

Facebook Business Pages and Personal Profiles

- Facebook no longer allows businesses to set up **Profiles** anymore because of the creation of Facebook **Pages**.
- Business Pages allow Facebook users to become fans. One has to promote the Page through a Personal Profile.
- Both personal profiles and business pages allow you to update your status that all your 'friends' and 'fans' can see through their News Feed or Live Feed
- Business Pages and Personal Profiles allow: pictures, videos, discussion board, application, wall posts, groups and other interactive elements.

Setting up a Facebook Page

- 1) If you do not already have a Facebook Profile, you will need to create one first. It is a relatively simple process. Go to <http://www.facebook.com> and fill out the boxes under "Sign Up"
- 2) If you already have a profile, sign in and then go to <http://www.facebook.com/pages/create.php>
- 3) If you are a business here in Long Beach, we recommend that you choose the **Local** category. If you have multiple locations, are a bigger brand, are an organization, are creating a page for a product or simply cannot find your subcategory within the local category – you might want to choose the **Brand, Product or Organization** category.
- 4) YAY it's created. But you have more to do. You must first choose your **profile picture**. Your logo, a product, something that identifies your brand will work well.
- 5) Similar to Twitter, Business Pages allow you to write something about your business on the left hand side under the picture. **Tell people about what your business is, what it does, and where people can find you.**
- 6) Click the 'Info' Tab under the Name of your Business Page
- 7) Fill out the contact information fields and the hours you are open if applicable. Save changes.
- 8) Have any photos to share with your community? Click on the 'Photos' Tab under the name of your business page. Upload photos from your computer, disk or jump drive.
- 9) You can change certain settings and applications by clicking the "edit page" link under your picture
- 10) **Applications worth mentioning and using**
 - a. **The Wall:** Anything you post on your wall also is sent to your fans. So what should you post? To start: interesting links related to your field, pictures, thoughts that display your experience, expertise and/or personality. We will talk about this a little more.
 - b. **Uploading Photos:** If you already have photos uploaded, great. If not try to diversify what you have to offer your fans with photos. Photos from an event, your staff, your products, your current/past clients. Be creative.
 - c. **Creating an Event:** One of the more used Facebook applications. Invite your fan base to an event happening with your business. Do not use too excessively or people will start to ignore you or even block you.
 - d. **Video:** If you want to use more multimedia, try video. Never hurts, allows users to spend more time on your fan page, more time with your brand.

- 11) How to find people and groups to link up with:
 - a. Find Groups that are in your industry or local area:
 - i. Ex: We Love Long Beach, Long Beach, CA, Things To Do LA, I love Wine
 - b. Become Friends or Fans of local Fan Pages and Profiles
 - i. Ex: DLBA, Smooth's, Long Beach Chamber of Commerce, et
 - c. Search for people and businesses in your community

So your profiles are set up... What do you update about?

- 1) What's new? Did you get new menus? New products? Sales? New event coming up? Videos? Photos? Serve someone in your community? Tweet worthy.
- 2) What makes you an expert in what you do? If you sell doors you know more about doors than most people. So tell people what you know. Become a pundit in your industry. Let people know how to improve their lives, they'll thank you by reading more of your posts, responding, and possibly coming to you for a product or service.
- 3) What makes you, you? People enjoy wit, humor, smarts. You may think tweets that do not directly relate to your business will hurt you. You should balance your tweets with quality information infused with your own personality. You and your employees should give a personality to your brand, allowing users to connect with you even more.