

## Creating A Facebook Page for Your Business

A Facebook page is an essential ingredient in your online marketing strategy. It lets you **interact** with your customers in a two-way conversation as well as allowing you to:

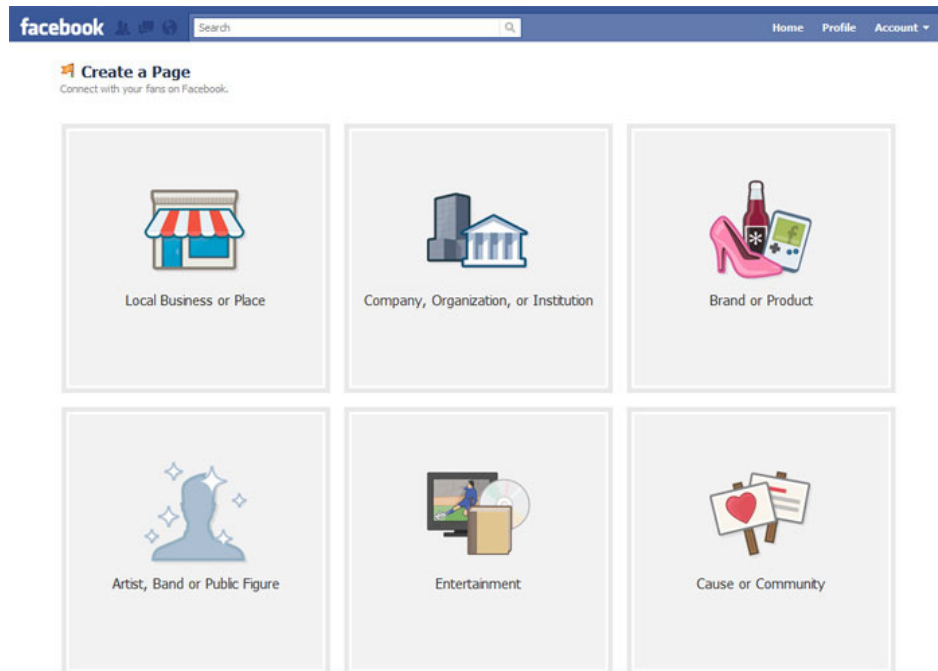
- Track your Fans as they grow
- Send official updates to your Fan base
- View your Page Stats to analyse traffic

### STEPS TO CREATING A FACEBOOK PAGE

Step 1: You must have a Facebook Account before setting up a page.  
Go to Facebook.com to set up your personal account if you do not already have one.

Log in to your Facebook Account.

Step 2: Click the link below to 'Create a New Page':  
<http://www.facebook.com/help/search?hq=create+a+page&ref=hq#/pages/create.php>



➔ Select appropriate category, typically 'Local Business or Place'

→ Then fill in your information

The screenshot shows the 'Local Business or Place' setup form on Facebook. It includes a dropdown menu for 'Hotel', a text field for 'Dominia Hotel', and input fields for 'Street Address', 'City/State', 'Zip Code', and 'Phone'. A 'Get Started' button is located at the bottom right of the form. Below the form, there is a checkbox for 'I agree to Facebook Pages Terms' and a 'Company, Organization, or I' section with a building icon.

**Step 3:**

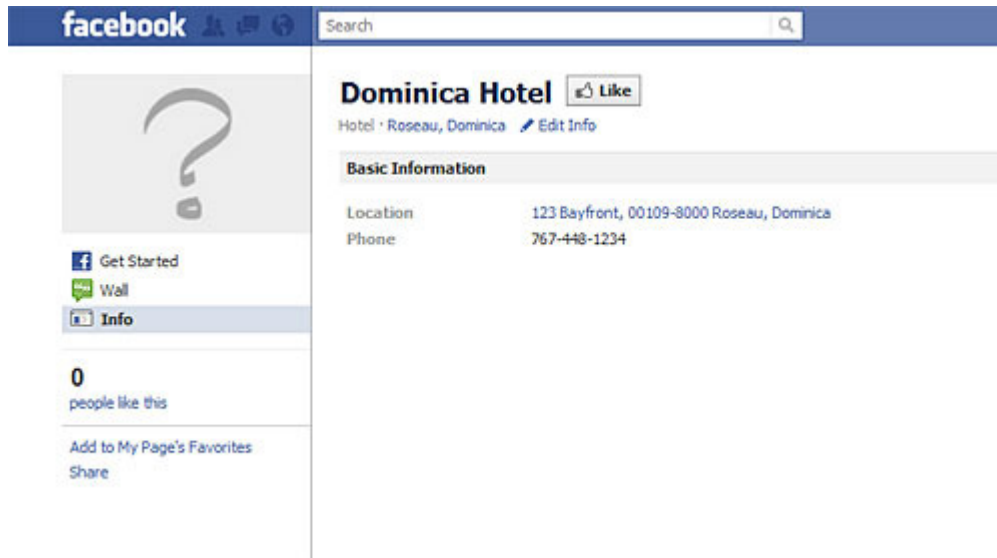
This will bring you to your new Facebook page with step by step instructions at the Getting Started tab:

Use a properly sized version of your official Logo, or a nice photo, for your Profile Picture to help brand the page.

The screenshot shows the Facebook 'Get Started' page for 'Dominica Hotel'. The page header includes the Facebook logo, a search bar, and the page name 'Dominica Hotel' with a 'Like' button. The main content area is titled 'Welcome' and contains five numbered steps: 1. Add an image (with an 'Upload an Image' button), 2. Invite your friends (with a 'Suggest to Friends' button), 3. Tell your fans (with an 'Import Contacts' button), 4. Post status updates (with a 'Post Update' button), and 5. Promote this Page on your website (with an 'Add Like Box' button). The left sidebar shows the 'Get Started' tab selected, along with 'Wall' and 'Info' options, and a '0 people like this' notification.

Step 4: Edit your Basic Information

Click the 'Info' link at left. This brings you to your Info tab:

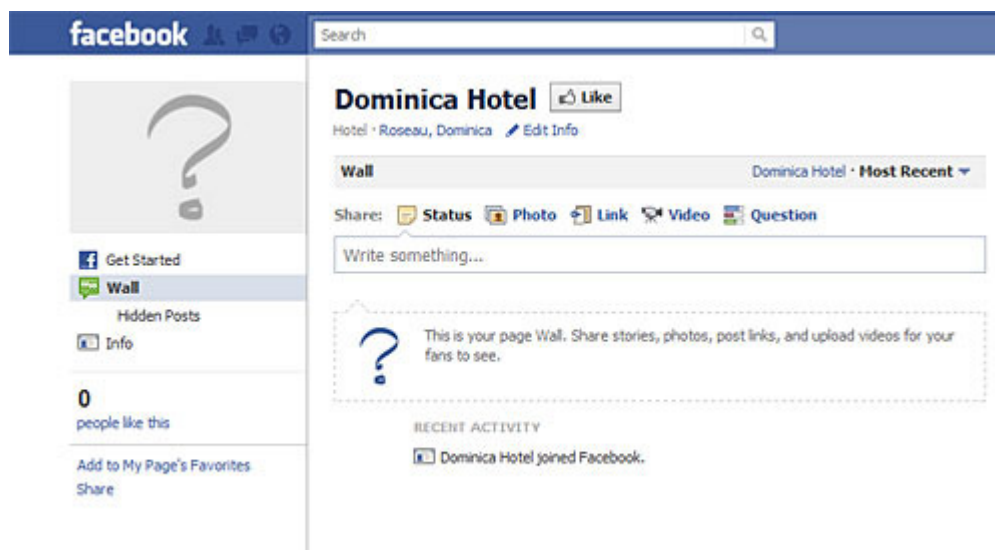


Click 'Edit Info' to finish adding important information about your business.

***Be sure to 'Like' your own page!***

Step 5: Add Interesting Content to Your Page

Click on your 'Wall' link and begin to add content to your page.



Now the fun begins. Uploads Photos, Videos and Make your first 'Welcome' Post.

- a) **Photos:** Click on the 'Photos' Tab, then 'Upload a Photo.'  
**TIP:** Organise photos into albums based on **themes**, e.g. Carnival, Independence, Music, etc. To do this, click on 'Create an Album' and upload photos.
- b) **Videos:** Click on the 'Video' Tab, then 'Upload' to add a video.
- c) **Posts:** Click on the 'Wall' Tab to enter your first welcome comment.
- d) **Events:** Add upcoming Events here. As the Event gets closer, you can send out reminder updates.

## MANAGING YOUR FACEBOOK PAGE

Here are a few tips for managing your Facebook page:

- Post to your Facebook page on a **regular** basis, typically at least once a week.
- Make the posts **interesting & relevant**. Discuss current events, interesting news items, recent awards, etc.
- Add a link to your website to drive traffic there.
- Upload new **photos** frequently, or as a weekly post.
- Once your Page achieves 100 fans, obtain a 'username' e.g., [www.facebook.com/MyCompanyName](http://www.facebook.com/MyCompanyName)
- Use your Page to promote Specials, Offers, Events, etc.
- Use the 'Send an Update to Fans' feature to let your fans know about specials events or deals, etc.
- Link to your Twitter page
- Encourage your guests to become Fans of your page – this is your target market!
- The default Wall Settings allow Fans to post Photos, Videos and Links.  
If you want to prevent fans from doing so, change the settings in the '**Manage Permissions**' section under the Edit Page button.

There is much more you can do with your Facebook page, but this will get you started.