

Social Media for Business: Facebook Fan Pages for Business

How to Create a Facebook Page

1. Go to <http://www.facebook.com/pages/create.php>
2. Submit the information accurately.
3. The name of your page is what will be used for searches. Avoid obscure abbreviations.
4. Upload a profile photo for your page. Commonly the business logo.
5. Go to the "Info" tab. Fill out your basic and detailed info (see the little edit link on the right).

Useful Facebook Fan Page Applications (Directory: <http://www.facebook.com/apps/directory.php>)

- Social RSS (<http://www.facebook.com/apps/application.php?id=23798139265>)
- Polls (<http://www.facebook.com/apps/application.php?id=11772488041>)
- My Flickr (<http://www.facebook.com/apps/application.php?id=2352557895>)
- YouTube Badge (<http://www.facebook.com/apps/application.php?id=2444461886>)
- Slideshare (<http://www.facebook.com/apps/application.php?id=2490221586>)

Add a Fan Page Badge to your website (<http://www.facebook.com/facebook-widgets/pagebadges.php>)

Links under your Page's image in the top left:

- "Add a Fan Box to your site" – Invite people to join your Fan Page through your website
- "Send an update to your fans" – With great power comes great responsibility
- "Suggest to your friends" – Recommend the Fan Page to friends of your personal account

Add/Remove an Admin (You don't need to do it all yourself.)

Go to your fans in the left column. Choose 'see all'. Add/remove an admin from the list.

What Can You Do With Your Facebook Fan Page?

- Community, community, community. Remember it's a FAN Page. Treat it like a FAN club.
- Automatically publish your blog to your Fan Page via RSS
- Connect Twitter to your Fan Page
- Share photos, videos with your fans
- Create events and collect RSVPs
- Facilitate communication between your fans
- Offer exclusive Fan coupons, contests and giveaways
- Run polls and collect feedback
- Direct your Fans to your primary website or web store

Examples:

Victoria's Secret PINK (<http://www.facebook.com/vspink>)

Starbucks (<http://www.facebook.com/Starbucks>)

Adidas Originals (<http://www.facebook.com/adidasoriginals>)

Coca-Cola (<http://www.facebook.com/cocacola>)

1-800-Flowers.com (<http://www.facebook.com/1800flowers>)