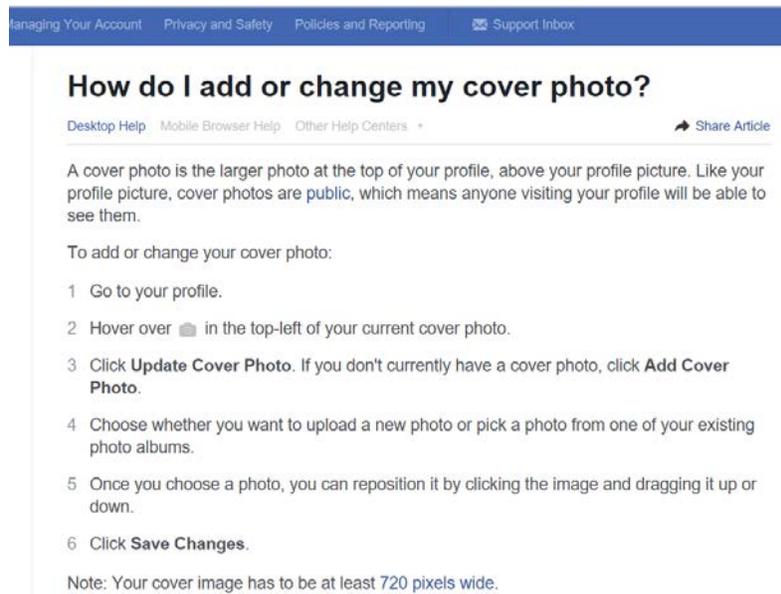
Result Evaluation

To check if these social media tools have been effective, you can go to your page and check for the number of followers. This number is usually listed on the right bar of your page. Staff from the Center for Community Health can also occasionally check if new posts or cover photo has been uploaded.