

Facebook— For Your Business

Joe Struss

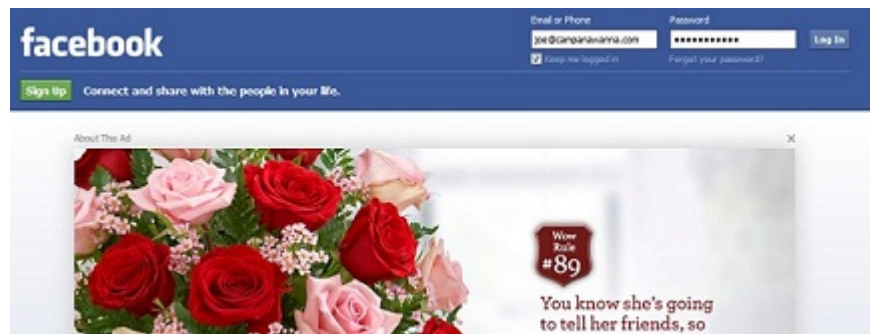
February 12, 2013

Chapter 1

Facebook Basics

Facebook is a social networking tool used by millions of people throughout the world. Getting started with Facebook can be a little daunting especially for a small business— but don't let that stop you. Facebook can be a great tool for getting information about your business out to your local community as well as your friends and neighbors. You can target advertising in Facebook to just people looking for your type of product or service and you can connect and network with people in your field.

Facebook does require a certain amount of commitment from an entrepreneur to keep it going and keep it active but the rewards and connections you make can help to grow your business.



Facebook Basic: Remember that you do need to have an individual person or e-mail address in charge of a Facebook page. Facebook currently allows you to have one login for your own individual Facebook page and one for your business but it no longer allows multiple logins explicitly so you can no longer have a Facebook page for your dog or cat.

1.1 Layout

If you take a look at Facebook, it can be initially confusing but remember the layout basics. Your **Key** login areas are in the upper right, the **search bar** is at the top, and **links** to your favorites, clubs/business pages will be off to your left. The center column is normally a **news/personal feed** column.



When you initially login, you are placed on your newsfeed page where you get information from other members of your social groups like friends, pages and groups that you have LIKE'd and general Facebook advertising. This is the column in the *CENTER*.

To look for an item on Facebook, just type something into the **SEARCHBAR** at the top. Other possibly connecting pages will pop up when you type something in and you simply click on the correct connection when it appears.

The **LINKS** area to the left includes links to your Facebook Messages, Events that you have been invited to or are attending, other items such as photos and friends connections plus links to other Pages with which you are associated.

The **KEY AREAS** in the upper right have links (in order) to your own personal page (labeled with your name), **Find Friends** which is used to add more Friends to your social circle, **Home** which takes you to your newsfeed, the **lock** which leads to your privacy shortcuts, and the **cog or circle** which allows you to switch to one of your other pages, create an ad or access your Account or Privacy Settings. Click on your **Personal Page**.

1.2 Personal Page

Your Personal Page has information about you, your interests and pictures, a place where you can update people on your status but it also has the same **Key Area**, **Searchbar** and a **Personal News Feed**.

The screenshot shows a Facebook profile for Joe Struss. At the top, there is a search bar labeled 'SEARCH' and a navigation area labeled 'KEY AREA' with links for 'Joe Struss', 'Find Friends', 'Home', and 'RS'. The profile picture is a blue monkey, and the cover photo is a landscape view of a parking lot. The profile information section is labeled 'INFO' and includes details like 'Instructional Designer at Iowa Valley CC District', 'Studied at Iowa State University', 'Lives in Johnston, Iowa', and 'Married to Amanda Arthur-St...'. Below this are links for 'Friends 168', 'Photos 263', 'Map 70', and 'Likes 99'. The status update area is labeled 'STATUS' and contains the prompt 'What's happening, Joe?' and a 'Post' button. The activity log is labeled 'INTERESTS' and shows a recent activity 'Joe went to Barkhe 2013: Harbingers and Messengers' and an interest 'Joe likes Mazda'. At the bottom, there is a section labeled 'PERSONAL NEWS' with a Mazda logo. On the right side, there is a 'Sponsored' section for 'Preferred Properties of Iowa' and a 'Play For Comps In Vegas' advertisement.

You can click on the **Update Info** button to update information on yourself that is displayed on the left, you can click on **Friends** or **Photos** to add or browse your Facebook Friends or Photo collection, or you can put something in your **Status** area that adds your information to the newsfeed of your friends. If you just rollover the big picture at the top or your side picture, you can update that picture to something different. The smaller picture is your **Profile Picture** which is used for all your posts.

1.3 Facebook Communications and Chat

In the upper left corner of most Facebook pages is a Communications area. In this area are three links: **Friend Requests**, **Personal Messages** and **Updates**.



Friends requests are requests from other people that want to join your social group. Facebook itself will suggest friends for you every once in a while but mostly people connect with other people and see you are friends with them and then subsequently request to be friends with you.

Personal Messages are messages from your friends that are sent either to an individual person or to a small group. One has to be a little careful with this as sometimes one might assume that you are just communicating with a single person when the conversation started with a small group and is still sending messages to everyone in that group. It is easy to do.

The Globe or Updates link just keeps you informed of updates from your friends or updates to pages that you like or occurrences where your photo, image or name are used.

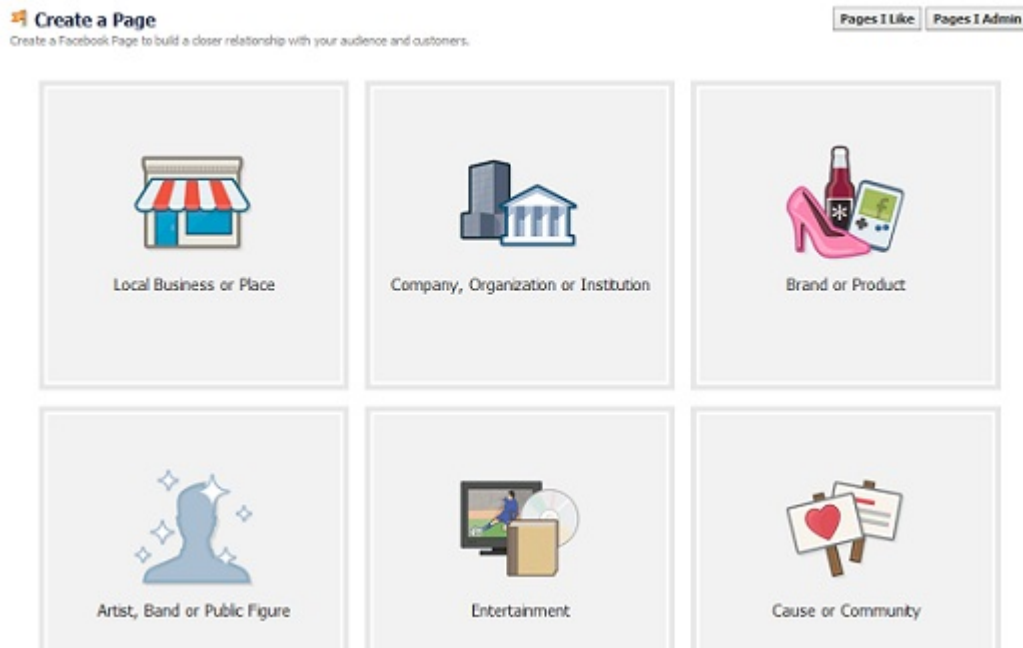
The lower right corner has a chat facility for online chatting. It lets you know when your friends are online and available to directly communicate with online.

Chapter 2

Creating a New Page

You can create additional pages for an account for a particular group, interest, club or for a local business. At the bottom of almost any Facebook page, you will find a link called **Create a Page**. Simply click on that link to start creating a new page.

Now with the way the Newsfeed on Facebook now work, it is sometimes difficult to get to that link. Another way to get there is to just alter the URL of your page to <https://www.facebook.com/page>.



2.1 New Page Creation

Choose your area and fill out the information requested for your page. You also need to agree to the *Facebook Pages Terms* which you should probably at least browse if it is for your business to look at possible Facebook business restrictions.

Create a Page
Create a Facebook Page to build a closer relationship with your audience and customers.

Local Business or Place
Join your customers on Facebook.

Education

COBOL Club of Des Moines

Street Address


Des Moines, Iowa

50131

515-986-1207

I agree to Facebook Pages Terms

Get Started



Company, Organi

Click **Get Started** to start working on your new page. It will prompt you next for a profile picture. You can click on **Upload From Computer** if you have one or **Skip** this step for now.

Set Up COBOL Club of Des Moines

1 Profile Picture 2 About 3 Facebook Web Address



Upload From Computer | **Import From Website**

Save Photo **Skip**

Next put in information about your business or group. The more accurately you can describe your business or group tends to get you better connections within Facebook. You can also add a web site for your group or business.

Set Up COBOL Club of Des Moines

1 Profile Picture 2 About 3 Facebook Web Address

Tip: Add a description and website to improve the ranking of your page in search.

DMACC Student and Faculty group interested in COBOL programming and making interesting projects in COBOL. No really.....

Add Another Site

Will this Page represent a real organization, school or government? [?] Yes No

Visit Help Center

Click **Save Info** or **Skip** to continue. In the final step, Facebook will give you a web address for your group or business' Facebook page. It will generally suggest a name that is related to the name of the club or group that you are setting up but you can always change that name.

Set Up COBOL Club of Des Moines

1 Profile Picture 2 About 3 Facebook Web Address

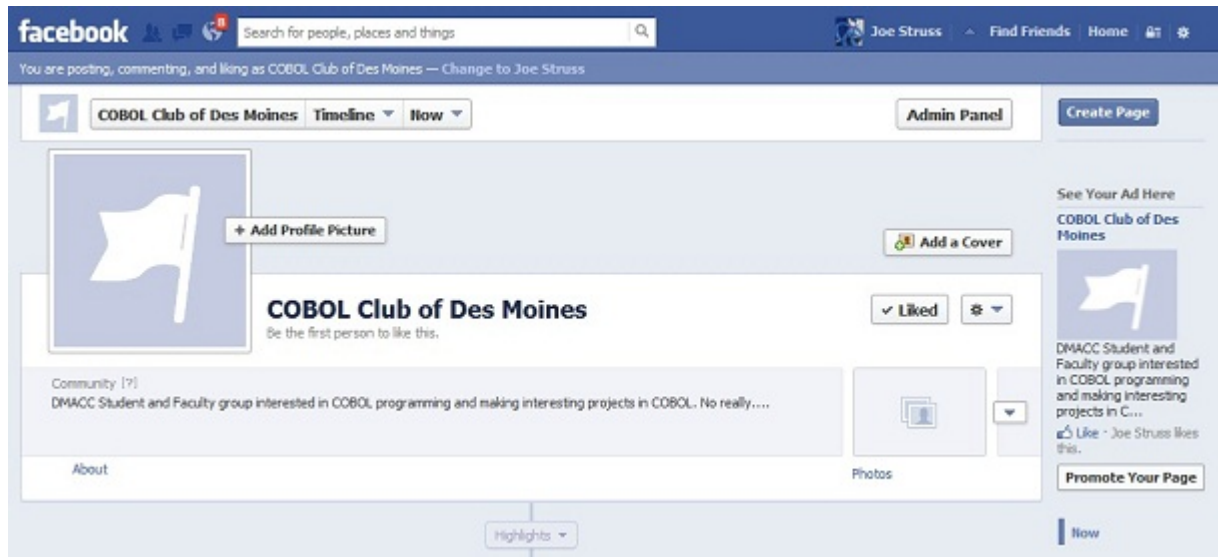
Choose a unique Facebook web address to make it easier for people to find your Page. We've made a suggestion below, but you can also choose your own. Once this is set, it can't be changed.

The group name tends to be somewhat permanent so make sure that you like it before you click on **Set Address**. Click **Set Address** or **Skip** to continue.

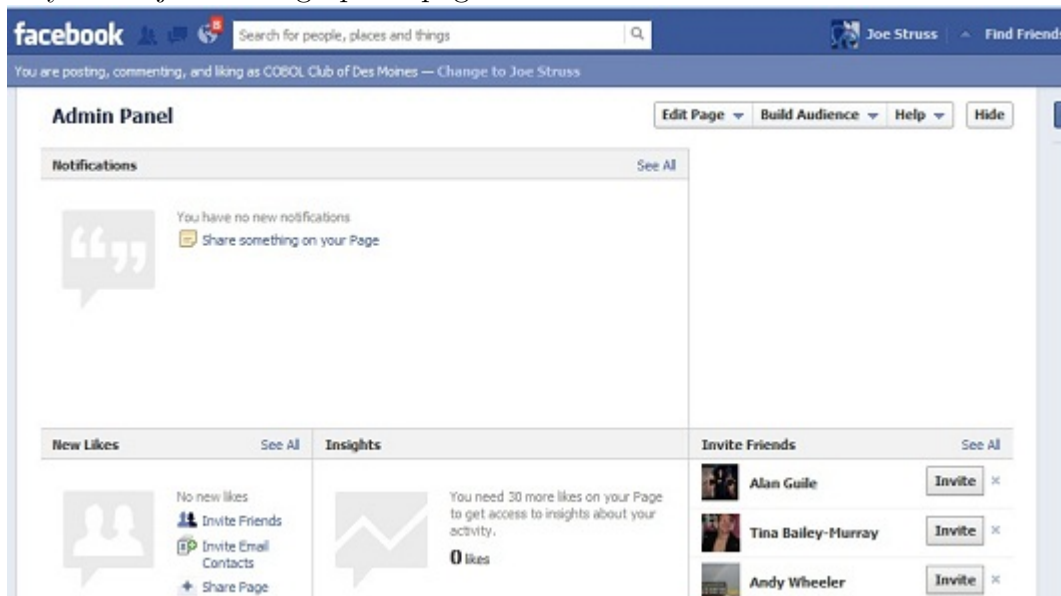
Once you are all done your business or group page will launch. You will be able to switch to being this page under the circle or cog in the Key Area by clicking and pulling down to **Use Facebook as: the group or club name**. You can do the same thing to switch back to other pages or click your name to switch back to being you.

2.2 Your Business Page

You should be taken to your new group or business page.

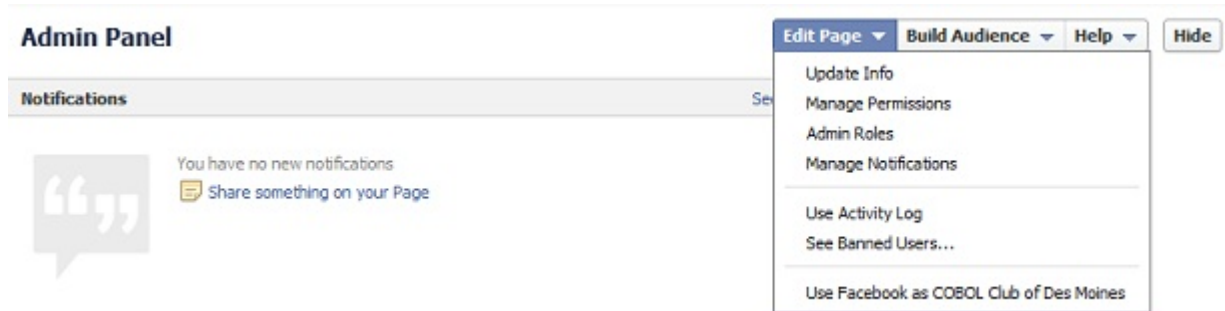


You will notice at the top the **admin panel** which you can initially **Hide** if you are just setting up the page.

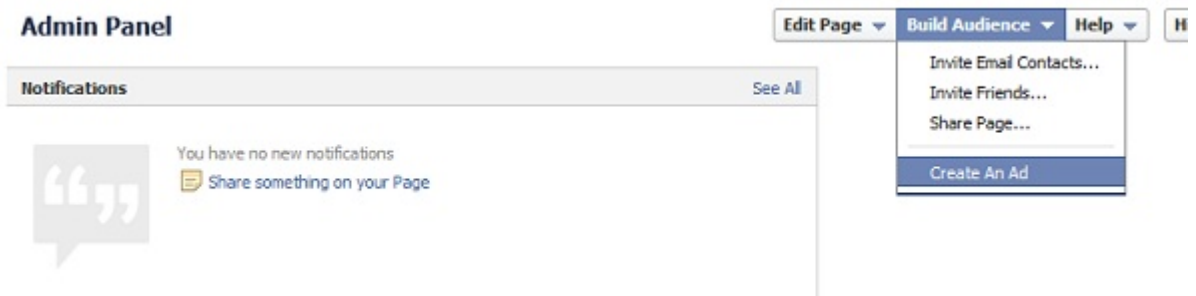


2.3 The Admin Panel

The Admin panel gives you information about the people that are accessing this page, allows you to manage who can administer and manage the page and allows you to create advertising for your page.

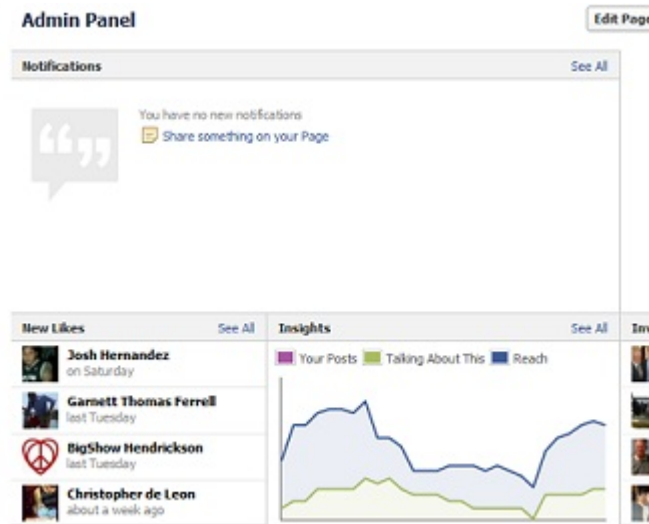


The first three functions are under the **Edit Page** pull down menu. The advertising function is under the **Build Audience** pull down menu. Advertising can be targeted to specific interests, shows or groups on Facebook and can bring people to your Facebook page.

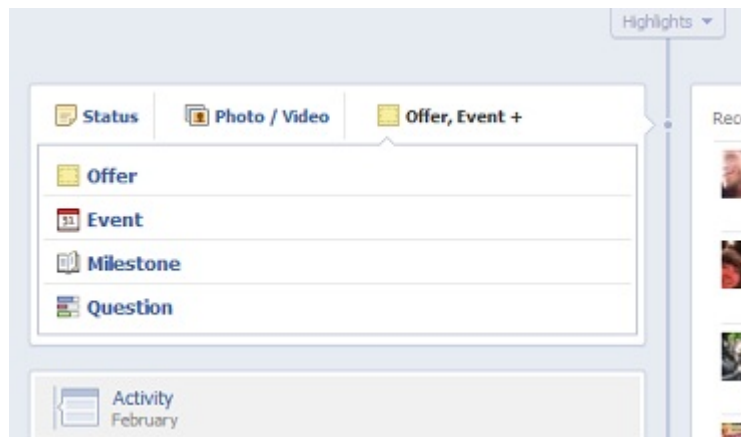


You will need to keep your page updated with news items, status changes and even events for your business to keep people coming to your page. So it can be some continuous work but it can be a new source of interest and possible revenue as well.

Here is an example of an active group page that shows some of the tracking features that are available:



In the **Status Bar** area, you will also find **Events** and **Offers** that you can place on your page to create interest.



Facebook walks you step by step through the advertising process. Your ads normally appear on the right column for people as they login to Facebook. You can choose to advertise per click or per appearance and can set a strict budget.

Chapter 3

Facebook Permissions

Facebook permissions often baffle people so this area is shown in depth. They have tried to clean this up under Permissions under the lock in the Key Areas but it still requires a little bit of an extended explanation.

All these are located if you pull down under the far right **cog or circle** and pull down to **Privacy Settings**.

Overall Setting- Who can generally see the things you post:

- Public - everyone
- Friends - just your hand-selected few
- Custom - can make sub-divisions of friends

For all other sections, click on **Edit Settings**. ★ is used for a typical “safe” setting.

3.0.1 How you Connect – Settings

How you connect with the people that you know.

- Who can look up your e-mail and phone number?
(Everyone, Friends★, Friend of Friends)
- Who can send you a friend request?
(Everyone★ or Friend of Friends)
- Who can send you a Facebook messages?
(Everyone, Friends, Friend of Friends★)

3.0.2 Timeline and Tagging – Settings

Controls what happens when friends tag you or your content or post on your timeline.

- Who can post on your timeline?
(Friends★, No one)
- Who can see what others post on your timeline?
(Everyone, Friends★, Friend of Friends)
- You must review posts friend tag you in before they appear on your timeline
(On or Off★)
- Who can see posts you've been tagged in on your timeline?
(Everyone, Friends★, Friend of Friends)
- You must review tags people add to your own posts on Facebook
(On or Off★)
- Who sees tag suggestions when photos that look like you are uploaded?
(Friends★ or No One)

3.0.3 Ads, Aps and Web Sites – Settings

Manages your settings for Ads, Aps, Games and Web sites.

- Apps You Use
(*Can edit the list and settings*)
- Who can access your page using the Old Facebook for Mobile
(Everyone, Friends★, Friend of Friends, Only Me)
- Aps categories that mobile can bring with when using Facebook mobile
(*Can edit the list of category names*)
- Do you want to see info about your friends on other Aps?
(Enabled ★? or Disabled)

- Do you want to allow a Public Search that uses a standard picture for you for Everyone?
(Enabled or Disabled ★)
- Ads Settings
(*Can edit your ads or your friends ads*)

3.0.4 Limit Audience for Post Posts

Goes back through Timeline and limits audience

(Generally leave alone unless you are an original Facebook user then you might read and possible use.)

3.0.5 Message blocking – Settings

You can block individual users, apps, invites and block apps.