



BEST PRACTICES GUIDE | SOCIAL MEDIA

Quick Guide to Getting Started: Facebook for Small Business and Nonprofits

Social Media

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Why Get on Facebook?

It is no secret that Facebook is here to stay, and that it's no longer just for teens and hipsters. With more than 500 million active users, the odds are good that the people you most want to influence – customers, prospects, members, etc. — are already interacting with each other and with the businesses they like within Facebook. And while connecting and engaging with these people may seem like more work than you have time for, the truth is that this is great news for small organizations because you now have more direct access to your key audiences than ever before!

37.8% OF
FACEBOOK'S
500 MILLION
USERS ARE OVER
THE AGE OF 35.
THAT'S MORE
THAN 57 MILLION
PEOPLE!

(SOURCE:
CHECKFACEBOOK.COM)

Whether or not you have a website, having a Facebook Business Page is a good idea. For starters, Facebook allows you to interact in a more personal, ongoing way than most websites do and without requiring longer-form writing like a professional blog. With Facebook you can tell all of your best stories, listen to your customers' ideas, showcase your products, promotions, events, and services, and stay top of mind with customers and members without spending tons of money on advertising.

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, set against a blue rectangular background.

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The “Network Effect”

51% OF PEOPLE SAY THEY ARE MORE LIKELY TO BUY FROM A BRAND AFTER BECOMING A FAN ON FACEBOOK

56% OF PEOPLE SAY THEY ARE MORE LIKELY TO RECOMMEND A BRAND AFTER BECOMING A FAN ON FACEBOOK

75% OF PEOPLE ARE SOMEWHAT OR HIGHLY LIKELY TO SHARE CONTENT THEY LIKE ONLINE WITH FRIENDS, CO-WORKERS, OR FAMILY

CHADWICK MARTIN
BAILEY CONSUMER
PULSE 2010-11

One of the great things about the rise of social networking (i.e., sites like Facebook, Twitter, LinkedIn, and more) for small organizations is that it can help you drive word of mouth in a way you never could have before. By connecting with your customers, members, prospects, etc. in a social environment, they can easily share the things you are posting online with their friends, who can then share your content with their friends and more down the line. Even better, you can now actively encourage this online word of mouth and thank people for sharing your message.

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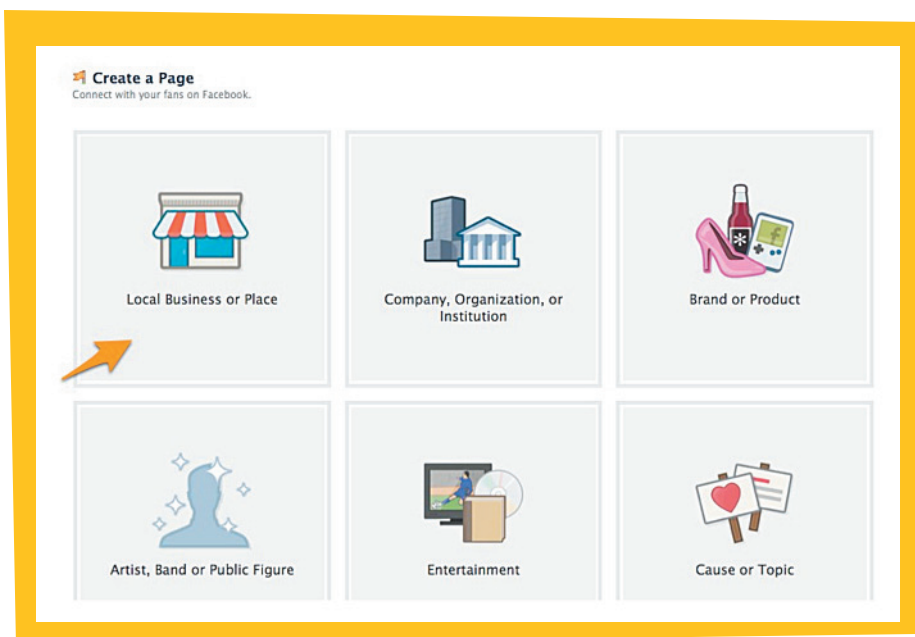
Setting up your Page

You may already have a personal Facebook Profile, but your Business Page will allow you to better use Facebook as a marketing and engagement tool rather than just to keep up with your personal connections. This will allow people you aren't necessarily "friends" with to interact with your brand and keep your personal life more private.

Setting up a Facebook Page is relatively simple and should take no more than a few minutes.

Step 1: Create a Page

To create your Facebook Page, go to <http://www.facebook.com/pages/create.php>. There, you'll be asked to choose what kind of Page you would like to set up. Once you click on the correct box you'll be prompted to enter some very basic information about your business or organization. When you've completed that section, click the "Get Started" button, fill out the security check to show that you're a real person, and you're on your way.



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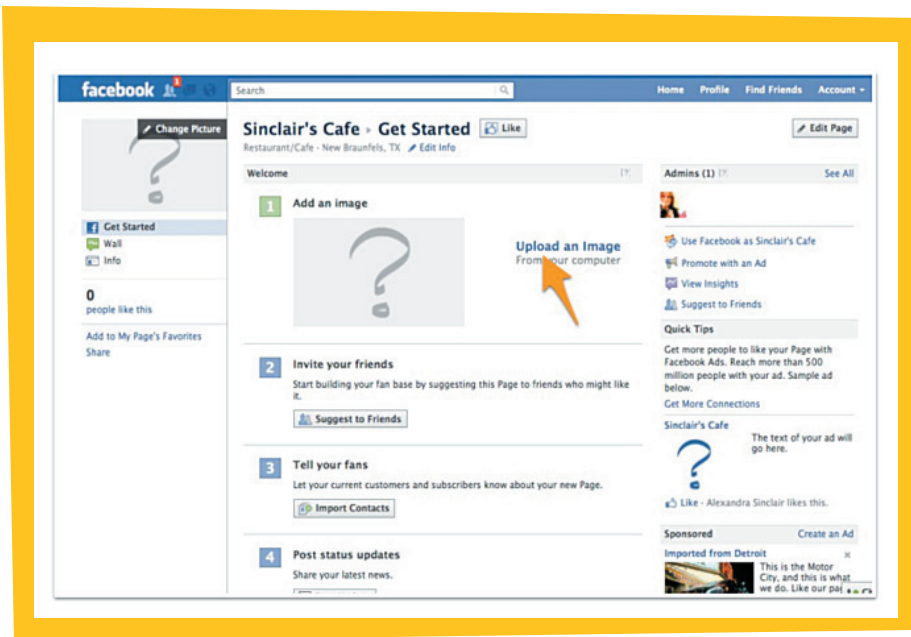
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Setting up your Page continued

Step 2: The Get Started Page

Once you complete step 1, you'll be taken to a "Get Started Page," which will allow you to begin making your Page reflect all of the great things about your business or organization.

The first thing you'll want to do is upload a main image for your Page. This image will be what people see next to your name as you build your brand on Facebook and interact with your customers and prospects across the social network. For that reason, most organizations use an image of their logo or something that obviously represents them in a professional manner.



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Setting up your Page continued

Step 3: Edit Your Settings and Information.

You've already entered some of your basic information. Now is a good time to add a little more about your organization, and to adjust your permission settings. To do this, you'll need to click on the "Edit Page" button at the top right of your screen.

The first thing to do is to click "Manage Your Permissions." Because you're still building your Page, you may want to click "Only admins can see this Page" while you work. (Just remember to come back and change this setting when you're ready to share your Page with the world.) Next, you should decide who can see your Page and who can post on your wall. (The wall is the central part of a user's Facebook Page; it's where your content appears and people can comment on it.) For most organizations, it's a good idea to keep the default settings that let users interact openly on your Page. Once you're done, make sure to click on the "Save Changes" button.

Next, click on "Basic Information" in the top left menu bar so you can add more information about your organization. In this section you can add your specific hours and a description of your business that will make it easier for people to find you. And once 25 people "Like" your Page, you'll also be able to customize the URL (web address) of your Page so that it better matches your business or organization's name or slogan. Again, make sure to click on the "Save Changes" button before you leave this page.

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Posting to Your Wall: What, How, and How Often?

At this point, if you want to post to your wall you can. However, many organizations think it's worthwhile to develop a plan for what they're going to post so that they're not constantly searching for new ideas as they get up and running. In the meantime, let's answer some quick questions.

What should you post?

The key to good Facebook content is to make it interesting enough to your fans (i.e., the people who have clicked "Like" to get updates from your organization) that they'll want to share it with their own friends and colleagues or comment on your wall. If you're a retail store, this could be a picture and description of a new product you're excited about selling, a helpful tip for how to use something you already sell, or the announcement of an upcoming sale. If you're a consultant, it could be an article you've recently published or pictures from a speaking engagement. If you're a nonprofit, it could be a video of people you've helped or information about an upcoming fundraiser. The possibilities are endless once you realize what your fans find interesting .

Once you've picked a set of posts to start with, you should post a welcome message telling

Facebook Pages for B2B

As a B2B some of your primary goals are probably to Prospect for Leads, Build Brand Awareness, and Increase Sales. Here are a couple ways to help you get started:

1. The best way to get noticed and to develop a following is to become an Industry Resource. It's not difficult, but it does take time and consistency.

Posts links to blog posts about your industry, even highlight the good work of your competitors whenever possible.



2. Share company traditions. Here Schipul The Web Marketing Company shares their yearly Plasma Car Race - a Thanksgiving Tradition. Showing that you're human will help you stand out in the crowd.



Facebook Pages for B2B

As a B2B some of your primary goals are probably to Prospect for Leads, Build Brand Awareness, and Increase Sales. Here are a couple ways to help you get started:

1. Here's another great way to be an Industry Resource and create a dynamic Personal Brand. Kevin Pho of KevinMD.com has built an entire brand around being the Leading Physician's Voice in Social Media.

Nichefication is the key to success.

2. Wish your customers Happy Birthday, or highlight one of their achievements.

Post events and photos from past events.



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Posting to Your Wall: What, How, and How Often? *continued*

people you're on Facebook and what they can expect to see on your Page. To do this, go back to the "Getting Started" page and click "Post Update." Type right into the box and hit "Share." You've now posted on your own Facebook Page! See how easy that was?

How often should you post?

You might be asking yourself how often you should post on your Page. The answer depends on your business or organization, and how much time you have to devote to Facebook, but best practices suggest posting at least a few times a week so you have a consistent presence. It's important to note that most Facebook users spend the majority of their time reading their news feed (the place where they can see everything their friends and businesses/organizations they Like

are posting), not visiting specific pages or profiles. With this in mind, you'll want to post compelling content often enough to get noticed. Using photos and videos in your posts can be a huge help in this area too!

Facebook Pages for Non-Profits

As a Non-Profit some of your primary goals are probably to **Raise Awareness, Inspire Action, and Collect Donations**. Luckily Facebook has a way to help you reach each of these goals.

1. We recommend adding the **Causes App** to take donations and raise awareness. Visit <http://www.facebook.com/causes> to install the app!



2. Wish your customers Happy Birthday, or highlight one of their achievements.

Post events and photos from past events.



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How to Build a Following

Now that you have your Facebook Page set up, you'll want to tell everyone you know so they can get your updates and comment on your wall. There are lots of ways to build a following, but here are four easy ways to get started:



- 1) **Announce your page through email marketing:** Email marketing and social media work great together. Don't be afraid to use your existing database of email contacts to build your fan base on Facebook. If you're a Constant Contact customer, there are even a set of templates designed specifically to help you promote your Facebook Page.
- 2) **Put up a sign:** Many businesses with a physical location will put up a "Like Us on Facebook" sign to encourage people to become "fans."
- 3) **Tell your friends:** If you have a personal Facebook account, you can easily tell your friends that your Page exists, and suggest that they Like it. Just click the "Suggest to friends" link on the Getting Started page.
- 4) **Put a link in your email signature:** Another great way to make sure all your contacts know about your Page is to put a link in the footer of your emails. You can do this in the text, or many organizations will download and use a "Find us on Facebook" image that is linked to their Page.

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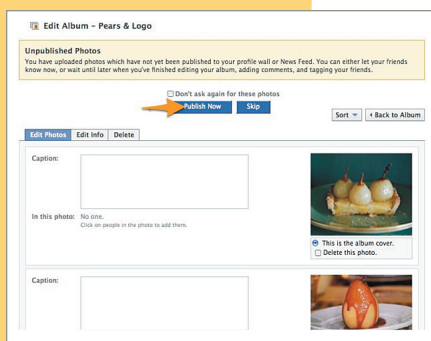
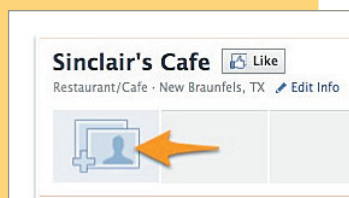
Interacting on Facebook as Your Page

When Facebook first started allowing businesses and organizations to build Pages on its network, the extent to which you could use the site as a brand was limited to your own Page. This changed in February 2011. Now, as a Page administrator, you can visit other Pages, comment and share under your brand name, and more. To do this, you simply click on the “Account” button at the top right of your screen and choose “Use Facebook as Page.”

Adding and Managing Photos

Due to the design of the new Facebook Page, photos are more important than ever. There are now five spots at the top of your Page for you to showcase photos. But what type of photos to post? You could post photos of your products, customers, employees, or even your office building. You could also post event photos, like photos from the annual holiday party or company picnic. To add more photos, click on the photos tab, select photos to upload, create an album to put the photos in, and then publish them to your Page. (Facebook will walk you through the specific steps.)

You’ll notice that once you’ve uploaded photos to your Page, they will also show up in the stream on your wall. And because photos you’ve uploaded will also show up at the top of your Page, you can remove ones you don’t want to feature by clicking the x that appears when you roll over the image.

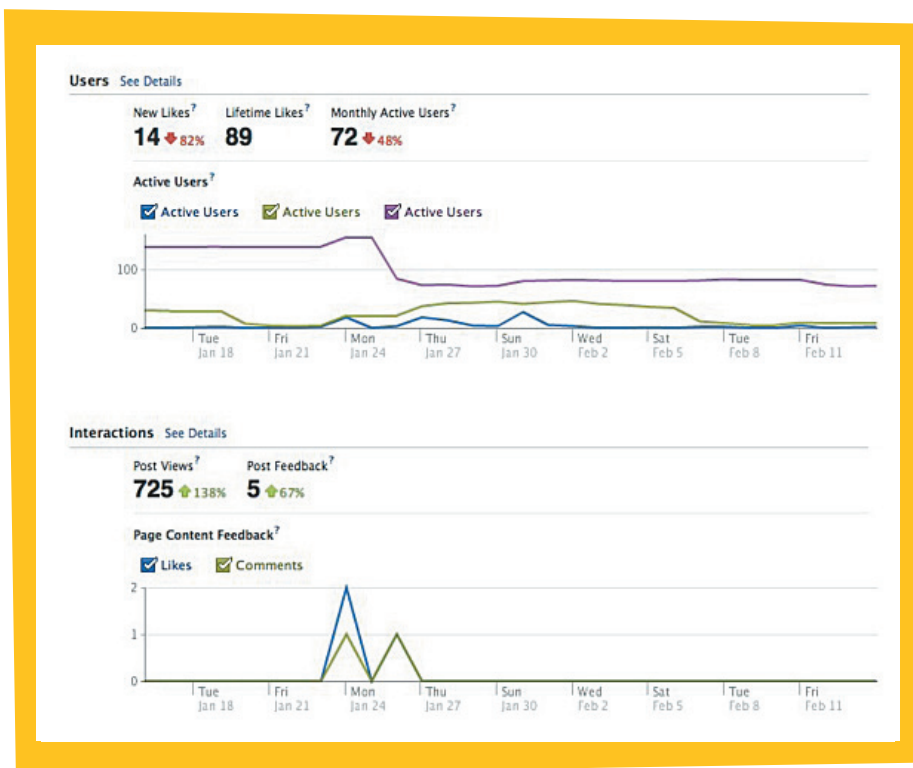


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Setting Goals and Measuring Success

Just like you would with any ongoing marketing initiative (after all, social media is an ongoing commitment), it's important to set goals you can measure against. For some this is as simple as how many people comment on your Page or how many fans you have. For others it's sales generated by promotions run on Facebook or views of a posted video. Whatever your goals, here are two good ways to keep track of what is going on on your Facebook Page.



Facebook Insights:

Facebook Insights lets Facebook Page Administrators view metrics around their page content. With Facebook Insights you can view the popularity of your links, photos, and other content. Additionally, you can see daily and weekly statistics.

NutshellMail:

NutshellMail is a free tool from Constant Contact that lets you monitor your Facebook Page, Twitter handle, and other social accounts. All the activity on your Page is sent to you in an email digest one or more times

a day (the frequency and schedule are up to you). That way, you can see what people are saying and respond on your own time, instead of spending all day staring at the screen.

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What's next?

Now that you're set up on Facebook there are lots of great things you can do, including claiming your Facebook Places Page, setting up an email signup page, sharing events, and much more. However, we suggest you get comfortable with the basics, figure out what works best for your audience, and start down the path to social success.

Good luck, have fun, and don't be afraid to let the personality of your business or organization show. After all, that's why people chose to work with you or shop from you, and why they Liked your Page in the first place .