

SOCIAL MEDIA MARKETING SERIES
FACEBOOK® - LEVEL 1



The How-To Guide For Setting Up & Posting To Facebook®

Using Facebook® for business for the first time?
This guide will help you through!

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The How-To Guide For Setting Up & Posting To Facebook

Perfect for first time or frustrated print site owners
who want to engage social media.

Social Media Intro For Print



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How To Use and Manage Your Facebook® Page

“Profiles (timelines) represent individuals and must be held under an individual name, while Pages allow a . . . business . . . to maintain a professional presence on Facebook®. “

What is a Facebook Page?

Pages are for organizations, businesses, celebrities, and bands to broadcast great information in an official, public manner to people who choose to connect with them. Similar to profiles (timelines), Pages can be enhanced with applications that help the entity communicate and engage with their audiences, and capture new audiences virally through friend recommendations, News Feed stories, Facebook events, and beyond.

You can create and manage a Facebook Page for your organization from your personal account.

[Manage Facebook Pages here.](#)

Please note that only the official representative of an organization, business, celebrity, or band is permitted to create a Page.

How are Pages Different From Personal Profiles (Timelines)?

Profiles (timelines) represent individuals and must be held under an individual name, while Pages allow an organization, business, celebrity, or band to maintain a professional presence on Facebook. You may only create Facebook Pages to represent real organizations of which you are an authorized representative.

In addition, Pages are managed by admins who have personal Facebook profiles (timelines). Pages are not separate Facebook accounts and do not have separate login information from your profile (timeline). They are merely different entities on our site, similar to how Groups and Events function.

Once you have set up a Page within your profile (timeline), you may add other admins to help you manage this Page. People who choose to connect to your Page won't be able to see that you are the Page admin or have any access to your personal account.

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How Are Pages Different From Groups? Which One Should I Create?

Pages allow real organizations, businesses, celebrities and brands to communicate broadly with people who like them. Pages may only be created and managed by official representatives.

Groups provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.

Other differences include:

- Pages:** Privacy: Page information and posts are public and generally available to everyone on Facebook.
- Audience:** Anyone can like a Page to become connected with it and get News Feed updates. There is no limit to how many people can like a Page.
- Communication:** Page admins can share posts under the Page's name. Page posts appear in the News Feed of people who like the Page. Page admins can also create customized apps for their Pages and check Page Insights to track the Page's growth and activity.

"It is currently not possible to convert Facebook® groups into Pages.

We recommend that you create a Page and notify your group members about it."

I have a Facebook Group. Can It Be Converted Into a Page?

It is currently not possible to convert Facebook groups into Pages. We recommend that you create a Page and notify your group members about it. Note that you will not be able to send your group a message if your group has more than 5,000 members.



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How To Use and Manage Your Facebook® Page

“... Keep Content Updated and Mix it Up.”

Where Will Pages Appear On the Site?

Every Page will appear in search results on Facebook. When a user connects with a Page, that Page will appear in the Pages section on the Info tab of the user’s profile (timeline). Additionally, all Pages can be found in the Page Directory.

Why is a Page a Better Solution Than a Personal Account for Artists, Businesses, or Brands?

Personal accounts are optimized for individuals, not artists, businesses or brands. Facebook Pages allow artists, businesses, and brands to showcase their work and interact with fans.

These pages come pre-installed with custom functionality designed for each category. Third party developers also build an array of applications for Page Admins to add to their Pages. Facebook Pages are not subject to a fan limit and can automatically accept fan requests.

How many Pages Can I Manage?

There is no limit to the number of Pages you can manage. You can manage as many Pages as you have been given the authority to manage. The Page admin who initially creates the Page reserves the right to add or remove other Page admins at their discretion.

Word of Caution, Keep Content Updated and Mix it Up.

Status updates by themselves get boring. But then again, so do photos, videos and multimedia as a whole. Your job is to mix it up. The moment you become predictable, boring or annoying, they’ll hide you from their feed. So keep it varied and personal — a video here, a photo here, a tag of one of your fans here.

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Time to Finish Your Facebook Page!

Here's the basic info you need to have ready to finish setting up your Facebook Page.

- Organization Name
- Logo/Profile Picture
- Basic Info About Business
- Website URL
- Founded
- Address
- Business Description
- Mission / Awards
- Phone
- Email
- Website URL (again)
- Assign Admins
- Pictures
- Logo
- Cover Picture/Design

Need help with the check list?

SEO For Print can handle some or all of the items on the check list with you and for you.

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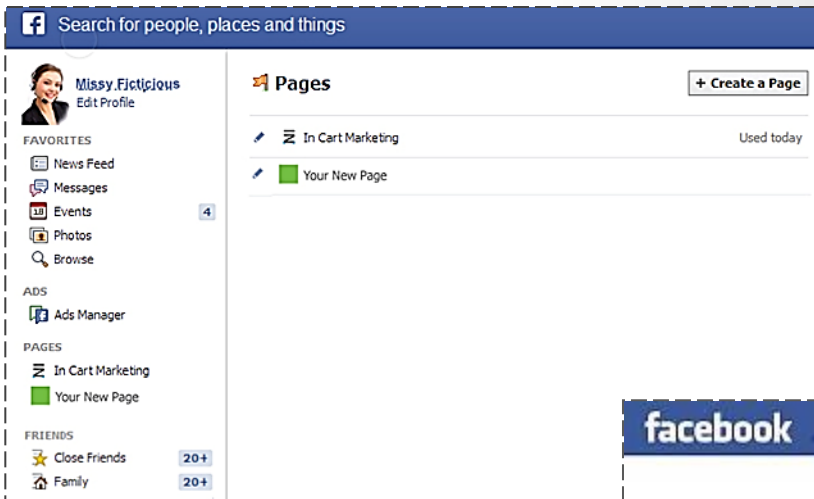
Managing Your Facebook® Page

Time to Manage Your New Page

After the new Page has been created for you, you need to keep content fresh and manage your "likes". Time to start. Here's how...

Find Your Page

First, you need to know where to find your Page. Log in to your personal Facebook site. Once there, you'll see a screen like the one below. Click on your New Page link, which can be found in the lower left hand side of the screen.



Adjust Settings

You might want to check the settings before you share with your public...

Go to the top, click on Manage. The drop down menu that appears gives you an "Edit Page" option.

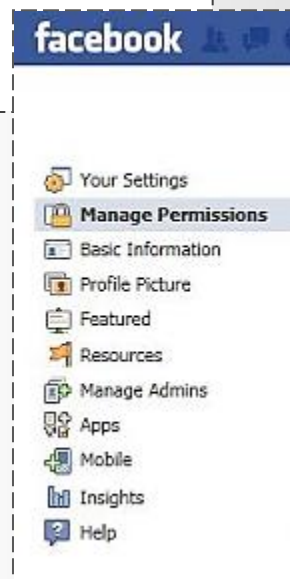
Click on that.

Each of the tabs on the left are options you can change.

Make sure you agree with all of the default values.

If you change something, click "Save Changes".

Go through each of the setting options, reviewing "Your Settings", "Manage Permissions", "Basic Information", and "Profile Picture".



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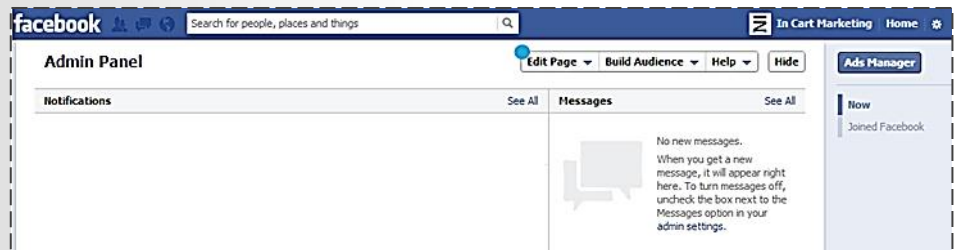


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Be Known!

To get your Page noticed, and put you in touch with all of your friends on Facebook, you need to complete a few more steps.:

- Like Facebook Page
- Invite Friends to Page
- Invite Contacts to Page
- Share Something (Post)



While logged in to your Facebook Page, click in the upper right on "Build Audience", in this order:

1. **Like your own Facebook Page.**
This shows all your friends you "Like" it, which promotes it.
2. **"Invite" all of your friends on Facebook.**
3. **"Invite Email Contacts"**
if there are others not yet on Facebook but in an email list you have of your congregation.
4. **"Share Page"**, which will share your Facebook Page with everyone that's currently your friend on Facebook. The "Invite", actually sends a message to all of your Facebook friends in the system inviting them to come "Like" your Page.

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What Now?

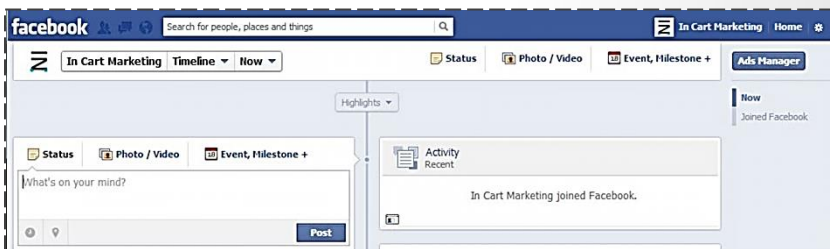
Log in to Facebook, then switch user to your Page.
 To do this, click on "Manage",
 then "Use Facebook as <your Page Name>":



Start Posting!

Make a post once a week (at least) to your Facebook Friends of your Page.
 Make an announcement about your sermon, upcoming events, pictures of events, ask leading questions, post inspirational verses...
 Keep people interested.

If you need a volunteer for something, this would be a good place to make those types of announcements.
 To do this, click into the Status Update area and begin typing (see below)..



Good Job!

You are now on your way to maintaining a closer relationship with all of your Facebook friends!

Keep On Posting!



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