**Facebook**

**Purpose of channel:**

The purpose of using Facebook will be beneficial to Rice Life’s daily business by using every aspect that the website has to offer. Ms. Branham will be able to get the latest up-to-date information and deals to the public before anyone sees the physical Rice Life website. Facebook will give Rice Life’s followers knowledge of promotions and sales which will allow the 15,000 plus followers to share and promote Rice Life’s posts. Many businesses similar to Rice Life on Facebook try to get people to like, share, and tag friends in posts to get more followers and their business out to the public. With the holidays approaching, Rice Life can increase their numbers just by doing simple offers or promotional deals for the upcoming seasons. A lot of these shirts will be wonderful gifts for your local farmer, hunter, fisherman, or agriculture professional.

Rice Life can also utilize Facebook as a traditional advertising and pay-per-click platforms in addition to the community aspect Facebook is known for.  Rice Life should utilize the Facebook Ads Manager along with the use of the Shop tool to promote the merchandise and business which will pop up on the sidebar of the timelines of every Facebook user. The advertising will also appear throughout users' timelines as they scroll through their news feeds. According to info and ads portion of Facebook, it allows people to “advertise your business, brand or organization,” which would be very profitable to the Rice Life company (Facebook, 2018).

Rice Life can utilize giveaways, contests, posts shared or tagged per week to get more followers and buyers of the Rice Life merchandise. There are many businesses that use this same technique get people to shop their websites or visit their brick and mortar stores. Giveaways on Facebook encourage the followers to share, tag others, and enter their information into the website that enters them into a drawing. These types of giveaways will increase foot traffic and followers by 75% of their current following base. These contests and giveaways can be run during seasons when sales are historically low.  Ms. Branham needs to utilize the tools accessible to her to get her business booming.

A final way that Rice Life can utilize Facebook to its full potential is to encourage a community atmosphere, which is one of Facebook’s greatest strengths.  Rice Life should have an active presence on Facebook outside of advertising and promoting their products. If Rice Life’s Facebook page has more to offer in terms of content, Facebook users may come across their page more organically and visit the website to shop as a by-product of their attention-grabbing content.  This additional content can come from shared news articles relevant to the farming community or other information, jokes, and memes that Rice Life’s target market will be interested in. Rice Life can also schedule original content posts through a social media management tool such as Hootsuite, which costs as low as $29 per month and will give access to additional analytics tools.  There are many similar tools at varying price points that will allow Rice Life to schedule posts on multiple social media platforms and analyze the success of those posts. Content that is not product-related, whether shared or original, should appear on the Facebook page several times per week, at the minimum.

**Metrics to measure success:**

The metrics to measure success in Facebook for Rice Life are the Ads Manager page that is offered to a business page. It allows business to see what their foot “traffic and engagement” of the followers on each posts and ads that have been made public (Facebook, 2018). The Ads and Page Manager on Facebook also allows “brand awareness” to “reach people more likely to pay attention to your ads and increase awareness for your brand” (Facebook, 2018). These tools on Facebook are beneficial if they are used correctly. Rice Life should be able to increase their followers and likes by thousands just by doing giveaways and promotional deals.