

LET'S GET CONNECTED

— FACEBOOK —

The HERA logo is centered on a dark green background. It consists of the word "HERA" in a white, serif font, enclosed within a series of concentric, thin gold-colored lines that form a diamond shape. A large, thin gold circle surrounds the entire diamond shape.

HERA

CARON PROCTOR

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MAKING FACEBOOK WORK FOR YOU AND YOUR BUSINESS.

At HERA, we believe business grows through people, conversations and genuine connections.

And while we love getting together in person, Facebook gives us another way to stay connected, support one another, and help our businesses be seen.

But it's not just about posting more, collecting followers or trying to sell something.

It's about getting to know the women behind the businesses, taking an interest in what they do and finding little ways to support one another.

A comment, a recommendation, sharing someone's work or starting a conversation can go a long way.

This guide will help you feel more confident using Facebook to connect, engage, and grow your business, without feeling like you have to be online all day.

No pressure to do everything. Just start where you are. Because at HERA, we believe in sharing, not selling, and collaboration over competition.

Our HERA approach: Connect as a person. Be visible as a business. Be genuine as both.

1. Follow another member as yourself

Open Facebook using your personal profile → search for her business name → open the business Page → tap Follow (and Like, if shown).

Why? You can keep up with her business and engage when something interests you. Following does not guarantee you'll see every post.

2. Follow another member as your business Page

Tap your profile picture or Menu → See all profiles / Switch profiles → select your business Page → search for her business Page → choose Follow or Like if available.

Why? This connects your business identity with hers and can make it easier to interact as your Page. Facebook options vary by account and device.

3. Tag a member in a comment

Find a relevant post → tap Comment → type @ followed immediately by her name or business Page name → select the correct suggestion → finish your sentence → post.
Try: "Lovely chatting with @BusinessName at today's HERA Pow Wow!"

Why?

A clickable tag makes it easier for readers to visit her Page. Not every account can be tagged in every setting.

4. Someone tagged you? Reply!

Open the notification → read the post → react if appropriate → leave a real, friendly reply.

Try: “Thanks for the mention! I really enjoyed our conversation.”

“So lovely to connect, I learnt something new about your business today!”

Why?

You acknowledge her support, keep the conversation going and may help others discover you.

5. Like, comment and share thoughtfully.

Like: A quick sign of support. Comment: Add a genuine thought or question. Share: Introduce her post to your audience, with your own words, when it's relevant.

Try:

“I didn't realise you offered that; tell me more!”

“I met this lovely local businesswoman through HERA. Take a look at what she does.”

Only recommend a service if you have genuinely experienced it.

HERA NELSON WOMEN'S COLLECTIVE
COLLABORATION, NOT COMPETITION

6. Are you commenting as yourself or your business?
Before you comment, look at the small profile picture beside the comment box. Your photo usually means you; your business logo usually means your Page.
If Facebook offers a profile switcher, tap it to change.

As yourself: Great for warm, personal conversations and congratulations.

As your Page: Useful when contributing to a business conversation and you want people to recognise your business name.

Some posts do not allow Page comments.

Best rule:

Choose the identity that fits the conversation. Neither automatically receives a special reach boost.

7. What does the Facebook algorithm do?

Facebook uses ranking systems to decide which posts people may find relevant.

Past interactions, relationships, and reactions to content can all matter.

NOT EVERY FOLLOWER SEES EVERY POST.

A thoughtful comment can start a real conversation.
Someone might notice your business name, tap through and learn what you offer.

That's an opportunity, not a guaranteed algorithm boost.

GENUINE INTEREST IS MORE USEFUL THAN CHASING
NUMBERS.

YOUR FIVE-MINUTE HERA PRACTICE

Visit a member's business Page.

Follow it as yourself or your Page.

Read something she has shared. Leave a thoughtful comment.

Reply to a tag or share something genuinely useful.

You do not need to do every step every day. Small, regular connections count.

THE HERA WAY

We already listen, ask questions and make introductions.

Facebook is simply another place to continue those conversations.

Share, don't sell. Connect, don't compete.

CONNECTION IS WHERE IT BEGINS

You don't need thousands of followers, a perfect Facebook page or a clever marketing strategy to make a difference.

You need curiosity, consistency and genuine interest.

Take a few minutes to visit another HERA member's page.

Leave a thoughtful comment. Share something you love.

Recommend someone when the opportunity arises.



And remember to let people get to know you, too.

The more we learn about one another, the easier it becomes to support, recommend and celebrate each other.

THAT'S HOW A NETWORK BECOMES A COMMUNITY.

Would you love some one-to-one support?

Sometimes it helps to have someone alongside you to explore your ideas, work through what's holding you back or find a clearer way forward.

If you'd love some dedicated time to focus on yourself and your business, you're warmly invited to book a one-to-one coaching session with me.

We'll start wherever you are and focus on what matters most to you.

Caron Proctor | Life Coach
Honest Conversations. Powerful Shifts.
www.lifecoachnelson.co.nz

Love & stardust
Caron x

