

Facebook Fortunes Webinar Agenda

Webinar 28

Facebook Instant Articles

Kerry:

Hi! It's Kerry Fitzgibbon here. Welcome to the weekly webinar say, Facebook Fortunes Webinar number 28 and today we're going to talk about instant articles. So, just as I explained, what we're going to be doing is we're going to be going through "What is a Facebook instant article" for all who do not know what it is. How to sign up to instant articles as well.

How to configure your instant articles because there's a little bit that you need to do just prior to you setting these things up. Publishing articles which we might not going to cover in this particular video today because it does actually need to be hooked up to your website.

As I've said I had a few technical issues with my website, things aren't working properly. So, it hasn't actually hooked up correctly which means that the publishing of the articles is just a little bit of impossible for me to do right now. But I will be able to show you where to go as you call to action as well.

So, we'd be able to get you like most of the way there. It's just that one little final step that I'll have to show you at another time. But I just want to go through instant article. One of the reasons why I'm sort of talking about it today and they have been up for a while now.

As more and more, what I'm noticing on side Facebook is and I might have mentioned this before, but I'll say it again is that: Facebook's trying to make it so that, no one has to leave Facebook. They won't infect your business if you set up on Facebook, very, very dangerous situation to be in by the way but I'm just highlighting exactly what's happening.

So, they're doing everything they can to make sure that a business stays inside Facebook and becomes more reliant on Facebook but that the end user is as well. So, we're keeping everyone inside Facebook and not driving them away.

So, as we know introducing all these different things like your lead ads that your people can fill out a lead form inside Facebook. you can upload videos and even watch videos straight from inside Facebook as well. You can put your website pretty much inside Facebook, you can do shopping inside Facebook and another one that introduced obviously is pin your blog posts effectively directly inside Facebook. But of course, these Facebook lives inside Facebook.

S, realistically they just want everyone to be totally addicted to Facebook which as a marketer is pretty, pretty cool. Because you know we can get right in front of people right where they are, hanging out.

But also as a marketer that can actually be a sign of something very, very scary as well. Especially if you decide you're going to put all your eggs in one basket. So, to speak so just

relies completely on Facebook. So, what I'm going to show you is instant articles and the reason I'm going to show you now is that it's pretty exciting that you can actually do your blog posts or your articles or your content directly inside Facebook.

I'll go through sort of the pros and the cons a little bit of where I see Facebook articles being useful and how I'm going to use them moving forward. I've kind of kicked away from using them purely because I'm like it's inside Facebook I'd still rather drive people to my website, so they can read things on my website and whatever else.

But I'm starting to notice a lot of marketers out there are starting to really read Facebook articles up and some of the big people that I follow are just starting to do Facebook articles themselves and saying that they're having a much bigger readership or take up rate.

So, with that in mind it's certainly something that I'm going to be testing underneath of couple of weeks and I'll be able to give you some results on that. But you know in the meantime I know that some of you don't necessarily have blogging platform or wouldn't I watch doing for a blogging platform. So, this is an alternative as well.

So, I would still have your website, I would still be doing articles on your website, but you can actually link them so that they actually upload into Facebook as well. So, let's just go into details on about realistically what a Facebook instant article is.

So, they've been around a little over a year now. But up until recently they were only available to publishers or developers. So, if you were not a media publication or something like that or a developer then you weren't able to do instant articles.

Now they have opened up to anyone and anyone can sign up for Facebook instant articles. So, as the name might suggest, they are articles and they are inside Facebook and yes, they show up instantly. That's okay Tony that you're late. We've only just sort of got started. So, we're talking about Facebook instant articles.

So, instead, I guess really instead of taking someone away from Facebook to read your content, you pull your content into your Facebook effectively or you can write an article inside Facebook. So, realistically the user does not get taken away from Facebook.

Now, the pro on this or the pros, it makes for a much better user experience as the user doesn't have to click away from Facebook and it's all done inside Facebook. So, realistically the load time is instant. So, I guess for the end user, there is no waiting for information too load especially if your website's slow.

But also, Facebook does claim that an instant article link is 20 to 50% More likely to be clicked on than the equivalent mobile link, which is really, really interesting. So, I guess it's trust perception that people go "Okay I'll just click on the successful instant article you know, nothing to be taken away or Facebook might even give it preference in the newsfeed and that's why it's more likely to get clicked on.

I guess, instant articles really do make it nice and easy for the consumer to share your content as well because there's a nice big share button when mobile users, people on their phone use

Facebook articles. People who clicked on the share link will go to the instant article or the website so depending on whether they're using a mobile device or a desktop browser.

So, it's nice and easy for someone to go right, "I'm going to share this article" which is a little bit more difficult if they have to go to your website, read an article and made them grab the URL to share or unless you've got nice plug and a "Share Now" button on it.

It just makes it nice because it sets underneath it. Hi Maria. The share now button, just right underneath the article. So, just want to show you what one of these looks like. Like I said, the ones that come on late, I'm going to be running through specifically how you can see these things up.

I'm just not going to be able to show you a finished result of an article published in on my site, because you've got to link up to your website and I've got jobs frantically working on my website for the last 2 weeks and one of the glitches means that plug ins are really, really hard to know.

Things are just not working where they should be, might have a virus. Hopefully not, but I'm going to show you exactly how to do these things. I'm just not going to show you this specifically this is the publishing of one. I'll show you how you can but not me publishing one because it's not working on my site right now. So, if you imagine you're on your mobile phone, this is actually just an instant article. So, looks like effectively, looks like you go to the website, but it actually is directly inside Facebook and, so you can just pick and scroll through and read this directly. Okay?

So that's pretty much it. Like, comment, share. Nice and easy, Nice share button at the top as well. So, they can quietly easy share you. Being user can quit easily share this instant article. Actually, sometimes like it's just the way Facebook is I guess sometimes if someone is on their mobile and they do click an external link to go to your website. So, it can take a few seconds whereas this is just literally click on it in accordance straight up.

So, how to set up Facebook instant articles as you sign into Facebook of course and then you go in to this link [facebook.com/instant articles/signup](https://facebook.com/instantarticles/signup). So, it looks a little bit like, this in fact. Sign up, okay. So, once you've gone to sign up. I've surely done this, but I'll take you sort of through as much as the process as possibly can.

Then you can select your page, what page would you like to use for instant articles. Now, I've set up social media, most social media for business page. But I'll do my marathon training once so that I can show you through the process as well.

So, we click on your page and you scroll right down, we don't have to such as from the page of the ad manager. But I'll tick you to some additions yes "I agree" and access instant articles tools and you can go continue.

Takes a little while, okay. So, the next step here is where you have to set this up, okay? Because a couple of different things here. It automatically takes you to publishing tools and then instant articles and then configuration.

So, we've got configuration, we've got production articles. So, production articles are the articles that you're going to write directly inside instant article. Development articles are articles that you can pull in a 50 from RSS feed on your website, you can pull an article from your website as I've published, and they come in to instance articles. Okay?

We've got some instant articles in here and we've got call to action units. Okay? But in terms of our configuration process when we are. Good question Tony "How does it look in the feed?" Actually, did I answer that one something I just showed you a second ago what looks like...

Otherwise I can see what I can find an example of one for you I was just explaining earlier Tony that the glitch in my website means that I can't specifically do one for you, to show you exactly what this looks like. But basically, it shows up in the news feed. It's typically like how it would shop is typically like, if you were to do it a post and that post had a link to an external website. Well it was very much the same, except it doesn't take you to external website, it just takes them to opens up into an article on your screen.

So, be very much exactly the same as your post would look to take someone off Facebook, except you're not taking my Facebook kit inside Facebook. So, the layout of instant articles. So, you can add your team member you want to add someone, but we don't need to necessarily do that.

So, the first thing that you need to do is connect your site to authorize your site, okay? So, we click on this and you need to get this little bit of code here, okay? You copy it and you need to put it in the head tag of your website. So, pretty much the same place as your pixel code goes.

Now, that's something that you want us to do then you complete and grab this code, if you want to load this into website and we can get one of the ticketing to put this in the head of tag. Otherwise, you can do it by downloading if you've got a WordPress downloading the header footer tag manager or header tag manager or something like that, add to a page here. There's a whole different people it's the same one that you do for your pixel code and this little bit of code gets put in there.

So, you copy it and you put it in, then you copy URL and you partner URL in here, okay? And then you have to claim that URL. So, that's the very, very first to being able to get started using instant articles. So, let's just go back, so I can keep to my notes here.

So, you'll be taken in obviously directed to instant articles. So, the first step always obviously claims on URL. But your actually first step is you can create your style. So, create one or more new design styles. You can change the look and feel of your instant articles.

To be honest like you can go to town on this and you can do all sorts of different designs, I just have stocked the basics, okay? The reason why, is they look good and the other reason why, is that you probably need a little bit of coding experience to be able to change the look and the fell of the article too much. But let me show you how that looks.

So, the first thing they're going to ask you to do is upload a logo. Now the logo must be transparent and must be a PNG file and the minimum dimensions of 690 pixels by 132 pixels high. So, let's go on and show you what that looks like. So, I'm just going to go out of the run marathon training 1 because actually it's previously set one up.

Let's go back here. Some slow stuff happening here. What happens when I'm trying to hold a Webinar, show screen at the same time as well. So, I'll go back into configuration. So, we're going to like I said connect your site. I'll just show you what that looks like and then I'll show you the style editor and style.

So, here I've put that on my header tag and these are the registered URLs. So, I just gone over to my new website copied and pasted and it's come up with those 2 different examples. Then we want to go down to, so once that is done, go down to your styles and you can go through styles as well. So, you can add a style.

I've got default, but even the default you have to add your logo. So, mine is seen p1 that I've got here is actually a default with my logo on it. So, I'll go in and just go through this. So, you can change your colors, you can have different background colors and whatever else.

Logo, this is where you load your logo up. This is what looks like here and you can go through and it just takes you through the kicker text here. You can change and configure this, if you want to. Your title which is your header here.

Subtitle, by line how you want it to look and date. So, you can go through and choose different formats if you want to like I said I just short of keep mine exactly how this looks just not going to mess with it too much. So, if you go through primary, secondary body text and so on.

So, go through, if you want to consider this, go for it. You know what? I really seriously I've just left it as it is. But that's how you do it, you need to actually load your logo, because otherwise they won't actually run it without your logo in the end. It does have to be transparent.

It's just those basic rules. I do have that in the agenda here which will be set at percent through for you to have a look at in the next 24 hours or so up. So, we've got a logo in there. Step 2 is re submitting your articles through a full review.

So, when you're first setting up instant articles, Facebook actually has to approve you first and foremost. So actually, used to have, you have to upload 50 articles, since the reason there was that there was only developers or Facebook media organizations or developers or publishers or to that developers.

Now they have allowed you to only load up awesome 5 different articles for review. So, what Facebook will do is you load those articles for review, Facebook will take 1 to 3 days to review these, and approve them then once approved you can start publishing as many as you wish. From then on, moving forward you can publish all your articles in here.

Now, I just really wanted to highlight this again for anyone who came on late, okay? I am showing you that this is possible, I'm not meaning that all of you guys need a rush out to do instant articles. I know some of you get really enthusiastic.

Everything I teach here you go, “Yep, yep, I want to do that, I’ll do it straightaway” okay, I’m still working out the full benefits of instant articles and I’m still working out whether it’s something that I will continue to do in my business, but I just want to show you that they are available.

It is probably worth testing but I don’t want you to stop what you’re doing right now, if I was giving you other things to do, I don’t want to stop what you’re doing right now and just “Yep, I can do it” it’s not cool. Just want to say they are available and if you do want to play around with them, yes.

Go for it which is what I’m going to be doing and like I said, Facebook is saying that more people are reading them inside Facebook which you know could possibly mean, be more beneficial for you in the long run and especially you can get the RSS feed hooked up and then you just put them on your blog post and that would ordinarily fit through to Facebook.

So, initially you have decided the 5 different articles for review and then it takes a few days for Facebook to approve. So, we go back to here where we’re putting our articles to get a full review and this is the issue that I had though I’ve got going to here to put production articles. These the articles that are done inside Facebook, and the development once the RSS feed is out of it. Let’s just wait until it loads.

You can obviously go and set up and that’s actually back to your style sheet realistically, but I’ll show you this. So, back to your style sheets if you haven’t already figured. But that’s what you could do and you can go into your styles and so on as a comment site here as well. I’ve already done that. Good. But let’s go back here. So, you can go create and then obviously you can post your stuff in here. But like I said, mine is actually not working.

So, it actually comes up with an error message when I do it same as what have never done under the messenger things. So, this glitchy things happening inside a website inside Facebook for me. Actually, I’ve got 2 things happening, so I got Facebook at the moment, I think they might be making some changes both happening to my Facebook buddies who I collaborate with and like “What the hell is going on?” Yep, they might be making changes which could be good for us, I guess.

But anyway, you can put your article in here and say that you want to do 5 of these for Facebook to approve. So, the really cool thing now, is that we’ve got these instant articles, the next step is that you can actually do call-to-action button which is systematical which is are pretty new, okay.

So, it means that people can read the article and then take the actions that you want to take, okay? So, in order to do the call-to-action buttons which I will be able to show you how to do one of these, okay? You need to provide a name, the headline, some body text, you need to have a private policy link on your website and a confirmation message which is basically when they go through step aside so Thank you message, your background color, your font color and logos.

So, if you’ve already uploaded your logo in there, then happy day that will portrait that logo which you should have done, okay? So, let’s go in and have a look at the call to action units.

Have we got any more questions? I'm sorry, I can't show you like it's the instant article and exactly how to do it.

The ones that are coming on late, I will either do a separate video or hope once we get the site sorted out and I can actually link my website with Facebook for the instant articles then I'll forget to show you how to put them in the RFC speed and also and how to actually publishing one of these, but I mean try yourself with what I've just shown, really you can go in the areas and figure you should get hooked up to your website.

You've got the header, footer, post plug in on your website and then write a new article and see if that works for you, if it doesn't like I said I will almost definitely do a separate video going, this is me setting up an article.

Let's go and do the call to actions. So, I've set up an email new to the one and that effective and it's a download. So, we look at this if it looks like. It's really cool, because you can actually see your results and things like that. So, you can see how many people signed up in page license. So on, if you want a page like that.

That's I'll show you what it looks like, will do one, let's go back. Now at this stage if someone does sign up to your newsletter viral instant article, it doesn't automatically go into your newsletter. So, you do actually have to download it unless you use a 3rd party application like sepia, which I've shown you in a previous training when I did the lead ads I showed you all that sepia, so you can use sepia and have automatically assumed that someone signs up to your newsletter through your instant article.

Then they will automatically be zapped onto your auto responder. So, we got call to action and we might want to have done it and use it at one, so we might want to do a page like. So, we just click that. Go split. So, at the end of the article can help light the page and then you go, create. Let's see what essentially does show us.

That's it. So, you happen to go in here and check it but basically that will show up on the article that every other bottom signed the newsletter or to be at the bottom, like the page. So, you can choose which one and maybe a different reason why you'd use them. I'll probably typically use the site to my newsletter or sign up to get instant information on Facebook marketing.

I would probably use that at the bottom of my instant articles, more than I would, to get them to come and like my page. But I guess it depends when you are in the building process. I've got a lot of people coordinate liking my page. If it's earlier on for then it might be the coolest and easiest to do to build some page like this to get me to like the page after reading an article. But ultimately more valuable to you, if they are on your list at the same time.

So, I guess I know I told you that I love to have shown you a little bit more about instant article. But just step by step process. You are going in, you sign up by using this link here select the page, agree to the T and C's you want to configure it by loading up your logo and at the 69 pixels for wide by 132 pixels high and then here on their 5 articles, ready to upload into instant articles, so that Facebook can review them, myself reviewed them.

Then you can carry on and do more instant articles if you wish or you can have call to action and then you can add call to action buttons as well for your articles. SO, as I said, we're going to be nice and early and finish up early today on this particular topic because I need to get my website sort out so that I can actually load these and integrate.

When you do it you have to hook up your website, obviously, to talk to Facebook or to basically to approve your website, you need to claim it. Submit it then claim it. So, do you have any questions about instant articles, who's excited to think that they might use this in the business.

You got lots of things that you're doing and whatever else. But this actually work quite welcome you guy as well. I wouldn't feel like I wouldn't be sniffing tea would jump out and do it right. Not necessarily. But it's definitely not knowing about and I think Facebook's going to push them more and more like I said they've pushed Facebook live and people do Facebook live.

They're going to be pushing and showing that instant articles or giving to do your blog post effectively inside Facebook because the other they want, they want people to stay inside Facebook. You'll be able to remarket people and read you articles.

So, you're going to build an instant article audience which is still cool and you know, you should be building a website audience. But you better build instant articles as well. So, you don't need to worry about excluding. Not be able to build more leads from people that read our articles. That still took pretty good.

So, do we have any questions? No question today. All very quiet today. Has anyone took instant articles before that may have talked about him today? Here is tonight? What do you think about it Maria? Is there something that you, actually be really, really good for the prepping side of things to get something in there?

Goody team, what I'm going to do is to end this webinar early today and get back to Joel and try to get those issues up and as soon as I can I might shoot a smaller video, keep an eye some shorts for you guys. 5 minutes. Then you can sit and watch. To know exactly what was happening. If you do want us to pick up and instant article, instant article queue on your website, can you go and grab it I've shown you.

So, you want to go into configuration and go into authorize your site, grab this code here and then start a discussion and data base camp it's instant article code and then can you please put this in the header of, and then which website would you like? Thought you would like also to know some people have more than 1 website.

You might want to put your website log in details here as well if you don't have them, that we can get the boys in there to load them up that's something you'd like us to do. Good question, "Can you use them without an external website?" yes what's really, really interesting is, no you actually can't which is ridiculous because I want people inside Facebook and they're like I would just make everyone make it so that you don't actually have to be donate your website which is what Facebook is pushing for, yet you have to have a website to be able to use this.

So, you do actually need to have an external website which is weird issues alive with me. Not being able to pull it through right now. Clear as mud? Yeah, exactly. Thanks. I know. Sorry, team about that but you do need have an external website, I don't know why you need to have an external website because Facebook is trying to keep you inside Facebook, but they do require to have a privacy policy and at the same time immediate as well, they require you to have a privacy policy which sorry, yet they are saying "Hey! Listen you can do everything inside Facebook. But that's just the basic of basis of it.

Had a good day if you've got any more questions I'm going to sign off and let you guys get back to your stuff and I'm going to get back to chatting to Joel about what I'm going to do about my website so that it doesn't glitch which is don't happen again. Thanks T, have a good one. See you next week.

As you guys know, any questions go on side of base camp. Put them there, any issues, anything, please communicate with us. We are really, really keen on matters or work for you. So, if there's anything that you are stuck or just let us know as soon as possible.

So, that we can get on to it soon as possible to get you back on the right track as soon as possible. Okay, have a good long weekend, it's another long weekend this weekend, Karen's still little dance, excellent. Thinking but lots of long weekends actually. See you.