



FACEBOOK PAGES 101

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BENEFITS OF HAVING A FACEBOOK PAGE

If your business doesn't have a Facebook Page yet, ask yourself why you don't, because these specialized Facebook Pages offer a multitude of benefits that turn entrepreneurs, large businesses and corporation's heads.

Fans on Facebook pages are able to interact with your Page by posting photos, videos, links, discuss topics on the discussion board and comment on your Page wall, but it all depends on the settings outlined by the you, the Page administrator/owner.

Pages are more flexible because unlike Groups, you can add Applications to enhance a Page. You can even design your Page using visuals. A popular app for Pages is Static FBML. It allows you to create vibrant pages if you're familiar with HTML programming.

A good example for a Facebook Page app that a store might find beneficial

is to add a Reviews application. When adding apps, just make sure to note any application you decide to use as to whether or not it was developed by Facebook. If it isn't, it will say this on the bottom "This application was not developed by Facebook."

A complete list of apps created by Facebook that can be added to Pages can be found in the Facebook Application Directory at <http://www.facebook.com/apps/directory.php>.

There is a 'sense of community' on Facebook. Pages are a great place for patrons to come together for products and services. Fans can submit testimonials, post pictures, create and upload videos, hold discussions with each other and they can do this all through the growth of your Page.

Search Engine Optimization (SEO) is made easy! Publishing backlinks to

your website(s) as well as having a Page with your company name in the title gives your business a huge boost in SEO. Business Pages are quickly indexed by Search Engines based on the keywords used in your Page Title.

Each tab on your Page has its own URL so you are able to choose the one you want as a landing Page for your Facebook Ads and off-site promotion (if you are not using a website link).

Your Facebook Page can link to other Social Networks such as LinkedIn and Twitter.

Did I happen to mention that doing all of this is absolutely free? All of these benefits are available for a low, low cost of zero dollars and you can have a Page up and running in just a few minutes of your time.

SET UP A BUSINESS PAGE ON FACEBOOK WITHOUT A PERSONAL PAGE

In order to get your Page set up, you'll need to either create a Facebook Ad or create a Facebook Page. After you've created the page or ad, Facebook asks you to enter your login information or gives the option to select "I do not have a Facebook account". At that point you just need to enter your business email address and date of birth.

That's pretty much it!

Now you have set up a business account on Facebook. But one important thing to keep in mind is that if you already have a personal account and go through this process, there's a good chance that Facebook will close down both accounts. They don't want you to create multiple accounts.

If you adamantly do not want to set up a personal account and do not foresee yourself doing it in the future, then you can feel good about setting up your business account.

CREATE A FACEBOOK PAGE WITH YOUR PERSONAL PAGE

1. You need to set up a personal Facebook account first. This helps you manage and create from within your personal account as well as access through your personal login.
2. Go to <http://www.facebook.com/groveland>. Scroll down to the bottom left of this page and click on Create a Business Page.

...or on the very bottom menu of your personal profile, click on "Advertising". Choose "Pages", then "Create a Page" and follow the prompts. You can add as much information as you want to for clients.
3. Setting up your Page is simple. Just fill in the relevant fields with your company description, mission, products, founded date, etc. You'll be able to change information later on too.
4. You can become a "fan" of your Page by clicking on LIKE. Your Page may not be searchable until you have some fans so under your Page's profile photo, select 'Suggest to Friends'. This should get you going.
5. Your page does not appear on Facebook until you hit the "publish" button. And always remember, your Page is easy to edit and update, so don't be afraid of experimenting until you get your page how you want it. When you're satisfied with the results, publish your new Page and start promoting.

FACEBOOK TERMS OF SERVICE (TOS)

Facebook's TOS is very important because if you don't abide by it, your profile may end up getting deleted.

According to Facebook, "Profiles represent individuals and must be held under an individual name, while Pages allow an organization, business, celebrity, or band to maintain a professional presence on Facebook."

If your page gets deleted by Facebook for violating this rule, your 'fan' list goes away with it. And there's no getting it back.

UPLOADING PHOTOS, VIDEOS, POSTING EVENTS AND EDITING TABS

Editing Tabs

In your browser, go to:

<http://www.facebook.com/apps/application.php?id=4949752878&ref=ts>

This link is Static FBML.

Select 'Add to Page' from under their logo.

Go to 'Edit Page' under your Page's Profile photo.

Select 'Applications' from the list and you'll get a list of 'added applications' that come up.

On the bottom of that box will be 'FBML 1'. Select 'Go To Application' from below this verbiage.

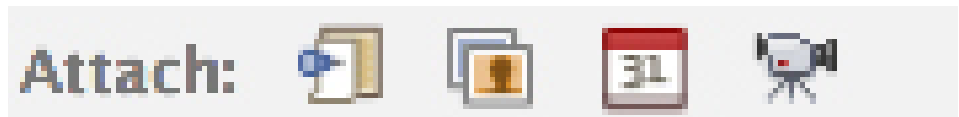
It will take you to a new dialog box.

This is where you can add the title 'WELCOME' and some information about your business.

If you want to add more tabs, go to the bottom of this window and click on 'Add another FBML box' and it will appear in your Applications area.

When you save and go back to your page, if you select a tab and drag it, you can move them around. But you won't be able to move them further left than the INFO tab.

To make your fans view a specific tab when they come to your page, Go To Manage Permissions in your Edit Page section. Then change your Default Tab to whichever one you want.



Photos

There are several ways to add photos to your Page.

Go to your PAGE. Click on the tab that says "Photos" and when the new page comes up, select "Create a Photo Album" at the top right-hand corner. Then you're on your way to uploading and sharing photos with your fans.

Uploading photos to your album is easy from the image upload screen that comes up.

Remember that pictures on Pages are NOT controlled by the same Privacy and Sharing settings that control who can and cannot see the images you've uploaded on your personal page.

Alternate way to post images on Facebook:

Make sure you're logged into Facebook. Go to the WALL on your PAGE. Under the Status message box and right below it are options for attaching photos, videos and more.

(As shown below) They are in this order from left to right: Link, Photos, Event and Video. Click on the Photo button and you'll get a drop-down menu with options to upload one photo or several as well as a 'web cam' option. Click on a choice and share your images.

You can attach photos or video to your Status Messages too. As a matter-of-fact, if you post a link or a photo to your status, you can post a longer status than normal. The maximum status length is 420 characters without a link or photo.

Links

Go to your PAGE. Click on the button under your status that says "Link".

A dialog box will appear where you can add a URL to post on your page.

Another standard way to share a link is to copy a URL from your browser and paste it in to your status.

Events

Go to your PAGE. Click on the button under your status that says "Event".

A dialog box will appear where you can add your event information.

Videos

Go to your PAGE. Click on the button under your status that says "Video".

A dialog box will appear where you can add your videos.

RECOMMENDED APPROACHES TO BUILDING YOUR FACEBOOK PAGE

Have an Purpose—

What is the primary purpose for your Facebook page? Examples may include driving traffic back to a blog, raising brand awareness for your company, researching new customers, building an email list, building a community or just about anything. You may have many objectives but make sure to prioritize your objectives so that they suit your purpose.

Design Strategy —

Once you're clear on the purpose of your Facebook page, the design needs to reflect that. If your primary objective is to educate people about wolves, you may want to feature various information on your page or add a newsletter box app to your Page so fans can receive a monthly copy.

Content —

You may not have a guide that includes a plan for making updates, adding photos, videos, and links. But no matter what you plan on doing, it's best to publish a mix of your own content and other people's content (OPC). Make sure any OPC that you use, you should have permission or let them know you're using it. In most instances you don't have to ask for permission, just make sure you give credit.

Focus on Your Fans —

Allocate your time and resources to ensure that your Page is being monitored and moderated—if not always by you, then by a team of people you can rely on and trust. You'll want make sure to be prompt in responding to any posts or comments. You also may want to add some apps to your page to get their attention in different ways.

Brand Awareness —

Facebook is a great resource for generating brand awareness. Facebook is very popular among different age groups and demographics. It is also a great point for building relationships with consumers and prospects. With this in mind, make sure you periodically try new promotions to reach different age groups and demographics.

Study Other Facebook Pages —

This is the best way to get an idea of what is possible for your own Facebook Page. Its a huge help to check out several examples from your own as well as related industries.

To find other Pages, in your SEARCH bar in the blue area at the top of your Facebook Page, type in the word 'Wolves'. To make sure that Pages actually show up and not personal profiles, go to the menu on the left and select 'Pages'.

Facebook brings up various pages based on their own algorithms. So someone who has 3000 fans may show up above a page that has 12,000 fans.

Promotion —

Now that you've built it, they will come! Or will they? Just to make sure, there are many ways to help you in promoting your Page within Facebook. These include word of mouth, suggesting your page to friends and buying ad space.

Another way to promote your page is to do a special event (live or online), use coupons, make discounts and offer other incentives to give your fans a reason to LIKE your Page. Pace your offers. If you're hosting live or online events, make sure to use the Facebook Events feature on your Page.

Learn more information about promoting and advertising your Business Page on page 8.

ADDITIONAL IDEAS:

DIFFERENT WAYS OF COMMUNICATING WITH AN AUDIENCE USING YOUR BUSINESS PAGE

1. Ads — Targeted by age, gender, and location as well as interests.

2. Page Updates are able to contain text and plain non anchor tagged hyper links. The content of the update should be related to the Page but it doesn't really fall under any particular guidelines except the Facebook's Terms of Use, the Facebook Code of Conduct, and Facebook Advertising Guidelines.

Some updates on Pages appear as notifications on your 'fans' home pages such as 'Events'.

3. Page Status updates appear in a fans' Home page News Feed. Fans can Comment on or Like a status update that they find entertaining or interesting. This increases visibility for your Page.

4. LIKE — When individuals 'Like' a Facebook Page, this action appears in the news feed section of the Home page of the friends of the fan. Also when fans interact with a Page, their action is published on their home page automatically. Both of these types of actions lead to increased exposure.

5. Insights — Pages utilize Facebook's built-in analytics engine called 'Facebook Insights'. Facebook Insights give you key information such as the number of fans added per day, number of fans lost per day, unique views, page views, total fans, number of wall posts, photo views, video plays, audio plays, number of reviews and total interactions measurements. You'll also be able to see which geographic areas your fans come from.

Facebook Insights are designed to track the effects of your Page promotion and advertising campaigns too.

6. Admins & Moderators — Pages are also able to have multiple administrators. This means that the responsibility for uploading, moderating and updating content is able to be shared by several individuals.

It is important to know that any action you make on your Page as a Page administrator will show up as the Page's name and not your personal name. This means that Pages have the ability to comment on their own posted item or status update using the identity of the Page and not the person.

7. Privacy — Fans of Pages do not have access to your personal account or profile and vice-versa.

8. My Favorite — Pages are able to become fans of other Pages, so it benefits Pages to affiliate themselves with other brands in a product line or public figures. To become a fan of another Page you make it a 'Favorite' by visiting the page you want to add as a Favorite. Under that Page's profile photo select 'Add to My Page's Favorites.' When the dialog box pops up, select your Page. This links the two of you.

9. You're so Vain — After you have 25 fans, you can add a Vanity URL to your page.

A vanity URL is a domain name, created to point to something to which it is related and indicated in the name of the URL. This allows everyone to find

you easier. An example of a vanity URL on Facebook is *Facebook.com/SabreDesign*

Go to <http://www.facebook.com/username> to assign a name to your page.

10. Suggest to Friends — Suggest your page to your friends by using the 'Suggest to friends' link underneath your Page profile picture. This allows you to invite an unlimited number of friends to become fans of any Facebook Page. There are currently no limits as to the number of friends a Facebook user can suggest to become a fan of a Page.

11. Keywords — Pages have search engine optimization (SEO) benefits. So utilize keywords in every post you make to help boost your SEO. Remember that keywords you use on Facebook affect your ranking off of Facebook.

12. Connect — Integrating Facebook with your blog gives you additional exposure for your content. You can do this whether you re-publish your blog content directly on Facebook, or by using something like Facebook Connect to add the Facebook login/profile experience to your own site. Using this feature allows you to link other social networks directly to your Page.

FACEBOOK CUSTOMIZATION, APPLICATIONS, MANAGING YOUR PAGE AND ADDITIONAL HELPERS

Managing Your Profile

Fill out your profile completely to earn the trust of your fans.

Install appropriate applications to integrate feeds from your blog and other social media accounts into your Facebook profile. (Although you should be careful before integrating your Twitter feed into your Facebook profile, as a stream of tweets can seem overwhelming to your contacts.)

When you have a Page, while it isn't openly linked to your personal profile, I recommend keeping personal parts of your profile private through Settings. You should always limit business contacts' access to any personal photos since it could be bad for your company.

On your Page, post a professional, business casual photos of yourself or your company logo to reinforce your brand.

Always add your Facebook URL to your email signature and any marketing materials, such as business cards and letterhead, so prospects can learn more about you and find you easier.

Post business updates on your wall

such as focusing on business activities, like "Working with Such and Such company on new design."

Share useful articles and links to presentation and valuable resources that interest customers and prospects on your wall, to establish credibility.

Market your company and products by offering discounts and deals.

Start a group or fan page for a specific product. Unless you or your business is already well-known, a group is sometimes a better choice.

Post upcoming events associated with your field to include webinars, conferences and other programs where you or someone from your company is going to be present.

Update your group or fan page on a regular basis with helpful information and answers to questions.

Join other networks, industry and alumni groups related to your business/company.

Use Facebook's search engine to find groups and pages related to your business based on industry, location and career.

Customization & Apps

For advanced customization, you'll need to add special Facebook applications to your page.

To do this, go to the Facebook Pages fan page at <http://www.facebook.com/FacebookPages>.

To add modules and tabs with custom HTML and certain Facebook buttons such as "Share," search for the Static FBML application. Click on the "Add to Page" button to add this as a module to your Page. Once the FBML app is on your Page, you can click to edit on that Page.

Remember, the more users who interact with your page, the more News Feed stories for their friends that are created and this magnifies the awareness of your page.

INFORMATIONAL FACEBOOK PAGES

Resources for your Page:

www.facebook.com/FacebookPages

Static FBML for HTML and modules on your Page:

www.facebook.com/apps/application.php?id=4949752878&ref=ts

Applications for your Page:

www.facebook.com/applicationsonfacebook?ref=ts

ADVERTISING ON & OFF FACEBOOK AND PROMOTING YOUR PAGES

Advertising and Promoting a Page on Facebook

In this economy, everyone has it tough but even where large corporations have advertising budgets, small businesses still can't afford to purchase advertising. While they probably haven't changed much, advertising costs seem to have gotten much higher. But in these days you need to be savvy when it comes to marketing and advertising. Social media is the best place to get free advertising for your business, and having a Facebook Page might just be the ticket to help you reach more prospective new customers.

Post a link to your own Page in your personal status feed, letting people know you now have a Facebook Page and that they should check it out and become fans or LIKE your Page. Focus your ad dollars on Facebook by buying a social ad. From your Page you can create an ad campaign which allows you to specify demographic information, location, keywords, and other things for your campaign.

Facebook ads can be purchased to promote either groups or Pages or even your own website.

When you fill in the information to do an ad on Facebook, it calculates the potential number of users that fit within your target profile. For example; Married, female, age 25-35, graduated from x college, lives in x state, has keyword interest like Yosemite, Groveland, Hotel Charlotte, Goose. And this configuration might show 5,000 individuals.

If you adjust or change any of the vari-

ables, the user number is automatically recalculated and your ad will only go to the group of users you confirm you want.

After setting up the variables and confirming your target audience, set your daily budget and how much you are willing to pay per click through. A click through is when someone sees your ad and actually clicks on it. High bids seem to give you the best exposure. But I suggest that you try experimenting to see how your ad works. Some folks get good results at \$.20 - \$.50 per click. So it doesn't need to be an amount that breaks your bank.

Facebook's sponsored social ads appear on the right side section of a user's News Feeds. In the social media world, it's great to toot your own horn so these ads may work out great, but it's better and FREE to you if your fans promote you.

Promote Your Page Off Facebook

Promoting your Page outside of Facebook helps you to spread the word to new customers and fans.

Web Traffic - Pages are great for driving traffic to your website and other online presences. But your website is also a great place to start promoting your Page on Facebook.

Facebook has some great resources on promoting and advertising.
http://www.facebook.com/FacebookPages?v=app_7146470109

They also provide you a Facebook Page Badge graphic that you can

download for use on your own website that says "Find Us on Facebook." You just need to Hyper link your badge to your own page's URL.

To do this, go to your personal profile page and scroll to the bottom left side of your WALL to where it says "Create a Badge." When the next page comes up, from the left-side menu select "Page Badges." Click on the type of badge you need and then copy and paste the code.

If you have a Twitter account, Tweet several times over the course of a week or so about your new Page.

Don't forget to include a link to your Facebook Page in your email signature.

It takes some time to establish a fan base, but you should keep the information on your Facebook Page relevant, interactive and change it up as often as possible. Update your status with fun and valuable information. With just a little bit of effort it is free advertising that is able to reach new customers without a penny coming out of your budget. Small business advertising doesn't get any better than that.

**NEED MORE
AD HELP?**

Visit:

www.facebook.com/FacebookAds

SOME IMPORTANT FACTS TO REMEMBER ABOUT FACEBOOK PAGES

A Facebook Page is not just an option for every one to establish a dedicated page on a topic, person, organization or business of their choice, but it's a way to display the details of a business on Facebook separate from a personal page. Regular participation is most important to the success of any Facebook Page, so a small commitment of your time is imperative. Just remember that updating your Page is relatively simple and easy compared to a regular website. Some businesses are foregoing a website altogether and using just a Facebook Page as their primary business tool in representing their company online. This isn't a great idea because Facebook changes their rules so often and if your Business Page is your only online presence then you may run into challenges in the future. However, as a supplemental marketing tool a Facebook Page is an excellent way to build and grow an audience.. While some of these may be repeats of earlier, here are some important facts I think you should remember regarding Facebook:

- You do not need to have a personal account on Facebook in order to create a Facebook page.
- Your Facebook page is tied to your personal profile as the admin of your Facebook page but only you and Facebook know the connection exists.
- You, as an individual, can have an unlimited number of Facebook pages.
- Pages can have an unlimited number of fans (Facebook users who “Like” your page).
- Pages are public so anyone can find and view your page whether they are logged into Facebook or not.
- All of the content posted on your Facebook page gets indexed on Google.
- Pages allow you the ability to target posts by location and language.
- Applications can be added to your page to make them more unique.
- You can add additional administrators to help you maintain your page and its highly recommended that you do add additional admins.
- All admins have equal rights to do things on and to your Page, so choose these individuals wisely.
- You can post content on your Page from your personal profile by using the @ tag from your profile. Just make sure to have your privacy settings set to ‘Everyone’.
- Select your Vanity URL and category carefully because they can’t be changed once you select a name.

NOTES:

[illegible]

GET EXCITED ABOUT YOUR FACEBOOK PAGE!

While Facebook has over 500 million active users, half of these users log on daily for an average session time of 55 minutes. So having an active Facebook page helps you get the exposure for your business that you want and it puts you online where your prospects and community already are.

Here are some great statistics to assist you in marketing and advertising to those over 500 million users: <http://radar.oreilly.com/2010/07/facebook-reaches-half-a-billion.html>

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