



SET UP AND MAXIMIZE  
A FACEBOOK PAGE

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## Set up and maximize a Facebook page

Facebook can give your business a platform to talk about what you have to offer, while letting you connect with existing customers and gain new ones.

As a small business, you can create a Facebook page, which allows you to do most of the same things a personal profile would, including posting pictures, video, links, wall posts, comments, etc.

Since customers can post on your wall, comment on your posts, and send messages, a Facebook page is a great way to learn about customers and showcase your exceptional service. Think of it as an always-on focus group that helps your business grow.

# How to set up a Facebook account

## 1 Sign up

Opening an account is free. Sign up for a personal Facebook account at [www.facebook.com](http://www.facebook.com). Once you have a personal Facebook account:

- Just go to [www.facebook.com/pages](http://www.facebook.com/pages)
- Click "Create Page"
- Follow the prompts to create your page

## 2 Fill in content

Now that your page is up and running, it's time to add your content.

### Complete the About section

- Include a description of your business so that people have all the relevant information they need to know about the business.

### Upload a Cover Photo

- This covers the big splashy area at the top of the page. Use it as an opportunity to show off exactly what your business is doing in a big way. Fill this space with something that makes your business stand out.

### Set your Profile Picture

- This is the smaller square area at the top, to the left. It's the perfect place to feature your business's logo. Keep in mind this photo will appear quite small throughout Facebook, such as when you leave a comment.

### Create an Album

- This is a great place to upload and display existing photos you may have – just be sure to pace your content. Consider posting pictures of your employees, new products, or even snapshots from events.

### Create a Custom URL

- A custom URL makes it easy for fans to reach your page. To create yours, visit [www.facebook.com/username](http://www.facebook.com/username)

### Edit your Settings

- Go to your admin panel and click on "Edit Page" then "Edit Settings." For the best results, you should allow people to interact with you as much as possible, so be sure to allow for posts and comments on your page. You can also control who sees your posts. For example, if your business were a bar, you may want to set age restrictions on your posts.

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## Spread the word

Your business's Facebook page is ready to be shared! Here are a couple of ways to let people know about it.

### **Use your personal Facebook page**

Don't overlook your personal social media accounts. Once you become your business's admin, invite all your existing Facebook friends, Twitter followers, etc., to check out the business's new page.

### **Add a Page Badge**

Facebook badges let you promote your business's page in lots of places. To create a badge, just visit [www.facebook.com/badges](http://www.facebook.com/badges) and follow the steps.

### **Suggest the page to friends**

As a page admin, you can suggest your business's page to Facebook friends.

### **Email existing customers**

If you have an email list of your customers and they've given you permission to email them, send out a message inviting your customers to check out the business's new Facebook page.

### **Ask customers and employees to spread the word**

These tried-and-true ambassadors already speak highly of your business. The new Facebook page gives them another new and exciting thing to talk about.

### **Reach more supporters with Facebook ads**

Once you've started connecting with your customers on Facebook, you'll want to find other people who are likely to be interested in your product or service. With just a little time and investment (as little as \$5 to \$10), you can use Facebook ads to reach those who want to support your business and vote for you to get you to the next stage in the grant process. Start here for basics on Facebook ads:

<https://www.facebook.com/business/products/ads#create-tool>

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## Popular Facebook tools

### **Likes, Shares and Comments**

When you post a Status Update (also called a "post"), a portion of the fans who have "Liked" your page will see it in their News Feed. Fans who engage with your page more often will be more likely to see your posts. Additionally, fans can "Like" individual posts as a way to show support. When your fans "Share" your post, their friends can see it, which gives you a chance to earn more fans. When your fans comment on your post, you have the opportunity to respond to them. Even a simple "Glad you liked our post!" goes a long way. As people interact with your page or posts, this activity may appear in their friends' news feeds – another way for people to discover your business.

### **Timeline**

The Timeline is where you can post Status Updates, which can be text, photos, links or videos. It's also a place where fans can share ideas and comments. Not sure what to say? Tell your fans about events, success stories, and share what's going on with your business.

### **Video and Photo**

Video and Photo posts allow you to upload and share dynamic content about your business's activities. Photos and video are a very powerful way to create an emotional connection with your fans. Plus, the more you and your customers share, the higher your content's overall ranking is. This means you'll appear higher in organic search results, which can help you reach and acquire new fans.

## **Instagram**

Instagram is Facebook's photo and video sharing app for smartphones. You can take and post pictures and 15-second videos easily, and add filters to give your images a unique look or classic feel. Instagram also lets you post to Twitter, and follow other people and businesses on Instagram to see their pictures.

## **Facebook mobile**

Facebook's mobile application allows you to update your Facebook business page from your smartphone. You can share posts, pictures and video on your page right from your phone.

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## **Types of Facebook posts**

Here is a sampling of types of posts that your business might want to consider.

### **Pinned Posts**

A Pinned Post is a great way to highlight an important post. Once pinned, it will keep this content at the top of the timeline for 7 days, returning it to the date it was posted after that. To pin a post, first hover over the post on your timeline and an arrow should appear in the right-hand corner. Click the arrow and select "Pin to Top."

### **Hashtags**

Hashtags are keywords or phrases with the # symbol in front of them. When you attach the # symbol to a word or phrase, you're making it searchable. This allows you to easily follow discussions surrounding your business and appear in other discussions on the same topic. When creating a hashtag that you want others to pick up and use too, make sure it's short and catchy. For example, if you sold oranges, you may want to try including the phrase #Oranges in your post. That way, if someone searched for oranges using that hashtag, your post would be shown to them along with any others. Hashtags cannot have spaces or special characters.

### **Tagging businesses and fans**

"Tagging" is a way to highlight a person or business. To tag a business in a post, start by typing the @ sign, followed by the business name. Facebook will automatically start displaying options for you. Tagging other pages is beneficial, as the fans of those pages might see your post. You can only tag a fan in a comment stream when they've commented on one of your posts. This notifies a fan that you've responded to their comment.

## **Tips for revamping an existing Facebook profile**

### **Diversify your types of posts**

Photos, links or even a simple question could get more people to engage and share.

### **Thank your customers**

You'd be surprised at how a simple shout-out like: "Our Facebook fans are the best!" generates engagement.

### **Cover varying topics**

Don't feel limited to only post about your specific business, but feel free to include related topics relevant to your target. If you're a clothing store, you could post about fashion trends or what celebrities are wearing.

## **For the admins**

Here are a few pointers for managing your business's Facebook page:

### **Setting up admins**

There's no limit to the number of admins your page can have. Multiple people can have admin privileges, but they cannot use the same account to manage the page. Each admin will need his or her own personal Facebook account. You can add an admin under the "Edit Page" menu on your admin panel.

### **Knowing who you're posting as**

To make sure you're posting as the right person, check out the light-blue bar at the top of the page. That indicates whom you're posting as and gives you the option to change it.

### **Scheduling future posts**

You can create a preplanned post and set it to appear at a scheduled time. Just add a date and time before you post it. You can plan a post up to six months in the future. Use the clock icon under the posting field.

### **Proactively moderating posts to your wall**

Profanity Filter lets you block the most commonly reported offensive words and phrases. If someone tries to post something inappropriate, it will be blocked and marked as spam. You can access these settings through your admin panel, under "General."

### **Set rules for staff**

It's a good idea to establish some clear guidelines for when your employees and customers are representing your business on social media sites.

### **Dealing with spam**

If you find that another page or person is spamming your business's page, you can report these posts or comments, as well as ban the poster from your Page.

### **Measuring success**

It's good to stop every once in a while and take stock of how your business's Facebook page is doing. One way you can do that is by keeping track of the number of Likes, mentions, shares and fans you've gotten over a period of time.



Facebook has an "Insights" section on the admin panel that will show you a few useful stats, like "reach," which is the number of people who have seen your posts in a given time period. Clicking on the Insights panel will also give you access to even more tools, like demographic information. Use this information to help understand your business and cater to that type of individual. If you have questions or need help, you can access Facebook's help section from your admin panel.