

FACEBOOK MARKETING FOR TUTORS



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FACEBOOK MARKETING FOR TUTORS

Let me tell you what this guide is *not*. I will not be showing you how to get a business page, how to upload your timeline photos, and I won't go into detail about how to set up much of anything because you can find plenty of resources by doing a simple search online.

One thing that can be frustrating is coming up with content for your fan page. It's important to have posts going out on your page every week. If someone lands on your fan page and sees that you only posted once in the past six months, they'll come to the conclusion that you must not be tutoring anymore and move on. Don't let this happen to you!

So what to write about? You could share quotes, funny cartoons, share helpful tips for teaching a subject you tutor, ask questions, and so much more. This page is where parents and their children can get to know you as a person. Don't be afraid to share things about your interests too.

Parents and students want to see that you are a relatable person. What you post can tell them more about your personality and tutoring style. Make sure that everything you share is appropriate and says something good about you!

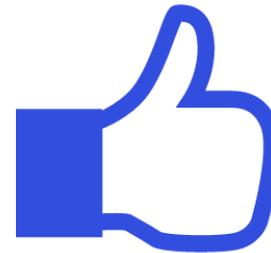
When you set up your page, invite your friends to like your page. Use your Facebook URL (ie: <http://facebook.com/thetutorhouse>) everywhere you can; your website, business card, flyers, brochures, etc.

As people find your page, you want them to begin by clicking like. People also will visit the links you share. The next goal should be to get them to leave comments which can prove to be quite difficult! I'll never cease to be amazed at what people will comment on. I can share a really helpful post and get no clicks or

comments. In contrast, I'll ask if they like kitties or puppies and a large amount of people comment. The point is, you have to keep working at engaging them and learning what interests them.

Once you have people clicking like and commenting, be watching for others to hit the share button. Clicking on the share button helps what you posted show up in other people's news feeds. This is the ultimate goal of Facebook, to spread your page's information in several news feeds.

FACEBOOK ACTIONS



Like



Click



Comment



Share

FACEBOOK MARKETING FOR TUTORS

Facebook is constantly changing. The current trend right now is to post just once a day. This gives your post a full 24 hours to get as much engagement as it can. The algorithm will give it a boost if your followers will click like or comment within the first two hours. Each hour after that, they give it some extra juice. When you post more frequently than once a day, it tells the algorithm to stop promoting this post and start on the next.

With that being said, you can post however much you'd like! Because Facebook makes changes so often, you really need to just focus on consistency when you are getting started with a fan page. This matters more than how often each day.

When planning your status updates, you'll want a variety of posts going out each day. Here is what I would suggest as a weekly schedule:

1. Choose a couple updates from this guide and pair with an image
2. Find an inspirational quote or image to share
3. Tell them about your latest promotion
4. Share a short thought or thank those that come to tutoring currently
5. Share a link to an interesting article or activity they could do with their child
6. Find a cartoon
7. Share about a local event

I spend a little time each week and schedule out my status updates. Refer to the scheduling posts page in this guide for the steps.

Parents and your students would typically be on Facebook in the early morning, late afternoon and evenings. Schedule your posts for those times which allow more of your fans to see them.

Try to post at varied times instead of always at 7:00 pm on your page. Doing this allows you to see which times work best. Each fan page comes with analytics. These analytics will measure how quickly you respond to messages and comments. It also will tell you what the demographic of your audience is and details of how each post did. When you are just starting out, these are details you don't need to worry about. I can't stress enough to just be consistent.



SCHEDULE A POST ON FACEBOOK

You're going to love scheduling your posts on Facebook! Scheduling couldn't be more simple. Here is the current method:

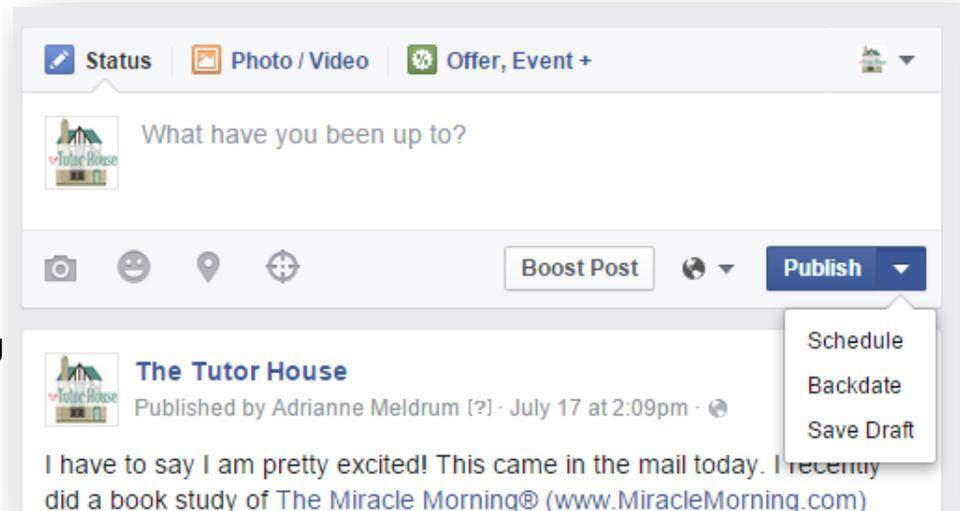
- ◆ Write your post
- ◆ Upload a picture
- ◆ Click on the white arrow next to Publish
- ◆ Click on Schedule
- ◆ Select date
- ◆ Select time
- ◆ Click Schedule

Try to choose times that your audience is typically online. If mostly adults like your fan page, shoot to schedule them in the early morning or late evening when most adults are either starting their day or trying to unwind.

Don't forget that your goal is to get fans to like, click, comment, and share. A lot of the sample status updates in this guide will help you do just that.

To increase the likelihood of likes, clicks, comments, and shares you can ask a question in your status plus add an image. Facebook has become more visual over time and simple status updates of just text won't cut it anymore.

Check out on the next page where to get some awesome pictures all for free.



PICTURES FOR FACEBOOK POSTS

Images are mega important in your blog posts, webpage, and your social media efforts. With all the information floating around out there, the way we read is changing. Our eyes are scanning more and we've got to put effort into getting eyes to stop long enough to read our status.

To make images to stand out among the crowd, artfully place text within the image. You can use smart apps like Word Swag if you feel clueless about how to do that or play around with Pixlr Express, a free image editor.



Free Images

- ◆ <http://freeforcommercialuse.net>
- ◆ <https://unsplash.com>
- ◆ <https://www.flickr.com>

Paid Images

- ◆ <https://www.dollarphotoclub.com>
- ◆ <http://gettysimage.com>

Apps

- ◆ <http://wordswag.co>
- ◆ [Frametastic](#)

Image Editing Software:

- ◆ <https://www.canva.com>
- ◆ <https://pixlr.com>
- ◆ <http://www.photoshop.com>

100 POSTS YOU CAN USE RIGHT NOW!



CLICKING LIKE

Sometimes you have to put yourself out there and just ask for a like. All of these posts, can be altered if you would like a longer post. You could create an image with one of the phrases below. Here's how I would alter the first phrase in this list:

"Click like if you think tutoring is amazing!"

Do you know a friend that may be interested in my help?

Tag them in the comments below."

This post asks them to like and then invites them to consider recommending me to a friend. To make scheduling go faster, keep this document open. Copy and paste the phrases into Facebook, alter, and then schedule.

CLICK LIKE POSTS

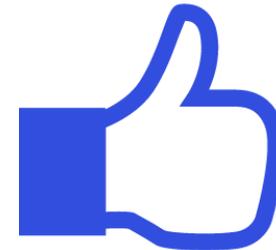
1. Like this post if you think if tutoring is amazing!
2. Like this post if you studied fractions today.
3. Like this post if you would rather do chores than homework.
4. Like this post is you have mastered your math facts.
5. Like this post if you are studying pre-algebra.
6. Like this post if you are studying algebra.
7. Like this post if you are studying geometry.
8. Like this post if you are studying Algebra II.
9. Like this post if you are studying pre-calculus.
10. Like this post if you are studying trigonometry.
11. Like this post if you are studying statistics.
12. Like this post if you are studying biology.
13. Like this post if you are studying chemistry.
14. Like this post if you are taking a public speaking class.
15. Like this post if you are studying world history.
16. Like this post if you are writing a report this week.



CLICKING LIKE

17. Like this post if you love physical education.
18. Like this post if you study in the library.
19. Like this post if you spend 1 hour on homework each night.
20. Like this post if you support school sports.
21. Like this post if you pack a lunch everyday.
22. Like this post if you woke up on time today.
23. Like this post if you did your homework without asking!
24. Like this post if you have A and B days.
25. Like this post if you love reading novels.
26. Like this post if you like reading comics.
27. Like this post if you like reading nonfiction.
28. Like this post if you love studying history.
29. Like this post if you are taking advanced placement classes.
30. Like this post if you use your locker daily at school.
31. Like this post if you use e-readers more than books.

32. Like this post if you are getting ready for state testing.
33. Like this post if you are studying each night.
34. Like this post if you have used Khan Academy to help you with homework.
35. Like this post if you stayed late at school to get help this week.

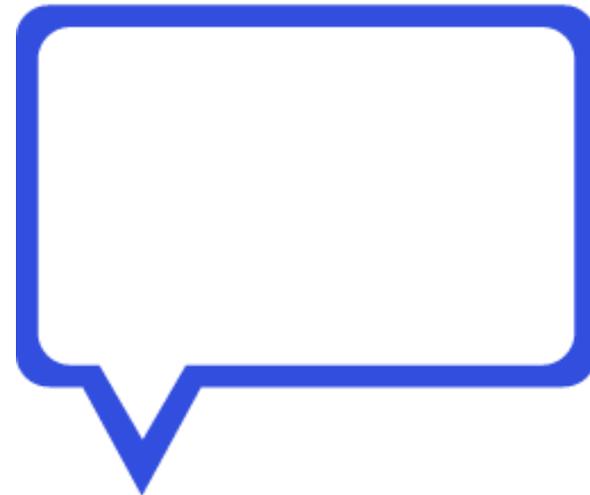


Let's move onto the next type of post you could do to encourage commenting, poll questions!

COMMENTING USING POLL QUESTIONS

Poll questions are a lot of fun. They can help you get to know who is hanging around your fan page and engage them as well. Keep them simple with just three options. Asking your audience to only comment with one letter will make it super easy for them to engage with you.

36. How do you get ready for a test? A) I don't B) read my notes
C) study with friends.
37. What kind of learner are you? A) I learn best if you show me
B) I learn best by doing C) I learn best if I hear it.
38. How did you learn your math facts? A) flash cards B)
games C) I haven't yet!
39. What is your favorite social media to use? A) Facebook B)
Twitter C) Pinterest D) Snap Chat.
40. How often do you go to the library? A) Once a week B)
Twice a Month C) Never.
41. How often do you go to the movies? A) Once a week B)
Twice a Month C) Never.
42. How often do you use your smart phone to take notes? A)
Every day B) Occasionally C) Never.
43. If there was no school today, would you A) Stay home and
watch TV B) Stay home and read C) Get outside!
44. How do you practice spelling? A) Memorize B) Play games
C) Use similar spellings of other words.
45. If you had to skip one meal during the day, which one would it
be? A) Breakfast B) Lunch C) Dinner.



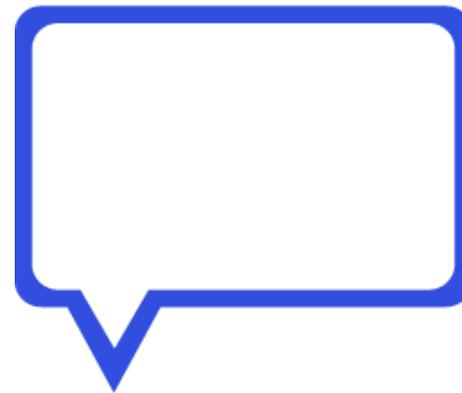
COMMENTING USING POLL QUESTIONS

46. How many field trips have you taken in your life? A) 0-3 B) 4-6 C) 8+
47. Do your parents help with homework? A) Yes B) No
48. How long do you read each day? A) 10 min B) 20 min C) 30 or more
49. How do you get home from school? A) Bus B) Car C) Walk
50. What do you need help with most right now? A) Math B) Reading C) Science
51. What is your favorite season? A) Fall B) Winter C) Spring D) Summer
52. If you were to pick a book right now, what genre would it be? A) drama B) romance C) comedy
53. How do you get motivated to do homework? A) Grab a snack to eat while working B) Ask for help from my parents or teacher C) I don't get motivated to do homework.
54. How often do you text? A) All day long B) Occasionally C) Never.
55. How often do you understand the homework given to you? A) Sometimes B) All the Time C) Never
56. How often do you stay late after school for help? A) Everyday B) Sometimes C) Never
57. What's your favorite sport? A) Football B) Soccer C) Baseball
58. How many students are there on average in your class? A) 18-20 B) 21-25 C) 26+
59. If you could get out of any subject at school, what would it be? A) Math B) Literature C) Science
60. What's your favorite subject? A) Math B) Literature C) Science



COMMENTING USING OPEN ENDED QUESTIONS

76. How do you prepare for a test?
77. What time does school get out each day?
78. What is your biggest pet peeve?
79. Where is your favorite place to eat?
80. Do you like going to the movies more or going places?
81. If you could travel anywhere, where would you go?
82. What is one unappealing part about school?
83. How do you overcome test anxiety?
84. How can I help you get ahead at school?
85. How did you find me as a tutor?
86. What are your plans this weekend?
87. Tell me one of your favorite comic strips.
88. What book could you read over and over?
89. I am looking for some new games. What are your favorites to play?
90. What did you eat for lunch today?
91. Do you know a friend that could use some help? Share this post with them.
92. How often does your teacher get to help you individually?
93. How often do you change subjects at school?
94. What is your favorite period in history to study?
95. Are you taking any standardized tests?
96. Name one school supply you could not live without.
97. Were you nervous the first time you came to tutoring?
98. What are your plans for the summer? (holiday)
99. How do you celebrate the end of a school year?
100. Do your parents reward you for good grades?



COMICS AND QUOTES AS POSTS

Quotes and comics have really good track records with social media. People love to share uplifting quotes and things that make them laugh. There are lots of great places to find such things to share, but even just sharing directly from another fan page is any easy way to entertain your fans. Check out these resources:

Cartoons

[Andertoons](#): I love his humor and he has a lot of education comics because his wife is a teacher. You can subscribe for just \$20 a month and upload 25 comics a day. He also allows you to cancel at anytime. His comics can be used on Facebook pages, blog posts, and small publications.

[GoComics.com](#): This site has all the old classics and new comics too. They have my favorite Calvin and Hobbes! Go Comics is easy to use. Directly under each comic is a share button that allows you to share it across many social media platforms.

[Shoe Box Blog](#): This site is full of funny, one image comics. They also have an easy share button right on their page. My favorite characters are Chuck and Beans. They are hilarious!

[Fowl Language Comics](#): Great site to find funny cartoons about

parenting. Beware there is some language here that is not appropriate for a family friendly fan page. Skip the cartoons with inappropriate language.

[Bizarro Comics](#): These are hilarious one picture images. Also beware of language on this site, but I adore his humor about education. Be sure to check him out!

Quotes:

[Quotes for Teachers](#): The lovely Rachel Lynette of Minds in Bloom created this site to share famous and inspiring quotes with teachers. You can use her images free as long as you link back to her. She also has just plain old quotes not in an image format that you can copy and paste into a status update.

[50 Poster Lessons](#) (Pinterest Board): Janice Malone of ELA Seminars has some of the most awesome boards. This one is full of beautiful quotes that you can use the pin to share right on Facebook. Click on the image you want and grab the URL. Then put it into a status update.

[Zen Pencils](#): This artist cartoons famous quotes! He has a set of free Ralph Waldo Emerson quotes that you can use. Browse around, some of them were little long. Stick to just one image type updates.

Create Your Own Using [Word Swag](#): Find a background image and write text over the top using this super easy photo editor.

SCHEDULE LIKE A PRO



FACEBOOK WEEKLY POST SCHEDULE

Facebook algorithms change frequently. Keeping a consistent posting schedule will help boost your fan page, but most importantly it will help you create a community around your business.

Directions: Use this grid to help you keep track of the posts you've scheduled and keep variety on your page. Print this page. Slide it into a clear sheet protector. Use a dry erase marker to mark the types of posts you have scheduled. Start by doing a weeks worth of posts. Then build up to scheduling out an entire month. Posts do better when they have an image. If you are asking a question or telling something personal about yourself, make sure to upload a picture. Also, don't be afraid to promote yourself at least once a week!

Type of Post	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Quote							
Cartoon							
Article							
Question							
Promotional							
Community/ Personal							

FACEBOOK MONTHLY POST SCHEDULE

One box in each day, represents a day in the month. Place a check mark in the box when you've scheduled that post.

Type of Post	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	
Quote	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>							
Cartoon	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>							
Article	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>							
Question	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>							
Promotion	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>							
Community/ Personal	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>							

READY FOR MORE?



USE FACEBOOK TO LAND STUDENTS

Facebook can be used to also help you find students! Lots of tutors are doing this right now. Let me tell you a little story about two tutors using this method.

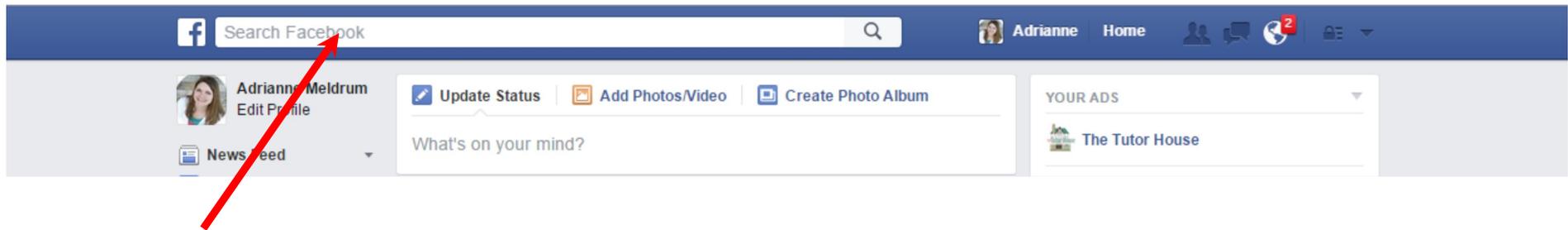
Catie is a university student and wanted to find a way to boost her income while attending school. Tutoring was a perfect solution as it was flexible to her schedule.

She used Facebook to help her find her very first students. Catie decided to join a mommy group in her local area. She introduced herself and began by watching the group. After about a week, she introduced herself and mentioned that she was a tutor. Within about a week, she had 3 spots filled. Within two weeks, all of her spots were filled as word got out among the mommy network on Facebook.

Catie shared this idea with Tara. Tara had a similar experience. She joined a parent network in Canada. Tara made efforts to be part of the group and helpful as often as she could. One day, a parent asked what the group thought of a local tutor franchise. Tara used this as an opportunity to give her opinion and mention that she was a tutor. Within 24 hours, she had 8 people contact her for services. In the next 24 hours, she had 3 new students.

Facebook is a powerful networking tool that can help you get connected with the right kind of prospects. On the next page, I'll show you the steps needed to find groups in your area to join.





Get started with this technique right now. Go to the Facebook homepage. Up at the very top is a search bar. Use this area to search for parent groups, mommy groups, chamber of commerce, garage sale groups, etc.

When you type in what type of group you'd like, make sure to add a geographic word such as the city or state you live in. This will help narrow down the results.

As the results show up, underneath the name of each group are some small grey letters that will either say; page, community, event, business services, organization, etc.

You want to focus in on the groups that fall under the community category. After you find a group, follow these steps:

1. Request to join
2. Introduce yourself
3. Read group rules
4. Be helpful for a few weeks
5. Share about your services if it does not break group rules

When you join the group, make sure you are not overtly pushing yourself. It is a real turn off for groups like this. Tell them something about yourself and then share a link to your fan page.

As you participate in this group, look for ways to help other members. If someone wants to know what restaurant to try, give

some recommendations. Do this for a few weeks as you get a feel for the room.

Don't forget to adhere to the rules of the group. If there are no rules, message the administrator to ask if there are suggested guidelines.

After being helpful, it's time to be bold and put a post out there about your services. Share what you like about tutoring and just leave a link to your fan page.

If there are no options, choose to create a group yourself! Christin Agee of Shore I Can Child Services did this very thing. She created a group to share and talk about local events, policies that affect children, and share helpful articles.

Creating a group would be very similar to running a fan page. You need to post in this group to get the action moving. Allow for conversations to happen and create rules for your group so you can avoid yucky situations that may arise.

You can use the scheduling sheet in here to decide what you'll post in your group. The best part about a group of your own, is you can promote yourself when you feel like it without worry that you'll be kicked out.

FACEBOOK ADVERTISEMENTS

Facebook has some of the most powerful algorithms out there which is a benefit to you as a business owner. You can target your ads to very specific groups of people, even your competitors!

For example, if you saw a tutor franchise has a Facebook fan page, you have the ability to set up an ad that only their followers will see. The ad would run in the news feed as a “sponsored post”. You bet there are families that are not feeling the love from the franchise and are looking for a tailored experience. This is a great opportunity for you to really shine and show off what you do as a tutor.

You could create an ad with a picture (a must with an ad) and the words such as:

“Tired of the one size fits all mantra with big box tutoring companies? Learn more about how Adrienne can tailor lessons for your child and watch their confidence soar.”

I’d post this with a picture of me and a child working together. The picture would feature me smiling and having fun with the child. Finally, I would have it link to my fan page or my website.

Jennifer Lynn Hoffman started using advertisements on Facebook to find students in 2015. She spent around \$36 for an ad and got one new student from that. In just one session, she has her money made back! That’s powerful.

If you are wanting more advanced techniques for Facebook, I highly recommend getting in touch with experts. I have zero desire to keep up on the latest trends in Facebook.

Learn more from experts like Claire Pelletreau. She has a

really fun fan page as well that she shares awesome content on. You can find her at these two places:

<https://www.facebook.com/absoluteclaire>

<http://clairepells.com>

I also really enjoy learning from Amy Porterfield. She regularly hosts free webinars all about Facebook strategy. She has been working with Facebook for a long time and keeps up on all the changes that roll out on a frequent basis. You can connect with her here:

<https://www.facebook.com/AmyPorterfield>

<http://amyporterfield.com>

Facebook can be a wonderful way to find students, but my favorite purpose is building relationships with people. Social media provides a way for us to stay connected, celebrate together, and build community.

I hope you’ll enjoy maintaining your fan page. Don’t forget that just one post a day is sufficient. Start with just a post and build from there.

-Till then my tutor friend!

Adrienne Meldrum

DID YOU ENJOY THIS FREE RESOURCE?

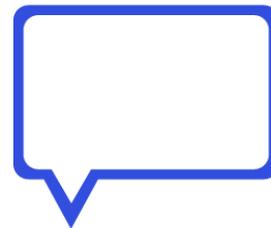
HELP A FELLOW TUTOR OUT BY:



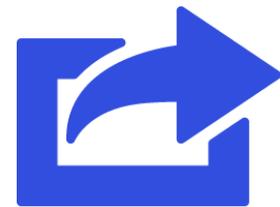
Like



Click



Comment



Share

facebook.com/thetutorhouse