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Facebook 101



This document was prepared as a guide and reference for business use of Facebook. It is an accompaniment to a Professional Development Workshop. For additional speaking topics, consulting or marketing services, please contact Hanbery Marketing.

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Hanbery Marketing: Facebook 101

Goals that Make Sense

- **Brand development**
- **Thought leadership**
- **Information acquisition**
- **Relationship development**
- **Customer retention**

Goals that **Don't** Make Sense

- **Instant gratification**
- **Near term customer acquisition**
- **A quick buck**

Defining Some Terms

You'll hear these terms when people talk about social media:

Term	Definition
Blog	Short for "web log," a type of website, usually maintained by an individual or company. <i>Blogs</i> are regularly updated with new content. This makes them a popular and effective tool for Search Engine Optimization , or SEO . Also used as a verb, <i>i.e.</i> to write a <i>blog</i> .
Microblog	Brief web-based updates. Example: A status update on Facebook.
Post	Anything a user publishes.
SEO	Search Engine Optimization is the art/science/goal/process/set of tactics by which a website's ranking is elevated in Internet search engine (e.g. Google, Yahoo) results. Effective tactics include blogs and social networks .
Social Media	Tools used to interact, including everything from text messaging, emails and chat rooms to blogs and social networks .
Social Network	A closed group of entities that exchange content. Facebook and LinkedIn are examples of Internet-based social networks.
Tag	Words or phrases that define content. <i>Tags</i> can be gathered together to connect similar content. <i>Tags</i> are attached to posts, pictures/images, profiles, videos and virtually any Internet content. As a verb, the act of applying a word or phrase to content as a tag.
User	A person with an account on an Internet social network .
Web 2.0	The new, interactive nature of the Internet.

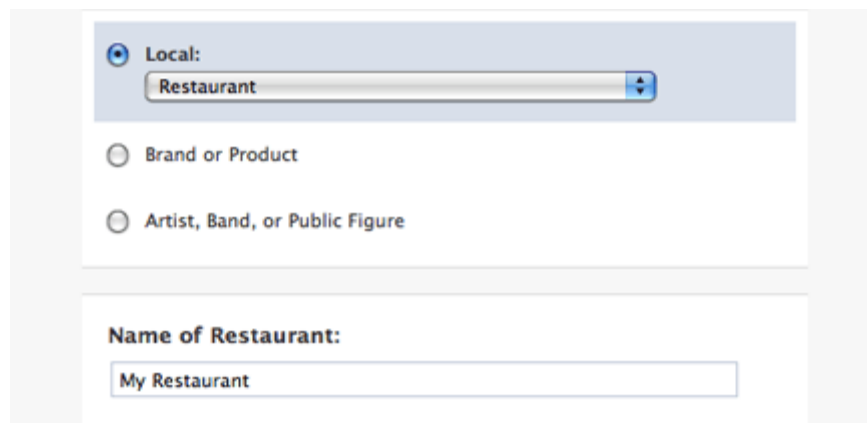
You'll hear these terms when talking about Facebook:

Term	Type	Connections	Defined
Group	Interest	Members	A community of users formally organized around a common interest, experience, goal or affiliation.
Page	Business	Fans	A public profile based on a business or product.
Profile	Personal	Friends	A self-created repository of information about a user , usually including some or all of: A picture, location, biography, interests/hobbies, re'sume'. Items contained in a Profile become tags and link to other users with the same information. The degree to which the Profile is public or private is determined by the user .
Share	All	N/A	Similar to forwarding an email. Clicking the "share" link below any piece of content gives the user an option to send that content in a message or post that content to your profile . If you send the content in a message to other user(s) she specifies in which case, the recipients will see it in their Inbox ; or post it on her profile, in which case it will display in her Links section.
Status Update	All	N/A	A post that is shared by a user from his or her Page or Profile .

Creating a Account

1. *Open your email* in preparation for Step 5.
2. First, go to the website at www.Facebook.com.
3. Sign up near the top right of the page. Enter your name, email address, password, gender and birth date.
4. Click "Sign Up." You will be automatically brought to a screen that says "Confirm Your Account". There will be directions on the page telling you to confirm your account simply by checking your email and clicking the link that has been provided.
5. Check your email and click on the link provided.
6. Now, or at any time, you can add content to your profile. I recommend thinking in terms of keywords. The more information you share about yourself, the better a job Facebook will do of finding "friends" for you. Save your changes. In Steps 8-11, we'll mitigate who can see what.
7. Click "Friends" on the top left. Create some categories for your friends. Save your changes.
8. On the top right, hover your mouse over "Settings." Choose "Account Settings."
9. Customize your Account Settings. Save your changes.
10. Repeat Step 8 except this time select, "Privacy Settings."
11. Customize your Privacy Settings and Save your changes.
12. Search for "friends" by entering their name on the top right.
13. When you find the person you want, "Send Friend Request." [It's best to "add a personal message."](#)
14. In order for you and anyone else to be "friends," there must be 1) an invitation and 2) an acceptance. Once you accept, Go back to "Friends" and categorize your new friend.
15. If you receive an invitation from someone you don't know, your choices are 1) to leave the request alone, 2) to click "ignore," or 3) to "block this person."

Creating a Facebook Page (Source: [Facebook](#))



The screenshot shows the Facebook page creation interface. At the top, there is a section titled "Local:" with a dropdown menu set to "Restaurant". Below this are two radio button options: "Brand or Product" and "Artist, Band, or Public Figure". Further down, there is a section titled "Name of Restaurant:" with a text input field containing "My Restaurant".

Step 1: Pick a category and name

Pick the category that best fits what you'd like to promote on Facebook. Don't worry if you don't find a perfect fit, but pick the closest match since you won't be able to change your category.

The name of the Page should be the exact same as the name of the business, organization, product, band, or individual it represents.

Click "Create Page."

Upload a Profile Picture for My Restaurant

Select an image file on your computer (4MB max):

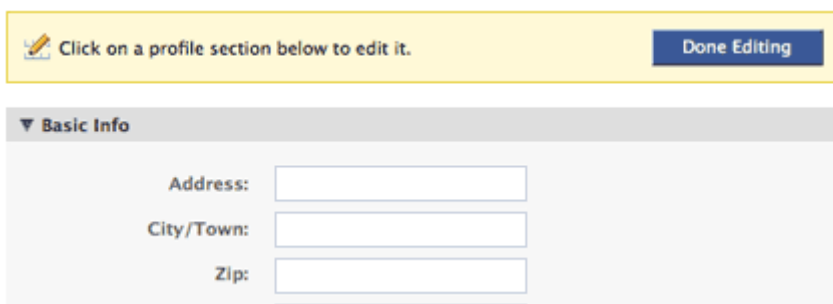


The screenshot shows a file selection interface with a text input field and a "Browse..." button.

By uploading a file you certify that you have the right to distribute this picture and that it does not violate the [Terms of Service](#).

Step 2: Add a profile picture

Click "upload a picture" near the top and upload the graphic or photo that best represents you. Make sure that your brand is clear even as a "thumbnail," since the image will appear at that reduced size throughout the site (for example, on fans' profiles and on their friends' Home pages).



The screenshot shows the Facebook page editing interface. At the top, there is a yellow banner with a pencil icon and the text "Click on a profile section below to edit it." and a "Done Editing" button. Below this is a section titled "Basic Info" with three input fields: "Address:", "City/Town:", and "Zip:".

Step 3: Add information

Click "Add information to this Page" underneath the profile picture and enter as much basic and detailed information as you can. The fields available will depend on your Page type. The more details you can add about who you are, what you do, and when and where customers can buy your products, the more successful you will be.

The screenshot displays the Facebook profile of 'The New York Times'. At the top, there are navigation tabs for 'Wall', 'Info', 'Discussions', 'Photos', 'Video', 'Boxes', and a plus sign. Below this is a text input field with the placeholder 'What's on your mind?' and a 'Share' button. Underneath the input field are tabs for 'The New York Times + Fans', 'Just The New York Times', 'Just Fans', and 'Settings'. The main content area shows three posts, each with a 'The New York Times' profile picture icon.

- Post 1:** 'The New York Times Dance: Rubies and More'. It features three images of dancers in white and green costumes on a stage. The caption reads 'Dance: Rubies and More' and the time is '2:00pm'. Below the caption are icons for 'Comment', 'Like', and 'Share'.
- Post 2:** 'The New York Times'. It features three images: a person in a store, a man in a white shirt, and a tattoo on an arm. The caption reads 'N.Y./Region: Teenage Rapture' and the time is '1:58pm'. Below the caption are icons for 'Comment', 'Like', and 'Share'.
- Post 3:** 'The New York Times'. It features three images: a woman in a pink headscarf, a room with a bed, and a person in a dark room. The caption reads 'World: Women's Shelters in Afghanistan' and the time is '1:56pm'. Below the caption are icons for 'Comment', 'Like', and 'Share'.

Step 4: Make it rich and engaging


Like user profiles, Pages have multiple tabs. By default, your Page has a Wall tab for you and your fans to share content, an Info tab for you to share business information, and a Boxes tab for application modules. You can choose to devote entire tabs to several Facebook applications, such as Photos, Reviews, and Discussion Board. In addition, applications built by outside developers can choose to use Page tabs.

The more rich content you add, the more ways users can interact with it and spread that connection to their friends. Post photos of products, employees, and customers. Add video clips of your bar or restaurant in action. 'Behind the scenes' content often works well. List an event for your grand opening or in-store sale. Write a note about upcoming promotions. The choices are yours and all these features are free and unlimited.

You can also add applications by outside developers to customize your Page further:

- A restaurant might add the [Reservations](#) application to let users book a table without leaving the Page.
- A film might add [Movie Times and Tickets](#) to help users find nearby screenings—again, without ever leaving the Page.
- A small business owner might add the [Visa Business Network](#) application to connect with peers.

Thousands of applications are waiting for you. Need help? [Browse other Pages](#) in your category to discover applications that will help serve your customers.



The image shows a screenshot of the Facebook Page Settings interface. The title is "Settings" with a pencil icon for editing. Under "Country restrictions (edit)", it states "This Page is only visible to people in the following countries:" and lists five options, all of which are checked: US, Canada, UK, Australia, and All other countries. Below this is the "Age Restrictions (What is this?)" section with a dropdown menu set to "Anyone (13+)". The "Published Status" section has a dropdown menu set to "Unpublished (visible to no one but admins)". At the bottom are two buttons: "Save Changes" and "Cancel".

Step 5: Publish

Click the "publish this Page" link to share your Page the with world. Unlike a phone book listing or website, this public profile has the power to let your customers engage their friends on your behalf.

Optimize your Page's performance by clicking the "Edit Page" link and setting a variety of controls. For instance, you can control the default landing tab for users who are not yet fans of your Page. You can also choose whether or not to allow fans to share Wall posts, photos, and more; allowing these will enrich your Page and increase its reach across Facebook.

Facebook Ads can link to your Page, reach your exact target audience, and increase your fan base. Since Facebook can automatically enhance your ads with stories about these fans engaging with your Page, advertising your Page can generate a virtuous cycle of consumer engagement over time.

To link to your Facebook Page from elsewhere around the Web, [use a "Find us on Facebook" badge](#). Don't forget to become a fan of your own Page! Share it with friends by clicking the "Share" button in the lower left of the Wall or Info tab.

Step 6: Update Regularly

Updating your Page regularly with fresh photos, upcoming events, and the latest promotions means your Page won't just look like a profile, it will feel like one, and that will keep users coming back. Facebook users are used to getting information sorted by what happened most recently. If you keep your Page active, which you can do through mobile integrations and applications, you'll find that your fans are more engaged and more interactive.

You can also send some or all of them messages by clicking "Send an Update to Fans" in the upper-left of your Page (under the profile picture). Updates are useful for sending out announcements like promotions, sales or events. For more information on how to use Pages, please [see our Help Section](#).

