

facebook®

for your business

A how-to guide on establishing a
Facebook page for your business

Why Facebook?

According to their [website](#), Facebook has over 800 million active users and over half of them log into their accounts every day. When you create a presence on Facebook, you're connecting to potential customers in a setting that they're familiar with. You're not asking people to do anything special to access your business, you're simply joining them where they are already spending a part of each day.

We live in an interactive world where people enjoy connecting to one another through social media sites like Facebook. They want to broadcast to their friends which products and companies they like and to find out who else likes those same products and companies. When a customer likes your page or writes on your wall, it's a virtual referral to every person with whom they are connected on Facebook. Most small businesses rely heavily on word of mouth to bring in new business. Facebook is automatic word of mouth.

Past generations have never had access to a marketing tool with the reach and influence of Facebook. This is a **free** resource that brings your company into the daily life of your current and potential customers. The question you should be asking is not "Why Facebook?," but rather "Why am I *not* using Facebook?"

Profile or Page?

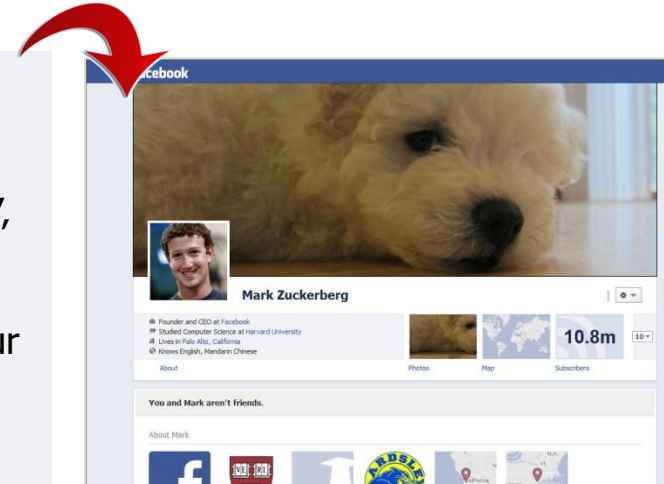
- There are two ways to establish a presence on Facebook: **Profiles** and **Pages**.
- Profiles and pages look similar, with the main difference being that people must “like” a fan page to connect to a business whereas connecting to an individual’s profile is done with a friend request.
- Though it may be tempting to establish a profile page for your business due to the additional features it allows, profiles are meant for private individuals only and pages should be used for businesses, brands, public figures and celebrities—having a fan page also makes your business look more professional than would a profile.
- Keeping a profile page for anything other than an individual person is a violation of Facebook’s [Statement of Rights and Responsibilities](#), by doing so you risk deletion of your profile and all of your connections.



What's the difference?

Profile

- If you are already familiar with Facebook, you most likely have a Facebook profile or have at least seen one.
- You can send and receive friend requests, view your friends' profiles, send private messages, tag users in photos and post on your friends' walls.
- Manage your privacy settings to control who can and cannot see your profile or specific features of your profile.
- Profiles have a 5,000 friend limit.



Page

- A page looks similar to a profile, but its features are different from a profile's. You collect fans rather than friends, and your fans must "like" your page.
- Fan pages are always public.
- You cannot view the profiles of people who like your page, send them messages (unless they send you one first), or post to their walls via your fan page.
- Pages can have an unlimited number of "likes."
- Pages are indexed by search engines— your Facebook business page will show as a search result on Google and other search engines.



Keep it professional!



Advertise on Facebook



Promote your business to 750M+ active and engaged users on Facebook. Develop your brand online by connecting with your audience.

- Many of you may be using your personal profile for your business as well. While this may centralize everything for you, it is better to keep a page for your business **and** a profile for your personal use for several reasons:
 - A fan page makes your business appear much more professional to customers than a profile does.
 - Through a fan page, you can monitor insights like page traffic, demographics, and trends and learn what will work best for you.
 - You can run Facebook ads directing potential customers to your page.
 - Not all content posted on a personal profile is appropriate for fans of your business. Your friends may appreciate articles, photos, and status updates that your fans will not.
 - People who connect to a business on Facebook are looking for updates about the business, not the owner's personal information.

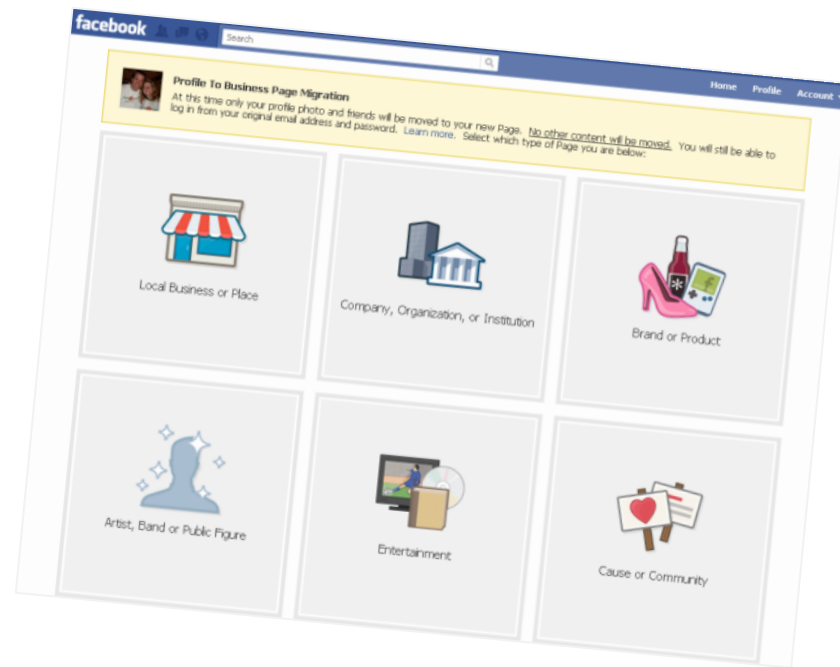
You'll need to decide whether your current profile is more suited for business or personal uses and use it for one or the other exclusively.

- If your profile is more yours than your business's, tell business contacts on your friends list that your profile is now for personal use.
 - Invite them to like your new page instead. These contacts will appreciate getting only your business updates without having to sort through personal information.
- If your profile is business centered, follow the directions on the next page to convert it to a page-- then you can create a new profile for your personal use!



I have to start all over?!

- Some of you have already established a profile for your business and don't want to lose the connections you've built. Or, as noted on the previous page, you are using your profile for both business and personal connections. Don't panic! Facebook has a tool to convert your profile into a business page!
- Your profile photos will be transferred and your friends will be converted into people who like your page.
- Remember that the name on your profile will become the name of your business page, so if you have your profile under the name **John Smith XYZ Satellite**, this will become your page name. You should change the profile name to your business name *before* you start the migration.
 - If you have more than 100 likes on your page (remember, friends will turn into likes) you won't be able to change the name, so make sure it is correct!



What will transfer?

- Only your profile photos and friends (now fans) will carry over to your new page, so if you want to save any other information, you will need to download it from Facebook **before** making the conversion.
- Follow the directions to the right or watch [this video](#).

1. Click the account menu  at the top right of any Facebook page
2. Choose **Account Settings**
3. Click on "**Download a copy**" of your Facebook data
4. Click the Download button on the following page

- When you download your information to your computer the zip file will include:
 - Your profile information (ex: your contact information, interests, groups)
 - Wall posts and content that you and your friends have posted to your profile
 - Photos and videos that you have uploaded to your account
 - Your friend list
 - Notes you have created
 - Events to which you have RSVP'd
 - Your sent and received messages
 - Any comments that you and your friends have made on your Wall posts, photos, and other profile content

Download your information

Get a copy of the data you've put on Facebook.

This tool lets you download a copy of your information, including your photos and videos, posts on your wall, all of your messages, your friend list and other content you have shared on your profile. Within this zip file, you will have access to your data in a simple, browseable manner. [Learn More](#) about downloading a copy of your information.

Security

This is a copy of all of the personal information you've shared on Facebook. In order to protect your information, we will ask for authentication to verify your identity.

WARNING: This file contains sensitive information. Because this download contains your profile information, you should keep it secure and take precautions when storing, sending or uploading it to any other services.

[Download](#)




Convert your profile



Local Business or Place

Local Business or Place

Join your fans on Facebook.

Choose a category 

Business or Place

Street Address

City/State

Zip Code

Phone

I agree to Facebook Pages Terms

Get Started

Now that you've backed up all of your information, it's time to start the migration of your profile into a page.

- If you have more than one Facebook profile, you'll want to make sure that you are signed into the correct one, and then click this link:
<http://www.facebook.com/pages/create.php?migrate>
 - Tip: If you run any other pages from this profile or are an admin on any groups, you will want to make sure and appoint a new admin (your personal profile or someone else's) so that you do not lose access to the page or group.
- Clicking this link will bring you to the "Create a Page" page.
 - Select the first option "Local Business or Place"
 - Fill out the requested information and agree to the [Facebook Pages Terms](#)
 - Click "Get Started" and then follow the easy step by step instructions on the screen (or the ones in [this document](#)).
 - This tool is new to Facebook, and some people experience error messages during the migration process. For example, the system would only allow us to convert our profile from the computer on which it was created. You should use a computer that you have used to access Facebook before, or if available, the one you used to create your profile.

Starting From Scratch

- If you don't have a profile to convert, that's ok! Setting up a page for your business is really simple. Start off by visiting www.Facebook.com.
- Instead of filling out the information fields to the right, you'll click the link beneath the green "Sign Up" button that says "Create a Page."

The image shows a screenshot of the Facebook homepage. At the top, the Facebook logo is on the left, and the login fields (Email, Password, Log In) are on the right. Below the logo, there's a promotional banner for the Facebook mobile app with a smartphone icon and the text "Heading out? Stay connected. Visit facebook.com on your mobile phone." and a "Get Facebook Mobile" button. On the right side, the "Sign Up" section is visible, with the text "It's free and always will be." followed by input fields for First Name, Last Name, Your Email, Re-enter Email, and New Password. There are also dropdown menus for "I am:" and "Birthday:" (Month, Day, Year). A large red 'X' is drawn over the sign-up form. Below the "Sign Up" button, there is a link that says "create a Page for a celebrity, band or business." which is circled in red. At the bottom of the page, there are links for "About", "Advertising", "Create a Page", "Developers", "Careers", "Privacy", "Terms", and "Help".

- On the next page, you will select the type of page you want to create.
- As a local business owner, you should select the first option, "Local Business or Place."

The image shows a screenshot of the "Create a Page" selection screen. The title is "Create a Page" with the subtitle "Connect with your fans on Facebook." Below the title, there are six options, each with an icon and a label: "Local Business or Place" (circled in red), "Company, Organization or Institution", "Brand or Product", "Artist, Band or Public Figure", "Entertainment", and "Cause or Community".

Complete registration

The “Local Business or Place” box will turn into the one below. Complete this information and click “Get Started” – this will bring you to a page like the one to the right.

Local Business or Place

Join your fans on Facebook.

Choose a category 

Business or Place

Street Address

City/State

Zip Code

Phone 

I agree to Facebook Pages Terms

Create a Facebook Account

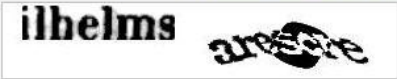
I already have a Facebook account
 I do not have a Facebook account

Email:

New Password: [?]


Date of Birth: Month: Day: Year:
Please enter your own date of birth. Why is this required?

Security Check:
Enter both words below, separated by a space.
Can't read the words below? Try different words or an audio captcha.



Text in the box: What's this?

I have read and agree to the [Terms of Use](#) and [Privacy Policy](#)



Problems signing up? [Check out our help pages](#)

Fill out the “Create a Facebook Account” fields as seen above if you don’t already have a Facebook profile and click “Sign Up Now!” If you do already have a profile, click the “ I already have a Facebook account” button and sign in with your username and password. You will use your profile to manage your new page.

Set up your new page

Your new page has now been created and it's time to personalize it!

- **Step 1: Profile Photo** -It's best to upload an image of your company's logo so everyone knows who you are before they visit your page.
Cover Picture- Choose a good panoramic shot, it could be of your storefront or a custom graphic that relates to your business. Just make sure to follow the [rules](#)– no advertising, calls to action, or contact info is allowed here!
- **Step 2: Get Fans**- You can use your email address book to search Facebook for people you already know. If you send out an email newsletter, make sure to share your page with these contacts.
 - If there are duplicate pages on Facebook for your business, this step will allow you to claim them.
- **Step 3: Basic Info**- Add your website URL and a brief description of your business in the spaces provided.

The screenshot shows the Facebook page setup process, divided into three steps: Step 1 (Profile Photo), Step 2 (Get Fans), and Step 3 (Basic Info). The current step is Step 1, which is titled "Set Your Profile Picture". It features a large question mark icon and two options: "Upload an Image" (From your computer) and "Import a photo" (From your website). Below this, there is a "Share your page" section with an "Import Contacts" button. The "Claim Places" section includes a warning about duplicate pages and a "Claim This Page?" button next to a listing for "Dow Electronics Advertising & Marketing" (83 Likes). The "Basic Info" section at the bottom has a "Website" dropdown menu and an "About" text box (255 character maximum). Navigation buttons for "Back" and "Continue" are visible throughout the interface.

Describe your business

After you complete the basic information about your page, you will be taken to your home page. From here, you can click the "Admin Panel" to see your page's updates and statistics and to manage your page. Click "Manage" and "Edit Page" to fill out your page information.

Dow Electronics View Page

Category: Local Businesses & Places Local Business [?]

Official Page: Pick a topic [?]

Username: Create a username for this page? Learn more.

Name: Dow Electronics

Address: 8603 Adamo Drive
City/Town: Tampa, FL
Postal Code: 33619
Note: If you add a valid address, users will be able to see and check in to your page using Facebook Places. It may take a few hours for our system to process the address.

Hours: [+ Add Hours](#) or Always open or No hours available

About:
Description:

General Information:

Price Range: Unspecified

Settings Logout

Admin Panel

Notifications See All

New Likes See All

Insights See All

Page Tips Next

Manage **Build Audience** **Help** **Hide**

Edit Page

- Use Activity Log
- See Banned Users...
- Use Facebook as Dow Electronics

Discover resources and tips
Click the Edit Page button above and visit the Resources tab for tips on connecting with fans.

Fill out all of the fields so your page looks complete and professional.

Provide a physical address so Facebook can provide a map and allow page visitors to check in at your location.

Double check to make sure that all information is correct and there are no spelling errors.

***note that you can unpublish your page to keep it from public view until everything's ready.**

Your Settings **Manage Permissions**

Page Visibility: Unpublish page (only admins can see this page) [What is this?](#)

Maintain your page!

This is the fun part! Now that your page is all set up and ready to go, you just need to maintain it. Here are some general rules to follow:

1. Make sure you update your status regularly.

This means providing helpful, interesting, and entertaining information. Announce new promotions, special offers, and important information on your page– People like your page because they want to know about your business. Just be careful not to spam (posting repetitive statuses advertising your products). Don't be afraid to be casual, either! Feel free to talk about last night's game or the weather. This shows that you are a member of the community, a local retailer, and that you take pride in your business!



2. Add it to your routine. Schedule some time each day to update your page and respond to questions and comments posted on your wall. You can do this by filling in the "Write a comment..." box below the wall post and pressing "Enter" on your keyboard. We recommend updating your status 2-4 times a week, posting too often could cause people to unlike your page because you're flooding their news feeds.



3. Incorporate your personal profile. You'll use your profile to maintain your page– don't worry, your privacy settings will still apply to the people who like your page. Since you can't send a message directly from your page, use your personal profile to thank new customers for liking your page and to resolve sensitive issues you want to keep off of your public wall. People like the personal touch of being contacted by the business owner directly.

4. Promote your page! Let your customers know that your business is on Facebook. Put a link on your website, add your Facebook URL to your business cards and newsletters, include it on thank-you cards, and put it in your email signature. Ask your Facebook friends to like your page as well. Don't, however, post a link to your Facebook page or website (or other information) arbitrarily on the pages or profiles of other people – this is called spamming and it is frowned upon.



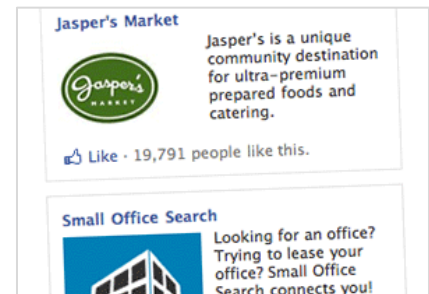
**at this time, DISH does not allow co-op advertising to contain social media URLs*

Follow the rules



It's very important to make sure you are following all of Facebook's rules when running your page. Violation of Facebook's Terms of Use could result in your page being removed. You will want to make sure to review the [Statement of Rights and Responsibilities](#) and [Facebook Pages Terms](#) before going public with your page.

Check out the [Advertising Guidelines](#) if you plan on purchasing any Facebook ad space to promote your page!



If you plan on running any promotions through your Facebook page, make sure that you have read and are adhering to the [Promotions Guidelines](#). These guidelines are pretty strict and prohibit you from using Facebook's features (such as "liking" a page) to enter or participate in any contests or promotions. We know that many pages are in violation of these guidelines, but it's only a matter of time before Facebook discovers them and shuts down their pages— better to stick to the rules and run your promotions the right way!

Like us!

The last step (if you haven't already done so) is to like the Dow Electronics Facebook page! That way you can stay updated on everything we have going on and get helpful tips and tricks about marketing and improving your business!

Find us at

www.Facebook.com/DowADV!

