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FACEBOOK II - BUSINESS PAGE SETUP



Facebook 2 – Business Page Set Up

Create and stage your official Facebook page for success. Learn to manage settings, permissions, pictures, admins, apps, purchase ads, and track client engagement with Insight Statistics. Student should already know how to use Facebook. Carbondale CMC, October 26, 9a-3:30p.

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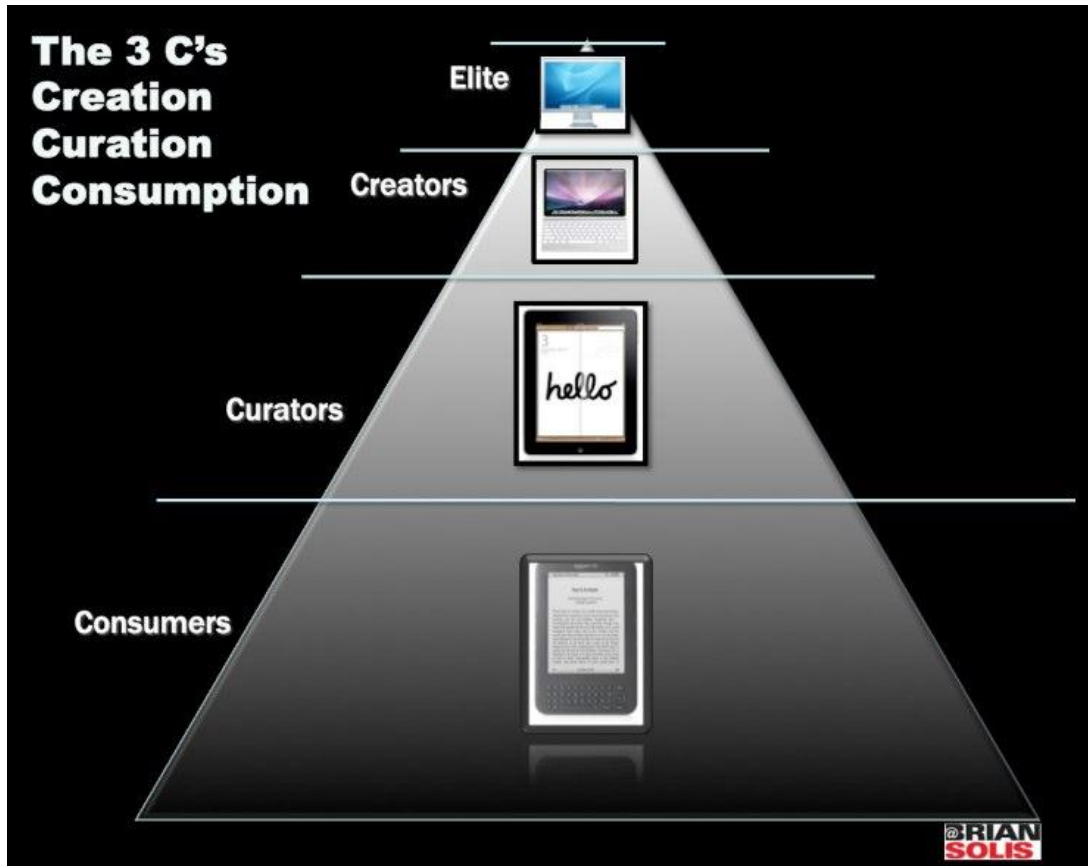
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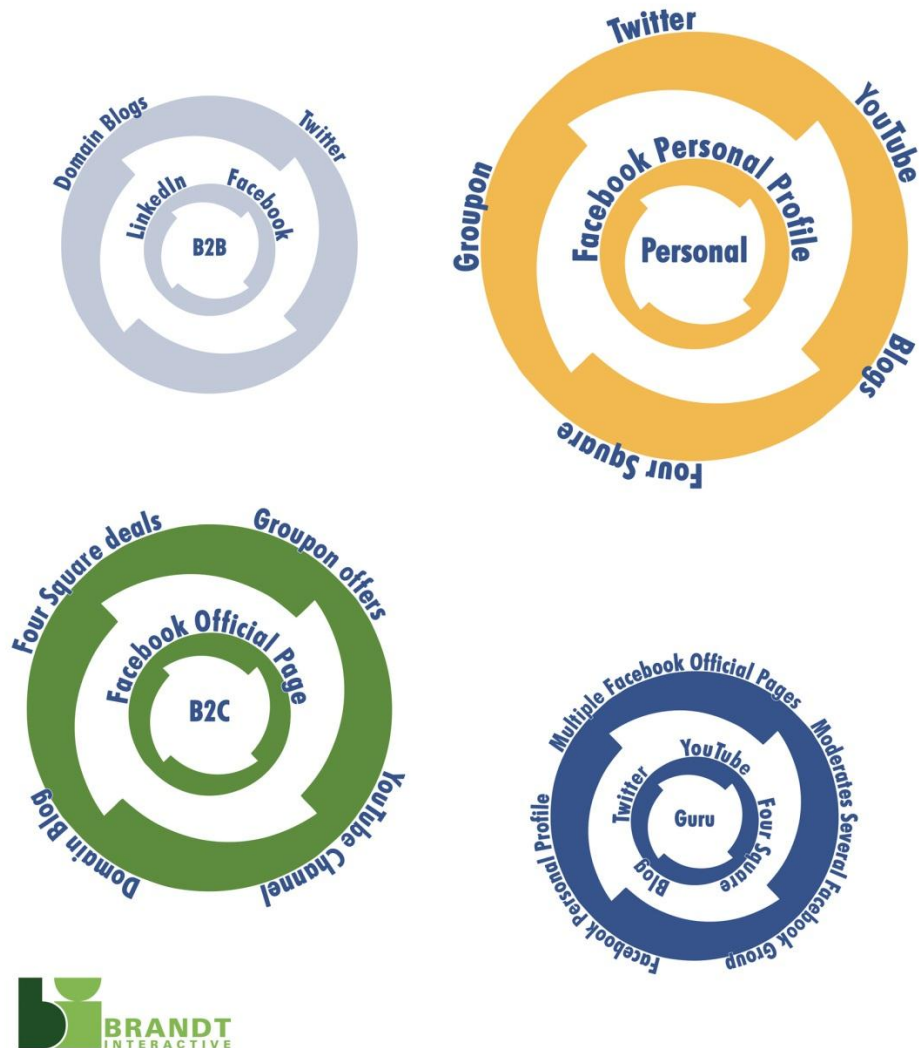
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3 C'S OF SOCIAL MEDIA



TYPES OF SOCIAL MEDIA USERS



SOCIAL MEDIA USERS PLAY DIFFERENT ROLES, AND HAVE VARIOUS ENTITIES.

ENTITY: something that has a distinct, separate profile.

AN ENTITY IN FACEBOOK IS A PERSONAL PROFILE, OFFICIAL PAGE, GROUP, OR APP.

HOW MANY ENTITIES MIGHT A TYPICAL BUSINESS USER OF FACEBOOK HAVE?

THE SOCIAL MEDIA EFFECT



SHARING INCREASES SEARCH ENGINE RANKINGS

INDEXED BY SEARCH ENGINES

Facebook official pages and open groups
Facebook personal profiles open to everyone
Most tweets unless protected

NOT INDEXED BY SEARCH ENGINES

Hidden Facebook groups
Facebook personal profiles with limited privacy settings
Protected tweets

SOCIAL MEDIA MARKETING HOURGLASS


The hourglass technique is a great way to re-think the traditional “sales funnel”:



1. **Know** - Your ads, article, and referred leads
2. **Like** - Your web site, reception, and email newsletter
3. **Trust** - Your marketing kit, white papers, and sales presentations
4. **Try** - Webinars, evaluations, and nurturing activities
5. **Buy** - Fulfillment, new customer orientation, delivery, and transaction processes
6. **Repeat** - Post customer survey, cross-sell presentations, and quarterly events
7. **Refer** - Results reviews, partner introductions, peer 2 peer webinars, and community building

GETTING PEOPLE TO KNOW AND LIKE YOUR BRAND

Far too many business owners try to go directly from the ad to the sale and wonder why it's so hard. By creating ways to gently move someone to trust, and perhaps even creating low cost offerings as trials, the ultimate progression to buy gets so much easier. In order to start your thinking about the hourglass concept and gaps you may have, ponder these questions :



- What is your core offering?
- What is your Members - only offering?
- What are your add-ons to increase value?
- What is your "make it easy to switch" offering?
- What are your strategic partner pairings?
- What is your starter offering?
- What is your free or trial offering?

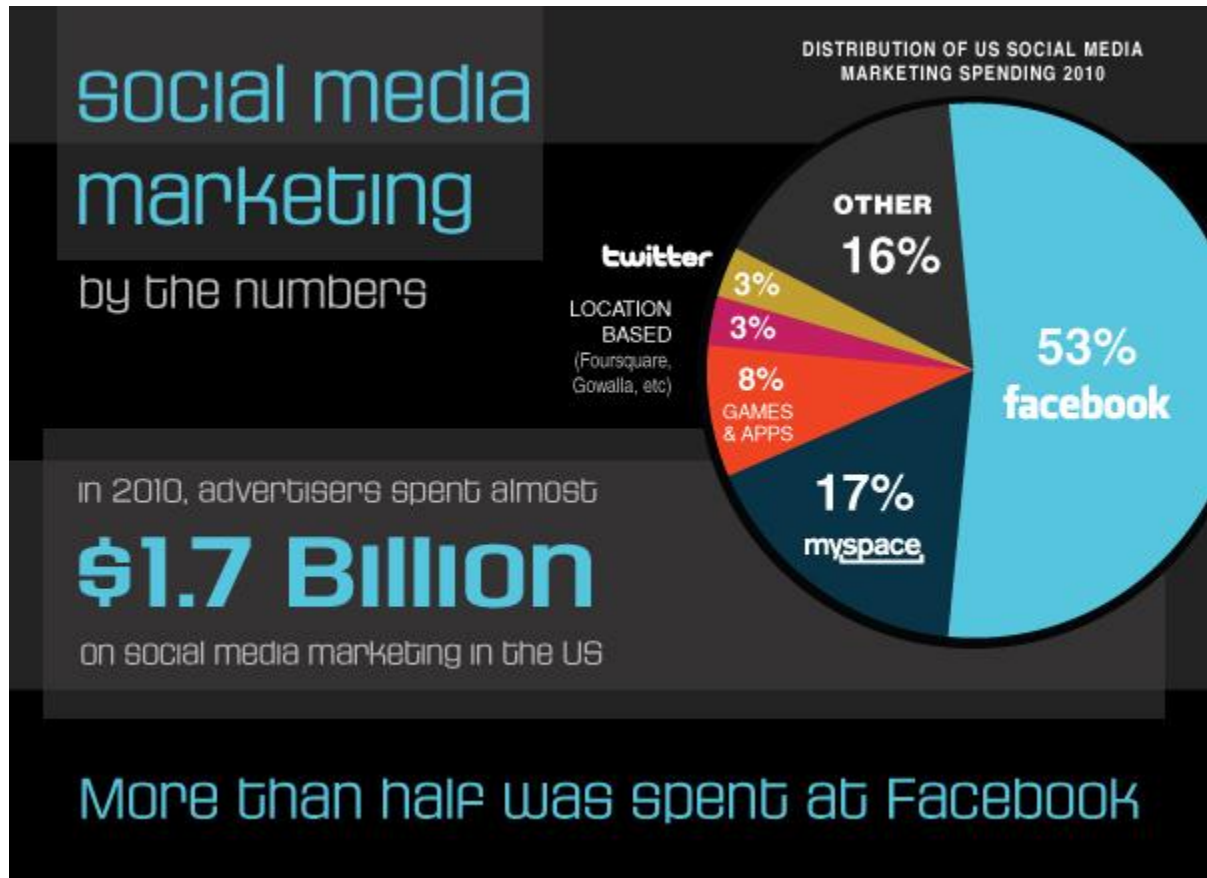
Source: <http://www.boostmarketing.com.au/the-marketing-hourglass>

KNOWING AND LIKING YOUR BRAND HAVE TO OCCUR BEFORE CLIENTS WILL TRUST YOUR BRAND

TRUST IS OFTEN THE MISSING INGREDIENT IN BUILDING SUCCESSFUL
CLIENT RELATIONSHIPS IN SOCIAL MEDIA

TRYING AND BUYING WILL NEVER HAPPEN WITHOUT TRUST.

HALF OF SOCIAL MEDIA MARKETING SPENT ON FACEBOOK



THE STATE OF FACEBOOK FOR BUSINESS

- The brand/product category is the largest single category of Facebook pages.
- Pages for local organizations and public figures each represent about 30% of the total Facebook pages.
- About half of all Facebook pages have less than 500 fans.
- Only 0.3% of Facebook pages have more than one million fans.
- In aggregate, musicians and local businesses have the most fans.
- Although they have fewer overall pages, Italy and the U.K. have more fans on a per-page basis than U.S. pages.

AVERAGE COMPANY POSTS 3-4 TIMES PER WEEK ON FACEBOOK

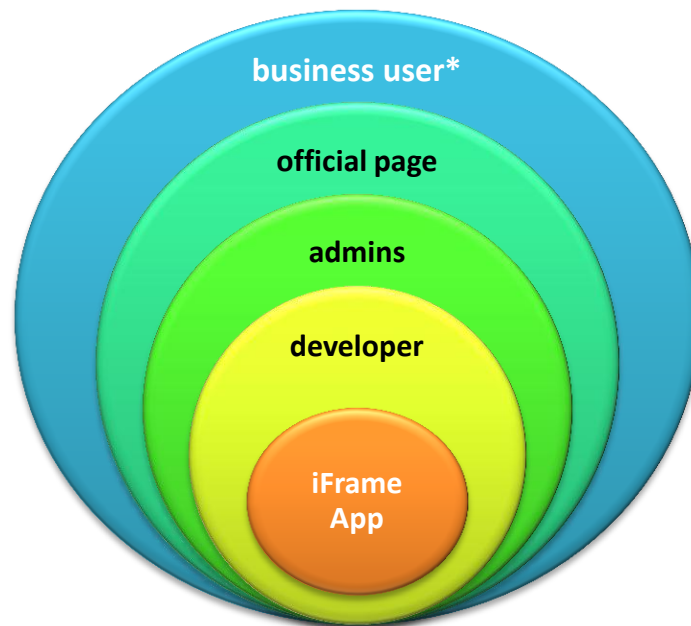
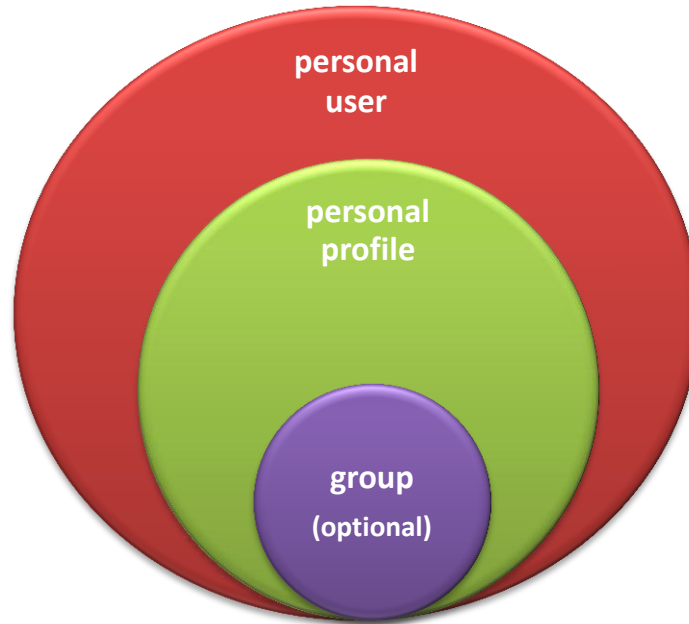


	HOT	FAIL!
PHOTOS	Posting pictures on Facebook. People comment more on pictures than video	Emailing photos of your vacation, kids, or pets to everyone!
VIDEO	Shoot video on your smart phone and upload it immediately. People share videos more than pictures	Emailing large video files (still happens all the time!)
SHARING LINKS	Share interesting links in Facebook and Twitter status updates	Sending forwarded emails to long lists of people
GEO	Geo location & Geo social	Asking someone for a phone book
TEXTING	Twitter and Facebook message sent to your smart phone	Texting while driving (not cool!)
COMMUNICATING ONLINE	Facebook and Twitter apps for Android, iPhone and Black Berry	Calling someone to tell them you sent them an email

TECHNICAL INTERACTIONS AREN'T FOR FACEBOOK



FACEBOOK PERSONAL VS. BUSINESS USERS



* Business users may be Business to Business (B2B) or Business to Consumer (B2C).

ENTITIES ARE TYPES OF FACEBOOK PAGES:



- * PAGES can be:
- Official (editable), or
 - Community (not editable)

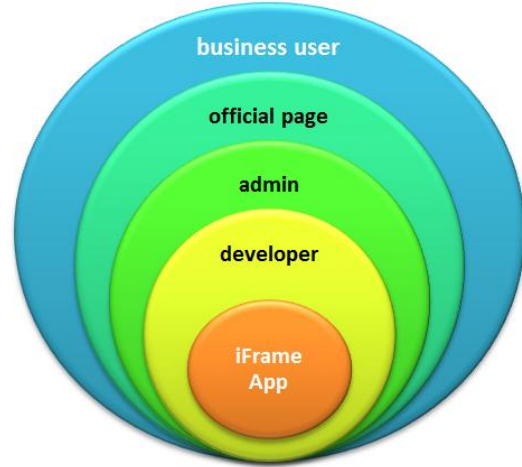
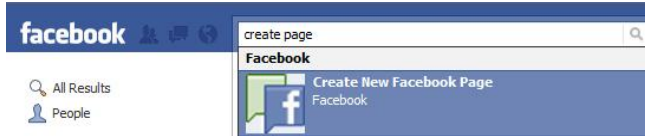
ENTITIES ON FACEBOOK:

- 1. Official Page:** allow an organization, brand, business, celebrity, or band to maintain a professional presence on Facebook. Official pages can have admins, apps, ads, and Insight statistics.
- 2. Group:** meant for smaller groups of people you know personally.
- 3. Personal Profile:** represent individuals and must be held under an individual name.
- 4. Facebook App:** allows a developer to deeply integrate the core Facebook experience.



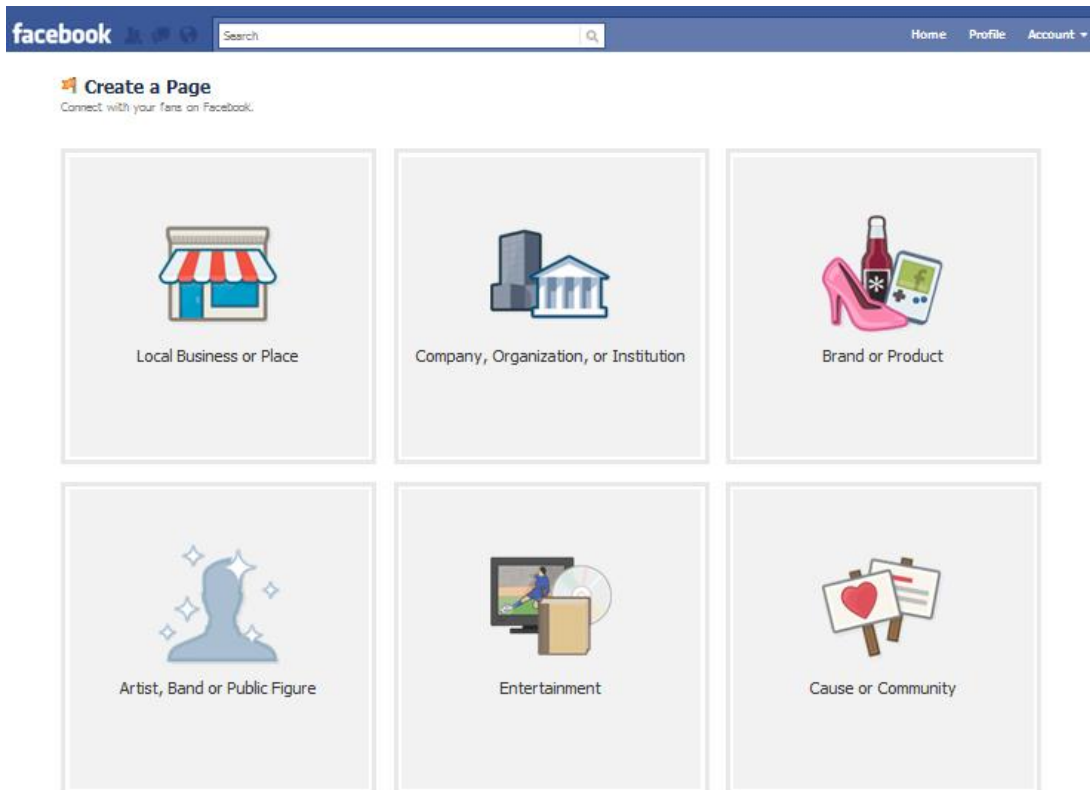
CREATING A NEW OFFICIAL PAGE

Type “create new facebook page” into the Facebook search bar to create a new official page.



WHEN YOU CREATE A NEW OFFICIAL PAGE THERE ARE SIX OPTIONS:

1. Local Business or Place
2. Company, Organization, or Institution
3. Brand or Product
4. Artist, Band or Public figure
5. Entertainment
6. Cause or Community



FACEBOOK APPLICATION PROGRAM INTERFACE

Here are some more fun things Facebook apps can do for your organization. You may need to hire a programmer to implement these options:

Information through Authentication	Graph API Publishing Permissions
<p>Apps may request access to user profile information:</p> <ul style="list-style-type: none"> • About me • Activities • Birthday • Education • Events • Groups • Hometown • Interests • Likes • Current location • Notes • Online / offline status • Photos • Tagged in photos • Family and personal relationships • Relationship preferences • Religious and political views • Most recent status • User videos • User website • Work history • Email address • Friend list • Access Insights • News feeds • Friends requests • Facebook chat integration • Manage Ads 	<ul style="list-style-type: none"> • Post content, comments and LIKES to a user's stream. • Create an event • Create RSVP • Send and respond to SMS text messages to users • Offline access on behalf of users • Application check-ins (allows placement of page tab on users' official page)

GLOSSARY OF TERMS

Admin: manager of an official page. Being an admin allows you “use page as”, which switches your identity to a new entity.

Ads: appear on the right side of the Facebook interface.

App: allows a developer to deeply integrate the core Facebook experience. Short for an application which shows an image or website within Facebook. Similar to but should not be confused with a smartphone app.

B2B: business to business.

B2C: business to consumer.

Bandwidth: the capacity to move data through the internet.

Blink: rapid cognition, the kind of thinking that happens in a blink of an eye. Malcolm Gladwell coined the phrase when he wrote, “Blink: The Power of Thinking Without Thinking”.

Blog: a shared on-line journal where people can post diary entries about their personal experiences and hobbies. Postings on a blog are usually in chronological order. See also domain blogs, and scratch blogs.

Canvas page: a blank canvas within Facebook connected to the base URL of your app on Facebook.

Closed group: For Closed groups, everyone on Facebook can see the name and members of a group, but only group members can view content in the group.

Domain blogs: blogs hosted on a domain owned by the organization, and not shared with others outside the organization.

Engagement: measures the extent to which a person has a meaningful brand experience when exposed to advertising or public relations messages.

Entity: a personal profile, official page, group, FBML or application on Facebook.

FBML: Facebook Markup Language. Legacy technology, that is in the process of being replaced by iFrames.

Four Square: a location-based social networking website, software for GPS-enabled smartphones. Users “check-in” at venues using a mobile website or application by selecting from a list of venues that the application locates nearby. Each check-in awards the user points and sometimes “badges”.

Gate Jumpers: technology, such as texting that get our attention when many compete for our time. Gate jumpers of the past: telegrams, long distance phone calls, jet travel, faxes, email, and instant messages.

Group: a Facebook entity or page meant for smaller groups of people you know personally.

Groupon: a deal-of-the-day website that is localized to major geographic markets worldwide.

Guru: a teacher with great knowledge, wisdom and authority in a certain area, and who uses it to guide others.

Home base: the online identity, usually a website, to which clients repeatedly return and rely on for official information about your organization.

iFrame: allows a visual HTML Browser window to be split into segments, each of which can show a different web document (one image or an entire web site). iFrames may contain slideshows, shopping carts, and many things on a regular website.

Insight statistics: provides Facebook Page owners and Platform application developers with metrics around their content. By understanding and analyzing trends within user growth and demographics, consumption of content, and creation of content, Page owners and Platform developers are better equipped to improve their business with Facebook. Starts once at least 30 people like your official page.

Interaction: a status update, a tweet, posting a photo, link, or video.

Legacy FBML: Facebook Markup Language. Legacy technology, that is in the process of being replaced by iFrames.

LinkedIn: social network for professional networking.

Official page: allow an organization, brand, business, celebrity, or band to maintain a professional presence on Facebook. Official pages can have admins, apps, ads, and Insight statistics. Pages are managed by admins who have personal Facebook profiles. Pages are not separate Facebook accounts and do not have separate login information from your profile. They are merely different entities on our site, similar to how Groups and Events function.

Open group: For Open groups, everyone on Facebook can view the group and join. The group will appear in search results and all content (e.g., photos, videos and discussions) is visible to anyone viewing the group.

Outpost: a website not hosted on the organization's domain name.

Page tab: used to place your application on a Facebook Official Page.

Personal Profile: the required entry point for all other Facebook entities: official pages, groups, and applications. Personal Profiles represent individuals and must be held under an individual name. The gateway drug for Facebook users.

Scratch blog: blogs hosted on a leased or borrowed domain owned by another organization, and shared with others outside the organization.

Secret group: These groups cannot be found in searches, and non-members can't see anything about the group, including its name and membership list. The name of the group will not display on the profiles of members.

Social media effect: process of search engines indexing social media content.

Tipping Point: Malcolm Gladwell defines a tipping point as "the moment of critical mass, the threshold, the boiling point". His book, "The Tipping Point: How Little Things Can Make a Big Difference" describes the "mysterious" sociological changes that mark everyday life. Gladwell states, "Ideas and products and messages and behaviors spread like viruses do."

Twitter: a call consisting of repeated light tremulous sounds. Also, a social networking and microblogging service that allows you answer the question, "What are you doing?" by sending short text messages 140 characters in length, called "tweets", to your friends, or "followers."

Wall: where entities (people, pages, groups, and applications) share with others.

YouTube: a video sharing website owned by Google.