

Facebook Workshop

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How To Set Up a Facebook Fan Page

Step 1: Choose the category that best fits your business and your use for a fan page.

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

Step 2: Add all the basic content to your page.

- Logo – square images work best
- location & hours (if appropriate)
- about statement and all descriptions of the business including website and contact

Step 3: Create value add content to your page:

- add photos or video
- post information about what you've been doing
- create a poll or activity for people to engage in

Step 4: Invite people to fan your page

choose wisely, do not tell everyone in your facebook connections unless these are all valid business connections

How To Claim Your Vanity URL (username)

Step 1: Go to <http://www.facebook.com/username/>

Step 2: Choose the page you'd like to customize the url for

Step 3: Click on Check availability to see if the name you'd like is available

Step 5: Confirm this is the Facebook Fan Page URL that you would like for your business.

NOTE: You can only change this once so be sure this is indeed the personalized Facebook URL that you want.

NOTE 2: You must have 25 'fans' before Facebook will confirm that you can have the vanity URL that you wish to claim so be sure to send out a quick message to a 25+ colleagues to 'like' your page.

More details and answers to questions on this topic at <http://www.facebook.com/help/?page=900>

Best Practices for Creating Content to Post On Your Fan Page

1. Update content frequently.

Facebook grants page owners to use several different methods to share content. Adding fresh content on a regular basis is the ideal way to keep people coming back for more. Keep in mind that you should be using your wall, notes and other areas of your page to display content. You can make double use out of the content you post to your blog, the content you distribute and any other content you produce. You can also connect your twitter account to facebook to update your status feed.

2. Engage your visitors, try using questions, polls, and quizzes to create an engaged community
As you consistently update your page, fans will have new opportunities to interact with your content. Rather than just posting “one sided” content (such as an article or list) try to engage them in the conversation. Asking questions with in posts increases visibility since each “comment” is then posted on that user’s wall. “Likes” are not as valuable as “comments”. If you post a piece of content on your Facebook Page, you might generate a good number of comments. But if you post your content in the context of a question, a poll or a quiz, you make your content interactive and provoke viral distribution.

3. Promote a contest

Facebook is a terrific platform for promoting contests and contests are a great way to get people involved. Adding a contest to your Facebook fan page will also help increase your fans. Your fans will naturally tell other people about your contest and bring other fans in as well. Contests can be terrific incentives to get people to participate more with your fan page and your business.

4. Give fans an interesting experience.

Entertainment value reigns supreme on Facebook. If your Facebook fan page isn’t entertaining, it isn’t going to last long. Creating an interesting experience for your individual can be something as easy as giving an exclusive discount, or having a hot weekly tip that they can use. Create value.

How to Create a Facebook Fan Page 'Like' Contest to Build Fans

An easy and inexpensive way to quickly gain fans on your company Facebook Fan Page is by creating a sweepstakes or contest. With the help of a simple third party application such as Wildfire Apps for Facebook you can create a contest that offers an enticing and brand building award to those who sign up and possibly invite others to gain more chances of winning your contest.

Some great examples of companies who have moved their fan page from 'broadcasting' content to 'engaging' content that attracts people to become brand evangelists for your company include JetBlue's All You Can Jet Sweepstakes where fans can 'like' the fan page and be entered to win a year of travel on JetBlue.

You don't have to be a major brand to offer a sweepstakes contest, any business can take these ideas and get creative. A beauty salon can offer one year free manicures and pedicures, a restaurant could ask patrons to vote on their favorite dish and win a free dinner and a jewelry designer could give away a coveted necklace seen on celebs by clicking the little thumbs up.

To begin your Facebook company contest follow these 5 quick and easy steps to start building your community today:

1. For optimal results it is best to begin a contest when you already have some fans to fan the flame for you. A good number to start with is at least 50-100 fans.
2. Create a custom contest tab on your Facebook fan page which can be done using an application such as Wildfire Apps (www.wildfireapp.com). At just \$5-\$25 per contest and a daily rate of \$0.99-\$2.99 per day you can set up your contest quickly and efficiently.
3. Create either a weekly contest (recommended if you already have a large fan base) or a 30 day contest using an award that is grand enough to win the 'likes' of others and complimentary to your business. For example, Mancini's Sleepworld ran a 30 day contest giving away a flat screen TV so you could watch TV in bed and gained an average of 100 fans a day the first week. NOTE: Be sure to have your legal team review the contest rules so that you are covered and any misunderstandings can be clearly defined in the contest rules.
4. Promote the contest in your brick and mortar location if you have one with signs that include QR Codes for easy one step registry (visit www.kimtag.com to make QR Codes). QR Codes are being used everywhere where mobile savvy people can scan the code on a free app downloaded on their smart phones and it immediately takes them to the landing page of the contest.
5. Announce a winner! This the fun part and if you are using a third party application like Wildfire they will select a winner for you. They will also track all the data of people who entered the contest so that you can use this list of subscribers for other events.

More Resources & Tutorials

Here is a list of websites and tutorials to help you understand the basics of developing and promoting your Facebook business page. There are many more in-depth options for those wishing to work in HTML and beyond, but these are most of the basics.

[All Facebook](#)

On the unofficial Facebook Blog, you will find news, articles, tips and stats related to the world's fastest-growing social network. An extensive guide titled [How to Develop a Facebook Page That Attracts Millions of Fans](http://www.allfacebook.com/facebook-page-strategy-2009-03) addresses its subject well. <http://www.allfacebook.com/facebook-page-strategy-2009-03>

[How to Use Facebook for Business and Marketing](#)

This guide takes a look at the potential of Facebook for business and reviews the various options business owners have in order to be effective with Facebook business marketing. <http://www.techipedia.com/2010/how-to-use-facebook-for-business-and-marketing/>

[Extending Facebook Static FBML \(facebook markup language\) Tabs with Dynamic Content](#)

This tutorial explains how to add some spice to your Facebook fan page using the Dynamic FBML function. You can build an image or video gallery or even a micro-site inside a Static FBML tab quite easily. <http://www.snipe.net/2009/10/mini-site-facebook-static-fbml/>

[Creating a Custom Facebook Page](#)

The tutorial includes such basics as Facebook page creation, restrictions on Facebook, creating tabs and displaying navigation and content elements using FBML and FBJS. <http://www.webdigi.co.uk/blog/2010/creating-a-custom-facebook-page/>

[Google Analytics for Facebook Fan Pages](#)

Even though Facebook supports only restricted JavaScript, which is usually not enough for Google to correctly track visitors, the guys from Webdigi.co.uk successfully managed to get *all* functions of Google Analytics working on their fan page. You can learn how they did it by reading this tutorial. <http://www.webdigi.co.uk/blog/2010/google-analytics-for-facebook-fan-pages/>

[How To: Build a Facebook Landing Page for Your Business](#)

This is Mashable's brief guide on how to add and configure a Static FBML tab on your Facebook fan page. <http://mashable.com/2010/02/22/build-facebook-landing-page/>

[5 Essential Apps for Your Brand's Facebook Page](#)

This article suggests a number of Facebook apps you could use to attract fans to your brand's landing page and to make them return repeatedly. <http://mashable.com/2010/03/28/facebook-business-apps/>

[Facebook Best Practices for Non-Profit Organizations](#)

This Facebook fan page guide is written by Diosacomunications, a company that specializes in social-media consulting for non-profit institutions and small businesses. It's a number of recommendations on how to set up and promote a fan page to the best effect. <http://www.diosacomunications.com/facebookbestpractices.htm>

[How To Create the Perfect Facebook Fan Page](#)

Some tips you can apply to your Facebook marketing strategy that will put your Facebook Page leaps and bounds ahead of the competition. <http://www.techipedia.com/2011/build-facebook-page/>