

# **Beginners Guide to Facebook for Business**

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## Glossary of Facebook Terms

Term	Definition
Admin	An account that has permission to manage the FB page
Check-ins	Users can share their location on Facebook using a mobile application.
Comment (webpage)	A message posted to a webpage by a Facebook user.
Community	A group of people that share a common interest.
Create Content	The act of creating and publishing original content.
Curate Content	The act of finding and sharing (valuable) content.
Custom Tab	Also known as a custom page. A tab within a Facebook page containing custom content and functionality.
Deals	Special offers businesses can offer to users when they check-in on Facebook.
Facebook Ads	Paid ads that display within Facebook and can be targeted based on Facebook data.
Facebook App	Applications that add customized functionality to Facebook.
Fan	A user that has “liked” a FB page
Friend Activity	Check-ins and related posts by friends for a location on Facebook.

Impressions	The measure of times a Facebook post has been rendered on a user's browser and potentially viewed.
Like (Facebook page)	Users can opt in to connect with a Facebook page and thereby become a "like".
Like (webpage)	Also known as "recommend". A referral of a webpage made by a user to their profile.
Like Gate	Also known as "fan gate". Custom tab content can be made displayed based on the users "like" status.
News Feed	The view of aggregated posts generally ordered by time
Page	The representation of businesses and brands on FB
Place	Pages that represent locations on Facebook.
Plugin	A snippet of code that enables Facebook related functionality such as "likes" on webpages.
Profile	The representation of individuals on FB
Questions	A Facebook function similar to polling available to Facebook pages
Social Graph/ Open Graph	The collection of data representing Facebook accounts and everything connected to them.
Social Signals	Social media data used by search engines to determine rank.
Wall	The view of activity by a single page or profile on FB

## Introduction to Facebook

### Pages versus Profiles

- Profiles represent individual people
- Pages represent businesses, brands, organizations or personalities
- Profiles and pages have significantly different features
- Converting a profile to a page:  
<http://bit.ly/FacebookProfileToPageGuide>

### Setting Up a New Facebook Page

#### Creating a Facebook Page

1. Go to <http://www.facebook.com/pages/create.php>
2. Choose the type of business, brand or organization  
The category and sub-categories can be easily changed later  
**The name of your page cannot be changed after you have 100 likes**
3. If you do not have an existing FB account create a new one
4. If you already have a FB account log in
5. From your new page click the "edit page" button and update your settings, permissions, information and picture

#### Your Settings

- Get email alerts of new activity on your page
- Choose to only post on your page as your business (not your profile)

#### Manage Permissions

- Check your Wall Tab Shows setting

- Check your Posting Ability settings

### **Basic Information**

- Set your Category
- Set your Place Sub-categories
- Set your Address and manage your Map Location (you can drag the pin)

### **Profile Image**

- Your profile image can be up to 180 pixels wide
- Your profile image can be up to 540 pixels tall (yes, that will look very tall)

### **Business Account versus Profile Account**

- Facebook pages can be managed using a Business Account or a Profile Account
- Business accounts have fewer features than profile accounts
- Business accounts cannot view profiles or interact with profiles

### **Basic Facebook Page Functions**

- Use Facebook as your page  
Click “Use Facebook as [page]” in the top right of your page  
Posts and comments will display your page name, image and link
- Post – write something and click the “share” button to post
- Photos – click “photo” at the top of your page to upload a photo and share it

Links – click “link” at the top of your page to attach a link to a post

### **What Can Facebook Do?**

#### **Strengths**

- It is very scalable (one or one million people can interact with you on Facebook)
- It is easy to share things with other users
- Activity can be associated with a real person that is identifiable
- Facebook activity can be tracked and measured
- It provides a two-way communication channel

#### **Weaknesses**

- Facebook content is difficult to discover outside of Facebook
- You must have a Facebook account to interact
- Facebook limits how pages can interact with profiles
- It will not run itself

### **How Do People (Customers) Use Facebook?**

- Connect with friends, family and business relationships
- Learn about other people and business
- Stay up to date with things they are interested in
- Share their own interests
- Express how they feel

## Why do People Like Facebook Pages?

The list below is in order from greatest to least.

- Receive discounts and promotions
- **Show support of a brand to others (39%)**
- To get a freebie
- To stay informed about a brand
- To get updates on future products
- To get updates on upcoming sales
- For fun and entertainment
- To get access to exclusive content
- It was recommended by someone else
- To learn more about a brand
- For education about brand topics
- **To interact, share ideas and provide feedback (13%)**

Source: <http://www.socialmediaexaminer.com/study-reveals-why-consumers-fan-facebook-pages/>

## Using Facebook as a Business Tool

### Business Goals & Objectives

#### Reach

- Deliver marketing content to customers
- Discover customers who have a need for your product or service

#### Exposure

- Be discovered by customers who are looking for you online
- Be viewed by customers who are not looking for your online

#### Influence

- Collect information and gain understanding of customers
- Improve customer perception of your brand (expertise, trust, loyalty)

### Gaining Likes from Customers

#### Why:

- To support delivering marketing content to customers
- To increase your marketing reach
- Support customer referrals

#### How:

- Invite customers to like your page in other places (store window, email signature, website...)
- Provide something valuable in return for the like
- **Fill out your business page information** to support being discovered by searching customers

### Listen to Others

#### Why:

- Discover business opportunities

Courtesy of ProWorks Corporation. Full service web design- development- marketing-strategy for business and government.  
[www.proworks.com/blog](http://www.proworks.com/blog) | [facebook.com/ProWorksCorporation](https://facebook.com/ProWorksCorporation) | [contact@proworks.com](mailto:contact@proworks.com) | 541.752.9885 | Corvallis, Oregon

- Increase your understanding of the market and your customers

**How:**

- Like relevant pages (as your page) to view their activity in your news stream
- Monitor for opportunities to share advice, give kudos, and engage appropriately with customers.
- Search public posts on Facebook: [www.facebook.com/search.php](http://www.facebook.com/search.php)
- Receive alerts by email: [www.hyperalerts.no](http://www.hyperalerts.no)

### Respond to Opportunities

**Why:**

- Gain new customers
- If you don't your competitor might

**How:**

- Interact with customers on your page
- Interact with customers on other pages

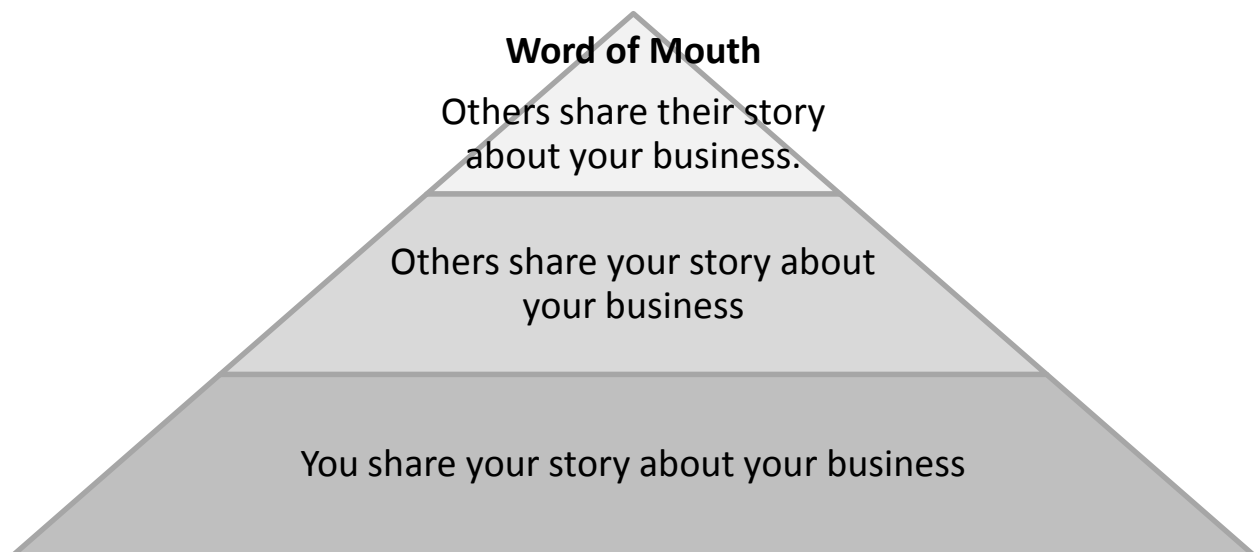
### Encourage Customer Word of Mouth

**Why:**

- To gain new customers through referrals
- To increase your brand strength

**How:**

- Create and share things that are share-worthy
- Create and share resources that are valuable, interesting or entertaining to customers
- Encourage activity, conversations and activity on your posts and page



### Examples

- Café Yumm: <http://www.facebook.com/CafeYumm/posts/240449019324058>
- Farm Stay US: <http://www.facebook.com/FarmStayUS/posts/123353744427840>

- Chinook Winds Casino:  
<http://www.facebook.com/photo.php?fbid=10150292070325986&set=a.107314910985.105471.100661940985&type=1>
- Rocket Queen Cupcakes: <http://www.facebook.com/rocketqueencupcakes/posts/10150263042091863>
- Tec Labs: <http://www.facebook.com/Tecnu/posts/10150293477537860>
- Chris Nordyke State Farm: <http://www.facebook.com/chrisnordykestatefarm/posts/10150274157261664>
- The Retreat Day Spa & Salon: <http://www.facebook.com/theretreatcorvallis/posts/10150303772037109>
- Food Network:  
<http://www.facebook.com/photo.php?fbid=10150324187806727&set=a.107997326726.108677.20534666726&type=1>

## 10 Simple Action Items

1. Like other relevant pages as your page (<http://www.facebook.com/help/?faq=168135343245607>)
2. Claim your own URL (<http://www.facebook.com/username>)
3. Manage your profile image and featured photos  
(<http://www.facebook.com/help/?faq=229214633759394>)
4. Set your 'place sub-categories' (<http://www.facebook.com/help/?faq=222732947737668>)
5. Manage your map location (<http://www.facebook.com/help/?faq=168990869826883>)
6. Monitor Facebook for key terms and receive email alerts ([www.hyperalerts.no/alerts](http://www.hyperalerts.no/alerts))
7. Set your featured likes on your page. Ask your business partners to do return the favor.  
(<http://www.facebook.com/help/?faq=224585677557798>)
8. Create or claim your Facebook Place (<http://www.facebook.com/help/?faq=229214633759394>)
9. Schedule your Facebook posts (Hootsuite, CoTweet, TweetDeck, Ping.FM)
10. Add a link from your e-newsletter or email signature to your Facebook Page.

## Other Facebook Resources

- Facebook help for pages: <http://www.facebook.com/help?page=904>
- Facebook help forum: <http://www.facebook.com/help/community/?id=175>
- All Facebook: <http://www.allfacebook.com/>

## Related SBDC Classes at LBCC

**Beginners Twitter for Business**, Thurs, Oct 20, 2011; 2-4pm , F 202

What can Twitter do for your business? Learn best practices for your business and simple action items that you can apply to help drive your sales, marketing and customer support.

**Maximizing Your Web Presence for Beginners**, Thurs, Oct 27, 2011; 2-4 pm, F-202

How can you improve your visibility on the web? In a way the average person can understand learn about search engine optimization best practices identified by industry experts and how you can apply them for your own website. Also learn about Google Places and how to use this free service to help get your business in front of customers when they use Google search.

**Small Business Development Center at LBCC**, Phone: 541-917-4929, Web: <http://www.linnbenton.edu/go/sbdc>

Find more topics and cheat sheets by ProWorks at <http://www.proworks.com/blog/social-media-for-business>.

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