



Marketing | Advertising | Consulting

**The
Really
Really
Helpful
Facebook Guide**
for

BUSINESS





This document includes step by step instructions for the implementation of a business page. Please review and use as a reference for using the Facebook Page, posting, commenting, and promoting.

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Facebook Guide to Business

Half a Bubble Out



Introduction:

This guide is designed to offer you quick tips, ideas and guidelines on how to communicate via Facebook; it's also a go to source for you to learn how to interact, post, and even create promotional events on a Business Page. Terms used in this document refer to the Facebook Business Pages rather than the Facebook Personal Profiles. Facebook *Profiles* are for individual personal use and must be held under an individual name. Facebook *Pages* are for professional use and give a presence on Facebook to businesses, organizations or celebrities.

A significant difference between a Personal Profile and a Business Page is that Pages are visible to everyone on the internet. Every person on Facebook can connect to your Page and become a "Fan." A fan is the Business Page counterpart to what a personal Profile would consider a "Friend." Both terms refer to the audience your posts will reach.

A Facebook Page must have an admin who has a personal Profile through which the admin can login in to manage the Page. Additional admins may be invited to help manage the Page.



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To Access Your Business Page:

Your Facebook business Page will be linked to a personal Profile. You do not have to manage the personal Profile; it is simply there to help you with gaining access to your business Page.

Step 1: Log in to the generic profile we have created for you.

Ex: Username:

Password:



Step 2: Once on your main Profile page select the down arrow next to “home” and then select your business Page.



***You will be directed to your Facebook Page, where you will be making posts, comments, etc. for your business.**



Connect on Facebook: Make a Great First Impression

Most people will only visit a Page once. Make sure your Page offers the right type of information that a fan would want to engage in. You want to post something that captures attention immediately and gives people a reason to connect to the Page without having to read the entire Wall. **Events or specials that may be going on in your company are a sure way to get people to like your Page.** Posting current promos, photos, upcoming events, announcements, and links to favorite Pages or articles relevant to your community increase your connection to fans. Be sure you have permission from outside sources of information before posting.

In choosing what to post, strive to ensure the Page represents your unique community while keeping within the guidelines of professionalism and the brand of Victor. A good rule of thumb is to ask fans what they would like to see on the Page. Facebook is all about conversation, you don't have to create the best post ever made every time, the key is to find out what your fans and viewers need or like.

Tips for Expanding your Fan Base and Promoting your Page

1. Include your Facebook Page URL as part of your email signature on all public and community documents such as applications, newsletters, and on flyers in your leasing office. If you do have a newsletter, try writing an article about the new Facebook Page your business has, tell fans about the benefits of “Liking” your Page.
2. Encourage staff and friends to “like” the Page, share the link with their friends, post their own comments and photos to the Page Wall, and add a Review.
3. Create fresh content on your Page to engage your fans. Post status updates, photos, and/or video to encourage interaction with your fans.
4. Encourage community feedback. Use the Questions app to request feedback from your online community on future content. Respond to every comment, even negative ones. By addressing issues head-on and honestly, you will establish an expectation of trust between yourself and your community. (Refer to the Social Media Conduct section for guidelines).

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5. Connect your Page with other relevant Pages. When you're using Facebook as the Page, you can "like" other Pages. Their links with thumbnail images will appear on the left hand side of your Page. As a general rule, the Pages you connect to should be places with a professional presence such as local businesses or restaurants. Since your Page is representing a professional entity, avoid your personal likes or favorites that are irrelevant.

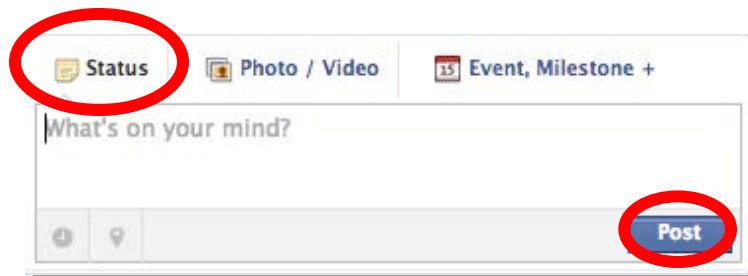


Status Updates

One of the primary ways you will be communicating on the Facebook Page is by giving a status update. These are referred to as posts. There are a couple different ways to give a status update. Here are some examples:

1. Status

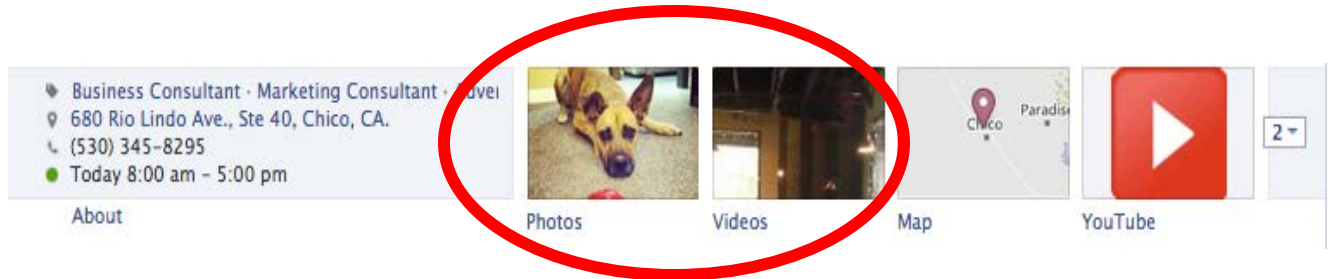
By clicking on the Status button at the top of your Page you will be able to write within the box any information you want to communicate to fans. After you complete writing your message simply select the post button in the bottom right corner.





2. Photo

When you want to share a photo on your profile and want to write a comment about it select the Photo button at the top of the profile Page. You will then be asked if you want to upload a photo, take a photo, or create an album. Uploading a photo is what you will be doing most, since the photos are pulled directly from your desktop or documents.



3. Video

If you have a short video you wish to share, simply click the video button and select upload. Select the file you want to upload from the menu box. If you have a computer camera, you can also record from it by selecting Record Video.

4. Link

A link is most often used when you want to give fans a clickable URL that will take them outside of Facebook, to a desired Page you choose. First “Copy” the link you desire and then paste it into the “What’s on your mind” section. Once posted a URL image preview and description will appear below the status update box.



5. Event

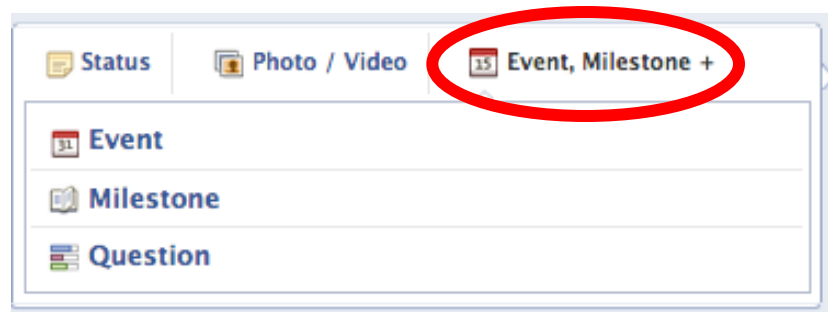
By using Facebook's Events feature, you can invite current fans and community members and also allow for these events to be shared with their networks, maximizing your reach. Be sure to create a Facebook Event at least 1-2 weeks before the actual event to give you time to properly promote it.

6. Milestone

Use the Milestone feature to highlight a major milestone in the history of your business. These could include moving to a new building, starting a new program, etc. Focus on things that your fans would be interested in knowing.

7. Question

A great way to interact with fans is to ask a question through Facebook. Click the "Event, Milestone+" button, you will then be taken to a drop down where you can choose the "Question." You can add polls, ask questions, and even keep a tally of who is giving what answers.



Tagging in Facebook

Tagging is your best friend

When a status update, video or photo is tagged, everyone connected to an individual or Page can see the event within their own Facebook feed and on the tagged person or Page's Wall. For example, if Mary is tagged in a photo on your business Page, Mary's cousin Jane can see this within her own Facebook feed because Mary and Jane are connected as "friends" on Facebook. This is 'word-of-mouth' marketing perfection! Be sure that all photos and videos are tagged to increase the reach of your online community.

Tagging photos or videos

To tag your photos or videos, go directly to the photo or video and click the link underneath that says "Tag Photo" (or video.) (This will now only appear if the person is a "friend" of yours.)

For photos, click your cursor on the person's face and a drop down menu will appear. Begin to type their name and possible matches will appear - select the correct person and then click the "Done Tagging" button.

For video, you will not need to click on the person - just click the "Tag Video" link and a box will appear where you can type in a name and select the appropriate person, then click the "Done Tagging" button.



FAQ's for connecting on Facebook Business Pages

How do I continue to increase my fans on Facebook?

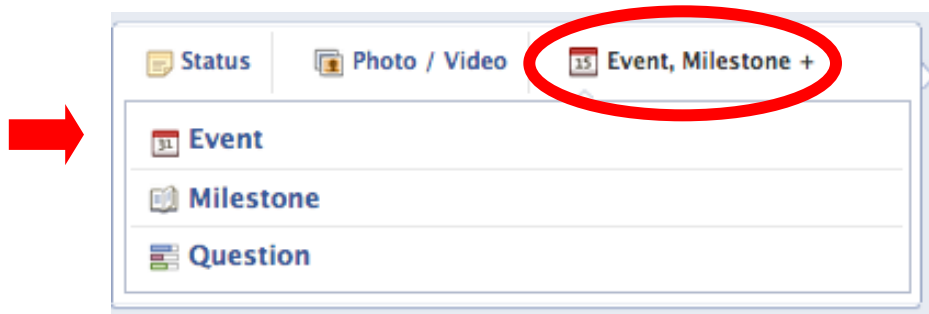
Increasing fans on Facebook is part of the fun. Start small with trying to get the majority of fans on board. Once your fans like the Page, start getting them engaged in events or just commenting on why they like your business so much. Once you gain momentum, start asking fans to recommend you to their friends or family who might be looking for the service you offer. Keep building off of that, until you build a community network of fans who just love being part of your Facebook Page.

How do I engage in conversation?

So how do you engage in conversation and create fans? In order to get responses from fans, try asking easy-to-answer questions that don't require reading or a lot of thought. For example, instead of simply announcing "Our business offers a great service", engage fans by including a related question, such as "What types of new products would you like to see?" Consider offering promotions or better yet, offer contests on your Facebook Page that encourage people to respond.

How do I create an event or promotion?

To create an event, log into Facebook and under "Account" choose "Use Facebook as Page". After you are on your business Facebook Page click "Event, Milestone+" in the Status update field and then click "Event" from the drop down menu as shown below.



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Enter the Name, Details, Where, When and Time information. Consider a catchy event title to capture people's attention. Once fully filled out, click Create. From here you can upload an interesting photo to attract attention, perhaps a photo from a similar community event. Do this by clicking on the grey watermark photo in the upper right hand corner of the event and then chose your desired photo.

Remember, photos of people tend to be more inviting and receive a better response. If this event is open to the public, be sure to designate it as a “public” event so that other people who aren’t fans can see the event, be invited by friends, and RSVP.

The event will be posted to your Page’s Wall when created, but you can also use the “Share” link to post the event again (along with additional information via text attached to this link when you post). You can also urge your Page’s fans to spread the word and invite guests through the Event Page.

How can I boost attendance of the event?

Three more ways to promote and boost attendance of the event:

1. Include the event Page link in any emails or newsletters to current clients or contacts.
2. Change your Page’s profile photo to one that reminds fans of the event
3. Include a giveaway at the event, in which you draw a name from the RSVP list and the winner must be present.

When sharing invitations on Facebook, add an exciting personal message. Share event details such as contests, drawings and activities. Ask for an RSVP so you can plan for the right amount of food or number of chairs.

How do I engage fans for community events?

Here are a few additional ways to engage fans for a community event:

- Ask attendees to share the event with their neighbors, family and friends
- Ask for volunteers to help set up the event
- Post updates on the event Page
- Send out reminders as the event approaches
- Monitor your event Page daily

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How many times should I post?

Post 4-6 status updates per week- we recommend posting at minimum 4-6 times per week to keep the Page looking alive. Over-posting updates will create a 'noisy' Wall. It's like hanging too many pictures in the living room instead of only hanging the important ones. However, leaving a Page for weeks at a time with no posts can create a dead Page.

How many times should I comment?

We recommend that you comment 1-3 times per week depending on the type of comments and feedback that you are receiving. If it's a post or comment that requires immediate feedback we recommend that you respond immediately. If it's a comment that someone has made such as "I love your service," you could comment something like "We do too! Tell us what you enjoyed about us." Managing your time may be easier if you have a couple posts planned ahead, that way if you ever get stumped when trying to create posts, you will have a backup.

How do I delete a post or comment?

To remove a negative wall post or comment on Facebook, click the "pencil" icon which appears when you move the mouse along the upper right hand corner of the post and select "delete" from the drop down menu. If you are deleting a comment on a post, move your mouse icon over the box with the comment in it. Click the "X" which appears in the top right corner labeled "Hide as Spam." The comment will be hidden.



How do I handle negative comments?

Negative comments are always more difficult to handle, however there are ways to defuse the situation. Facebook is all about conversation so you are allowed to message back in a polite and problem solving manner. As long as you make an effort to apologize publicly you can redeem yourself, however there are those that are better off left alone.

Examples of Negative Comments and Responses:

Comment:	Response:
My wife came home and said the manager treated her terribly. What's going on?	We are very sorry you had a negative experience. We'll contact you directly to assess the situation.
The service here sucks, they're always rude.	We are very sorry; sometimes people just have a bad day. Next time we will be nicer.
I !##\$%XX hate this place!	This comment is better left alone; simply delete it from the Page.

Process for Handling Negative Posts or Comments:

Determine the type of negative feedback received

- 1. Straight Problems** – Someone has an issue with your service and has laid out exactly what went wrong. This feedback is negative in that it paints your business in a poor light, but it can be helpful in exposing real problems that need to be dealt with.
- 2. Constructive Criticism** – Even more helpful is when the comment comes with a suggestion attached. Fans use social media to suggest ways in which you can improve your service. While this type of feedback may point out your flaws, and is thus negative, it can be extremely helpful to receive.
- 3. Merited Attack** – While the attack itself may not be merited, the issue that catalyzed it does have merit in this type of negative feedback. Essentially, you or your company did something wrong, and someone is angry.
- 4. Trolling/Spam** – The difference between trolling and a merited attack are that trolls have no valid reason for being angry at you. Also in this category are spammers, who will use a negative comment about your service (whether true or not) to promote a competing service.



Determine your Reply Strategy depending on type of comment:

- **Trolling/Spam** posts are to be removed immediately with no response.

- **Straight Problems, Constructive Criticism, and Merited Attacks:**

Identify whether this is a real or perceived problem, and what steps you will be taking to fix it (if real) or why things are done this way (if perceived).

- **Straight Problems:** post replies as soon as the problem is verified and response steps are determined. Whether that response is personal or a broad public-facing message depends on how widespread the problem is and how many people reported it.
 - If a real problem exists, steps should be taken to fix it and clients should be notified that those steps are being taken.
 - If the criticism is the result of a perceived problem rather than an actual problem (e.g., someone who just doesn't like the method by which you do something), response should begin, "Thanks for bringing it to our attention, but here are some reasons why we structure our business the way we do."
- **Constructive Criticism:** respond immediately with a positive message thanking the person for taking the time to provide suggestions or point out your service's flaws. Let them know their suggestion will be forwarded to the appropriate person. After identifying the issue and determining if it's a problem, review to determine if additional Straight Problem reply strategy is necessary. If the suggestion does end up being incorporated, post a follow-up reply stating this:
 - Thank you for bringing this to our attention, as a result we have implemented the following: xxx. Thanks again. We appreciate your input and feedback.



- **Merited Attacks:** respond promptly and with a positive vibe (e.g., thank the commenter for the feedback and assure them that steps are being taken to correct the issue or mitigate their problem). Let them know that you will be contacting them directly to resolve the issue. Continue with Straight Problem posting strategy when decision is made as to how the problem will be addressed.

Determine type of response necessary and execute the reply strategy within 24 to 48 hours.

Glossary of Facebook Terms

Sometimes the Facebook “Lingo” used can leave you feeling out of the loop, so here is a helpful list of Facebook terms so you can talk the talk too! (or at least understand what is being said!)

Admin: Admins are people who create and manage activity in groups and Pages.

Cover Photo: Your cover photo is the large picture at the top of your timeline, right above your profile picture.

Fan Page Messaging: Now people/ fans of your business Page can contact you using “Messages.” Notifications about new messages will appear right in your admin panel.

Fans: People who like your business or service.

Insights: Facebook Insights provides Facebook Platform developers and Facebook Page owners with metrics around their content.

Like: Clicking “Like” is a way to give positive feedback and connect with things you care about.

News Feed: Your news feed is the ongoing list of updates on your home Page that shows you what’s new with the friends and Pages you follow.

Notifications: Notifications are email, onsite, or mobile updates about activity on Facebook

Page: Pages allow businesses, brands, and celebrities to connect with people on Facebook. Admins can post information and News Feed updates to people who like them.



Glossary of Facebook Terms Continued...

Pin to the Top: Hover over a story and click on the star (*star icon*) to make it wider, or on the pencil (*pencil icon*) to pin it to the top of your Page, hide or delete it entirely.

Poke: You can poke someone to get their attention or say hello.

Privacy Settings: Your privacy settings let you manage basic privacy preferences, such as who can send you friend requests and messages.

Profile: Your Profile is your Facebook personal information. You must set up a personal profile before you can create a business Page. Any individual who is on Facebook has a personal profile: it's the focal point for the entire network. Your profile Page contains all your pertinent information and is how others find and connect with you on Facebook. Through your profile, you can share status updates, photos, videos, links, and other content. Plus, friends can comment on your posts. **Businesses, organizations, and celebrities are recommended to create a Page rather than a personal profile.**

Share: To post or re-post content on a social media site is to share it. Facebook specifically has a Share option, which allows you to post someone else's content on your Page.

Subscribe: Subscribe is a way to hear from people or companies you're interested in, even if you're not friends. The Subscribe button is also a way to fine-tune your News Feed to get the types of updates you want to see.

Tagging: A tag links a person, Page, or place to something you post, like a status update or a photo. For example, you can tag a photo with a friend's name in it or tag a friend in a wall post which shares that post on their wall as well.

Ticker: Ticker, on the right-hand side of your home Page, lets you see all your friends' activity in real-time.

Timeline: Your timeline is your collection of the photos, stories, and experiences that tell your story.

Top story: Your top stories are stories published since you last checked the News Feed that we think you'll find interesting. They're marked with a blue corner and may be different depending on how long it's been since you last visited your News Feed.

Wall: Your Wall is the space on your profile where you and friends can post and share.



Business Management of Facebook Pages

Management of your Business Page should be given to one or a limited few. Some people thrive on the social interaction and are very skilled in engaging your audience. For others, managing social media networks can feel overwhelming and daunting. Finding someone who has the time and ability to keep your page current and engaging may be easy, but finding someone who has the skill and understands the strategies involved may not be so. If you don't know how to manage your accounts efficiently, you can find your time and resources being sucked away.

Here at Half a Bubble Out, we are knowledgeable and skilled in managing Social Media Business accounts. We implement and manage effective and efficient Social Media strategies that use your time and money wisely and ultimately lead your business to new customers and isn't that the bottom line?

**Call Half a Bubble Out @ 1-800-716-4426
for a Free Consultation
on how we can help your business
get more customers through Social Media.**

A graphic featuring two blue speech bubbles. The first bubble contains the text '30 min.' and the second bubble contains a white telephone handset icon.

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