Using Facebook for Business

Name:

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E-Business Enterprise Learning
For Women

Using Facebook for Business Workshop

Contents:

Power point slides

Task: Which other facebook pages could you promote your services on?

Help Guides:
- A guide to e-business terms and acronyms
- Setting up facebook for business
- Facebook hints and tips

Learning Objectives

The learning objectives for this workshop are:

| Learning objective 1	To understand the functions of facebook
Learning objective 2	To assess the relevance of facebook for your business
Learning objective 3	To be able to set up a page for business

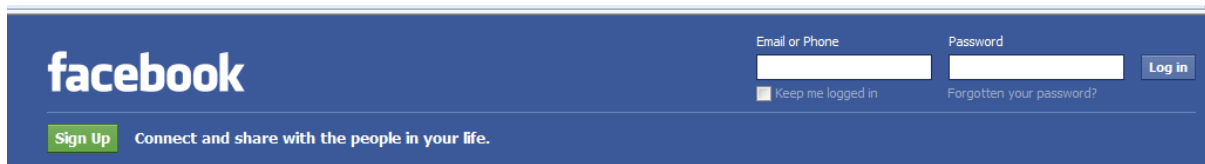# Setting up Facebook for Business

Setting up a 'page'

1. Go to www.facebook.com and click on the 'create a page link
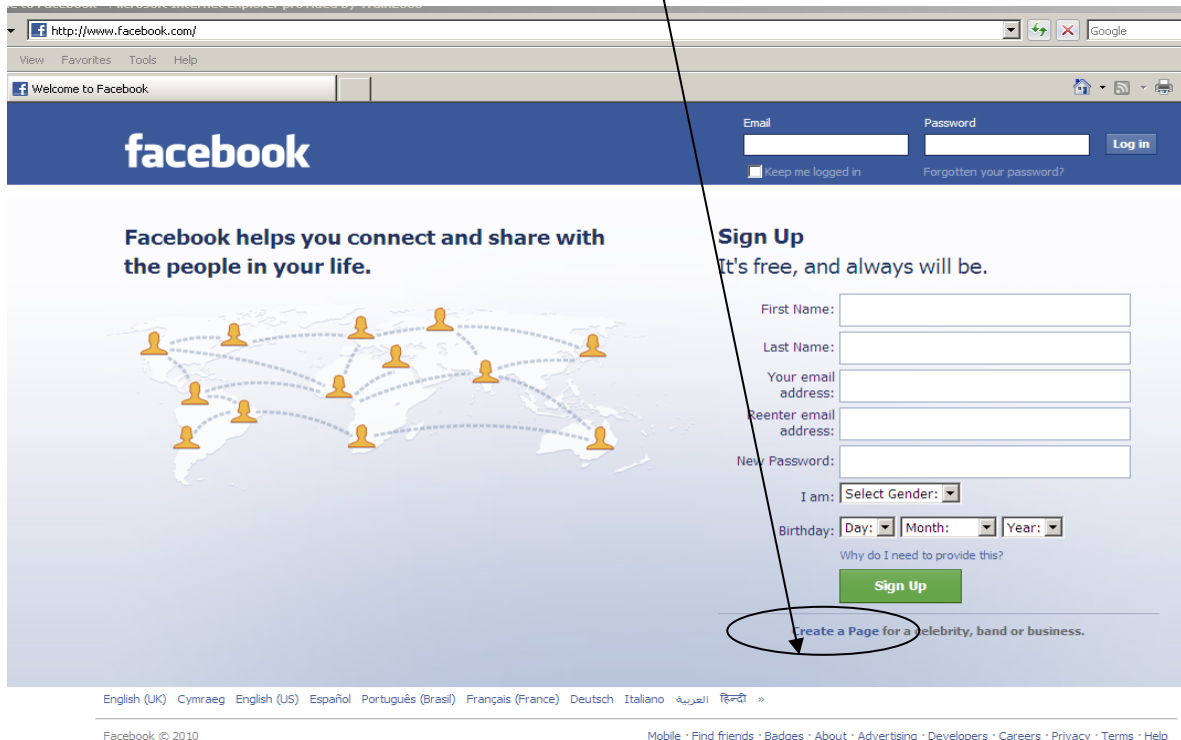
This is FREE to do and can act as a web page for your business, or simply as an additional marketing tool. You are able to name your page and specify what industry your business is. First Choose a general category:
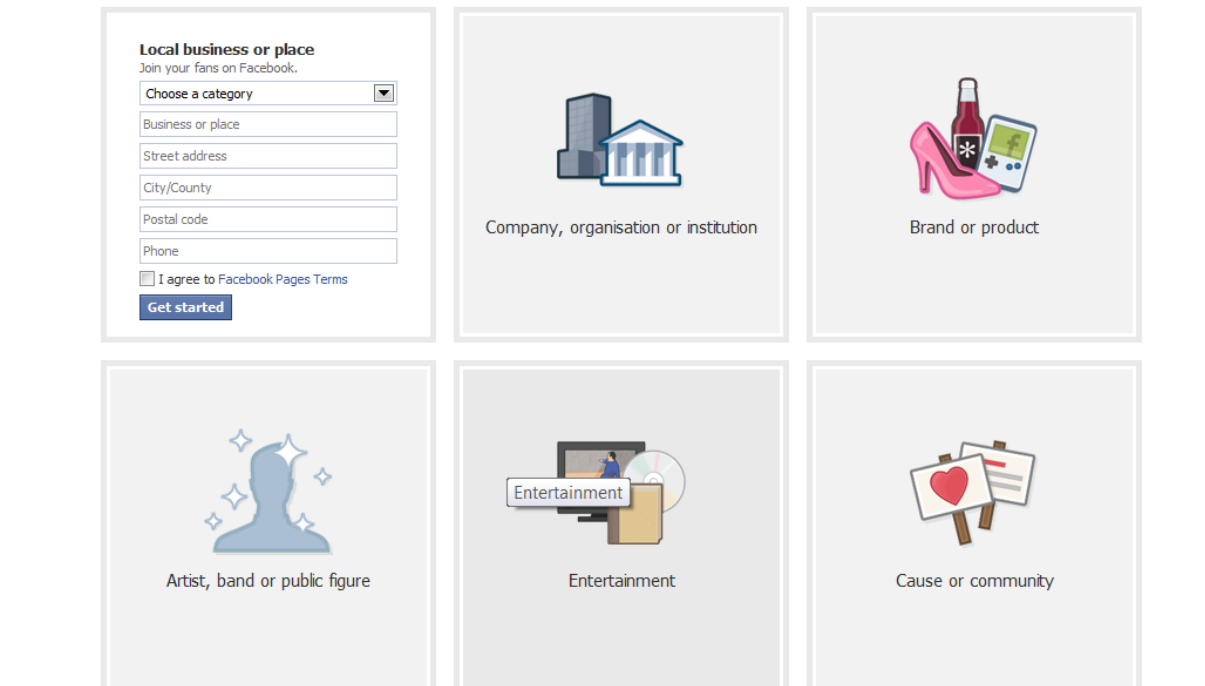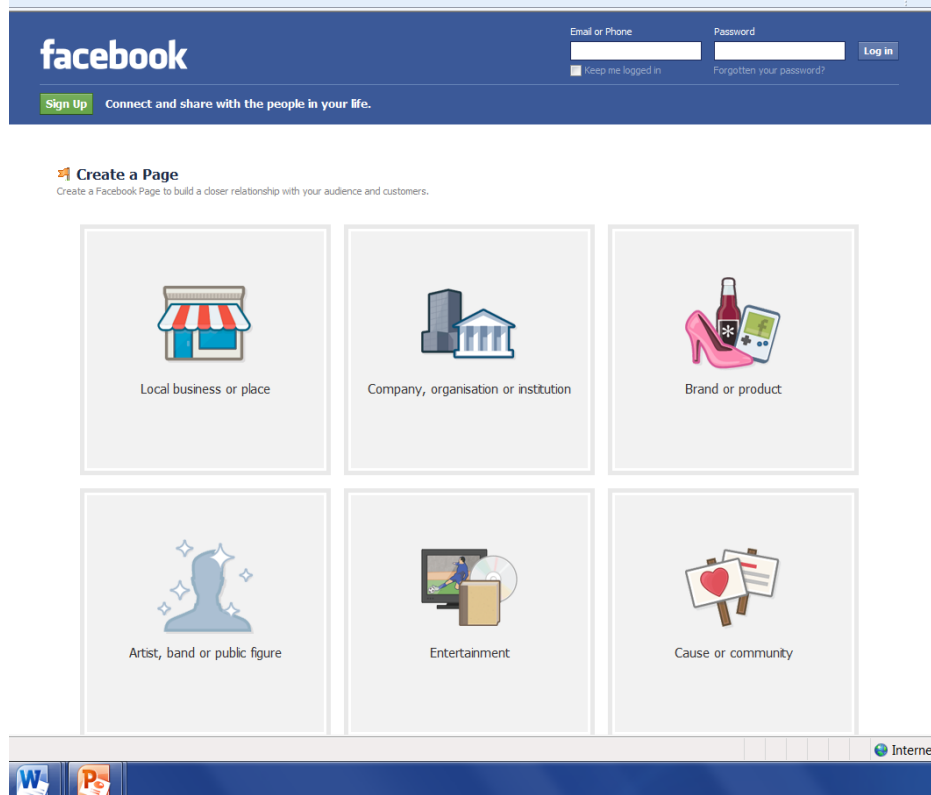
Add your basic details. You will need to click to select the 'city' from a drop down list that will appear when you start typing.

2. Once you have added these details it will ask you if you already have a Facebook account to link the business page up to or if you are new and will therefore need to register. Even if you link this up to an existing account the page won't show a link to your own profile page. You will just show as one of the fans, and Facebook will know you to be the administrator.

3. Follow the instructions Step by step.
   - **Add a profile picture and a cover** – You can upload a picture to use as your main profile picture for your page. This will ideally be your company logo and should be a square image for maximum impact. The maximum file size for this is 4MB so you may need to resize your picture in Microsoft Photo Editor or similar if it is too large. You can change your picture at a later date, so if you don't have a logo yet, carefully consider what image you want to use to portray what your company does. You can now also add a 'Cover photo' which is a larger banner image stretched across the top of your page. The new cover photo ideally measures 851 pixels by 315 pixels and has a resolution of 96 dots per inch.

- **Provide Basic Information** – You should set your location e.g. 'Liverpool' to help you to come up in local Facebook search results more easily and add some useful information on their including how you can be contacted.

- **Tell your fans** – This is Facebook giving you an opportunity to let those you already have on your mailing list know about your new page. You can either import these from your outlook or by signing in to an online email address such as yahoo or gmail. This will then send up to 5,000 contacts. If you want to do this try to do it immediately as the prompts disappear once the page is properly set up and functioning
- **Post Status Updates** – This is your chance to add a snappy update of a few words to let clients know what you have coming up, any offers you

have, and any industry insights. It's sometimes good to set up Google alerts to keywords that are linked to your industry so you can add links to news articles etc. as your status updates, adding weight to your expertise in the area.

- **Promote This Page on Your Website** – This will generate a html code that you can embed into the design of website or any other webpage you use that will put a box up to link Facebook users into your fanpage

4. Now your page is set up – Get promoting it!
   - **Promote via links** - Copy the URL from the address bar at the top of your fanpage. You can then post this as a link on your own page, and on other fan or group pages that may be relevant for you finding customers. For instance a cupcake business in Liverpool could post the link on pages related to wedding services, pages related to Liverpool etc.
   - **Suggest to friends** – If you have linked this fanpage to your existing Facebook account you can click 'suggest to friends' and a full list of the people you are already friends with on Facebook will pop up so you can send a mass invite for them to 'like' your page, which means they become a 'fan' so your page updates will appear in their feed as they log in. A good way to draw more people to your fanpage is to add people as friends (either through the friend suggestions, or through seeking people of your target audience out through related groups and friend requesting them). From there you can 'suggest' you fanpage to them too.
   - **'Share'** if your fanpage is linked to your own Facebook account, clicking 'share' will mean you can post a link to your fanpage on your own Facebook profile.
   - **Add 'Events'** This is useful to promote open days, special promotion days and other events you have on. Once you have added events details at the click of a button it will send an invite to all of your fans.

5. **Link to other social media!**
   If you Google 'link Facebook and twitter' you can get step by step instructions of how to update your Facebook statuses with your twitter updates. You can also add blog updates to your Facebook page via the 'networked blogs' tool which can be searched for on Facebook itself. Again it is pretty step by step.

Links for further tips:

https://www.facebook.com/page_guidelines.php

http://blog.socialmaximizer.com/14-tips-for-marketing-on-facebook/

http://www.insidefacebook.com/2007/12/09/inside-facebook-marketing-bible-24-ways-to-market-your-brand-company-product-or-service-in-facebook/

http://www.motivatingmum.co.uk/articles-and-features/254-integrating-facebook-into-your-website-or-blog

<u>Task – Promoting my page</u>

List other types of businesses that offer complementary services.
This list will inform which other facebook pages you could search for
to publicise your page on theirs and build relationships.

Facebook Tips & Tricks

- Choose 'use facebook as' from the drop down list at the top right and select your business page name to keep message clear. That way every time you post or interact it will be as the business.
- Publicise on other pages/groups – use your facebook.com page address, comment on their updates – Search for pages relevant to your industry or where your customers may hang out
- Use 'Events' to draw people into your premises or as a promotional offer '30% off day' or 'Open Day'.
- Use photo albums to show events & products – if your company is product based you can label each photo to index them catalogue fashion
- Ask for recommendations and invite feedback
- Use 'Facebook Offers' for special promotions you want to draw more attention to
- Use 'Questions' to start relevant discussion/gather feedback
- Use Pay-Per-Click facebook advertising to further promote your page or website – Just click on 'Create an advert' on any page to be taken through the process. You can narrow down who
- Add 'like' button to your website or blog
- Link Facebook to Blog (NetworkedBlogs) & Twitter, or add to Hootsuite

A guide to e-business terms and acronyms

Blog: A web journal used for posting thoughts and articles.

Browser: A software application used to search information posted on the internet. Two of the most common are Internet Explorer and Mozilla Firefox.

Content Management System/ CMS: An administrative software system that enables a user to add or change content on a website.

DSL: (Digital Subscriber Line): A technology designed to bring high-bandwidth information to homes and small businesses over ordinary copper telephone lines. Telus high-speed Internet service is an example of DSL.

E-business: The use of internet technology to conduct or facilitate business.

E-Commerce: The trading of goods and services over the internet.

E-Marketing: Business promotion activity via the internet

Firewall: A system designed to prevent unauthorized access to or from a private network. Firewalls are commonly used to prevent unauthorized Internet users from accessing private networks connected to the internet, especially intranets.

Hashtag: This refers to this symbol # most commonly associated with Twitter. Adding a hash tag in front of keywords indexes them as key topics on the site

Home Page: The main page of a website that a user first sees when they connect to a website.

HTML: (Hypertext Markup Language) A "code" used to build web pages. A common language used to share data over the web.

Hyperlinks: Embedded "connections" in web pages that allow users to 'jump' from page to page anywhere on the internet.

Internet: The Internet is a global network of computers with millions of users all over the world. Anyone can join this network and from your computer you can send and receive information anywhere in the world - all at the cost of a local phone call, 24 hours of the day. The Internet offers many business benefits.

Intranet: An intranet is a private internet which is not necessarily linked to the Internet itself.

ISP (Internet service provider): Also called an Internet Access Provider. An organisation that provides access to the internet either digitally or via analog for a monthly fee.

'Like': This is when someone chooses to keep in touch with your facebook page updates.

Multimedia: Applications combining the use of more than one media, i.e. data, voice and video.

Pay-Per-Click: A marketing system on the Web in which the advertiser pays when the user clicks on its advertisement and goes to its site

Search Engines: Search Engine software packages (such as Google, Yahoo, Alta Vista, WebCrawler, Dogpile or Lycos) helps you find what you are looking for on the Web. You can type in a word or phrase to describe what you are looking for and the search engine matches this against its index, recording all likely matches. Most search engines are free.

Search Engine Optimisation (SEO): the process of improving the volume and quality of traffic to a web site from search engines. This can be done via targeted key words.

Server: A network device that provides services to client PCs, for example file access, print spooling or remote execution.

Social Media: includes web-based and mobile technologies used to turn communication into interactive dialogue

Status Update: a form of micro-blogging, mostly associated with facebook. Refers to sending out a short message to 'friends' or followers

Tweet: This refers to the 140 character message sent out through Twitter updates, a form of micro-blogging. – Re-tweet or RT refers to someone seeing your message and sending it on to their own followers, quoting you as the source.

URL: (Uniform Resource Locator): The alpha-numeric address used to locate a website.

Web hosting: An organisation that provides users who do not have their own web servers with serve space to 'park' their website and allow others to view it over the internet. ISPs also host websites and those such as AOL, will allow subscribers a small amount of server space to host.