

Facebook Fan Pages for Your Business (The Updated Guide)

April 29, 2010



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).



Pimp Your Fan Page

1. How to directions: <http://www.proworks.com/blog/tag/facebook/>
2. Claim your custom URL (www.facebook.com/your.business.name.here)
 - o Need 25 fans or "likes"
 - o Got to <http://www.facebook.com/username> to claim your URL
3. Add a Custom Tab
 1. Install the Static FBML app from <http://www.facebook.com/apps/directory.php>
 2. Make a tab and add HTML, Flash, Images and/or Links. (not everything is supported)
4. Change the default tab
 - o Click the "Settings" button below the "Share" button on your Wall tab.
 - o You can adjust your default tab and fan permissions here
5. Add applications
 - o <http://www.facebook.com/apps/directory.php> (some are better than others)



Integrate Your Fan Page with your Website and Blog

- Add a "like" button or box for your Website, Events, Individual Products and Blog Posts
- <http://www.proworks.com/blog/2010/04/22/add-a-new-facebook-like-button-to-your-website-or-blog/>
- Jason's Favorites Plug-Ins
 - Recommendations:
<http://developers.facebook.com/docs/reference/plugins/recommendations>
 - Activity Feed:
<http://developers.facebook.com/docs/reference/plugins/activity>
- See more plug-ins for your website: <http://developers.facebook.com/plugins>

Other Resources:

- Basic Fan Page Guide:
www.proworks.com/blog/wp-content/uploads/2009/09/facebook-fan-pages-guide.pdf
- Fan Pages FAQ: <http://www.facebook.com/help/?page=900>
- Great resource: <http://www.hyperarts.com/blog/category/facebook-static-fbml/>

Courtesy of ProWorks Corporation. Full service web design- development- marketing-strategy
www.proworks.com/blog | @proworks | contact@proworks.com | 541.752.9885 | Corvallis, Oregon

