



# for Businesses

## Tips for Starting a Facebook Business Page

Today, people expect businesses to have a Facebook page for their business like they expected businesses to have a website a few years back. Without a Facebook page, your business' website will basically be the only access point for potential customers after they do a keyword search in Google. There is a ton of information on the Internet about starting and maintaining a Facebook business page. The information below provides the main points and best suggestions for creating a Facebook page for your business.

1. **Create a Page.** The first step is to create a Facebook page. You can use the link below.

<http://www.facebook.com/pages/create.php>

2. **Transfer Information.** Transfer the information from your business' website to your Facebook page. Typical information to transfer includes: contact info, website URL, brief biography, pictures (or video depending on your business type), upcoming events, testimonials, etc.

3. **Facebook Badge.** Once you start a Facebook page for your business, you'll see a link to create a Facebook badge. A badge allows you to build your fan base by placing a Facebook "Like" icon on your business' website. Create one and place it on your website immediately.

4. **Start Spreading the Word.** Think of Facebook as an electronic version of word-of-mouth advertising. It's a slow process at first, but if one person "Likes" your page, then another person will check it out and "Like" it, too. Ultimately, the goal is to build a large following so you can post updates that will appear on your followers' Walls. You're essentially keeping your followers in the loop without them having to manually check your website.

5. **Branding.** Pick a professional and intriguing picture that you feel best represents your business to use as your profile picture. Do not change your profile picture frequently. You want people to recognize your brand when they log-on to Facebook to quickly scan the updates in their News Feeds.

6. **Time Your Posts.** Statistically speaking, Facebook is checked the most on Wednesday afternoons. That doesn't mean you need to post at that time, but for the most part, the majority of people are **NOT** on Facebook Friday day/night or Saturday night. The best days and times to post updates are Sunday evenings, and Tuesday through Thursday mornings before 8AM and Tuesday through Thursday evenings before 10PM.

7. **Strategy.** Think about your social media strategy while you're setting up a Facebook page for your business. Will you be using Facebook to promote specials or other offers, to give your followers any insider glimpses, and/or to give you a forum to address your former/current/potential customers??

#### 8. **Tips.**

- Update content and invite new fans continuously. Look up former and current clients. They'll be inclined to tell other people they know who are looking for your type of business.

- Post with personality; don't use stiff or business-like language. People want to talk to people. Turn comments into a running dialogue. Let them know you are there and that you care about what they have to say.

- And keep it fun! People want to get to know the person(s) behind the business. For example, post pictures or video clips from a recent performance, test material you're thinking of using, post a short introduction video, etc.