# Facebook Playbook

for Coach Operators

July 2020



#### Welcome

I don't need to tell you that 2020 has been an extraordinary year presenting extraordinary challenges.

As business starts to return to whatever is the new normal, it is essential to plan ahead for all of your marketing communications including social media.

Now more than ever, consumers have turned to technology in order to communicate. Even grandparents have learned new skills during lockdown in order to keep connected with their family and friends. Whoever thought that former technophobes would become Silver Surfers overnight and are now competent using tools such as Facebook, Whats App, Zoom and Facetime?

Hopefully, having participated in the training today you have been inspired to connect to your customers and potential customers via Facebook.

You will have learned that to be successful on social media, you don't need to be the most popular. You don't need to have the most followers or likes. But you do need to show up and engage.

I hope this Playbook is the start of the momentum for marketing your business on Facebook. The enclosed templates are ideas that can be used in whatever format suits you (Excel, Word etc) all year round to help you stick to your brand's message and concentrate on what is important to you.

Good luck

Managing Director, Cariad Marketing

#### How to plan a schedule for Facebook

### What are my objectives?

Prioritise your objectives, in order of importance, we have started you off with some of the most popular objectives

Objective	Importance Level	Objective	Importance Level
New customer enquiries		Online sales	
Brand awareness		Website traffic	
Connect with customers		Provide Customer Service	
Recruit staff		Support local community	
add more		add more	
add more		add more	
add more		add more	
add more		add more	
add more		add more	
add more		add more	
add more		add more	

#### What are my topic clusters?

Topic clusters are key themes of content which you can continue to add to and grow over time.

We have started you off with some example topic clusters, however you should adapt these to your business.

Brand	Destinations	Events	CSR	Coaches	Accessibility	More>>
Service delivery	London	Newbury Races	COVID:19	Fleet	Facilities	add more
Blogs/News	Liverpool	Hampton Court	Green	Comfort	Assistance	add more
Behind the scenes	Chester	River Cruise	Charity	Safety	add more	add more
Successes	Edinburgh	Kew Gardens	add more	Facilities	add more	add more
Team	Calais	Theatre	add more	add more	add more	add more
add more	add more	add more	add more	add more	add more	add more
add more	add more	add more	add more	add more	add more	add more
add more	add more	add more	add more	add more	add more	add more
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add more	add more	add more	add more	add more	add more	add more
add more	add more	add more	add more	add more	add more	add more

#### Monthly strategic posts

These are your monthly staples which remind you to switch up your content and keep it varied, interesting yet purposeful and targeted to relate to your topic clusters.

Generally speaking, these are easier when using a tabbed spreadsheet. There are no rights or wrongs (it's whatever works for you) however it should look a little like this:-

AUGUST	# Posts	Formats	СТА
Safe to travel	6	Text with images	Download our free brochure - You are in safe hands
Dispelling the myths	2	Graphic	Got concerns? Call us for a confidential chat
Forthcoming events	6	Text with images	Link to website
Behind the scenes	1	Video	n/a
Company News/Blogs	2	Text and image (from article)	Link to website
Inspirational quote	2	GIF	n/a
Featured destination/event/attraction (x4)	6	Carousel, Text and image,	Link to website
Summer sunshine	3	Video, Image	n/a
Do you remember the time	2	Re-share a post of a significant event/tour/experience	Book for next year link
Total posts	30		

SEPTEMBER	# Posts	Formats	СТА
Safe to travel	6	Text with images	Download our free brochure - You are in safe hands
Dispelling the myths	2	Graphic	Got concerns? Call us for a confidential chat
Forthcoming events	6	Text with images	Link to website
Behind the scenes	1	Video	n/a
Company News/Blogs	2	Text and image (from article)	Link to website
Greener by coach	4	Infographics split across carousel	n/a
Featured destination/event/attraction (x4)	6	Carousel, Text and image,	Link to website
Back to school	1	Video, Image	n/a
Start of autumn	1	Image from local area	n/a
Do you remember the time	1	Re-share a post of a significant event/tour/experience	Book for next year link
Total posts	30		

## Who to engage with

Coach Tourism Association	@coachtourism
Cariad Marketing	@cariadmarketing
add more	