

FACEBOOK CUSTOM FRIEND LISTS



WHY USE CUSTOM FRIEND LIST

The Facebook News Feed is filled with thousands of posts a day, which means it's likely that you will miss some of the content that your friends may be posting. Also, due to Facebook's algorithm, only some of our Friends' content will be shown.

By creating a Custom Friend List, you will be able to:

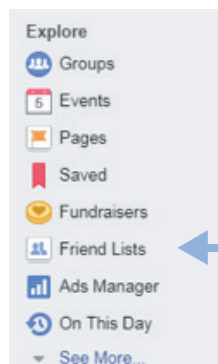
- Be efficient with your social media time blocking (scrolling is NOT income producing)
- See EVERY posts from a target prospects or client
- Serve content to specific groups of people and not others
- Invite specific lists to events with one click (list must be under 500 people)

The power of a Friend List is that when you select a list to view, the only posts that will appear in your Feed will be from the people whom you have added to that list. No distractions, no searching for names!

HOW TO SET UP A CUSTOM FRIEND LIST

Log into Facebook

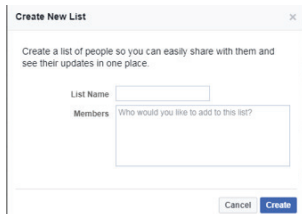
From your HOME screen (if you're unsure if you are on the Home screen, simply go to the top blue bar to the right and click on "Home")



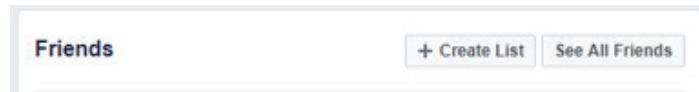
Once you are on your Home screen, look to the left of the page towards the lower third and you will see the "Explore" section. Click on "Friend Lists."

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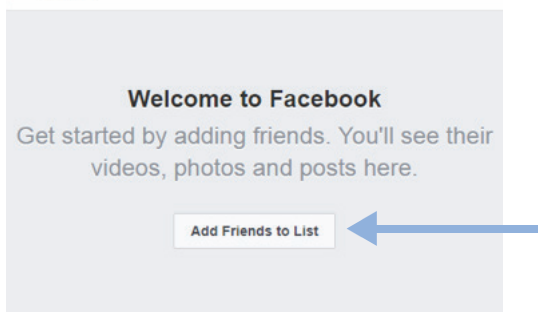
Another page will open with a section showing an option to “Create List”



This box will appear where you can name your list (ex: Top 25 Customers) and you can type in each name one by one and Facebook will automatically pull up those names for you to add to the list.



test
Custom list



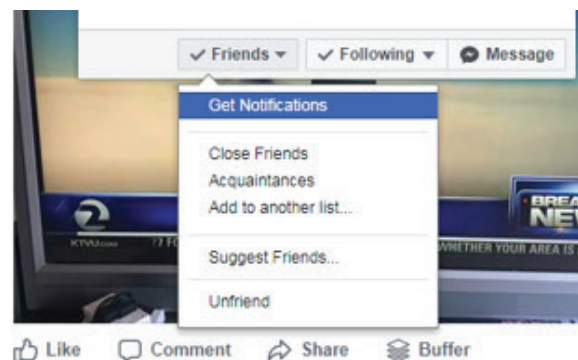
PRO TIP: I prefer using this method to add people to the list, mainly because I can see all of my friends alphabetically, with photos instead of only typing in names:

- Once you've named your list, instead of adding any members in the box below, simply click create.
- This image on the left will appear and you can click on “Add Friends to List”

Another box will appear with your entire friends list in alphabetical order and with their profile pictures. You can add to your list here and also remove people.

*An additional way to add friends DESKTOP

- In your News Feed, hover over their name and a new box will appear.
- Hover over “Friends” to open a new box and navigate to “Add to another list”.



HOW TO ADD ON MOBILE:

- Tap on the person's profile picture
- You will be taken to their profile
- Tap on the “Friends” icon
- Tap on “Edit Friends Lists”
- Select your preferred list to add to

HOW TO VIEW YOUR FRIEND LISTS ON YOUR MOBILE DEVICE:

- Tap the menu button at the bottom right of your Facebook app
- Navigate to “Feeds”
- Select the list you would like to view

