

# MARKETING DIGITAL

Comunicação e Marketing  
na Indústria Farmacêutica

Aula 7

# HOJE NO MENU



**PORQUÊ  
ALGORITMOS?**



**COMO  
FUNCIONAM?**



**O QUE PERMITE  
ÀS MARCAS**

# HOJE NO MENU



**PORQUÊ  
ALGORITMOS?**




**COMO  
FUNCIONAM?**



**O QUE PERMITE  
ÀS MARCAS**

# FACEBOOK EM 2009

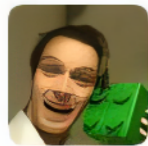
Welcome, Henry. You have  4 event invitations and  3 group invitations.

- News Feed
- London
- Public Profiles
- Photos
- Links
- Video
- More



What's on your mind?

Share



**Theo Graham-Brown** Stuck on riddle 25  
<http://www.mcgov.co.uk/riddles>

17 minutes ago · Comment · Like



**Henry Cooke** new Facebook design has epic amounts of fail.

27 minutes ago · Comment · Like



**Catherine Mellor** realised that it wasn't three stretch limos coming to pick up a famous, it was a funeral

50 minutes ago · Comment · Like



**Catherine Mellor** ooh blimeys

Posted about an hour ago · Comment · Like

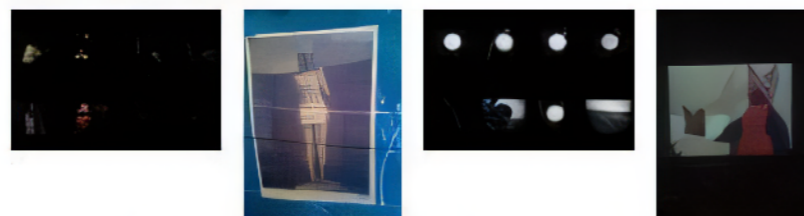


**Natasha Wisdom** ► (Silvan Schreuder) Happy Birthday my lovely XXXX

Posted about an hour ago · See Wall-to-Wall



**Ben Bashford**



Ben uploaded 9 photos to Flickr

Posted about an hour ago · Comment · Like

TODAY

See More



Martin Hewitt's birthday – Send a gift  
Silvan Schreuder's birthday – Send a gift  
Jemma Butler's birthday – Send a gift

HIGHLIGHTS



Advertise on Facebook



Facebook Ads



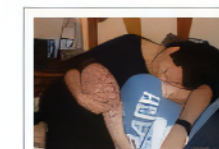
Reach over 175 million active users on Facebook. Learn how to connect your business to real customers through Facebook Ads.

Sponsored   

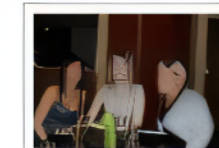


**Sam's Taste Test ep.3**  
James Sharpe commented on this.

4



**Simbob turns 30**  
2 friends are tagged.



**leam, jan/feb 09**  
2 friends are tagged.



**Movies**  
3 friends use this application.



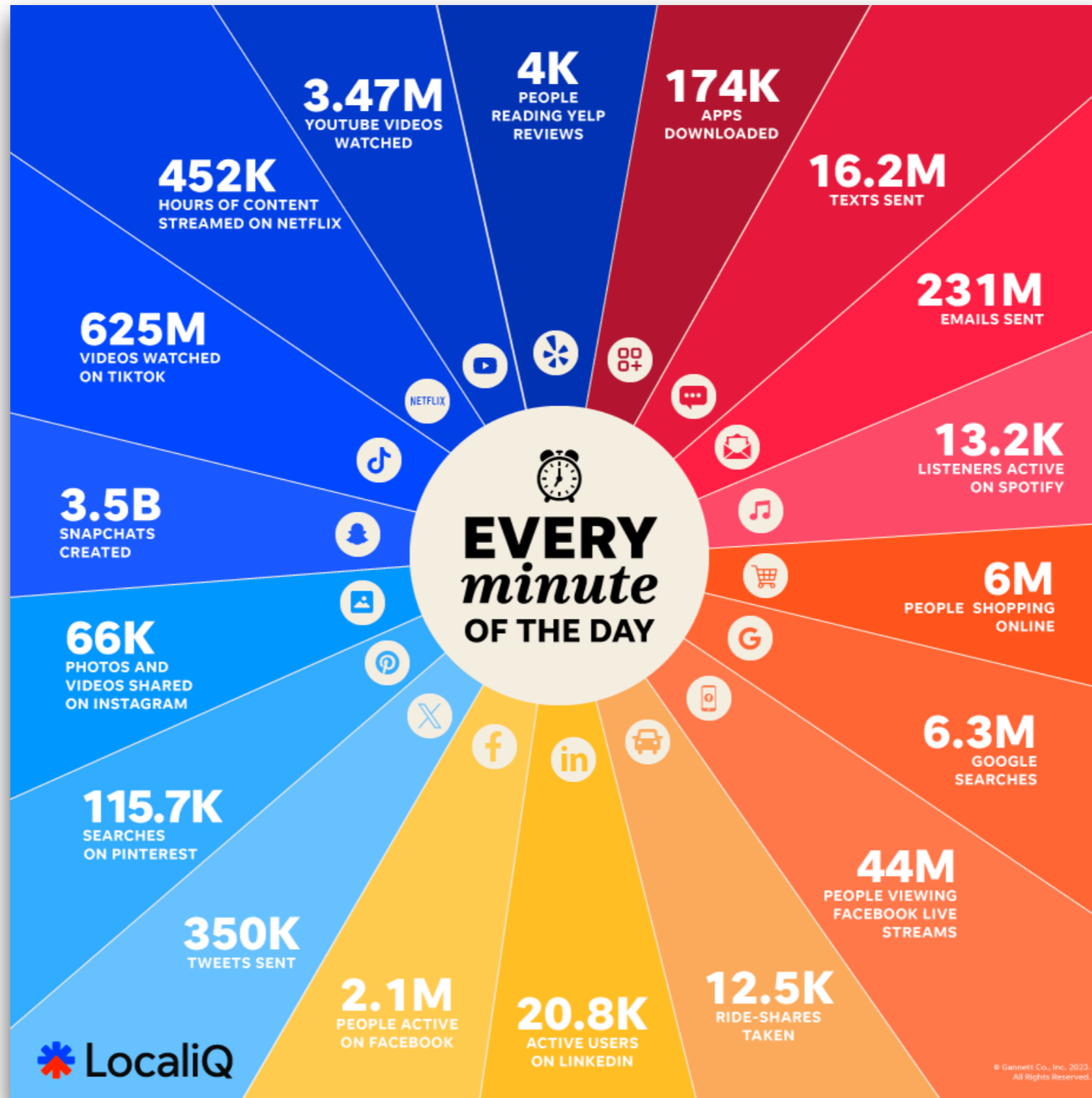
**Save ITV Yorkshire**  
2 friends joined.



**PORQUE É QUE  
PRECISAMOS DE  
ALGORITMOS?**



# HÁ DEMASIADO CONTEÚDO



# HÁ DEMASIADO CONTEÚDO

Home → Features

## Our approach to Facebook Feed ranking

UPDATED NOV 28, 2023

“Personalizamos os Feeds dos nossos 2 mil milhões de utilizadores através de sistemas de aprendizagem automática de última geração para classificar conteúdos. **Uma vez que a maioria das pessoas tem mais conteúdos no respetivo Feed do que os que seria possível explorar numa sessão, os sistemas de classificação ajudam a garantir que as pessoas veem os conteúdos que têm mais valor para elas.**”

# TEMPO É DINHEIRO



+

+

+

**PESSOAS  
SATISFEITAS**

**PAGEVIEWS/TEMPO  
NA PLATAFORMA**

**RECEITA EM  
PUBLICIDADE**



# ISTO PRIVILEGIA AS MARCAS?



# AMIGOS VS MARCAS

O QUE PREFERES VER PRIMEIRO?



June 29, 2016

# News Feed FYI: Helping Make Sure You Don't Miss Stories from Friends

*By Lars Backstrom, Engineering Director*

Facebook was built on the idea of connecting people with their friends and family. As we say in our [News Feed values](#), that is still the driving principle of News Feed today. Our top priority is keeping you connected to the people, places and things you want to be connected to — starting with the people you are friends with on Facebook. That's why today, we're announcing an upcoming change to News Feed ranking to help make sure you don't miss stories from your friends.

We've heard from our community that people are still worried about missing important updates from the friends they care about. For people with many connections this is particularly important, as there are a lot of stories for them to see each day. So we are updating News Feed over the coming weeks so that the things posted by the friends you care about are higher up in your News Feed.

## **Will This Impact My Page?**

Overall, we anticipate that this update may cause reach and referral traffic to decline for some Pages. The specific impact on your Page's distribution and other metrics may vary depending on the composition of your audience. For example, if a lot of your referral traffic is the result of people sharing your content and their friends liking and commenting on it, there will be less of an impact than if the majority of your traffic comes directly through Page posts. We encourage Pages to post things that their audience are likely to share with their friends. As always, Pages should refer to our [publishing best practices](#).

January 11, 2018

## News Feed FYI: Bringing People Closer Together

By Adam Mosseri, Head of News Feed

Facebook was built to bring people closer together and build relationships. One of the ways we do this is by connecting people to meaningful posts from their friends and family in News Feed. Over the next few months, we'll be making updates to ranking so people have more opportunities to interact with the people they care about. Mark outlined this in a post today.



A screenshot of a Facebook post by Mark Zuckerberg. The post includes a profile picture, name, and timestamp. The text of the post discusses Facebook's focus on meaningful interactions and relationships in 2018. At the bottom, there are engagement metrics for likes, comments, and shares.

 **Mark Zuckerberg**   
about 3 months ago 

One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent.

We built Facebook to help people stay connected and bring us closer together with the people that matter to us. That's why we've always put friends and family at the core of the experience. Research shows that strengthening our relationships improves our well-being and happiness.

But recently we've gotten feedback from our community that public content -- posts from busine... [See More](#)

---

 210K  19K  29K

### What is the update?

Today we use signals like how many people react to, comment on or share posts to determine how high they appear in News Feed.

With this update, we will also prioritize posts that spark conversations and meaningful interactions between people. To do this, we will predict which posts you might want to interact with your friends about, and show these posts higher in feed. These are posts that inspire back-and-forth discussion in the comments and posts that you might want to share and react to – whether that's a post from a friend seeking advice, a friend asking for recommendations for a trip, or a news article or video prompting lots of discussion.

We will also prioritize posts from friends and family over public content, consistent with our News Feed values.

**“We will also prioritize posts that spark conversations and meaningful interactions between people. To do this, we will predict which posts you might want to interact with your friends about, and show these posts higher in feed. These are posts that inspire back-and-forth discussion in the comments and posts that you might want to share and react to - whether that's a post from a friend seeking advice, a friend asking for recommendations for a trip, or a news article or video prompting lots of discussion.”**

**We will also prioritize posts from friends and family over public content, consistent with our News Feed values.”**

# GLOSSÁRIO - SOCIAL MEDIA

## **IMPRESSIONS**

Nr. de vezes que a publicação foi apresentada na *feed*.

## **REACH (ALCANCE)**

Nr. de utilizadores únicos que visualizaram a publicação.

## **FOLLOWERS**

Nr. de contas (pessoas e marcas) que seguem o teu perfil.

## **LIKES**

Nr. de gostos que uma publicação recebeu.

## **REACTIONS**

Nr. de reacções (*Love, Angry, Sad...*) que uma publicação recebeu.

## **SHARES/RETWEETS**

Nr. de vezes que a publicação foi partilhada pelos seguidores.

## **ENGAGEMENT**

Total de interações que a publicação recebeu.

## **SAVES/BOOKMARKS**

Conteúdo guardado para ver mais tarde.

## **MENTIONS**

Nr. de vezes que o nosso perfil foi mencionado por outros.

## **DM (DIRECT MESSAGE)**

Mensagem enviada em privado para o perfil.

## **CLICKS**

Nr. de cliques que um *link* recebeu.

# O REACH (ALCANCE)



WP Wrestling Portugal

Published by Instagram · March 26 at 10:54 AM ·

Ontem foi assim! Mais um treino intenso no WP.  
Junta-te a nós próximo Sábado!

## Post Insights

### Total Insights

See more details about your post.

Post Impressions

1,110

Post reach

1,061

Post Engagement

209



Keep boosting to grow your audience.

WP Wrestling Portugal could reach 6 more people for every €14 you spend.

[Learn More about reach estimates](#)

Boost post



See insights and ads

Boost post

25

1 comment 2 shares

Like

Comment

Share



Write a comment...



Paulo Jorge Semedo

Gostava de experimentar 🍷🍷

Like Reply Hide 2w

# BOOST POST

## PAGAR PARA AUMENTAR O ALCANCE DAS PUBLICAÇÕES

### Audience

Who should see your ad?

#### Advantage audience

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

#### Audience details

Location - living in: Portugal: Avenida Dom António Correia de Sá 11A, Sintra (+30 mi) Lisbon District

Age: 18 - 65+

People who match: Interests: Tattoo Lovers, Strength training, PC Magazine, Half marathon, Electronic Gaming Monthly or PlayStation (console)

Advantage Detailed Targeting: On

#### People you choose through targeting

People who like your Page

People who like your Page and people similar to them

People in your local area

Create new

### Duration

Days  
7



End date  
Apr 19, 2023

### Total budget

Estimated 0 - 6 Accounts Center accounts reached per day

€ 14.00 

€1.00



€500.00

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COMO É QUE ELE ADIVINHA?



# **O EXEMPLO DO FACEBOOK**



# ALGORITMO DO FACEBOOK

**ONDE NOS DEVEMOS FOCAR**



## 1. INVENTÁRIO

Conteúdo disponível para apresentar ao utilizador

## 2. SINAIS

Considerações sobre cada conteúdo publicado

## 3. PREVISÕES

Considerações sobre a reacção da pessoa ao conteúdo em questão

## 4. RANKING - NOTA FINAL

# 1. INVENTÁRIO

“Primeiro, reunimos o teu inventário recente: **todas as potenciais novas publicações ou publicações com nova atividade, que podes ver quando abres o Facebook**. Isto inclui todas as publicações partilhadas:

- 1) pelas pessoas com quem estabeleceste contacto como "amigos"
- 2) pelas Páginas que segues
- 3) pelos Grupos a que aderiste, e exclui conteúdos sinalizados por desrespeitarem os nossos Padrões da Comunidade.”

Fonte

## 2. SINAIS

“Em seguida, para cada uma destas publicações, consideramos milhares de "sinais" para fazer previsões sobre o que vais achar mais interessante.

**Muitos destes sinais são informações que nos dás diretamente quando gostas de uma publicação ou a partilhas, contactas um amigo ou Grupo, ou comentas a publicação de uma Página.** Outros são determinados com base nas ações que realizaste no Facebook.”

Fonte

# 2. SINAIS - EXEMPLOS

**HÁ SINAIS QUE TÊM MAIS IMPORTÂNCIA DO QUE OUTROS,  
MAS TODOS CONTAM PARA A NOTA DA PUBLICAÇÃO**

## **SINAIS ATIVOS (POSITIVOS)**

Reagir  
Partilhar  
Comentar  
Seguir Página

## **SINAIS PASSIVOS (NEUTROS)**

Clicar  
Save Post  
Ver foto/Vídeo  
Ler Comentário

## **SINAIS NEGATIVOS**

Hide Post  
Snooze User  
Unfollow User  
Report Post/Page

## **A GRANDE CONCLUSÃO?**

Tentar criar conteúdos que despertem a interação ativa  
por parte da comunidade

# 3. PREVISÕES

“A partir daí, utilizamos estes sinais para fazer uma série de previsões personalizadas sobre os conteúdos que vais considerar mais relevantes e valiosos. Por exemplo, **os nossos sistemas prevêm a tua probabilidade de comentar uma publicação, a probabilidade de os teus amigos comentarem uma publicação se a partilhares ou a probabilidade de a publicação originar uma conversa ou debate.** Também utilizamos inquéritos para perguntar às pessoas se uma publicação "valeu a pena", e estes inquéritos são utilizados para fazer previsões sobre os conteúdos que vais considerar úteis. Também fazemos previsões sobre um conteúdo ser ou não problemático e se a sua distribuição deve ser reduzida. Todas estas previsões são combinadas no próximo passo para produzir a ordem final.”

Fonte

# 4. RANKING

“Quando o nosso sistema de classificação tiver calculado as classificações de relevância, o **penúltimo passo que damos é intercalar conteúdos recomendados**: adicionamos isto para te ajudar a explorar e descobrir mais sobre os teus interesses através de outras pessoas que os partilham, independentemente de já estarem em contacto. **Por fim, também incluimos anúncios no Feed**. Quando este processo é concluído, o teu Feed personalizado fica pronto!”

Fonte



# ALGORITMO ANTIGO

## EDGERANK



=



**Afinidade**

O valor da relação entre o utilizador e o produtor do conteúdo

x



**Peso**

O tipo de publicação partilhada (vídeos, fotos, *links*, texto)

x



**Tempo**

Há quanto tempo o conteúdo foi criado

# AFINIDADE (AFFINITY)



**A RELAÇÃO QUE ESTABELECEMOS  
COM AS MARCAS E PESSOAS DA  
NOSSA *FEED***

- + *likes (ou reacções)*
- + partilhas
- + comentários

Maior o nosso interesse pela entidade

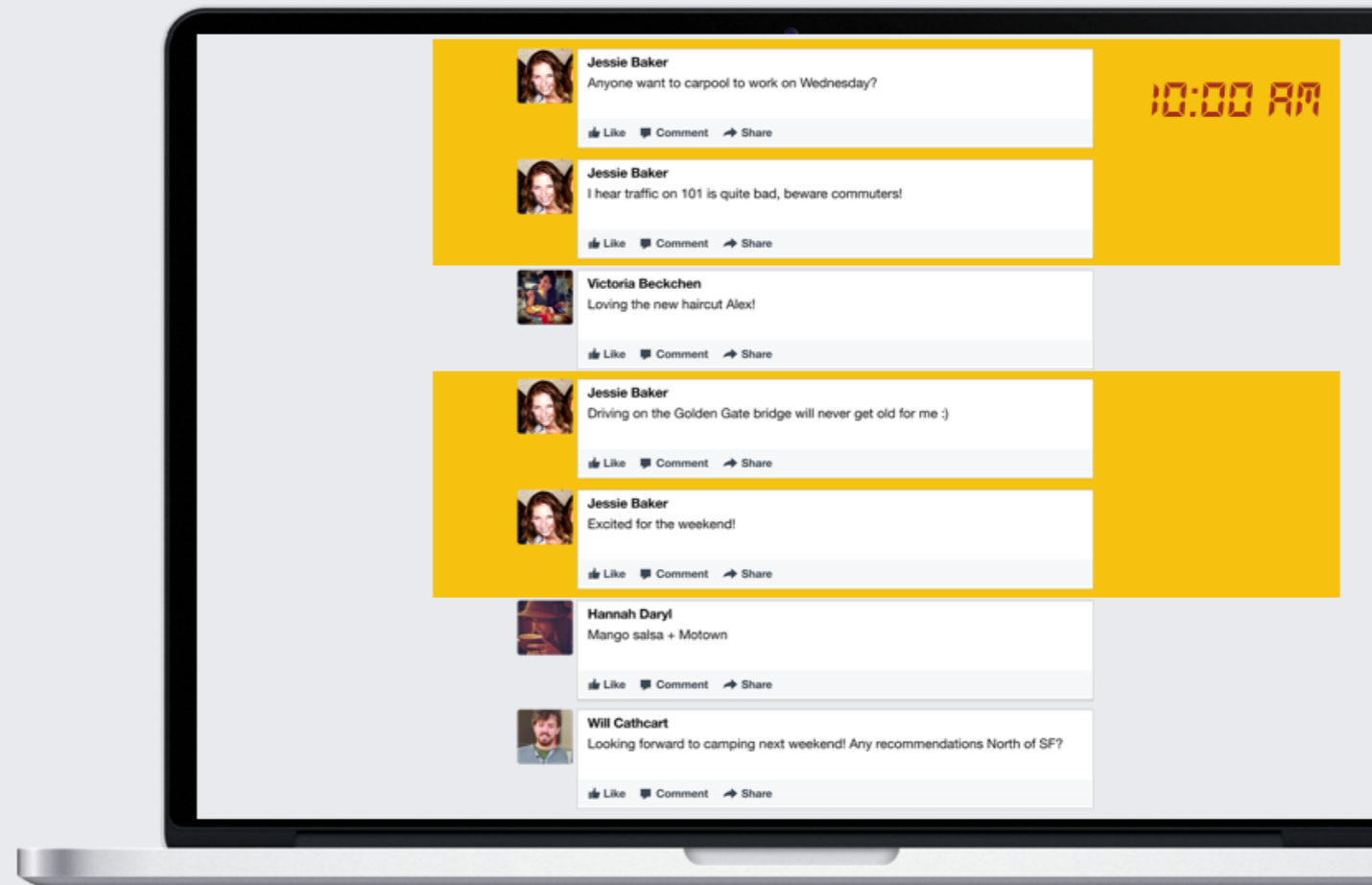
=

Maior a probabilidade de continuar a  
receber conteúdos dessa fonte

# AFINIDADE (AFFINITY)

## E COMO AS RELAÇÕES SÃO DINÂMICAS...

O Facebook implementou, em 2013, o “Last Actor”, que controla continuamente as nossas interacções com as últimas 50 pessoas/páginas.



# PESO (WEIGHT)



## O TIPO DE PUBLICAÇÃO PARTILHADA

Facebook prioriza:

1. Vídeos
2. Fotos
3. *Links*
4. Textos

No entanto, se um texto já levar muitos comentários/*likes*, poderá aparecer primeiro. Também dependerá do tipo de conteúdo que “mexe” com o utilizador.

# TEMPO (TIME DECAY)



## O TEMPO QUE A PUBLICAÇÃO JÁ TEM

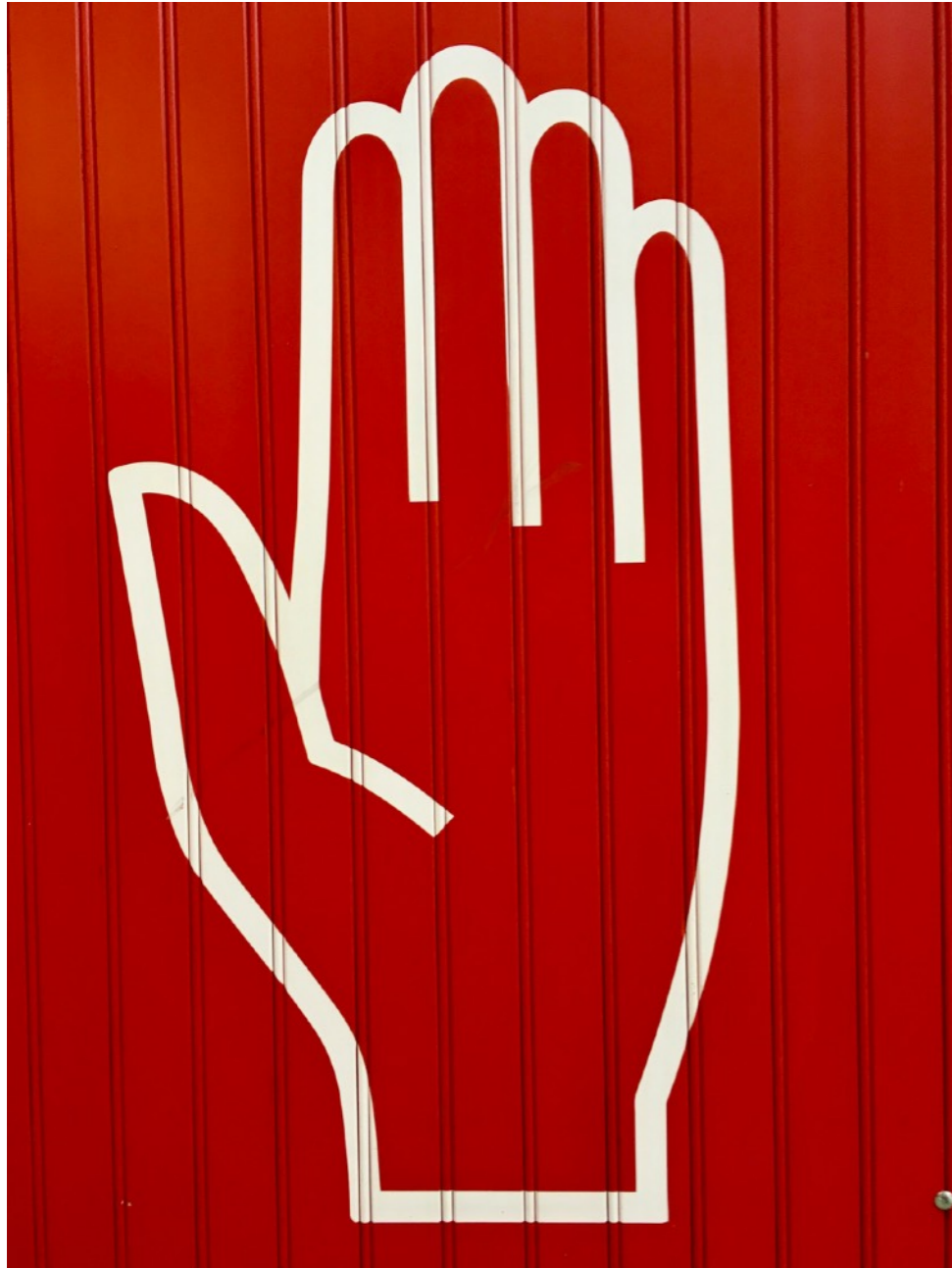
Uma publicação antiga poderá nunca chegar a aparecer na nossa *feed*.

Para garantir que não perdemos publicações antigas importantes, o Facebook implementou o “Story bumping”, que traz para cima histórias antigas numa nova visita à rede social.

O QUE O FACEBOOK  
**NÃO** GOSTA

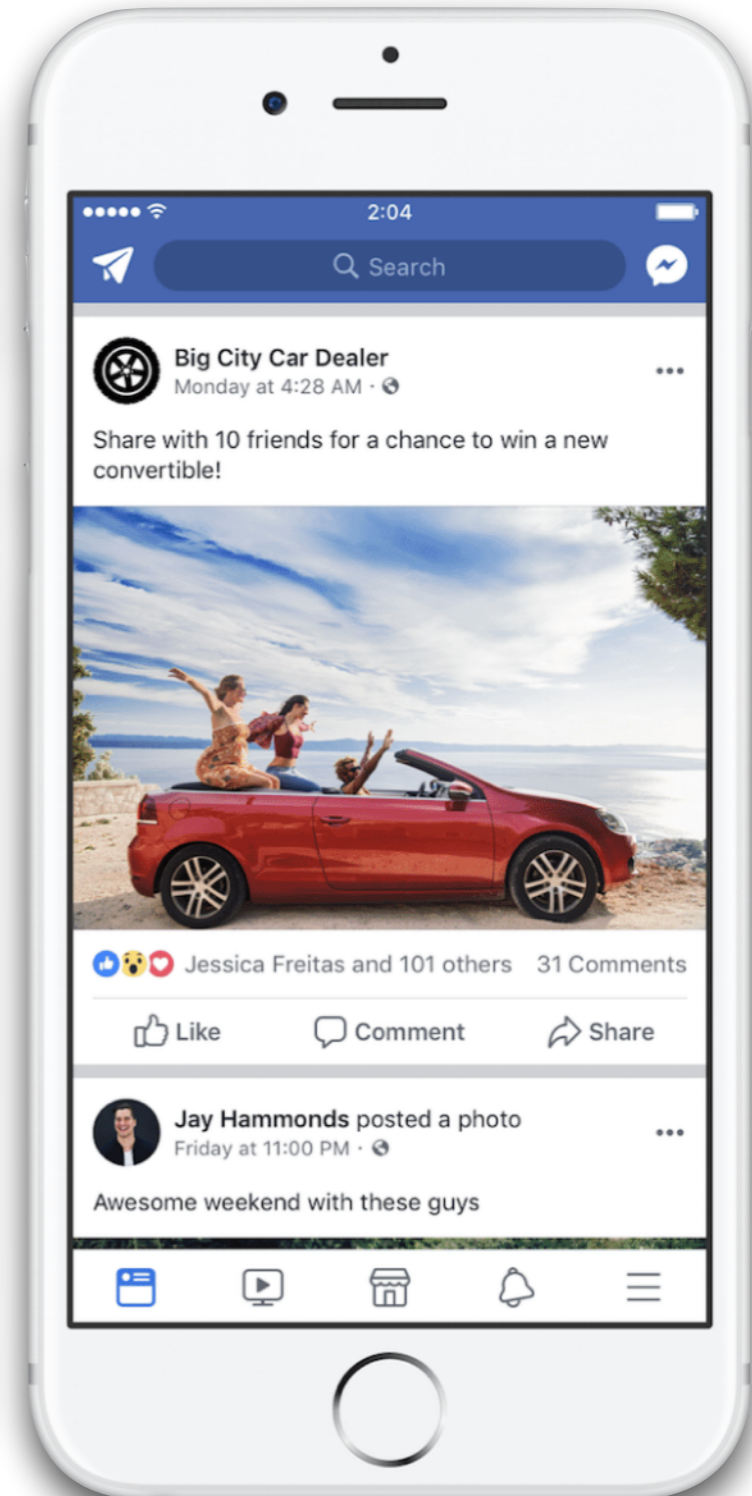
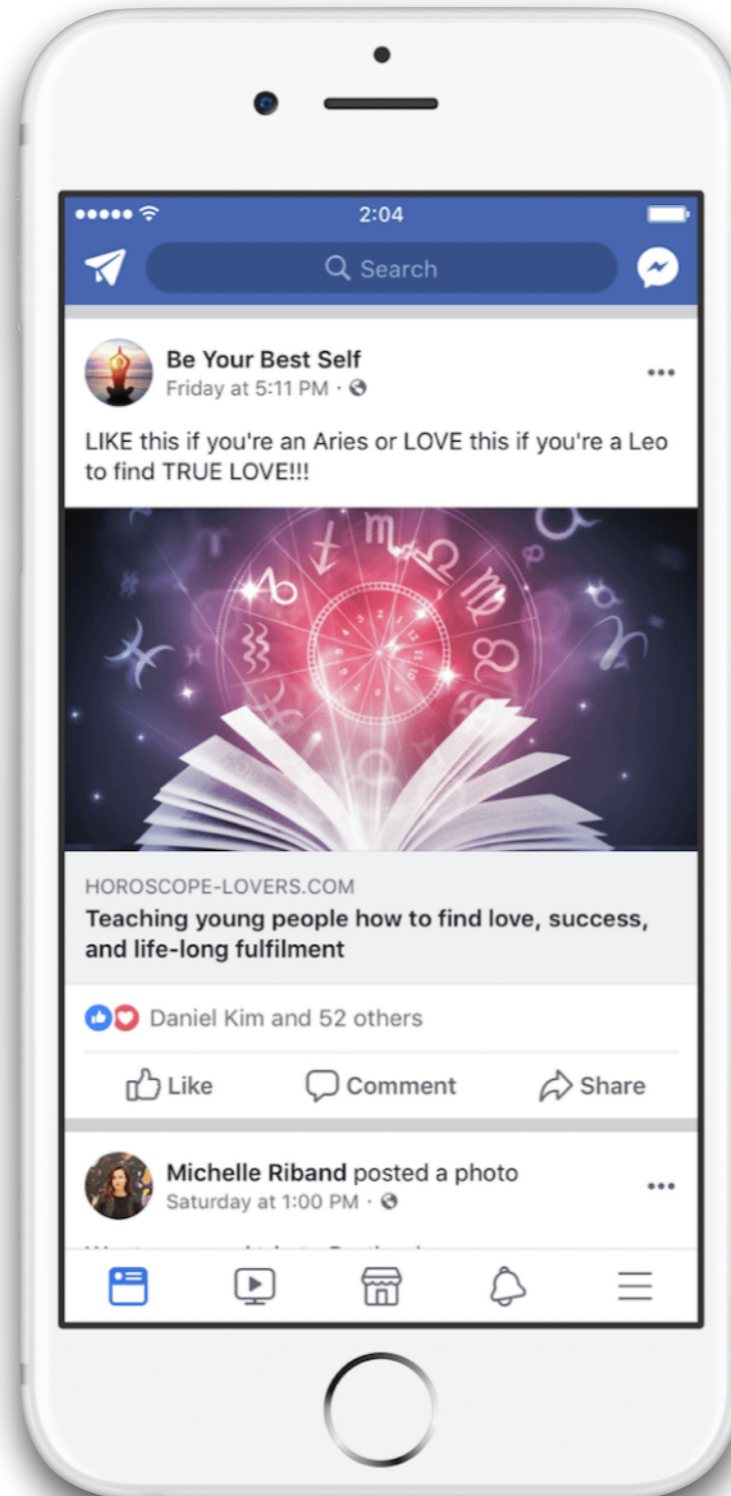
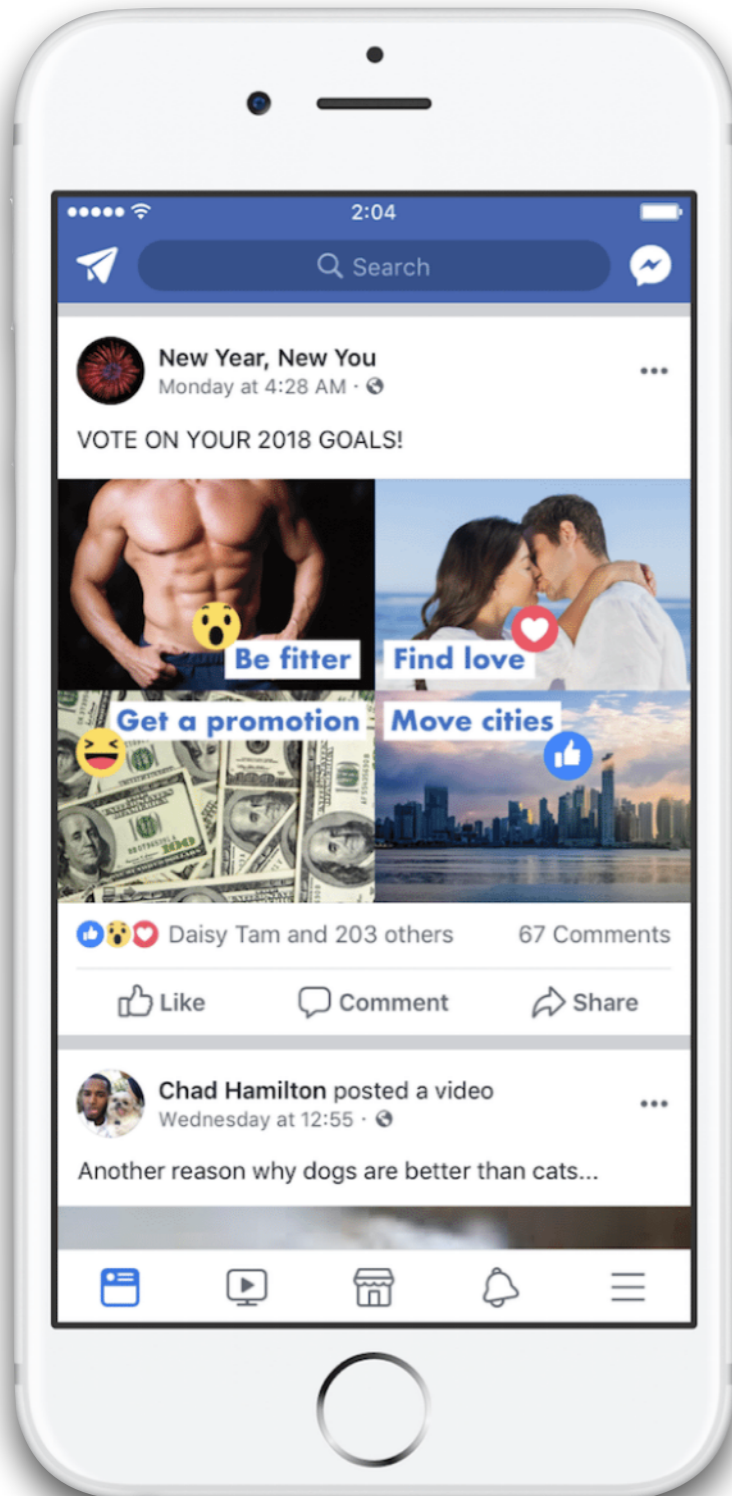


# A EVITAR



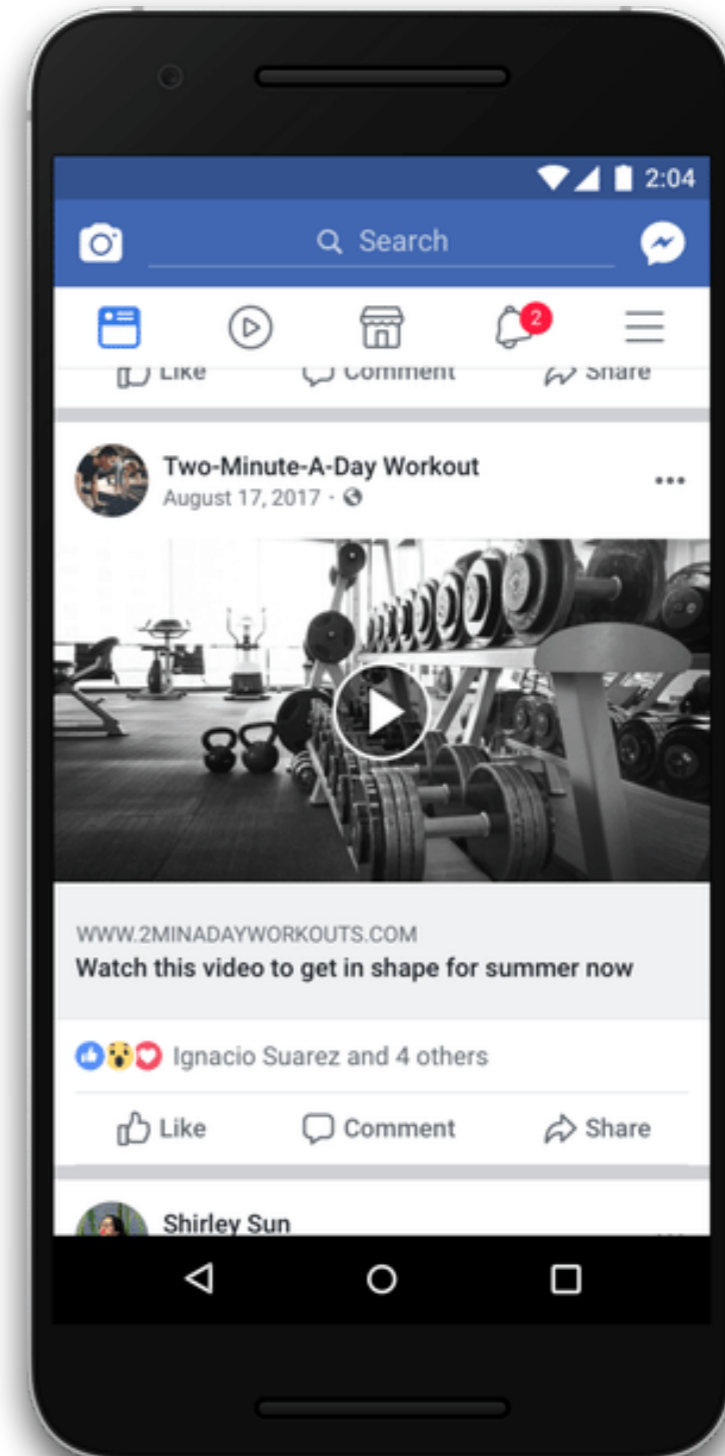
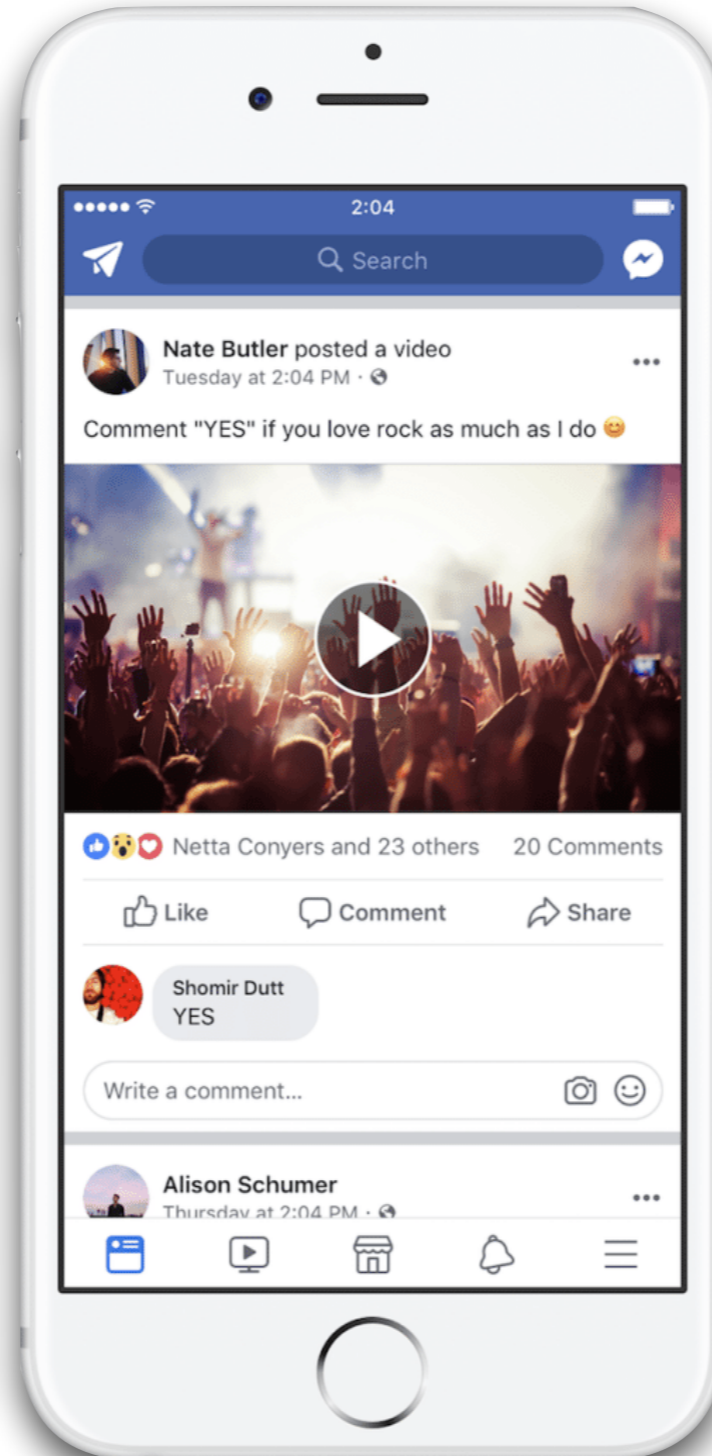
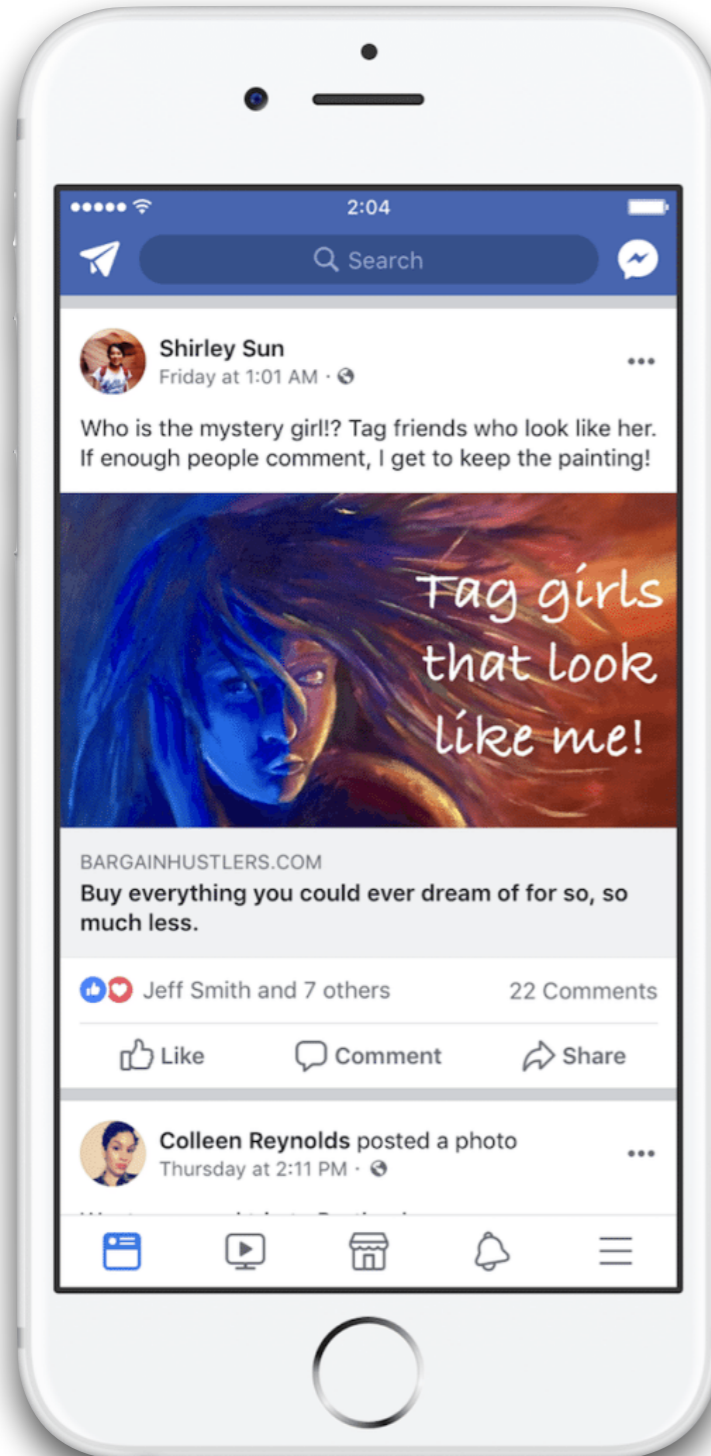
1. **Conteúdo que dificulta a promoção de uma comunidade segura** (ex: conteúdo que discute suicídio, distúrbios alimentares ou é sexualmente explícito).
2. **Conteúdo de baixa qualidade sobre saúde ou finanças** (ex: conteúdo que promove “curas milagrosas” ou investimentos “livres de risco”).
3. **Conteúdo que os utilizadores geralmente não gostam** (ex: *clickbait*, *engagement* artificial, concursos).
4. **Conteúdo associado a publicações de baixa qualidade** (ex: conteúdo noticioso que não inclui informações transparentes sobre a autoria).
5. **Conteúdo falso ou enganoso** (ex: notícias falsas).

# VOTE/REACT/SHARE BAITING





# TAG/COMMENT/VIDEO BAITING



# PUBLICAÇÃO COMERCIAL

**FSE PEDIRES REPETIDAMENTE PARA INSTALAR  
UMA APP, VISITAR UMA PÁGINA OU COMPRAR UM  
PRODUTO, TRAZES POUCO VALOR**





Alterna conteúdos comerciais com outros mais relevantes para a comunidade.

# LINKS DE SPAM

## O FACEBOOK NÃO TOLERA O SPAM

✕ **I don't want to see this**  
See fewer posts like this

 **Hide all from Leila**  
Stop seeing posts from this person

 **Unfollow Basel Buy & Sell**  
Stop seeing posts but stay in group

---

Report post

Turn on notifications

Help Us Understand What's Happening ✕

**Why don't you want to see this?**

It's annoying or not interesting

I think it shouldn't be on Facebook

It's spam

---

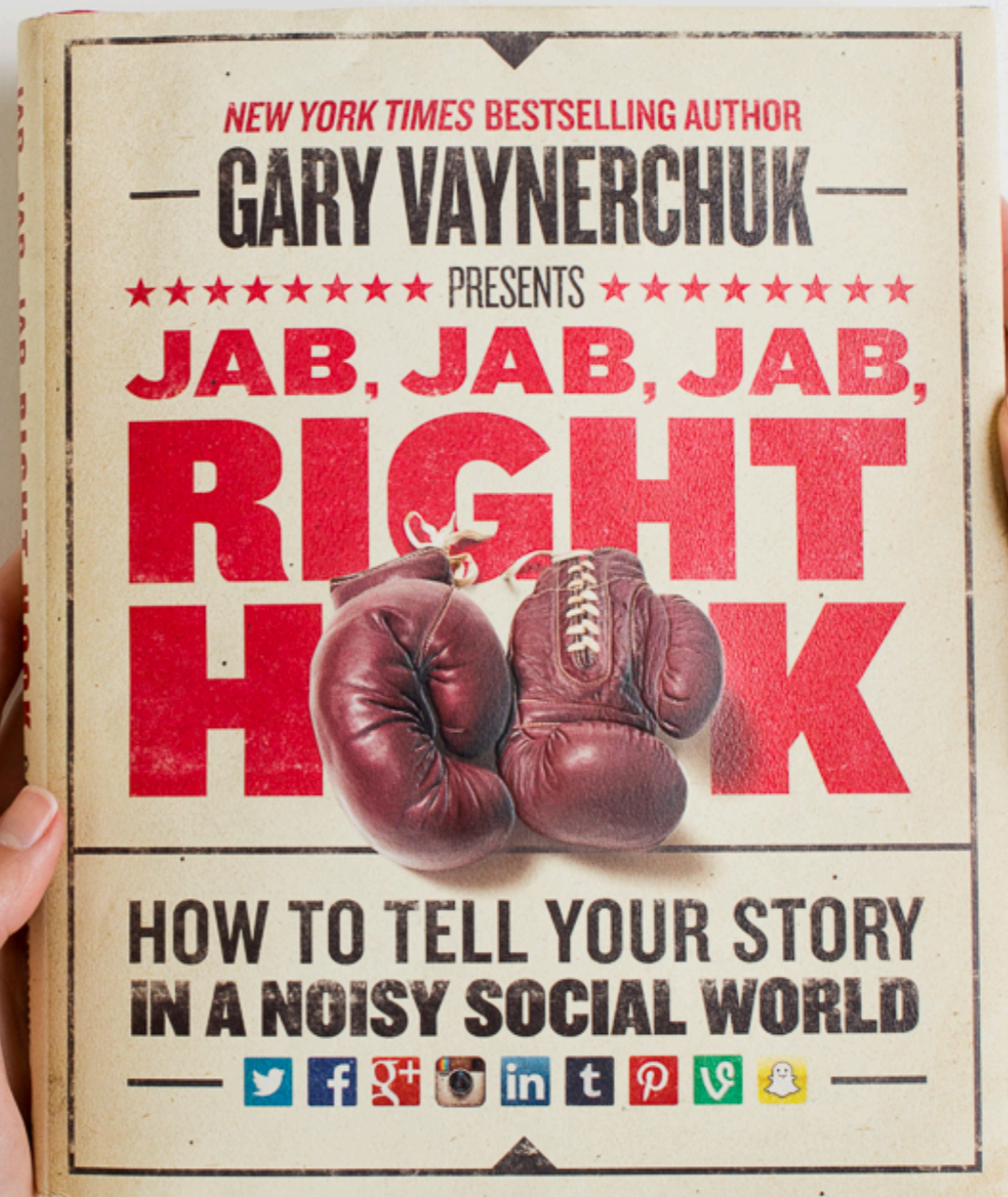
Continue

Se um *link* compartilhado for várias vezes denunciado como *spam*, ou se o mesmo já pertencer à “lista negra”, não será divulgado.

**O QUE POSSO  
FAZER PARA  
ME OUVIREM?**



# JAB JAB JAB, RIGHT HOOK



# JAB JAB JAB, RIGHT HOOK

“When people think about Facebook, Twitter, Tumblr, Pinterest, Instagram—all those platforms—they just see a lot of noise. They’re not sure what social media is, and they don’t think it really sells stuff.

I find their views similar to boxing. You know, most people don’t get boxing. They see just a bunch of guys or gals punching each other in the face. It seems barbaric to them. But the people who know boxing the best compare it to chess. It’s referred to as the sweet science. It takes a lot of expertise.

When I think about how to sell stuff on social media, I see a science. I see a science of what time to post, which picture to post, and how to post. Do you need a full graphic? Do you need to do a video or pictures or written words? Do you use a hashtag? It’s a science, my friend.

**The jab, jab, jab, right hook part comes from give, give, give, and then ask, right? Bring value, bring value, bring value, and then ask. Don’t go on Twitter and Facebook and just post “Buy my book, buy my book, buy my book, buy my book.” Go out there and throw jabs. Ask, “How can I help you?” Look what you guys are doing with this podcast. You are giving amazing content and value to your audience. That’s jabbing.”**

# CADA PUBLICAÇÃO DEVE...



**ENTRETER**



**EDUCAR**



**INSPIRAR**



# EXEMPLOS

**Netflix** March 14, 2020 · 🌐

Vi que a Tóquio esteve em Tóquio e brinquei ao Photoshop.

Tokio, Tokio Berlin, Berlin Lisboa, Lisboa Rio de Janeiro, Rio

👍👍👍 674

24 comments 13 shares

**Lenovo** February 3, 2022 · 🌐

There are 7 mini laptops in this picture... can you find them all? 🕵️

👍👍 307

54 comments 13 shares

**Depositphotos** February 23 · 🌐

Graphic Design Trends 2023: A peek into the future

Buckle up, folks! Graphic design will be going through some changes this year. With that being said, we at Depositphotos are excited to announce our annual Graphic Design Trends project! We've compiled a list of the top trends that will help you stay ahead of the game in 2023.

- 1 Futuristic Gleam:** Think metallic and iridescent effects that give off a futuristic vibe.
- 2 Expressive Type:** Bold, playful, and dynamic typography that stands out.
- 3 Animecore:** Anime-inspired visuals that appeal to a younger audience.
- 4 Sans Serif Revival:** Clean, modern sans serif fonts, perfect for minimalist designs.
- 5 Military-Inspired Aesthetics:** Camouflage patterns, army-inspired colors, and other elements that give off military.
- 6 Mysticism Imagery:** Ethereal, otherworldly visuals that evoke a sense of mystery and spirituality.
- 7 Tribute to the Outdoors:** Nature-inspired graphics, earthy colors, and motifs that channel the great outdoors.

We hope this list inspires you to create innovative designs that capture the aesthetic tendencies of 2023. Follow the link to discover more, including references and key elements of each trend: <https://blog.depositphotos.com/graphic-design-trends-2023...>

**1 Futuristic Gleam**

KEY ELEMENTS:  
• 3D textures  
• futuristic shine  
• various types

TREND SPOTTED IN:  
graphic design  
motion graphics  
advertising

**2 Expressive Type**

KEY ELEMENTS:  
• narrow writing  
• tall characters  
• close spacing

TREND SPOTTED IN:  
visual identity  
editorial design  
marketing materials

**3 Animecore**

KEY ELEMENTS:  
• sharp lines  
• flat ornaments  
• intense colors

TREND SPOTTED IN:  
motion graphics  
advertising  
social media materials

+5




# EXEMPLOS

**GoPro** May 21, 2020 · 🌐

#GoPro user Valentin Lheureux immortalizing this perfect moment with his special someone. 📍 CamSur Watersports Complex

Capture your perfect moment with a GoPro! Grab one now in one of our authorized resellers. We're always on a look out for awesome GoPro contents, submit yours at [GoPro.com/Awards](https://GoPro.com/Awards) to be featured.

#GoProPH #wakeboard #CamSur #WaterSports #Cable



👍❤️ 55      1 share

**Nike is in Melbourne, VIC, Australia.** January 28, 2018 · 🌐

Outplay yourself.

[Roger Federer](#), Melbourne's defending champion and holder of 19 major titles, just beat his own record, by winning 20. #justdoit



👍❤️ 76K      12K comments 6K shares

**adidas** May 28, 2020 · 🌐

It's time to get to work with [Ashley Corral Performance Training](#) for today's ball-handling session.

- 🏀 Strength and Conditioning
- 🏀 Dynamic Dribbling
- 🏀 Change Of Pace Techniques

#hometeam



▶ 0:01 / 10:36      ⚙️ CC ↗️ 📺 🔊

👍❤️ 8.1K      822 comments 491 shares

# O QUE GERA CONVERSA

## Datas Comemorativas

(ex: Dia das Mentiras, Dia dos Namorados, Dia da Mulher, Dia Mundial do Sono)

CALENDARR

DAYS OF THE YEAR

## Acontecimentos

(ex: Óscares, Mundial de Futebol, The Dress, regresso de uma série)



**Timing**



**Relevância**

# EXEMPLOS

Também fazes cerimónia depois do filme?



**CONTROL**  
Feel make Feet

**Control Portugal**  
February 10, 2020 · 🌐

E ainda levas o prémio.




**Polícia Segurança Pública**  
October 4, 2019 · 🌐

Dia Mundial do Sorriso + Dia Mundial do Animal!  
Dois, num só! PSP 🐾👮

**Lidl Portugal**  
March 19, 2020 · 🌐

Um Feliz Dia do Pai a todos os pais heróis, aos que estão no exterior a trabalhar, e aos que estão em casa com os filhos💙.  
Aqui fica uma ideia de presente, para fazer com os seus pequenotes, sem ter que sair de casa 🏠.



**LIDL**  
Mais para si.

# EXEMPLOS



Contigo não é na rádio  
mas é com frequência.

**CONTROL**  
Feel more Feel

**Control Portugal**  
February 17, 2020 · 🌐

Sintonizem-se bem.

👍👎 1K      23 comments 51 shares



**Polícia Segurança Pública** ✓  
April 24, 2022 · 🌐

Assinala-se hoje o Dia internacional do cão de busca e resgate 🐕

Neste dia, a PSP sublinha a enorme importância destes parceiros dos nossos Polícias | Grupo Operacional Cinotécnico - Unidade Especial de Polícia.

#policiasegurancapublica #policia #psp #uep #goc  
#buscaesalvamento #cinotecnia  
#buscaeresgate #k9

1.7K      85 211



**Lidl Portugal**  
February 25, 2020 · 🌐

É #Carnaval e todos sabem qual é o mais fresco de Portugal 🥰

Mais para si.

613      5 comments 29 shares

# HOJE NO MENU



**PORQUÊ  
ALGORITMOS?**



**COMO  
FUNCIONAM?**



**O QUE PERMITE  
ÀS MARCAS**

# PERFIL VS PÁGINA VS GRUPO

Perfil	Página	Grupo
Publicidade ✕	Publicidade ✓	Publicidade ✕
Insights ✕	Insights ✓	Menos Insights
Calendarização ✕	Calendarização ✓	Com Código de Conduta
Targeting ✕	Targeting ✓	User Generated Content
Limite de 5.000 amigos (mas sem limite de seguidores)	Mais funcionalidades na criação de conteúdos	Podem ser exclusivos (Públicos, Fechados e Secretos)

# PERFIL VS PÁGINA

### Create post

Bruno Brito  
Public

What's on your mind, Bruno?

Aa

Add to your post

Post

← Add to your post

Photo/video	Tag people
Feeling/activity	Check in
GIF	Live video
Life event	Raise money

WP Wrestling Portugal  
Public

What's on your mind?

Aa

Add to your post

Boost post  
You'll choose settings after you click Post.

Schedule your post from [Meta Business Suite](#).

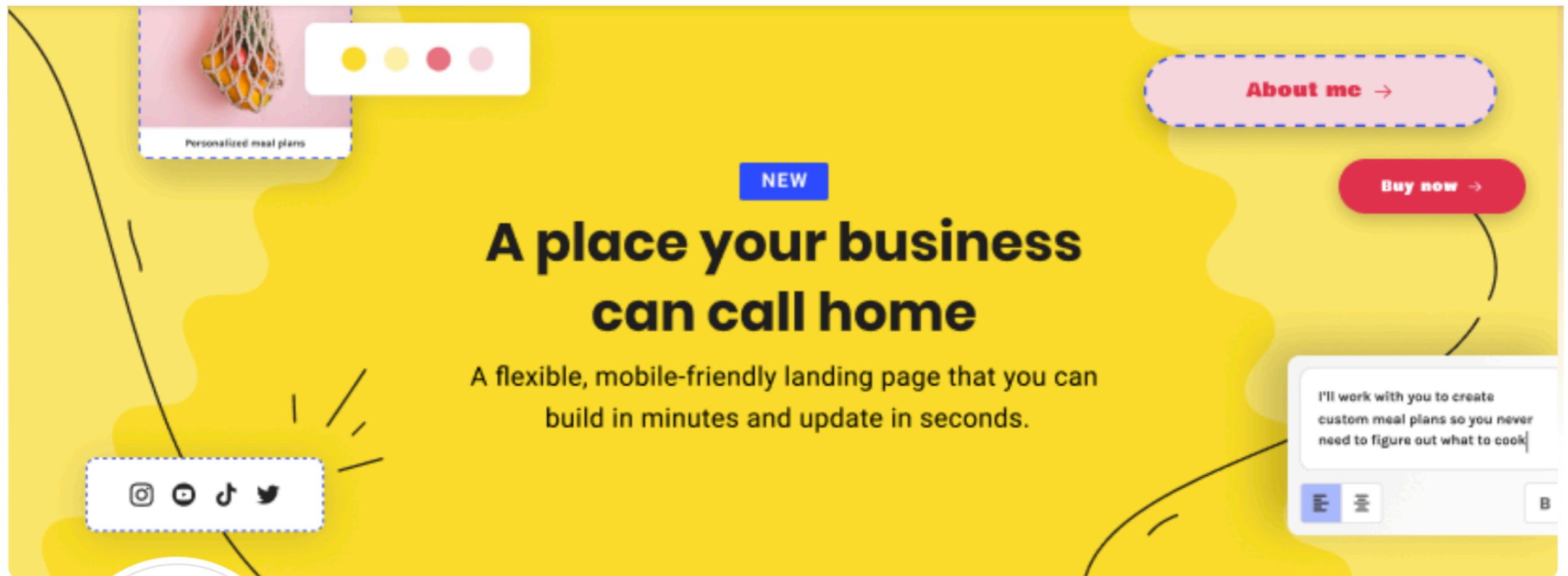
Post

← Add to your post

Photo/video	Live video
Check in	Feeling/activity
GIF	Get messages
Raise money	Get WhatsApp messages
Get calls	

# BOTÕES ESPECÍFICOS

PÁGINAS TÊM BOTÕES CALL-TO-ACTION NO CABEÇALHO



**Buffer**

@bufferapp · ★ 4.1 479 reviews ⓘ · Software

[✎ Sign Up](#)

[buffer.com](https://buffer.com)



# BOTÕES ESPECÍFICOS

## PODES EDITAR O BOTÃO CALL-TO-ACTION

The image shows a Facebook page for 'WP Wrestling Portugal' with 3.7K likes and 3.8K followers. The page has a blue 'Advertise' button and a grey 'Manage' button. A 'More' menu is open, showing options like 'Add to story', 'View As', and 'Edit Action Button'. The 'Edit Action Button' menu is also open, showing various options for the call-to-action button, such as 'Book Now', 'Sign Up', 'Start Order', 'View Shop', 'Get Tickets', 'Send Message', 'Send WhatsApp Message', 'Call Now', 'Send Email', 'Contact Us', and 'Link to your group or app'.

**WP Wrestling Portugal**  
3.7K likes · 3.8K followers

**Intro**  
Aplauda. Grita. Diverte-te! [www.wrestlingportugal.com](http://www.wrestlingportugal.com)

**Edit bio**

**Page** · Sports Event  
Av. D. António Correia de Sá, 13, Queluz, Portugal  
+351 962 853 429  
wrestlingportugal@gmail.com  
[wrestlingportugal.com](http://wrestlingportugal.com)  
[Promote Website](#)

**Action Button**

**Choose an option**  
Tell people how to engage with you by customizing the action button at the top of your Page.

**Help people support you**

- Book Now**  
Connect a scheduling tool so people can book appointments
- Sign Up**  
Opens a website with a sign-up form
- Start Order**  
Opens a website for a restaurant
- View Shop**  
Choose where people can find your products
- Get Tickets**  
Choose where people can find tickets

**Get people to contact you**

- Send Message**  
Starts chat on Facebook Messenger
- Send WhatsApp Message**  
Starts chat through WhatsApp
- Call Now**  
Starts a phone call
- Send Email**  
Send an email message
- Contact Us**  
Opens a website or a contact form

**Link to your group or app**


- Learn More**  
Opens a website

[Back](#) [Next](#)

# DASHBOARD




- WP Wrestling Portugal  
**Professional dashboard**
- Overview
  - Insights
  - Home
  - Your Page
  - Content
  - Audience
  - Grow your audience
  - Ad Center
  - Invite people to connect
  - Your tools
  - Earn achievements for creating reels
  - Inspiration hub
  - Comments manager
  - Events
  - Page access
  - A/B Tests New

**Welcome to professional dashboard**  
Insights, management tools and ad creation - all in one place.



**Page Overview** [See more insights](#)

Followers: 4,943  
Last 28 days

 Post reach <span>i</span> <b>13,894</b>	 Post Engagement <span>i</span> <b>859</b>	 New Page likes <span>i</span> <b>13</b>
--	--	--

**Recent content**  
Last 28 days

	Esta batalha entre primos ficou fora de controlo e tornou-se bastante pessoal. No final, foi Michael Stu a levar a melh... Fri, Mar 29	Post reach <b>379</b>	Engagement --
	No Fora de Controlo, Bruno "Korvo" Almeida voltou a ser determinante na continuação do reinado de Marcos... Thu, Mar 28	Post reach <b>409</b>	Engagement --
	Baltazar esteve quase, mas foi Gomes quem venceu o Combate de Mesas no WP Fora de Controlo! Esperavas es... Wed, Mar 27	Post reach <b>439</b>	Engagement --

[See more](#)

**To grow your audience, finish setting up your Page**  
Adding more details can help more people connect with you.

12 of 13 steps completed

Completed

**Establish your Page's identity**

1 step left

**Provide info and preferences**

Link your WhatsApp account  
Link your WhatsApp account so people can message your Page over WhatsApp.

[Link WhatsApp](#) [More](#)

# DASHBOARD - INSIGHTS

## ESTÁTISTICAS DOS TEUS CONTEÚDOS E DA TUA AUDIÊNCIA

### Page overview

[Create a post](#)

Last 28 days

#### Discovery

Post reach	13,894
Post engagement	859
New Page likes	13
New Page Followers	50

#### Interactions

Reactions	213
Comments	5
Shares	25
Photo views	115
Link clicks	2

#### Other

Hide all posts	0
Unfollows	0

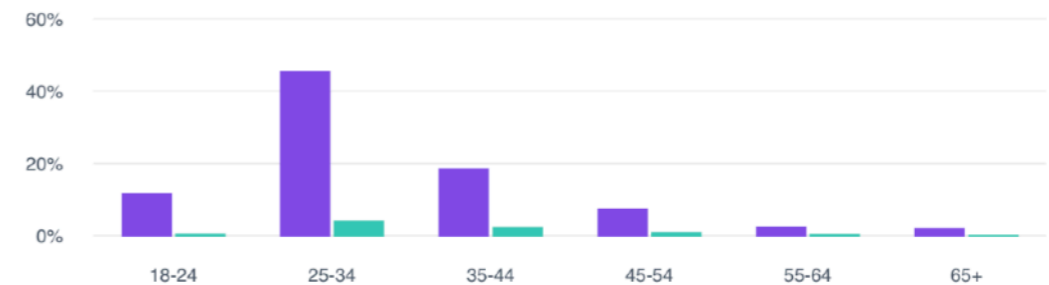
### Audience

These values are based on total followers of your Page or profile.

[Create a post](#)

#### Age and Gender

Men 89.70%  
 Women 10.30%



#### Location

[Cities](#)[Countries](#)

Lisbon, Portugal	421
Cintra, Portugal	163
Amadora, Portugal	89
Porto, Portugal	79
Seixal, Portugal	77
Vila Franca de Xira, Portugal	67
Cascais, Portugal	65
Almada, Portugal	60
Oeiras, Portugal	52
São Paulo, SP, Brazil	51

# COMMENTS MANAGER

PARA QUE NÃO PERCAS NENHUM COMENTÁRIO DA COMUNIDADE

The screenshot displays the Facebook Comments Manager interface. At the top, there is a navigation bar with the Facebook logo, a search bar, and several navigation icons (Home, Video, Profile, Groups, and a plus icon). On the right side of the navigation bar, there are icons for a grid, messages (with a red notification badge showing '3'), notifications, and a profile picture.

Below the navigation bar, the page title is "Comments Manager". There is a search bar with the text "Search". Below the search bar, there are two dropdown menus: "Author" and "All comments".

The main content area shows "2 Results". At the top of the results list, there is a "Select All (Up to 100)" link and three buttons: "Like", "Hide", and a three-dot menu icon.

The first result is from a "Top fan" named Kelly Albino. The comment text is "Whaaaaaat.... vai ser bombastico". It was posted "2w" (2 weeks ago) and has options for "Like", "See translation", "Hide", and "View thread".

The second result is from Bruno Rainho. The comment text is "Este ano é que é ehehe". It was posted "3w" (3 weeks ago) and has options for "Like", "See translation", "Hide", and "View thread".

# EVENTS MANAGER

## PARA GERIR EVENTOS E RESPOSTAS (RSVP)

### Events

[Create Event](#)📅 Published Events ▾↕ Event Date ▾

Event

🔒 Budget Spent

👤 Reach

★ Responses

🔗 Ticket Clicks

No Upcoming Events

### Past Events



SUN, DEC 4, 2022

**WP Cara ou Coroa**

Avenida Dom António Correia de Sá 13, 2745-243 Sintra, Portugal · Sintra,

--

593

39

--



SUN, MAY 15, 2022

**Wrestling Portugal: Rumo ao Futuro**

Avenida Dom António Correia de Sá 13, 2745-243 Sintra, Portugal · Sintra,

--

1353

57

--



SUN, JUN 23, 2019

**A Última Batalha**

Avenida Dom António Correia de Sá 2B · Sintra,

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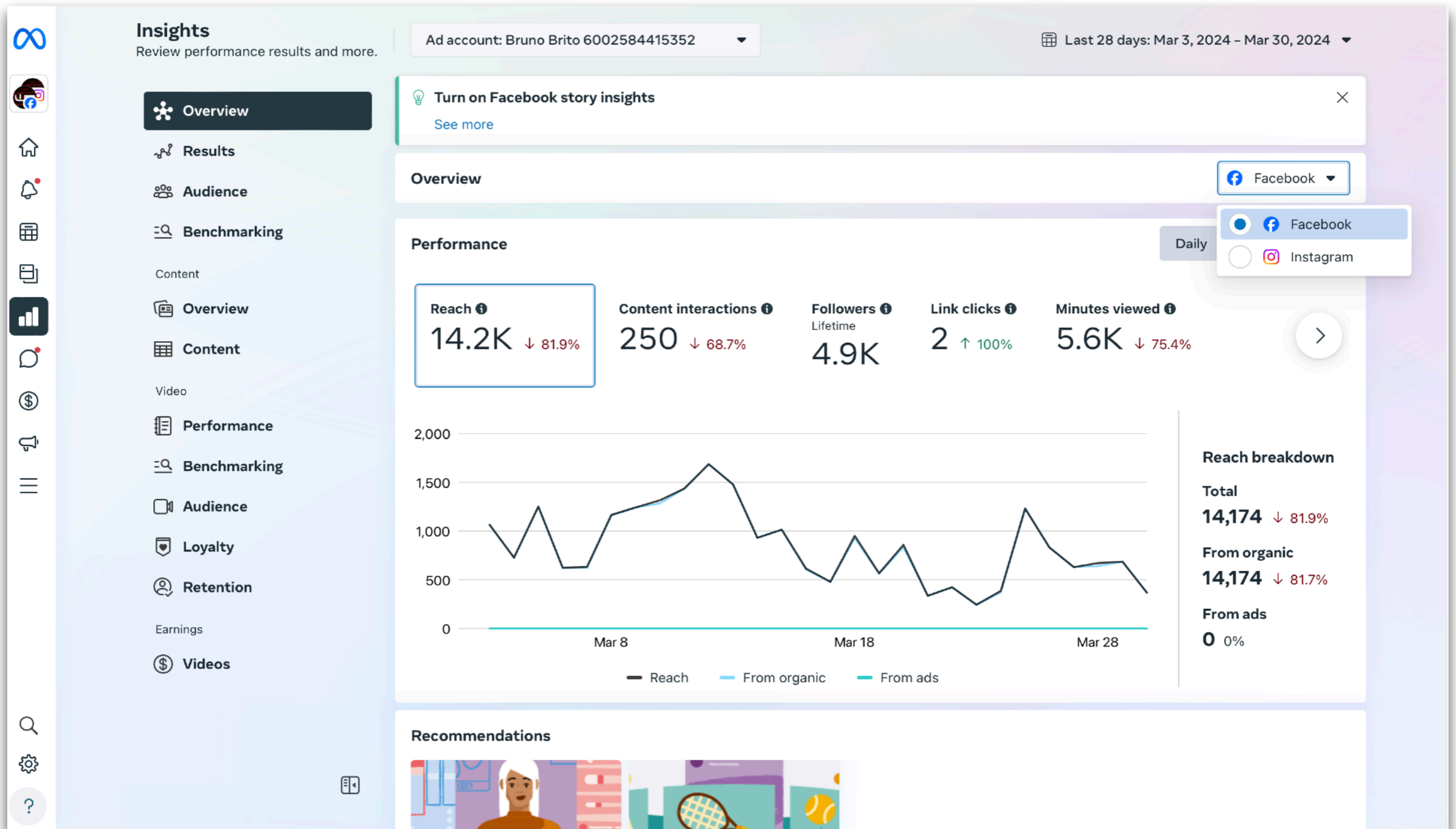
145

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[Show More](#)

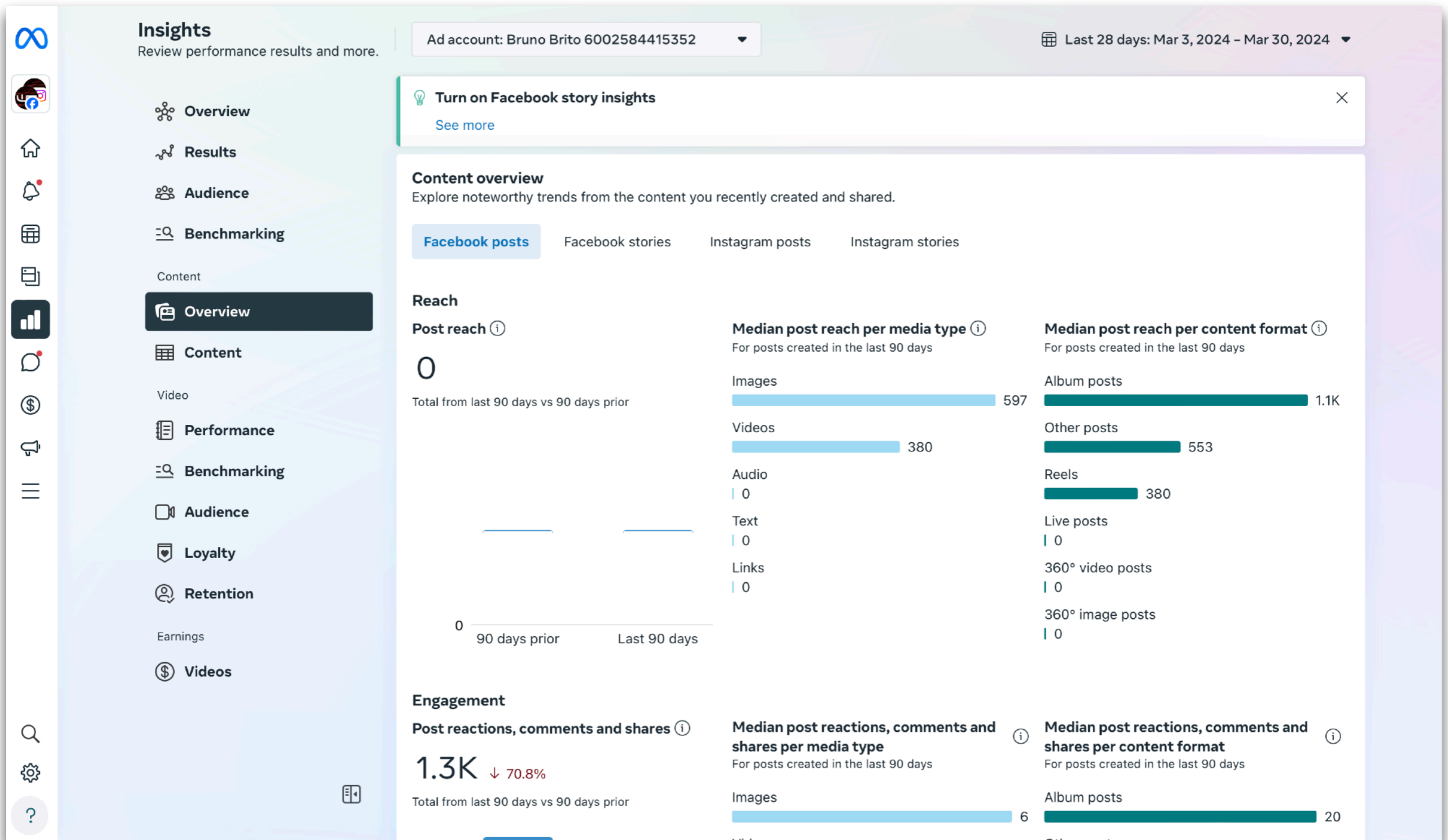
# META BUSINESS SUITE

## PARA GERIR FACEBOOK E INSTAGRAM



# MIETA BUSINESS SUITE

## PARA AINDA MAIS INSIGHTS SOBRE OS CONTEÚDOS



# MIETA BUSINESS SUITE

## PERMITE AGENDAR PUBLICAÇÕES PARA FB E IG

The image displays the Meta Business Suite Planner interface. At the top, the title "Planner" is followed by the subtitle "Plan your marketing calendar by creating, scheduling, and managing your content." On the right side of the header, there are buttons for "Create ad" and "Create post".

The main content area is a calendar grid for "Mar - Apr 2024". The days of the week are listed at the top: Sun 24, Mon 25, Tue 26, Wed 27, Thu 28, Fri 29, and Sat 30. The calendar shows a grid of content items, each with a video thumbnail, a timestamp, and a platform icon (Instagram or Facebook). Some items are marked as "Archived".

On the right side of the calendar, there are tabs for "Goals", "Moments", and "Drafts". Under the "Goals" tab, there is a section titled "Goals" with a sub-header "Set a goal, track progress and learn helpful tips for your professional success." Below this is a blue button labeled "Start new goal". There is also a section with a trophy icon and the text "Start sharing content more regularly to connect with your audience." At the bottom of this sidebar, there is a "Create post" button.

The left sidebar contains various navigation icons, including a home icon, a notification bell, a calendar icon, a document icon, a speech bubble icon, a dollar sign icon, a magnifying glass icon, and a question mark icon.



# MIETA BUSINESS SUITE

## PRÉ-VISUALIZA A TUA PUBLICAÇÃO EM QUALQUER FORMATO

The image displays the Meta Business Suite interface for creating a post. On the left, the 'Create post' form is visible, featuring a sidebar with navigation icons. The main form includes:

- Post to:** A dropdown menu showing 'WP Wrestling Portugal and wrestlingportugal'.
- Media:** A section with the text 'Share photos or a video. Instagram posts can't exceed 10 photos.' and buttons for 'Add photo', 'Add video', and 'Use template'.
- Post details:** A toggle for 'Customize post for Facebook and Instagram' (currently off) and a 'Text' input field with a rich text editor toolbar.
- Scheduling options:** Buttons for 'Publish now', 'Schedule', and 'Save as draft'.
- Boost:** A toggle for 'Boost' (currently off) and 'Cancel'/'Publish' buttons.

On the right, a 'Facebook Feed preview' shows the post as it would appear on a mobile device. The preview includes the page name 'WP Wrestling Portugal', the time 'Just now', a large image placeholder, and interaction buttons for 'Like', 'Comment', and 'Share'.

# MIETA BUSINESS SUITE

## ATÉ PODES CRIAR CAMPANHAS A/B

The screenshot displays the 'Create A/B test' modal window within the Meta Business Suite interface. The window is titled 'Create A/B test' and features a close button (X) in the top right corner. It is divided into two main sections: 'Version A' and 'Version B', each with a 'Format' dropdown menu. The 'Format' dropdown for Version B is currently open, showing a list of options: Reel (marked as 'New'), Video, Image, Link, and Text. To the right of the version sections is a 'Variables' section with a 'None' button. At the bottom right of the modal, there is a 'Next' button. The background shows the Meta Business Suite dashboard with a sidebar on the left containing various navigation icons and a top navigation bar with buttons for 'Export data', 'Create reel', and 'Create post'.

**Create A/B test**

**Version A**

**Format**

Select a format for this version for this post.

**Version B**

**Format**

Select a format for this version for this post.

- Reel **New**
- Video
- Image
- Link
- Aa Text

**Variables**

None

**Next**

# DÚVIDAS?

