

# facebook<sup>®</sup> **FOR BRANDING**

**≈ 2 BILLION USERS**

## **Flexible Message Delivery**

- ✓ Photos
- ✓ Written word
- ✓ Direct messaging
- ✓ Targeted ads

## **DO NOT:**

- ✓ Post just to post
- ✓ Use 3rd party content writers (this is NOT authentic)

## **DO:**

- ✓ Leverage your team & their "shows"