

Getting Started

1. **Log in to your personal Facebook page to create a business page.** Click the arrow in the top right corner of the page, choose “Create a Page” from the drop down menu and follow the steps.
2. **Customize the business page by designing a cover photo and adding profile pictures relevant to your business.** Create an impactful “About” bio, choose a unique username and select an appropriate call-to-action (CTA) button.
3. **As your business page, “like” relevant business pages, and as your personal page, invite friends.** Share information of value to your audience.

5 Tips for Facebook Success:

1. **Post frequently** to keep people engaged with your page. Vary your posts to include your content and useful links, photos and videos from others.
2. **Promote** your unique Facebook web address by including the URL in all of your marketing materials.
3. **Engage your followers** by asking them to vote or give feedback on a question. Be responsive when others post on your page.
4. **Partner** with other brands or local organizations, particularly where opportunities for co-marketing partnerships or alliances may exist. Tag brands or local organizations by using the “@” symbol.
5. **Ensure you maintain cadence** utilizing the scheduling tool. The clock icon below the status box will allow you to choose date and time for a future post. To view your scheduled posts, visit the publishing tools tab at the top of the page.

Additional Resources

Facebook Help –
<http://www.facebook.com/help>

Facebook Marketing -
<http://www.facebook.com/business>

Google Analytics – metrics
<http://www.Google.com/analytics>



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The Language of Facebook

- **Business Page:** A public profile, enabling a business to connect with people and businesses on Facebook. Business pages work similarly to personal pages with the ability to share status updates, important links, events, photos and videos.
- **Messages:** Ongoing conversations between Facebook users. Business pages can only send a reply message to a personal page and can't initiate the conversation.
- **Notifications:** Found at the top of the page next to the messages tab. Notifications include those that liked, commented, or shared your post. You may choose to receive notifications via email by visiting your settings.
- **Insights:** Facebook's analytics. Insights provide useful metrics that show which content is resonating with your audience.
- **Timeline:** Default view where visitors land when accessing your business page and the most visible part of your Facebook presence. When you or others post to your page, it will appear on the timeline.
- **Status Box:** The free-form content box where comments, links, photos, videos and events are shared. It appears near the top of the page on the timeline and is populated with the prompt "Write something...".
- **Pages Feed:** An ongoing stream of updates showing posts from the pages you have liked as your business page.
- **Apps:** Functionality enhancements created by developers and designed to enhance and customize the way you interact with Facebook users. Those you've added appear on the left sidebar toward the bottom of the page.
- **Likes:** These come in three flavors. The first are those who like your page (may be individuals or pages), the second are pages that you've liked and the third are those that like a photo, comment, link or video you posted to your page.
- **Username:** You can customize the web address for your page by selecting a unique username. It will appear in the location bar of your browser after "https://www.facebook.com/" when you view your page.