Creating a Facebook Business Page

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Why should you have a Facebook Page?
You can create engagement and grasp an audience previously unreached by using Facebook.
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.
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.
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.
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
Be social

Focus on the conversion.
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.
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.
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 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/
There's a nifty site called SPOT LIKE which will create a Facebook Like QR Code for you. - http://spotlike.com/
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. ;)

"Your relentless political Facebook posts finally turned me around to your way of thinking."

Said nobody, ever.
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.
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.
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