

# Facebook Basics for Businesses

## ABOUT THIS CLASS

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This class is designed to give a basic introduction into Facebook for Businesses. Specifically, we will progress from learning how to create a Page to using Facebook to market your group, organization or company. It is impossible in two hours to become totally proficient using Facebook in this way, but it is our hope that this class will provide a springboard to launch you into this exciting world!

### Course Objectives:

By the end of this course, you will:

- ✓ Be able to create a Facebook Page.
- ✓ Know how to access your settings.
- ✓ Know how to access the Help Center.
- ✓ Understand and be able to create lively, engaging content that supports the goal of your Page.

This booklet will serve as a guide as we progress through the class, but it can also be a valuable tool for when you are working on your own. Any class instruction is only as effective as the time and effort you are willing to invest in it. I encourage you to practice soon after we have completed the class. There will be additional computer classes in the near future, and I am always available for questions during Tech Tuesdays (usually 10am-noon) and Tech Thursdays (3-5pm). Feel free to call to confirm the time.

Remember that the library has many additional books and resources to help you. Never hesitate to ask any of the Sisson Library staff to locate resources for you.

**Meg Wempe, Adult Services Librarian**



**\*\*Please note that the majority of this information came from the online Facebook Help Center in January 2014. Facebook changes often, so it is best to double-check this information in case there have been changes since this writing.**

A page is used to promote a business, group, or organization. Generally, it is attached to a personal account. You do not have to have a personal account, but your Page will have limited functionality. Having your own personal account also helps with promoting your page. You'll use the same page to login to your page as you do your personal account.

A page is (or can be) a free marketing tool. You don't necessarily have to spend any money to have a successful Facebook marketing campaign.

The **goal** of your Page may vary a bit, but here are a few possibilities:

- To engage your customers and fans.
- Provide an accurate source of information about your business/organizations, like email address, hours of operation, and address.
- Communicate new promotions or products.
- Allow and encourage customers' feedback.
- Enable a way to for your customers to communicate with one another.
- Impress your customers so they come back again – and tell their friends to do the same.

There is no limit to the number of people who can like a Facebook page.

**Note:** To create page, you must be the official representative of that organization. You may wish to take a few moments to read the Terms of Service for Page Owners, which can be found at:

[http://www.facebook.com/page\\_guidelines.php](http://www.facebook.com/page_guidelines.php)

## Creating a Page

Creating a Page is fairly simple. Go to any Page and click on "Create Page," in the top right.

To access your Page, you'll select the Gear  in the top right and select "Use Facebook as \_\_\_\_." You'll then see your profile name and image change. It is the name on the blue bar that shows who you will be acting as while on Facebook.

## Page names:

Once you've created the Page name, it becomes more difficult to change name. Administrators who are managers or content creators can change, if the page is liked by less than 200 people. If more than 200 people like your page, you can submit a name change request.

Names cannot include: abusive terms, improper capitalization, symbols, long descriptions, generic location names, misleading words, or any variations of "Facebook."



Please keep in mind that:

- ❖ You can use qualifiers, but less than two words can go in parentheses.
- ❖ You cannot put “official” in the name, even if it is the official page of that group.
- ❖ Name changing is hard (or impossible) so use caution in putting dates in name (ex. Meg’s Conference is better than Meg’s Conference 2014)
- ❖ Cannot use generic words, such as just “Pizza” – can use “Meg’s Pizza,” though.
- ❖ Your page’s name cannot violate someone’s rights.

## Page administrators:

You can have multiple page administrators but each one will have a separate Facebook account. There is no limit to the number of administrators who can help with the workload or particular responsibilities. There are different types of page administrators (managers, content creators, and moderators). Administrators can delete negative comments or can hide a negative comment. Hiding a comment still keeps it visible to the writer and to the writer’s friends.

Who sees what?

### People visiting:

Posts that weren’t hidden  
List of friends who like the page  
What friends say about page, recent posts

### Administrators:

All posts by page  
Things people posted to the page  
Administrator’s panel  
Page insights

## Admin Panel

### Edit Page:

You can edit your page’s information under Update Page Info, such as hours of operation, address, phone number, email address and much more. You may also notice that there is a gray “View Page” button on the far right. This button allows you to see your Page through another’s eyes.

### Edit Settings:

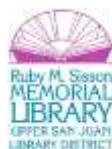
This spot is where you manage your settings. To do so, you’ll hit the “Edit” button to the right of the line you want to access. Be sure to click “Save” once completed. More about this later, but some settings include things like post visibility, profanity filter, and tagging ability.

### Manage Admin Roles:

As mentioned earlier, you can have multiple people with administrative privileges for your Page. Only you or people you really trust should be managers. Everyone else who posts for you should be a content creator.

### Use Activity Log:

One very handy thing that Facebook allows is for you to pre-post a status update. The activity log allows you to see what scheduled posts you have for the future, and when they will be going live. You can also use the activity log to edit when something will go live.



## Help:

The Help section is super helpful. It is recommended that you take the time to look at the sections as a learning opportunity. You will likely find a lot of useful information. There are more resources listed at the end of this manual.

## Grow Your Audience

The biggest thing to keep in mind to grow your audience is to think of your audience and what would work for them, or what they would like.

It is important to post regularly. Some suggest once a day, but again, that may vary, based on your audience.

Try different post schedules and see what works using the engagement metrics available through Page Insights (more on that later)

### Engaging posts

1. Offers (discounts, specials – person selects to receive offer and they receive email.)
2. Photos and videos (menu, event, new products)
3. Questions (shows you care what people think – be sure to reply, and also asks for their interaction)

Other popular posts: fill-in-the-blank posts, posting a picture and soliciting people for a caption, exclusive news or content, and special offers.

In addition to posting a new status update to make a page engaging, you might consider:

- ❖ Creating an event (when they RSVP, it creates a story in their friend's News Feeds)
- ❖ Partnering with another Page/organization to co-promote
- ❖ Ask customers to leave a rating or review on your Page

To promote your Page:

- Post in-store signage
- Mention on your website
- Invite friends, family to like your Page
- Add a like button to your website
- Claim the web address
- Post offers to encourage new customers to visit
- Put it on your business card
- Put it on your email signature
- (costs money) create Facebook ads or sponsored stories

## Reach More People

Free marketing happens on Facebook – learn to capitalize on it! To show up in people's Newsfeeds, you can do a variety of things:

1. Update status
2. Post offer
3. Upload photo/video
4. Create event



When you post on Facebook, it only goes to your Fans (people who Like you) so you want to have more Likes, so that you reach more people.



In addition, people can suggest your Page to their friends by clicking the button below the Page's cover photo and selecting "Share"

Page administrators can invite friends to like their Page. This promotion is done by selecting "Build audience" under the Admin Panel. You have options to invite friends or email contacts. You'll also see the option to share the page.

You can share under the settings dropdown menu. Select "Share" and you're able to select how to share it – on your timeline, in a private message, or on a friend's timeline, for example.

## Promote Your Page

This marketing costs money. The amount of money is based on how many people you reach. Facebook estimates the number of new likes it will receive. You must manually stop the ad once you're happy with the audience size or have reached the limit to how much money you want to spend.

You can create ads to be in your fans' Newsfeed and also at the right side of their Facebook page. You can create ads for your Page from the ads create tool or from the admin panel. If you want a cost-per-click or different kind of budget that isn't listed in the menu, then you want to use the Ads Create Tool.

To create an ad from the admin panel:

**Build Audience** – Promote Page – choose audience, daily budget and duration – Promote Page.



(You have more advanced options in the bottom left settings .

Ads will include the Page's name and profile picture with link that people can click on to like the Page. Three different types of ads: Newsfeed desktop, Newsfeed mobile, and right column on Facebook. All of these are part of one – done to reach the people that you're targeting.

Is your audience engaged? If you have at least 30 people who like your Page, administrators can access Page Insights to know the Page's performance. More on this tool in a bit....

## Boost Posts

This marketing costs money. The cost depends on many factors, like your geographic location and the number of people it's reaching. To see what it will cost, you can go to the post and click "Boost Post."



**Note:** You can boost any post – status update, offers, photo/video, and events – but more than 50 people must like your Page before you can boost any post.

Boosting a post allows your post to appear higher in the Newsfeed, making it more likely that the audience will see.

Under the post, directly under “Like,” “Comment” and “Share,” your boosted post will be labeled “Sponsored.”

You can choose for it to show in the Newsfeed of people who like your Page and their friends or people you choose through targeting (where you again choose location, age, gender, interests, etc.)

You can check the effectiveness of the boost under Page Insights.

You cannot edit a post once it’s been boosted – you would have to delete and create a new post, so you likely want to be even more careful when writing these posts.

## Page Insights

When individuals sign up for Facebook, they/we agree to let Facebook log our activity. Not personal data, but data that can be useful to people like YOU! It is part of the Facebook data use policy.

Now that you know how to get some Likes and you know how to post, use Facebook’s awesome tool for quantifying your success and failures: Insights!

**Note:** Page Insights is only available once a page has over 30 likes. The metrics that are available include how many people were reached, clicked, liked, commented and shared.

The overview is a weeklong snapshot of how your engagement is going (engagement is likes, comments, shares.)

Likes is the number of people who have Liked you.

Reach is the number of people who see your Posts. (organic – no cost)

Visits lets you know where people are coming to your Page from (external referrers can be your separate blog or website that directs people to your Facebook page.)

Posts lets you know the time of day and level of engagement with your content, which can be super useful.

People provides demographic information about the people who like you, such as gender and age.

Engagement rate is the percentage of people who saw a post that liked, shared, clicked or commented.

Impressions is the number of times displayed to a particular person, which is often higher than reach because reach is unique people.

You can alter the time frame that Facebook is looking at and the data is available from the past 180 days (or approximately 6 months.)



## Posts by Others

As a Page's administrator, you have options! For example, you can allow others to post on your Page, but if you prefer that you approve it before it goes on your Page, you can. To do such:

"Edit Page" – "Edit Settings" – "Post Visibility" – choose to hide posts by others on my Page timeline – "Save changes"

(Then, to approve, you'll go to your Page's activity log to approve before they go on your Page.)

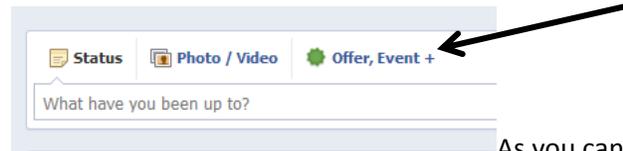
If instead, you want your Page to be more open:

"Edit Page" – "Edit Settings" – "Posting Ability" -- uncheck two boxes ("Everyone can post to..." and "Everyone can add photos and videos") – "Save changes"

**Note:** You can block keywords (which marks a post as spam) and you also have the option to block different degrees of profanity. (medium, strong)

## Create Events and Offers

As stated before, there are a few ways to show up in people's Newsfeed, and two of those ways are to create events or to create offers.



As you can see, you can create an offer or event by where you update your status. An offer might be something like a discount. If they click on the offer, they will receive an email that can be either printed out and brought to your store, or simply shown at the store. Be sure to be clear on the redemption rules.

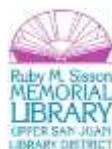
**Note:** You must have more than 50 people who like your page to give an offer, and you cannot edit an offer once it's posted.

You can create a free offer through the Ads Create Tool, but to promote it, it will cost money, which is based on how many people you want it to reach. You can also create an offer from your Page, and you will be given a choice for the amount that you want to pay.

To stop an offer, hover over the offer on your Page's timeline and click the  beside it and select "Stop Offer" from the dropdown options.

A few tips for how to create a successful offer:

- Make the discount substantial
- Keep it simple
- Use a clear image that engages the viewer
- Use direct language
- Set a reasonable expiration date
- Train staff
- Promote offer in store, on website, etc.



Events: use the same green button near your status update, and select Event. You will be asked the name, details, date and time. From this page, you can also add targeting for people based on gender, age, location, etc.

A general note on marketing – be careful not to send messages that seem like spam. A fan can label it as spam with a simple click and get you banned from Facebook. Users are in the driver's seat.

## Locations

If you put an address in for your business/organization, then people are allowed to check in at your business. You can put this address in when you're creating the Page or after it's created. You must choose "Local Business" for Page's category.

A big benefit to people checking in at your location is that it appears in all of their friend's Newsfeed, for free marketing for you!

## Reviews

If your Page has a location, then after you input your address, you can have star reviews and reviews.

**Note:** Page administrators cannot remove individual reviews – but you can remove all reviews by removing your address.

## Pages Manager App

For a tablet or smartphone -- allows you to check activity, insights and more from a mobile device.

## Additional Help/Resources

Facebook Help Center

Facebook for Business – learn how to grow your business

Like the Facebook Marketing Page for updates in your Newsfeed about best practices, case studies and live marketing talks.

[www.facebook.com/help/364458366957655](http://www.facebook.com/help/364458366957655)

The Ruby Sisson Library has books about Facebook, and request additional ones from other libraries. (Please note that these books may be older and the information may be different than current Facebook.)

**Congratulations!** You've completed the **Facebook for Businesses** class. Please take a moment to fill out the evaluation. Your feedback is *very* important to us!

