



Facebook® Dos & Don'ts

See the building blocks of a successful business page set-up, easy tips for increasing social engagement and a few pitfalls to avoid.



On Facebook, create a new page, choose the Brands & Products classification. Then select the Kitchen/Cooking category. (Keep your personal page personal.)

about

Clearly identify yourself and what you do.



Use a professional-looking picture of yourself.



Make it easy for yourself. Use the cover images and marketing materials provided.

[Consultant's Corner > Promotions & Recognition > Host Special and/or Guest Special pages > right-side Resources.](#)



Post content local to your community. (Weather, special events, foodie news, etc.)

share

Share recipes and other content from The Pampered Chef® corporate page with your own comments.

DO POSTS LIKE THIS ▼

Whew! Can you believe this heat wave? This is how I plan to keep cool: Watermelon Bombe!



What are you cooking tonight? I want to see what TPC fans are making. Share your photos! I like Chicken Caesar Salad Skillet.



BEST WAYS TO POST



Photo Posts get **39%** more interaction.*

Engagement rates are 18% higher on Thursday and Friday and 32% higher on weekends.*



Questions get **100%** more comments.*

Around 1 p.m. gets the most shares and 3 p.m. gets the most clicks.*

Posts with less than 80 characters get 23% more interaction.*



Ideal amount to post: **3X** a week

*Source: <http://www.quicksprout.com>



PLEASE DON'T

- Use the same profile picture/logo as the official Pampered Chef® Facebook page. (You'll risk having your page removed!)
- Share copyrighted images without the permission of the source.
- Save and upload images that aren't yours!

NOT SURE WHAT'S A DO OR DON'T?

Check the Consultant Policy Guide.

Contact Christy at social_media@pamperedchef.com, with your social media questions.