https://www.westconcomstor.com/content/dam/wcgcom/Global/Cloud/Vendors/Microsoft/HomePage_MicrosoftLogo_FeatureVendor.png

# Facebook Strategy

# Azure Backup and Site Recovery

For your Facebook campaign, you will post three (3) posts per week. Follow the ‘rule of thirds’ for social media, and vary the topic or focus of each post. Track to see which does the best for your company. You will use these types of posts:

* A blog post, infographic, webinar sign-up or e-guide on your campaign topic
* Curated content related to the topic
* Personal message or ‘light’ reference to the campaign (this can be a video)

We have given you two blog posts to use for this campaign. To create more, reference our guide ‘Anatomy of a blog post.’

**Curated content**

Use either a content curation service or search for content on the Internet, LinkedIn, or Facebook. Curation services include:

|  |  |  |
| --- | --- | --- |
| Curation service | Costs for service | URL |
| SocialPort TM | $1500/year and up (partner discount) | rfactr.com/microsoft |
| Feedly | Free | Feedly.com |
| Buzzsumo | $99/month and up | Buzzsumo.com |

Look for content that:

* Doesn’t lead to a competitor
* Was written within the last year
* Relates to your ‘campaign’ message

Six suggestions for curated content to use:

1. [Natural catastrophe costs soar in 2016](http://www.businessinsurance.com/article/20170104/NEWS06/912311249/Natural-catastrophe-global-costs-2016-Japan-quakes-Hurricane-Matthew?utm_campaign=BI20170104DailyBriefing)
2. [Create Business Continuity Plans or Risk Committing Fraud](https://blogs.cfainstitute.org/marketintegrity/2016/11/07/advisers-beware-create-business-continuity-plans-or-risk-committing-fraud/?s_cid=smo_CFASocial_FB)
3. [Improve disaster recovery preparedness](https://blogs.business.microsoft.com/en-us/2017/01/05/improve-disaster-recovery-preparedness/)
4. [Why every small business needs a disaster recovery and backup plan](https://www.entrepreneur.com/article/275473)
5. [The Future of Computing](http://www.economist.com/news/leaders/21694528-era-predictable-improvement-computer-hardware-ending-what-comes-next-future)
6. [Planning is over. It’s time to move to the cloud](http://www.infoworld.com/article/3152871/cloud-computing/planning-is-over-its-time-to-actually-move-to-the-cloud.html#jump)