

Facebook Spanish Engagement Options

1 - TAB		2 - FILTER		3 - NEW PAGE		4 - POST TO EVERYONE	
Build a New Tab that all FB Fans will see and can choose to visit		Use Filters to display Spanish content to FB Fans with Spanish Language Settings		Begin a new FB page, where all content is in Spanish		Post Spanish content on the wall with all other English content	
Pros	Cons	Pros	Cons	Pros	Cons	Pros	Cons
Equal engagement - Spanish speakers get their own dedicated tab but also can see English	loss of virality - Cant see if a friend who also is a fan comments	No lost fans, grow from same community	spanish speakers with english settings would not know about it!	there is a total dedicated resource for spanish speakers	grow new community (start from 0 fans)	Higher awareness that VS speaks good Spanish and understands Hispanic culture	looks bad (cluttered)
No lost fans, grow from same community	typically not as functional as a wall - ability to post pictures, links, videos, etc.	other languages don't know they're left out	Friends of fans cant see their comments unless language setting are the same	Easy for people to find in facebook search	cannibilization of fans from existing page	Everyone is engaged equally	what about french italian etc. - Other languages may feel slighted
	Harder to find via FB search	Spanish fans can also engage with English content	fan post in spanish will show up to everyone not just spanish speakers	More opportunities for culturally targeted advertising.	many spanish speakers more comfortable with access to both languages- don't want to be alienated from english discussions	english speaking fans can easily communicate with spanish speaking friends	more or less one ad strategy for different groups, lost opportunity for targeted marketing
	what about french italian etc. - Other languages may feel slighted					No lost fans, grow from same community	
	More costly to build and maintain custom tabs						

Created by Social Media Spanish
- a service of DK Web Consulting
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