



**Electronic Newsletter  
for The Englewood  
Station Arts District:  
Winner Road from  
Sterling through  
Northern Boulevard  
Indep., MO 64052  
englewoodstation.com  
If you would like to  
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send an e-mail  
request to Kara Paris,  
the editor/owner of  
the Englewood Station  
Express.**

**e.s.express@att.net**

**816-252-5622**

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# Social Media for Your Business, How to Use Facebook

By Dawn Brooks

I have been asked by Kara to write a series of stories on why social media is so important for your business and how it can possibly change the way you look at advertising forever. Social media for business is no longer just an option. It is necessary. This article will cover the reasons you should be on Facebook.

Facebook is used by people of all ages. This platform is free marketing for your business. You can pay to boost your posts if you like, but you can grow your business through Facebook for free. Remember that Facebook targets only your 'friends' and some of their 'friends', but only if they engage with your page, by commenting, sharing or liking something you have posted.

With that in mind here are eight reasons how using Facebook can help you grow your business:

1. Listening to your customers without ever engaging. Watch their comments, what they are posting about. Is it relevant to your business? Could it be? You can search Facebook to find out what is happening around your brand. Find conversations and apply what you have learned to grow your business. It's possible to find solutions to problems or come up with new ideas that are trending in your area.
2. Have contests, or games that people have to share to win, or like your page to win. More people that are liking and sharing your page means their 'friends' will see your business name as well. Give aways don't have to be huge, offer something that doesn't cost you a lot but will be used and talked about by a customer.
3. Most people run Facebook ads based on location, demographics, interests, behaviors, and connections on Facebook. Reach your target market by trying different things. Say that you have an antique shop in a very small town; you may run an ad for a weekend sale in the larger city closest to you. Don't get bogged down by normal. Do different and watch your likes and shares to see how the ad worked. You may have to tweak it a bit to get the reach you want, but in the long run watching the performance of the ad is the best way to plan your ads in the future.
4. Be consistent in posting. You can't expect people to follow you if you only post every couple of months. The best posting days are Tuesdays and Fridays. Try that first for your business and mix in a random day to make your posts 3 times weekly. You may find that your customers engage better on other days. Post on the days that work best for your business.
5. I never recommend for anyone to put 'the Reviews section' on their page. There are too many people that live to ruin a business. Disgruntled employees, your competition, a person that just doesn't like you personally. All of these people can make your business look bad, even if they give you a review not based on your business. I once saw a review on a business page, where a bitter woman decided that Facebook reviews would be a good place to tell the world all

about the affair that the business owner had. At that point anyone who read her review and had ever been cheated on piled on their dislike of cheaters and of that business. However, when you get a good review from someone, go ahead and post it on the page and thank the person for the kind words and let them know how much you appreciate their business.

To allow or disable ratings and reviews on your Facebook page:

Click **Settings** at the top of your Page-From **General**, click **Reviews** and click **Edit**

Select **Allow visitors to review this Page** or **Disable reviews**

Click **Save Changes**

6. If someone complains about something that happened in your business, on your Facebook page, in the comments of a post, don't ignore it. Answer it! If they have a complaint about your business they will find any opportunity to let the whole world know. Be direct in answering the comment, but be human and caring. You can say something like. 'I am sorry you feel that way, please let me take care of this for you. Beware of private messaging a complainer, they are no longer private when the complainer copies and posts it to your page. If the complainer continues after you have done everything you can for them, let the world know. If you bent over backwards and they still complain, comment directly on their comment, that you have done all you can to make them happy and what you did to take care of it. They will look like what they are, just a complainer. You will look like you are a business that takes care of things and want to make people happy. If you have done all that you can and they still complain, block or ban them from your page.
7. The most important reason to have a Facebook page is to improve your rankings in the search engines. Having a page will increase your online visibility. Business pages are public so any links you put on the page to your website will be picked up by search engines. Always update your page with links to your site regularly. This should move you up on the search pages. When posting pictures, in-

clude your website or your Facebook link. Google is always looking for new and original content. By having your website or Facebook linked to, or printed on the picture, more people will see it.

8. Use Facebook insights to understand your customers better. Insights show you how your page is doing. It will show, page likes, page views, actions on the page, post engagements, messages and your response rate and most importantly page reach. Click on each of these to learn more about your business. You will learn what works on the page and what doesn't. You can see how many people were reached by \*section, and this also breaks down to age and gender, by country, by city, by device. \*Section means, breaking down your page into posts, photos, videos, events or home page. Take a look at insights when you have a minute or two and can really focus on what it says. It is amazing what you will learn about your page.

Now that you know the good bad and ugly about Facebook, it stands to reason, that it can only help your business, when you use it correctly. Quality posts trump quantity, so if you can't post three times a week, post once, but make it good! Be available on that posting, don't just post and never look back, check back often and notice what people are saying and answer any questions they ask. Don't just promote your business, create engaging content, teach people something, make them laugh, and develop customer relationships for the life of your business!

Watch for more Social Media for Business in coming issues of the Englewood

### Follow Us All On Facebook



**Honest fair truck or  
automotive repair  
Licensed & insured**

**New Location**  
**11323 E Truman Rd**  
**RYAN'S CAR**  
**CARE CENTER**

call Ryan at  
816-252-1098 or visit [www.carrepairindependence.com](http://www.carrepairindependence.com)

**B-Vogue Salon and Gallery** is highlighting Natalie Monroe.

**Englewood Café** is open until 8:00pm serving great comfort food.

**Englewood Row Gallery & Art Space** is showing off its new sign. This gallery still has several of the same former Green Dog Artists.

**La Plaza Restaurant** will be serving their authentic Mexican cuisine.

**Little Hollywood Boutique** will have great fashions and accessories available for your shopping pleasure.

**Luckducks** will be showing, selling the Missouri custom made sewing items and sharing the classes and projects available. Be sure to stop in, this is a new shop, only the second art walk.

**Mugs Up Diner** will be serving the famous Zip-burgers and Rootbeer. Also a variety of other items. Their special will be the famous Mugs Up t-shirts. Come in and have some dinner and purchase a shirt.

**Pottery Art** you, can paint your own pottery. There is a large selection of utility ware, animals, and banks to choose from. All pieces suitable for adults and children.

**Puppetry Arts Institute** will be entertaining with the "Family Improv Theater." Come on in and you and your family can play with the puppets and put on a show for someone else.

**Three Trails Trading Post and Artisan Gallery** will have art in motion, including Sylvia Tanner demonstrating bead weaving, Vira Dobbins will be here to show off her raku and talk about her fused glass, and owner,

Kara Paris has silversmithing and several different artistic areas of expertise.

**Vivimore** has upstairs open for your perusing pleasure, two floors of art, antiques, gifts, jewelry, seasonable, and boutique items.

Street Performers, The Kansas City Library, and guest artists on the North sidewalk.

**Come on out and Join Us!**

## Looking Ahead

### Three Trails Trading Post & Artisan Gallery

Classes for jewelry making are scheduled by appointment! When is a good time for you? You too, can be an artist, with a little guidance! Look at the website and see what classes spark your interest. [www.3trailstradingpost.com](http://www.3trailstradingpost.com)

Here is the line-up for scheduled classes January and February: Sign up by calling 816-252-5622, limited class size.

### Lampwork or Glass Bead Making

<b>May 20,</b>	1 PM Glass Bead Making
<b>June 17</b>	<b>Part 1</b> 4 hours \$65.00

<b>May 21,</b>	2 PM Glass Bead Making
<b>June 18</b>	<b>Part 2</b> 4 hours \$65.00





### SERVE SUNDAY

On Sunday, June 11, Northern Boulevard United Methodist Church will have "Hands & Feet of Christ" Sunday which is a time we will offer various service projects. Projects being planned include, packing snack packs for hungry kids coming to our Food Pantry, sorting/hanging baby & toddler clothes for our Baby Grace Ministry, making toys for shelter pets, doing a Neighborhood Prayer Walk, picking up trash in the neighborhood, cleaning the parsonage, etc. We will meet in the church at 10:15. All are invited to participate. We'll have a great time!

1800 Northern Blvd. (SW Corner of Winner Road & Northern)  
Independence, MO 64052  
Tel: 816-252-7977  
Service Time: 10:30 am, Sundays  
Website: [www.nbumcmo.org](http://www.nbumcmo.org)

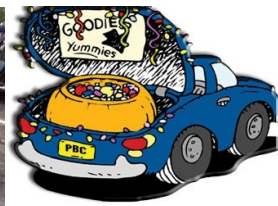
### NBUMC Trunk/Truck Sale, June 17

Save the date, start planning now. Northern Boulevard United Methodist Church will be having a Parking Lot Sale on Saturday, June 17, from 9:00 am - 2:00 pm.

Anyone can rent a parking space for \$10, or if your proceeds will go to the church, the space is no charge.

Contact Brenda Odell @ 816-977-5902 with any questions.

The church is located at 1800 Northern Boulevard, and the parking lot is at the corner of 18<sup>th</sup> & Hedges.



**Shopping. Workshops,  
Entertainment, and**

**\*\*\*Puppet Shows\*\*\***

**Admission \$6.00 per person**  
**reservations are requested, as seating is limited.**

**May 20, 11:00 am & 2:00 pm**

### Puss and Boots

Performed by  
Brian Henning, of  
The Henning  
Puppet Co.  
Sponsored by  
Cockerell and  
McIntosh  
Pediatrics. The  
classic tale of the  
cavalier cat with



### Performing with Puppets

A summer camp for ages 8-14, Wednesday, July 19 thru Friday, July 21, 10:00 am - 3:00 pm

Using vintage Hazelle puppet stock, campers will design their own hand puppets, manipulate marionettes and learn about and perform with a variety of puppets.

Students will write, rehearse and perform under the direction of professional puppeteers, Kraig Kensing, Anita Steele, and Kathleen Vest.

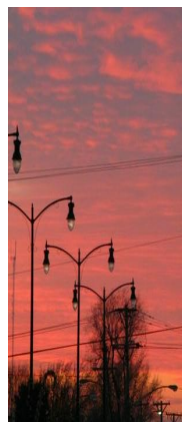
This puppet camp culminates in a premiere evening performance by the students at the Third Friday Art Walk in the Englewood Arts District from 6 p.m. to 8 p.m.

### Puppetry Arts Institute

**11025 E Winner Rd., Indep., MO 64052**  
**816-833-9777    [www.hazelle.org](http://www.hazelle.org)**

### Englewood Station Express Ad Prices

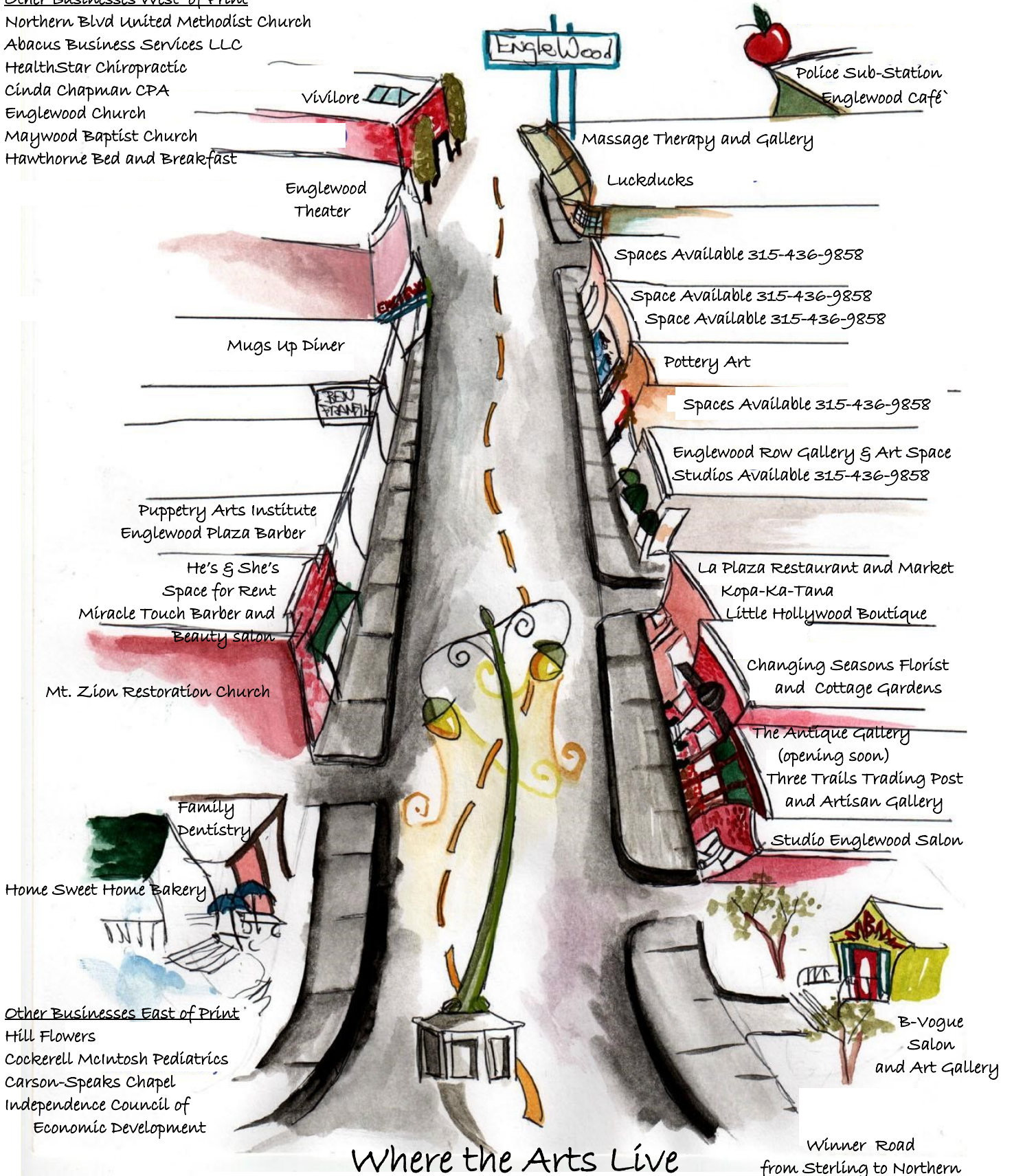
Business card size	\$15.00
1/4 page	\$30.00
1/2 Page	\$60.00
Full Page	\$100.00
Multiple issue discounts and yearly discounts!	



# Englewood Station Arts District

## Other Businesses West of Print

Northern Blvd United Methodist Church  
 Abacus Business Services LLC  
 HealthStar Chiropractic  
 Cinda Chapman CPA  
 Englewood Church  
 Maywood Baptist Church  
 Hawthorne Bed and Breakfast



## Other Businesses East of Print

Hill Flowers  
 Cockerell McIntosh Pediatrics  
 Carson-Speaks Chapel  
 Independence Council of  
 Economic Development

Where the Arts Live

Winner Road  
 from Sterling to Northern