



Creating a Facebook Business Page

PRESENTER: CHRISTY MANNERING

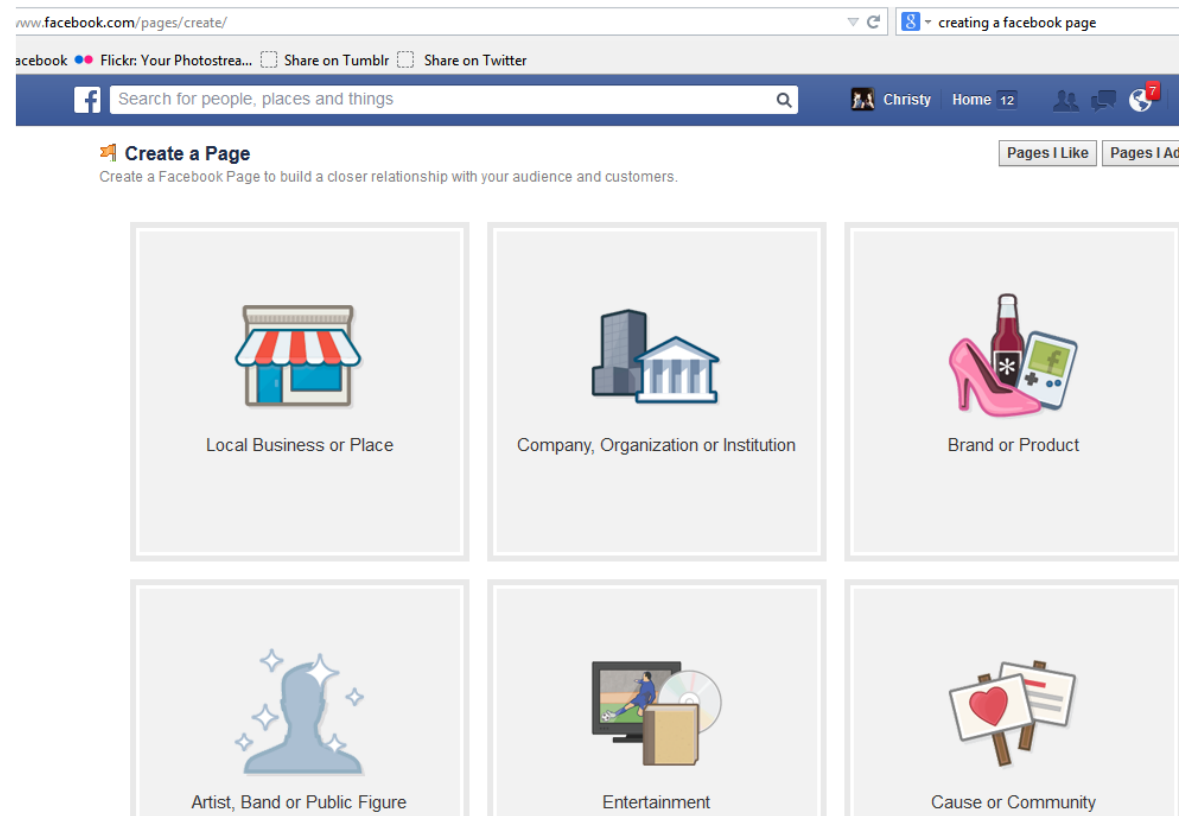
WEB DEVELOPER AT UNIVERSITY OF DELAWARE

The big, BUT WHY?

- ▶ Why should you have a Facebook Page?
- ▶ You can create engagement and grasp an audience previously unreachable by using Facebook.

Create

- ▶ Facebook makes it easy to start – just go to <https://www.facebook.com/pages/create/>
- ▶ First choose your category: company, cause, brand, etc.



Basic Steps

- ▶ Now you'll need to add a profile photo and basic information.
- ▶ Do not skip the first two or three, but you can skip the “reach more people” and get to that once your page is ready.

Set Up Testing Session

1 About

2 Profile Picture

3 Add to Favorites

4 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search.

Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

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*Tell people what your Page is about...

Website (ex: your website, Twitter or Yelp links)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

<http://www.facebook.com/> Enter an address for your Page ...

Is Testing Session a real organization, school or government?

This will help people find this organization, school or government more easily on Facebook.

☐ Yes ☐ No

Need Help?

Save Info

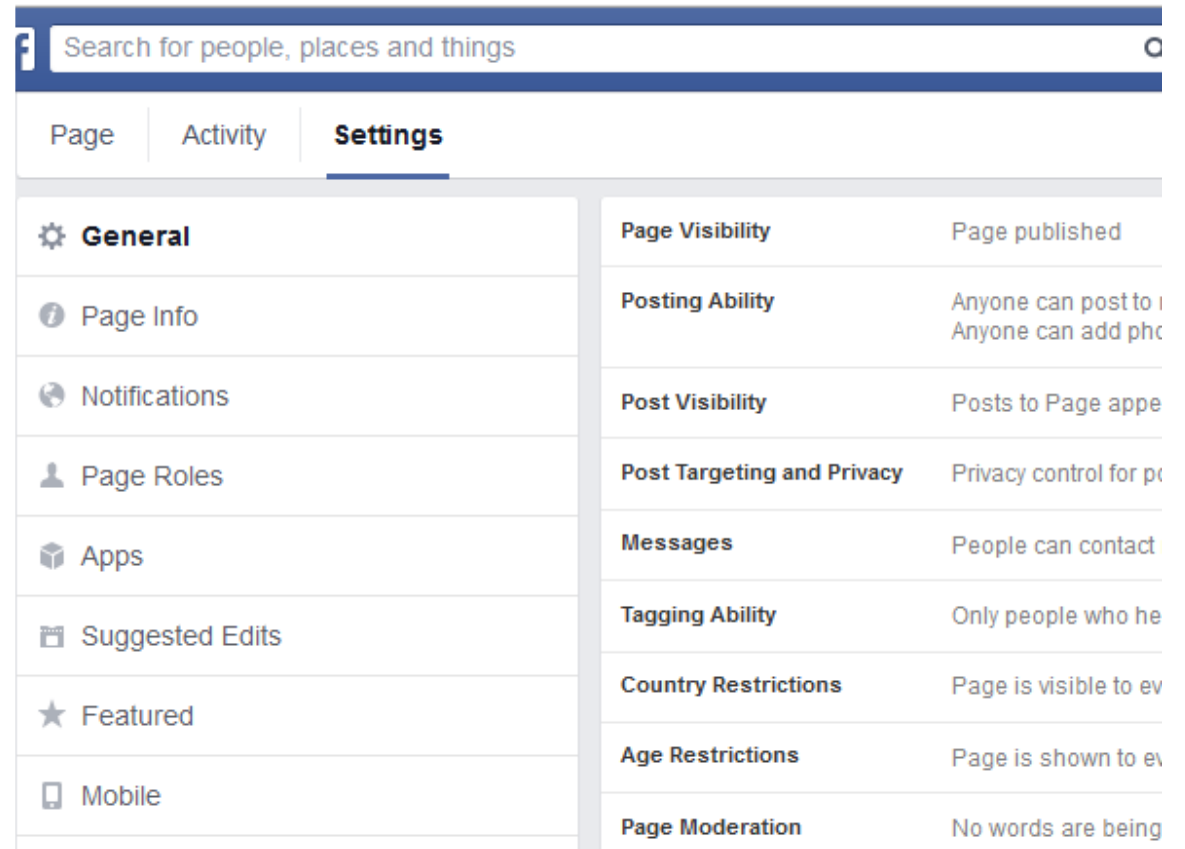
Skip

Basic Info

- ▶ Be prepared to enter the following...
- ▶ **Select a Category:** Select the category/sector that your company operates in.
- ▶ **Businesses or place name:** Your company's name (you will be able to change this later on until you have 200 Likes).
- ▶ **Street Address:** Your company's street address.
- ▶ **City / State:** Your company's location.
- ▶ **Zip Code:** Your company's postal code.
- ▶ **Phone:** Your company's phone number




Facebook Page Setup

- ▶ Now your page is built and it's empty, what do you do?
- ▶ Get familiar with the admin panel and starting clicking through to edit your page.



Facebook Page Setup: Info

- ▶ Believe it or not one thing people often forget is to put their website URL in their “short description” section. This is key, do it.
- ▶ And fill in the fields. It’s a one-time hassle. Imagine the public does not know you and start from there.
- ▶ Provide detail! If someone clicks on your “About tab” these are the things they will see. So tell them about your page.

Name	Testing Session
Facebook Web Address	Enter a Facebook web address
Category	Companies & Organizations : Education
Start Info	Joined Facebook
Address	 Enter your address
Hours	 Enter hours of operation
Short Description	 Write a short description for your Page
Impressum	Input Impressum for your Page
Long Description	Write a long description for your Page
Mission	Enter mission
Founded	Enter names of founders
Price Range	Enter price range

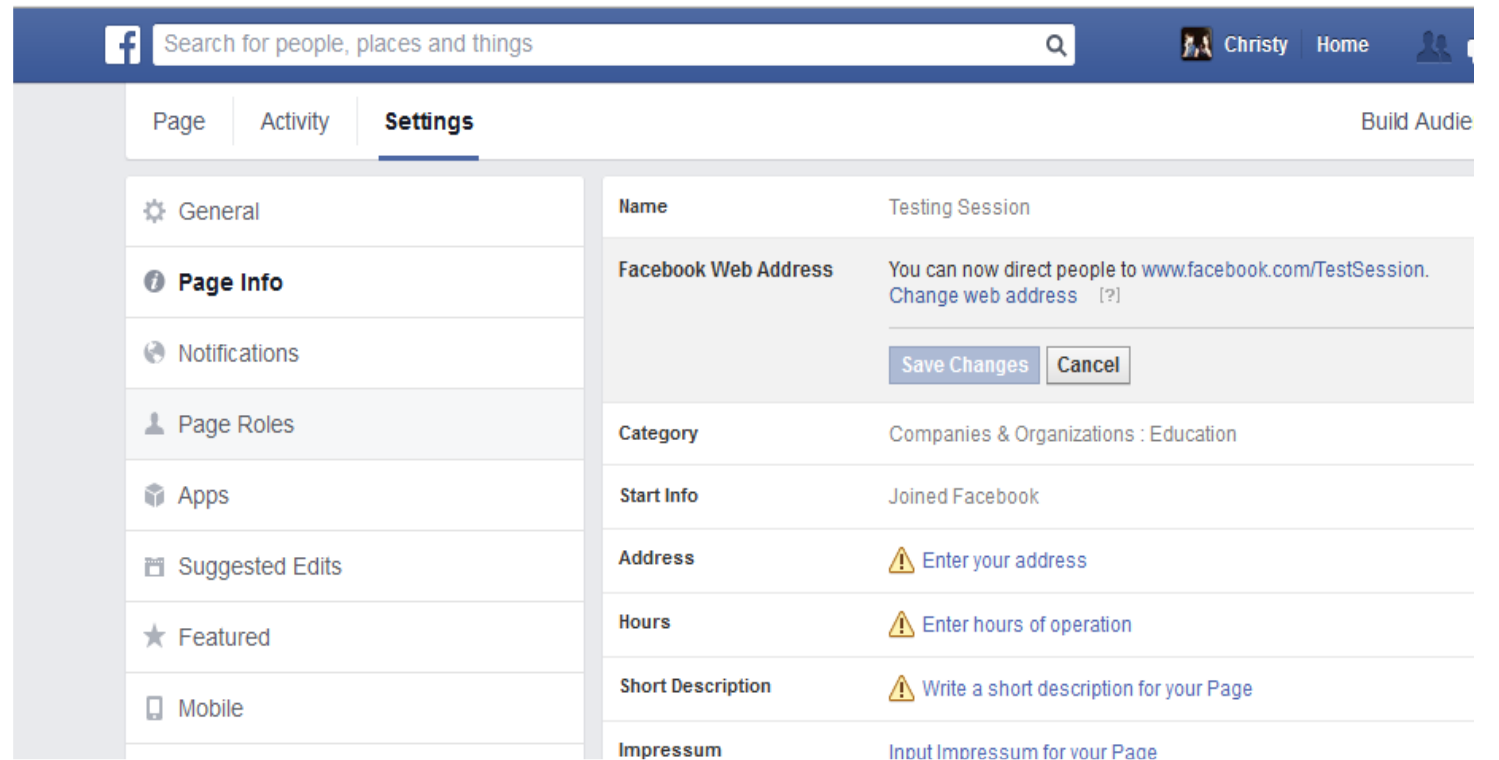
Facebook Page Setup: Photos

- ▶ You will want a profile photo that is intriguing. Don't try to cram tiny words in a tiny space, it won't work. This shows up next to all of your posts and comments, people will start to recognize it as your "brand."
- ▶ You will want compelling cover photos. You can swap these out monthly or quarterly. Make them bold and visually appealing.



Vanity URL

- ▶ One of the things Facebook allows you to do is to choose your page's URL at <https://www.facebook.com/username>
- ▶ You can get to it at the link above or at Settings > Page Info > Facebook Web Address



The screenshot shows the Facebook interface for a page named 'Testing Session'. The 'Settings' tab is selected, and the 'Page Info' section is expanded. The 'Facebook Web Address' field is highlighted, showing the current URL 'www.facebook.com/TestSession' and a 'Change web address' link. Below this field are 'Save Changes' and 'Cancel' buttons. Other settings visible include 'Category' (Companies & Organizations : Education), 'Start Info' (Joined Facebook), 'Address' (Enter your address), 'Hours' (Enter hours of operation), 'Short Description' (Write a short description for your Page), and 'Impressum' (Input Impressum for your Page).

Setting	Value
Name	Testing Session
Facebook Web Address	You can now direct people to www.facebook.com/TestSession . Change web address [?]
Category	Companies & Organizations : Education
Start Info	Joined Facebook
Address	⚠ Enter your address
Hours	⚠ Enter hours of operation
Short Description	⚠ Write a short description for your Page
Impressum	Input Impressum for your Page

Be social

Focus on the conversion.
ation

First Page “Likes”

- ▶ If you have created a Facebook business page and you are an admin you can suggest to your friends that they like your page by inviting them to like it. This is okay to do ONCE and be selective. Use your best judgment.
- ▶ If you have a list of contacts you can import them into Facebook, if they have profiles already on Facebook they will be alerted about the recommended page.

Grassroots Approach

- ▶ Make sure you add Facebook buttons on your website, in your email signature, on business cards and on any email newsletters you might send out to people already. Let them know you have a new page.
- ▶ If this isn't a new page, you can re-introduce people to your page. Remind them.

LIKE our new page

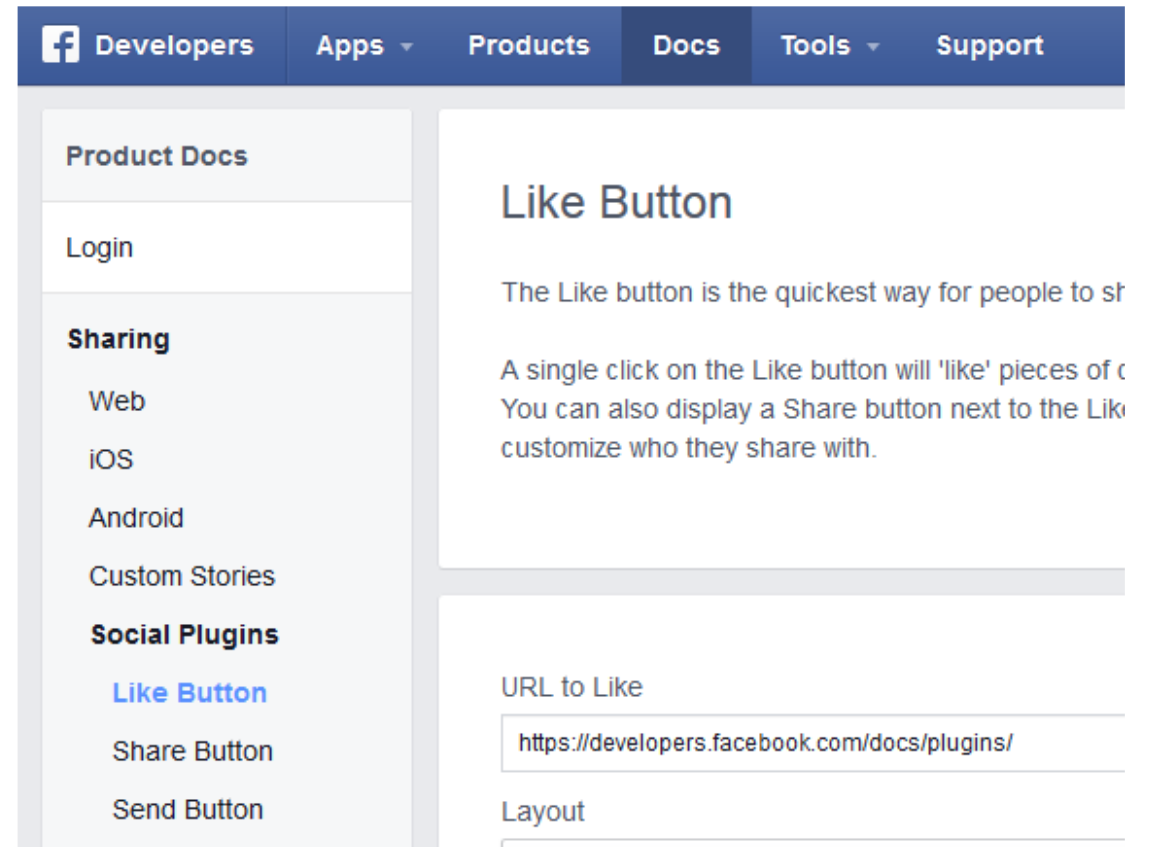


Being neighborly

- ▶ Pages can like other pages, do this, like pages who share a commons goal or theme with you.
- ▶ Go to their content, AS YOUR PAGE, not as your personal profile, and engage with other businesses. They'll reciprocate most of the time and you'll get more engagement.
- ▶ This does not mean pitching your own agenda. It means being neighborly.

Facebook Developers

- ▶ Facebook has a developers website which gives you cool tools you can add to your website very easily:
- ▶ The Like Button the Share Button, the Send Button, etc.
 - ▶ <https://developers.facebook.com/docs/plugins/>



The screenshot shows the Facebook Developers website interface. At the top is a dark blue navigation bar with the Facebook logo and links for Developers, Apps, Products, Docs, Tools, and Support. The 'Docs' link is highlighted. Below this is a sidebar with a 'Product Docs' section containing 'Login'. A 'Sharing' section lists 'Web', 'iOS', 'Android', and 'Custom Stories'. A 'Social Plugins' section lists 'Like Button' (highlighted in blue), 'Share Button', and 'Send Button'. The main content area is titled 'Like Button' and contains text explaining its function: 'The Like button is the quickest way for people to share your content. A single click on the Like button will 'like' pieces of content. You can also display a Share button next to the Like button to let users customize who they share with.' Below the text are two input fields: 'URL to Like' with the value 'https://developers.facebook.com/docs/plugins/' and 'Layout'.

Facebook Developers | Apps | Products | Docs | Tools | Support

Product Docs

Login

Sharing

Web
iOS
Android
Custom Stories

Social Plugins

[Like Button](#)
Share Button
Send Button

Like Button

The Like button is the quickest way for people to share your content.

A single click on the Like button will 'like' pieces of content. You can also display a Share button next to the Like button to let users customize who they share with.

URL to Like

Layout

Facebook QR Code

- ▶ There's a nifty site called SPOT LIKE which will create a Facebook Like QR Code for you. - <http://spotlike.com/>



First Page “Likes”

The screenshot shows the Facebook interface for a page named "Testing Session". The user is logged in as "Christy" and is currently viewing the "Page" tab. A dropdown menu is open, showing options: "Invite Friends", "Import Contacts" (highlighted), and "Use Ads Manager".

Below the dropdown, the "Invite Email Contacts" dialog is displayed. It includes a "Set Your Profile Picture" button and a list of email providers with "Invite Contacts" links:

Provider	Action
Upload contact list file	Invite Contacts
Constant Contact	Invite Contacts
MailChimp	Invite Contacts
VerticalResponse	Invite Contacts
iCloud	Invite Contacts

On the left side of the page, there is a "PEOPLE" section and a "Set Your Profile Picture" button. The top navigation bar includes the Facebook logo, the page name "Testing Session", a search bar, and user information "Christy" with a "Home" link and notification icons.

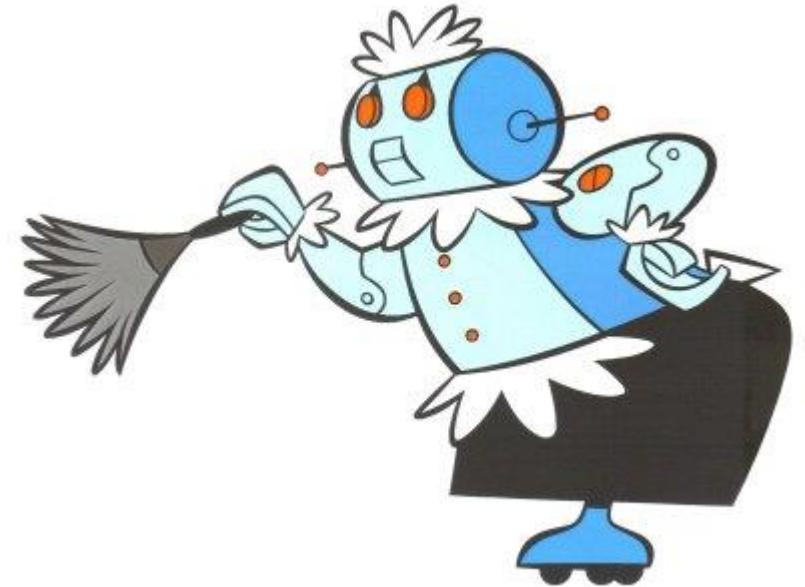
Edutainment

- ▶ A Facebook page is not like Twitter or LinkedIn, yes people come to it for news, education and information but they also come for entertainment. Try to do all of the above.
- ▶ But always, even if in a humor mode, be honest. Always.



Human Posting

- ▶ If you attended my Facebook strategy session you will know some of this, but the key to Facebook is to be “real” and to offer variety.
- ▶ Make your page useful both with information and personality. People do go to social media now for news and information, but they also have gotten used to the more informal conversation.
- ▶ A robot cannot do your job.



Keeping up with posts

- Post a few times a day but spread it out to reach the widest audience. Morning, afternoon and night. How do we keep up with this type of posting demand? Try something like HootSuite or Post Planner which are tools that allow bulk scheduling. You can manually schedule one by one from within Facebook, too.



Don't blast people

- ▶ You know what you consider spam? Take that into consideration with what and how closely together you post content.
- ▶ Don't post the same exact thing every hour all day. Switch it up. No one likes a nag.



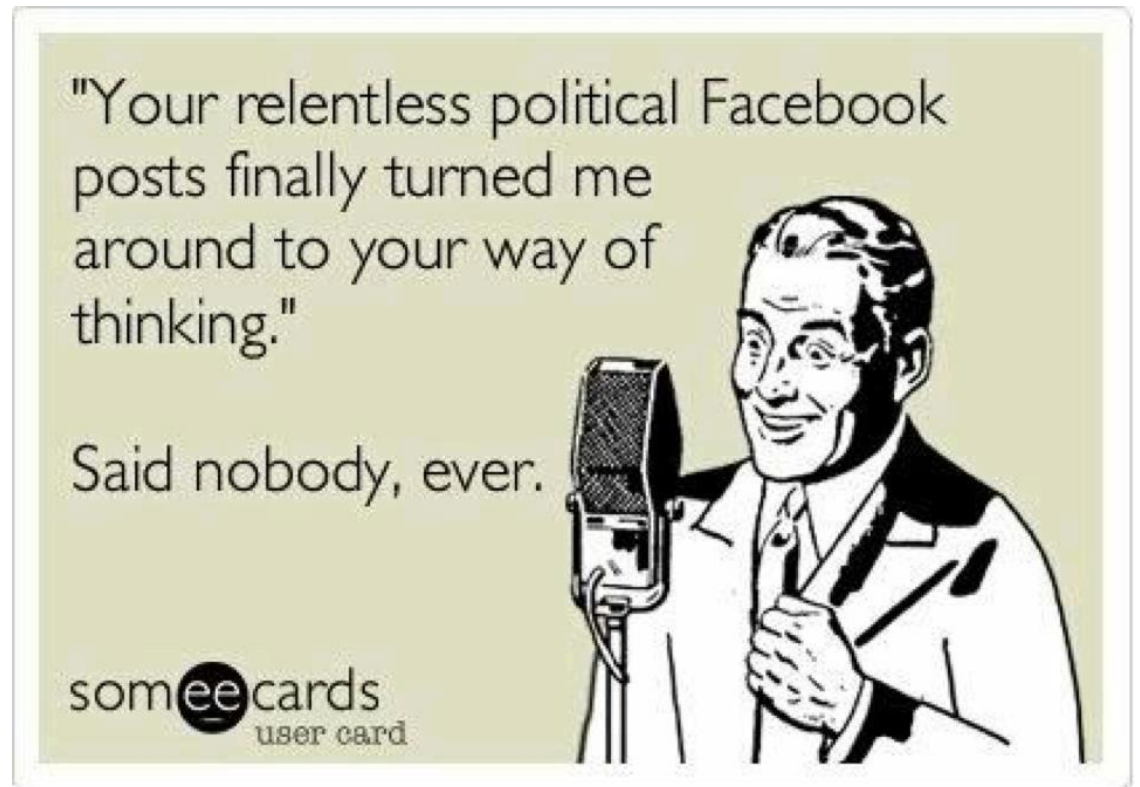
Embarrassing photos

- ▶ If you have an event and snap photos of other people, don't post ones that are embarrassing or unflattering. If you wouldn't want it posted of you then don't post it of them.
- ▶ If the photos are of the public, unaffiliated with your brand then get a photo waiver for adults and minors.



A “political person” walked into a bar

- ▶ Stay away from religion and politics when it comes to your brand unless you have an affiliate. Most companies do not have a strict affiliation and political debates cause trouble.
- ▶ While you're at it, stay away from the bar jokes, too. ;)



Admin verse Page Fan

- ▶ As an admin of a page you can interact with the page in TWO ways.
 1. As the admin
 2. As a fan of the page
- ▶ Be careful to note which role you are in when posting and commenting.

I'm calling to let you know that it creeps me out when you click "Like" on your own status updates.



Via SocMedSean.com

Rewards

- ▶ So how do you keep your new fans and get them to engage?
- ▶ REWARDS!
 - ▶ Praise – Thank people for following you, or commenting or sharing your posts.
 - ▶ Offer incentives like coupons, gift cards, promotional items, etc.
 - ▶ Have a photo contest that allows them to show off their own photo or story. Say you will share the top five flower photos or summer fun ideas with your audience.

Metrics

- ▶ Facebook Insights are very helpful and are built-in, they show data such as performance by post type
- ▶ LikeAlyzer - **likealyzer.com**, free tool to evaluate your activity on your page
- ▶ Crowdbooster – **crowdbooster.com**, paid tool, provides analytics and recommendations for Facebook and Twitter

Time for Questions



**KEEP
CALM**

AND

**ITS TIME FOR
QUESTIONS**