



# Introduction to using Facebook for business

# This resource covers

- The benefits of utilising Facebook to market your business
- The difference between Friends and Fan pages
- How to create a Facebook Page for your business
- How to start adding content and posts
- What sort of things you can post about
- Tips for writing posts
- How to start getting 'Likes'

# Benefits of utilising Facebook to market your business include:

**Brand awareness** – gain more exposure for your business.

**Establish an online community** - create a following for your business, products & services

**Engagement with customers** – gain feedback, suggestions and reviews.

Keep customers up-to-date, inform of new products or services, encourage more sales.

**Word of mouth marketing** – provides a means for your customers to recommend your business to their 'Friends' by commenting, sharing and 'liking' your posts.

**Gain Insight** – your page analytics will give you a deeper understanding of your customers e.g. what posts people are most interested in - most 'Liked' posts, most commented etc

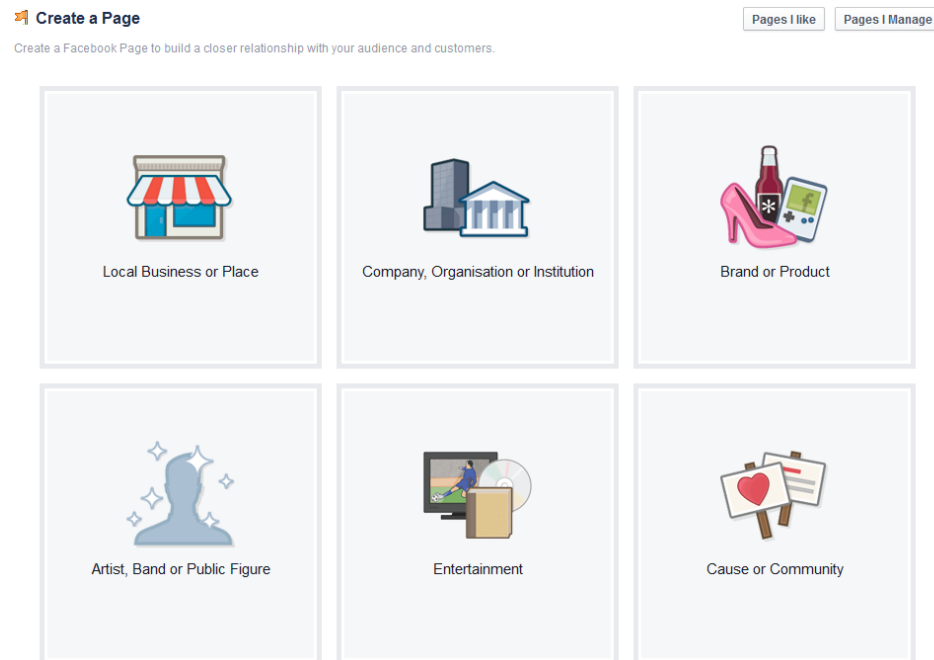
# Friends and Fans

- **A Facebook Profile or Friends page** is an account that is allocated to an individual, who can use it to network and socialise with 'friends' and colleagues, and to share information with them. It is designed to be a unique profile on the Facebook network for that one individual allowing you to accept 'Friend' requests and interact on a social basis, it is not a page intended for business or self promotion.
- **A Facebook Business or Fan Page** is a page on Facebook created to promote an interest, a company, an organisation, authors, musicians, TV shows and the like. These pages gather followers by existing Facebook users 'liking' the page which will allow them to receive broadcasts from that page with varying degrees of frequency.
  - You can expand a Facebook Fan Page with many different sorts of Apps e.g. online payments for donations or product sales, newsletter subscription forms, information pages and much more
  - Facebook allows you to run paid advertising campaigns for your Facebook Fan Page and boost selected posts to reach greater audiences.

# Creating a Facebook Page

- First you will need to create an account on Facebook  
<https://www.facebook.com>
- Log in to your Facebook account then visit  
<https://www.facebook.com/pages/create/>

1. Choose a classification for your Facebook page
2. Complete the basic information about your business and upload a profile photo
  - the recommended size is 180 x 180 pixels.



### 3. Add a cover image

- This is the large, horizontal image that spans the top of your Facebook Page. Typically, this is a branded image to help attract people to your Page. The official photo dimensions are 851 x 315 pixels.



# Start Adding Content

## Posts

**Facebook currently provides six different posting options:**

- Plain text status
- Photo with caption
- Link with caption
- Video with caption
- Event page
- Location check-in

When posting on your page, use a variety of content to keep your posts interesting for your audience.

**Think about** - What images would your audience like to see? What information would they like to read? What links would they like to click?

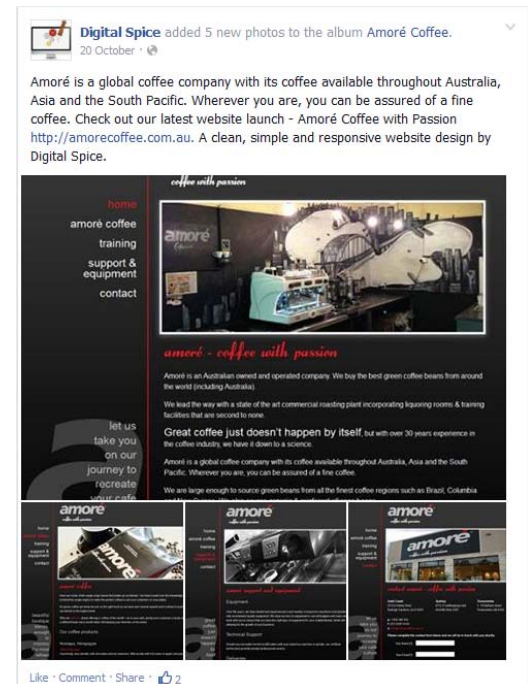
**TIP:** If you are trying to promote a particular article, promotion or event, you can also click the little grey arrow in the top right corner of each post and then click "Pin to Top" to move one of your post to the top of your Page's Timeline for seven days.



# What can I post about?

Here are some suggestions:

- Tutorials, Tips & Tricks – stuff that you know how to do & can share with others
- Stories and Quotes – share experiences and inspiration
- Photos and Photo Galleries – visually showcase your products and services.
- Your latest products or featured items
- Promotions and Special Offers
- Customer reviews
- Articles of interest



- **TIP: Link to your website** – create an article on your website/blog and then post an introduction to the article on your facebook page with an inviting image and link to the full blog article on your website. This will help to gain more traffic/interaction on your website.



For clients who have a Joomla based website - you can find a range of tutorials on our website - including our latest edition on how to add page titles and meta descriptions to help improve the SEO of your website - check it out here: <http://digitalspice.com.au/tutorials#adding-page-titles-and-meta-descriptions>



### 12 Animals Still Needing Sponsors!

With Christmas approaching why not give the gift that gives? You can help make a difference by sponsoring an animal. The certificate can be made out in your name or the name of a friend or loved one. This is a great way to support animals in need as well as give a thoughtful gift to someone you care about.

There are 8 equines, 3 elephants, and 1 bullock still needing sponsors. Can you help? To see available animals go to: <http://animalaidabr...> See More



Like · Comment · Share · 🍷 12 🗨️ 1 ↻ 2

# Word of Mouth

Word of mouth recommendations can be one of the most effective ways to get more customers and to build up trust and rapport for your business, products or services. People often like to know about other people's experiences before they decide whether to take on a business's services, purchase a product or engage in an activity.

Here are a few tips on how you can encourage more word of mouth recommendations for your business:

- **Testimonials** - ask customers for testimonials or reviews that they can post directly on your Facebook page or with their permission you can post on their behalf.
- **Case Studies** – include posts on case studies about the benefits gained by someone/group/business from using your business, products or service.
- **Encourage discussion** - ask questions such as 'Have you tried our...? Let us know what you think of...' or "What do you like the most about our....?" to encourage involvement.
- **Incentives** - provide an incentive for people to provide word of mouth recommendations. For example offer a discount on a customer's next purchase if they recommend a friend to your business.
- **Thank and comment** on people's posts – this can help to create engagement

Remember not all feedback may be positive – however if your business is seen to take on the feedback as an initiative to make improvements this can help you come out on top.

# Tips for writing posts

- Treat all online profiles for your business including your Facebook page like a shop front window – if it doesn't look attractive and have clear information, would a customer want to enquire what is on offer? Unlikely ... and the same goes with online profiles, having a professional looking layout with clear messages can really help make your business stand out.
- Successful social media campaigns are all about developing a community following, think about what makes your business stand out from your competitors and what makes your customers keep coming back for more – use these points of difference to promote and encourage people to follow your social profile.
- Provide your readers with a reason to want to follow your posts – think about what they would want to know about your business, your products and your industry.
- Keep your posts short, sweet and simple - but punchy and interesting.
- Write from your own experience this will help to keep a personable approach.

# Keep in mind...

- Always give credit to the copyright owner for all media used – images, text and video.
- **AVOID USING ALL CAPITALS** whilst this is ok in moderation for making certain points stand out, keep in mind that it also comes across in the online world as **SHOUTING!**

It is a good idea to always read your text before posting...



# Facebook Help Centre

- For instructions on how to make posts, upload photos, videos, share links and more click the below link:
- <https://www.facebook.com/help/333140160100643/>

# Start to get 'Likes'

- Now that there's content on the Page, we can start strategically inviting users to Like it.
- Start by inviting all your colleagues to Like your page and its content to build some initial activity. (this may also include friends and family)
- Then invite customers and encourage engagement.
- With content published and users invited, you can go to the "Activity" tab in your Page's top navigation to monitor how people are engaging with your Page and content. This will give you an idea on which posts are most popular.



# How to let people know about your Facebook page

- Add a Facebook icon with a link to your Facebook page in a prominent position on your website
- Include a link to your Facebook page in your email signature
- Include your Facebook address on any printed business material e.g. business cards, letter head, brochures etc.
- Post a comment relevant threads as your page
- Encourage your followers to share your page and posts

Happy Facebooking!