



Getting Down to Business BUSINESS PAGES



GETTING DOWN TO BUSINESS

Business Pages Business usage of Facebook has skyrocketed since the first version of this guide was published. With Business Pages still being a relatively new concept to many Facebook users, there has been some confusion over how to create and use one. Here are some thoughts and tips on starting an official Business Page on Facebook.

- It is important to remember that a Business Page is not a Personal Profile. Many businesses unknowingly (and some intentionally) set up their pages as a personal account, missing out on many advantages an official Business Page provides.
- However, you must have a personal account set up with Facebook in order to start and be an administrator of a Business Page.

Get Started:

1. Go to www.facebook.com/pages and click on “Create Page” to start setting up a Business Page.
2. You’ll be given the opportunity to set up an official page for:
 - A local business
 - Brand, product or organization
 - Artist, band or public figure
3. There will be drop down menus with each option to further specify the niche of your page.
4. Enter the name you’d like to use for your page. Click the box verifying you are an official representative of the business or organization. Then click “Create Official Page.”
5. You’ll then be taken to the page you have created. It is pretty much a blank slate at this point that you will fill with information and posts. Facebook will provide key steps that will help you get started, such as adding a profile image, basic information, status updates, and ways to promote your page on your website.

Advantages of an Official Business Page

An official Business Page will provide your organization with a much better set of tools, insights and acceptance to the general Facebook public than a personal profile. Here’s why:

- A Business Page strongly resembles a personal profile, but doesn’t require an approved friendship for Facebook users to be able to receive its content in the News Feed. All a Facebook user has to do is “Like” the Business Page to automatically receive its content. This is important because many users are not willing to “Friend” a business using a personal profile. By setting up an official Business Page, you’ll receive the benefit of users becoming fans

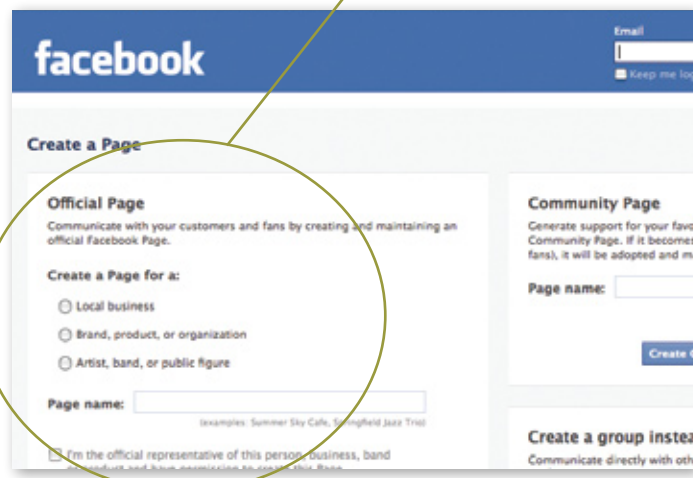
without concern that your business will be looking at their photos, commenting on their status updates and accessing their e-mails and telephone numbers for marketing purposes.

- Another benefit of a Business Page is that Facebook will provide the Page administrator with “Insights” and weekly stats as to how fans are interacting with your content.
- By clicking “Edit Page” on your Business Page, you’ll also be able to adjust your default wall settings and other applications on your page, as well as find new ones to add.

You can also add other Facebook users to be “Admins” of your page, to post official status updates from your business and help manage the page.

- Unlike a personal profile, an official Business Page is also available to the general population on the Internet without a Facebook account.

CLICK ON “CREATE A PAGE” AT FACEBOOK.COM/PAGES TO SET UP A BUSINESS PAGE



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Promote your Page

A great way to promote your official Business Page is to create a custom URL to which you can easily direct visitors. Visit www.facebook.com/username to set a username for your Page (You’ll also be able to set one up for your personal account here). Here you can create the Web address for your page.

Use caution and be sure you are setting the URL for the correct page. You may have to select it from a drop-down menu first.

For example, we have set the custom URL of Ohio Farm Bureau Federation’s Page to <http://www.facebook.com/OhioFarmBureau>. This allows us to easily promote the address (just like we would our website) on printed and broadcast communications and materials, as well as on the web. It’s an easy way to start driving traffic to your page.

Another great way to promote your page is to embed Like buttons and Like Boxes onto your other websites. You can find more information on these items by clicking “Edit Page” then “Promote with a Like Box” on the right side of the page.

If at anytime you wish to access your official Business Page, all you have to do is search for it by name in the search box at the top of the Facebook Page.

For more ideas on how to create engaging content on your official Business Page, see appendix A on page 26 of this guide.

IF AT ANYTIME YOU WISH TO ACCESS YOUR OFFICIAL BUSINESS PAGE, ALL YOU HAVE TO DO IS SEARCH FOR IT BY NAME IN THE SEARCH BOX AT THE TOP OF THE FACEBOOK PAGE.

ALL A FACEBOOK USER HAS TO DO IS “LIKE” THE BUSINESS PAGE TO AUTOMATICALLY RECEIVE ITS CONTENT. THIS IS IMPORTANT BECAUSE MANY USERS ARE NOT WILLING TO “FRIEND” A BUSINESS USING A PERSONAL PROFILE BECAUSE THAT BUSINESS THEN HAS ACCESS TO THEIR PERSONAL POSTS AND INFORMATION.

