

# Beginners Guide TO Facebook



A photograph of two young women laughing heartily. One woman with blonde hair is in the foreground, her mouth wide open in a laugh. Another woman with dark hair is partially visible behind her, also laughing. They appear to be looking at a laptop screen together.

Beginners  
guide to

**facebook**

susan K bailey



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## Facebook Pages vs. User Profiles – What's the Difference?

Anyone using Facebook has an individual user profile to navigate the site and communicate with friends, family and colleagues. For your protection, your personal log-in information should never be shared. After logging in to your user profile, you can create and administer a Facebook Page for your business — and you can easily invite colleagues to manage it with you. Facebook Pages help you protect your own privacy as a user while maximizing publicity for your business:

### Differences between Facebook Pages and User Profiles:

- 1) Facebook Pages are visible to everyone. Even people who aren't logged in to Facebook can see Facebook Pages. A user profile, on the other hand, can only be seen by the user's friends and others in her networks.
- 2) Facebook Pages can have an unlimited number of fans where regular users can have up to 5,000 friends.
- 3) Users can automatically support your Facebook Page without confirmation, while user profiles have to approve all incoming friend requests.
- 4) You can send updates to all your fans with a Facebook Page, while user profiles cannot message all their friends at once. Although a person could never use a Facebook Page as the primary way to navigate Facebook (for instance, a Facebook Page can't join Groups or attend events), Facebook Pages are the perfect solution for businesses, bands, films, sports teams, and other organizations seeking to reach Facebook's more than 70 million active users.

### Using Applications on Your Facebook Page:

- You can use applications on your Facebook Page to share information, sell products, and engage your consumers with rich media.
- Use the application directory to find applications you want to add to your Facebook Page.
- A good way to find useful applications is to search for businesses similar to yours and browse the applications they are using.

### Several applications are included by default with your Facebook Page:

#### 1) Mini-Feed

The Mini-Feed in your Facebook Page shows a log of recent changes, just as it does on a user profile. You may delete any story that you do not want to display. It's important to regularly update content on your Facebook Page, so users know that the Page is being actively maintained.

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To update content on your Facebook Business Page make sure the Wall tab is selected. You should see a text box that says "What's on your mind?..."

A screenshot of the Facebook wall interface. At the top, it says "Wall". Below that is a toolbar with "Share:" followed by four icons: Status (document), Photo (camera), Link (link), and Video (camera). A large text input field below the toolbar contains the placeholder text "Write something...".

Type your message in the text box.

If you want to upload a photo, video, or add a link to a website, click the icon for what you want to add.

Depending on which icon you click, Facebook displays additional fields and instructions for completing your attachment.

It is important to note that if you are posting a link and your Facebook page has been automatically linked to your Twitter account, you must make sure that all link titles are displayed in both fields as shown on the image below. (*This step ensures that the title will display properly on Twitter, also keep in mind that Twitter titles have a 140 character limit*)

A screenshot of a Facebook post on the wall. The post includes a thumbnail image, the title "Beat the Postal Increase - Order Now!", the URL "http://www.clubads.com/showroom/ErnalBla...", and a descriptive text about spring and inspiring new members. Below the post are controls for navigating through thumbnails ("1 of 2 Choose a Thumbnail") and a checkbox for "No Thumbnail".

What your post looks like on  
twitter

SKB Newsletter - March 2011, Volume 7 - (Beat the Postal Increase - Order Now!) <http://fb.me/EAoOHwwa>  
Wed Mar 23 14:23:34 2011 via Facebook



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## 2) Photos

Photos are the most popular feature on Facebook. With billions of photos, Facebook is the number one photos site on the Internet, so think seriously about how you can best integrate photos into your profile. Upload the photo that best represents your business as the Profile Picture at the top of the Edit Page. A good Profile Picture is crucial to help users find your business in search. You can choose to allow fans to add photos to your Page.

It is a good idea to upload photos frequently to your Facebook Page. Use vibrant, candid photos to communicate the human element of your business such as employees, special events, customers, etc. These will give your Facebook Page a natural feel to users who are used to viewing their friends' profiles and photos.

To add new photos, click the 'Edit Page' button for your Facebook Page and click on 'Photos'. To create a new album, select 'Create a Photo Album'. To add photos to an existing album, click on that album and then select 'Add More Photos'.

No changes you make while editing an album will be saved until you click "Save Changes" at the bottom of that page.

## 3) Events

You can use Events to inform customers about grand openings, in-store sales, happy hours, public appearances, and other occasions you want people to be aware of. Fans, in turn, can RSVP and spread the word.

To create an Event, go to the Edit Page for your Facebook Page and click on 'Events', then click on '+Create an Event'. Fill in the event information and add a picture to your event. You can then add photos, videos and other content to the event — and you can choose whether or not to let fans add content as well.

To edit your Facebook Page's Event, click on the event you want to edit and click 'Edit Event'. You can delete an Event by clicking 'Cancel this Event' on that same page.

One of the ways Facebook knows which stories are most interesting to a given user is the number of that user's friends involved in a story. Stories about Events can include all the users who have RSVP'ed. Therefore, actively using Events is a powerful way to reach users through the News Feed.

## 4) Notes

Notes is Facebook's blogging feature. You can use Notes to tell your fans about recent press mentions or awards, highlight new products, or share any other information with your customers.

To write a new note, go to the Edit Page for your Facebook Page, click on 'Notes,' and click on 'Write a New Note'.



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You can also import an external blog from another website. From the Notes Edit Page, follow the instructions on the page.

## 5) Video

Facebook's Video application offers you a highly engaging and personal way to show fans video promotions, clips of live performances, or recordings of what it's like inside your office, store, or venue. (You can also send Video Updates to all your fans; see Sending Updates to All Your Fans for more information.)

You can record, upload, and edit videos easily — just go to the Edit Page for your Facebook Page and click on 'Videos.'

## 6) Discussion Board

Your Facebook Page has a Discussion Board, where you and your fans can talk about your business, products, and your upcoming events. This is a great place to get candid, actionable feedback from your customers.

When you or any administrator of your Facebook Page writes on your Discussion Board, the post will appear to come from your Facebook Page and not from your user profile. To start a new topic or to respond to an existing topic on your Discussion Board, simply click on an existing thread or start a new one. You will see an option to 'Start New Topic' in the upper right part of the main Discussion Board page. Only you and fans of your Page can start a new topic.

You can turn your Discussion Board off by clicking on the 'X' in the upper right corner of the Discussion Board on your Facebook Page. You can also turn the discussion off or on from the Edit Page for your Facebook Page. You can delete any Discussion Board posts or topics that you do not want appearing on your Facebook Page. If a user violates Facebook's Terms of Use with a post, you can report the user by clicking the "Report" link next to one of their posts so that appropriate action may be taken. Posts violating Facebook's Terms of Use will be removed.

## 7) Wall

Facebook Pages come with either Wall or Reviews pre-installed. Wall is a public comment board where your fans can leave messages that will be visible to everyone who views your Facebook Page. When you write on the Wall of your Facebook Page, you will be writing on behalf of the Facebook Page itself and not as your user profile.

You can send a private Message to someone who wrote on your Wall, although this private. Message will come from your user profile and not the Facebook Page.

You can delete any Wall post. If a user violates Facebook's Terms of Use with a Wall post, you can report that user to Facebook by clicking the 'Report' link, and you can click 'Block' link, so they will no longer be able to write on your Wall. You can turn off your Wall by clicking the 'X' in the upper right corner of your



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Wall on your Facebook Page. You can also turn your Wall off or on from the Edit Page for your Facebook Page.

## 8) Reviews

Facebook Pages come with either Wall or Reviews pre-installed. Reviews allow users to write about your business or particular products — for instance, their favorite dish at your restaurant, a recent spa treatment they enjoyed, or an exciting part of the film they just watched.

If a user violates Facebook's Terms of Use with a review, you can report the user by clicking the "Report" link under their review so that appropriate action may be taken. Reviews violating Facebook's Terms of Use will be removed.

You can choose to display on the front of your Facebook Page only those reviews written by a user's friends. From your Facebook Page, on the Reviews box, just click the edit link and choose your preferred setting.

### Adding Other Applications:

There are thousands of other applications that you can add to your Facebook Page. A restaurant owner might add the applications to help users judge their food, make reservations, or order for delivery. A film producer might add Fandango's Movie Times and Tickets application so users can buy tickets directly from the Page. A musician might add the iCast application by iLike to blog or try either the MusicShop application by Musictoday or the My Merch Store application by Zazzle to sell clothing and CDs. The choices are yours — experiment and pick what's right for your business.

To browse applications, go to the Edit Page for your Facebook Page, click on More Applications link at the bottom of the applications section. When you find an application you want to use on your Facebook Page, just click on it and then click 'Add to Page' in the right-hand column. Be sure to add the application to your Facebook Page and not to your user profile. To search for an application by name, just type its name into the Quick Search bar in your left sidebar.

You can also add applications you see when other user profiles and Facebook Pages. When you see one you want to add, click 'Add' in the upper-right part of the application's box.

Not all applications can be added to your Facebook Page. When you try to add an application, look for a link in the upper-right for 'Add to Page'. If this link does not appear, then that application cannot be added to your Facebook Page (it's probably designed for user profiles instead.)

### Removing Applications:

It's easy to remove any application you no longer want to appear on your Facebook Page. Just click on the 'X' in the top-right corner of the application's box in your Facebook Page. If you want to re-add it later, find it through any of the ways discussed above and click 'Add'.



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## Sending Updates to All Your Fans:

- You can send Updates to all of your fans.
- You can include videos, photos or links.
- These message blasts show up in the 'Updates' tab of your fans' inboxes. To send an Update, go to your Facebook Page, and click 'Send an Update to Fans' in the upper right. Use the 'Attachments' options below the message body to add media to your message. If you have added the Video application to your Facebook Page, you will have the option of video recording a message for fans.

Each of your fans has the option to turn off Updates from your Facebook Page. Be thoughtful about the frequency and relevance of Updates to ensure your fans continue to view them as useful rather than spam.

Any administrator of your Facebook Page can send an Update to your fans, and all updates will be signed by your Facebook Page rather than the individual administrator.

## Viewing Insights about your Facebook Page:

- You can view data on who your fans are (including breakdowns by age and gender) and what they're doing on your Page.
- You can easily export this data for use in other programs, such as Excel. To view Insights for your Facebook Page, go to the 'Pages' tab inside the Page Manager and click 'Insights' underneath the name of your Facebook Page.

Once there's activity on your Page, spend some time exploring the Insights page to see all the data available. You can toggle what displays in the graph via the dropdown in the upper-left. Not only will these Insights help you know exactly whom to target via Facebook Ads, but they'll also provide useful demographic data to help focus any marketing campaigns you might run off of Facebook. Click 'Export Data' near the top of the Insights page to convert the data to one of several commonly used formats.

## Frequently Asked Questions:

### **Q. Can I message all of my fans?**

A. Yes, see Sending Updates to All Your Fans, above.

### **Q. Can I download all of my fans' emails, contact info, or other identifying information?**

A. You may not use users' contact or personal info from the site without their permission, and in general you will not be able to see this fan information. You may ask fans and others to sign up for mailing lists



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through your Facebook Page as long as you specify how you will use information they supply. You will be able to see useful, aggregated demographic data about your fans on your Insights page.

**Q. *Can I view fans' user profiles?***

**A.** No. All Facebook users can see your Facebook Page, but fans' user profiles remain protected by their personal privacy controls just as your user profile does.

**Q. *Can I recruit fans to add me?***

**A.** Yes, you can run Facebook Ads supporting your Page, targeted to the precise geographic, demographic, and psychographic audience you wish to reach. Don't use your user profile to message people you don't know inviting them to become a fan of your Facebook Page. If several users report messages you send as spam, you will lose access to that functionality or even have your user profile disabled altogether. This will cause your Facebook Page to vanish if you are the only administrator of the Page.

**Q. *What should I do if someone posts inappropriate content on my Facebook Page's Wall?***

**A.** You can delete anything written on your Wall by clicking "delete" on any Wall post. You can permanently block any user who repeatedly writes inappropriate or offensive comments on your Wall. If the user has violated Facebook's Terms of Use by writing something obscene, racist or offensive, you can report that user by clicking the "report" link. Facebook will review the report and take appropriate action. Several other Facebook applications, such as Discussion Board and Reviews, provide similar tools for you.

**Q. *Where can I get help using Facebook?***

**A.** Your first stop for FAQs is <http://www.facebook.com/help.php>. You can always write to Facebook at [info@facebook.com](mailto:info@facebook.com) if you're having any problems with your user profile. If you're having problems with any of Facebook's ad products including Facebook Pages or Facebook Ads, please contact [advertise@facebook.com](mailto:advertise@facebook.com). But you can also get excellent, practical advice by talking to active Facebook users on your staff, in your family or in your circle of friends. Odds are someone around you is a regular user and can troubleshoot issues.

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for more information on how SKB can help.