

Building your presence with Facebook Pages



Every day, millions of people all over the world visit Facebook to connect with friends and share what they love. This guide is designed to help organizations and public figures make the most of Facebook Pages to tell their stories to build deep, lasting connections with their audience.

facebook

Introducing Facebook Pages

Facebook Pages help public figures, personalities, and organizations join the conversation, share their stories, and build a meaningful dialogue with their supporters and followers.

Millions of people are already on Facebook sharing the things they care about with each other every day. In fact, more than 30 billion pieces of content (links, news, blog posts, notes, photos, etc.) are shared each month. When you build a Page, you can:

The screenshot shows the Lady Gaga Facebook Page. The page header includes her name, profile picture, and a cover photo. Below the header is a 'Wall' section with a 'Write something...' text box and sharing options (Post, Photo, Link, Video). The main content area displays three posts from Lady Gaga, each with a profile picture, text, and engagement metrics (likes and comments). The left sidebar contains navigation options like Wall, Info, Music Videos, Newsletter, Events, Photos, Store, Discussions, and More. Below the navigation is an 'About' section with the text 'BORN THIS WAY THE ALBUM AVAILABLE NOW! http://bit.ly/mFqY5L' and a '41,732,996 people like this' statistic. At the bottom of the sidebar is a 'Likes' section with logos for Greyson Chance, MINDLESS BEHAVIOR, Polaroid, Interscope + Geffen + A&M Records, and HBO.

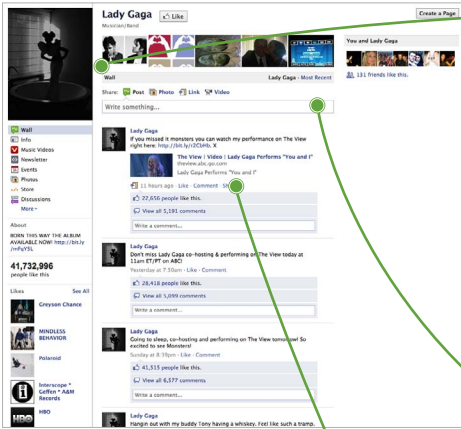
- ✓ **Tell your story**
in your own unique voice
- ✓ **Share rich content**
including photos, video, and links
- ✓ **Create a dialogue**
through posts and tools that allow people to share and engage with your message
- ✓ **Amplify your impact**
when your supporters and followers share your content with their friends
- ✓ **Measure and optimize**
your message by using Facebook Insights to understand your audience

This guide is designed to give you the knowledge you need to set your strategy, create your Page, build and grow your audience, and optimize your message.

Your audience is waiting.

Take advantage of key Page features

Take a moment to get acquainted with the features of your new Facebook Page. Pages are designed to make it easy for you to establish a rich identity, tell your unique story, connect with your supporters and followers, and manage and optimize your Page.



The elements that establish your identity

Add a compelling profile picture that highlights the subject/title of your Page and can be easily identified in Newsfeed posts.

Profile photo



Info Tab

Basic Information	
Genre	Pop
Hometown	New York City
Record Label	Streamline /KonLive/Intersco
About	BORN THIS WAY THE ALBUM http://bit.ly/mFqY5L
Biography	Lady Gaga came to prominence...

The way you tell your story

Share photos, videos and ask questions to build a personal relationship with supporters and followers.

The Publisher and The Wall



Photo strip



The way you administer your Page

Control access to your Page, update relevant settings, and access helpful resources within the Page editor.

Manage permission & administrators

Facebook Platform

Your Settings

- Manage Permissions
- Basic Information
- Profile Picture
- Featured
- Resources
- Manage Admins
- Apps
- Mobile
- Insights
- Help

Page Visibility: Only admins can see this page

Country Restrictions: Type a country... What is this?

Age Restrictions: Anyone (13+) What is this?

Wall Tab Shows: Only Posts by Page (1) Expand comments on

Default Landing Tab: Wall

Posting Ability:

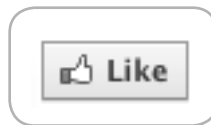
- Users can write or post content on the wall
- Users can add photos
- Users can add tags to photos by Facebook Platform
- Users can add videos

Moderation Blocklist: Comma separated list of terms to block...

The way people connect with you and amplify your story

When people Like your Page, their friends see this action in Newsfeed and can also connect to your Page.

Like button



Like, Comment, Share within posts



Insights



Build your Facebook Page

Your Facebook Page really comes to life when you engage your supporters and followers. Remember, your message reaches a broader audience when people like, share, or comment on your posts. Here are steps to get started:

1 Set your strategy

✓ Know your story

What is your unique voice? How can you bring your story to life in a compelling, authentic and personal way?

✓ Know your audience

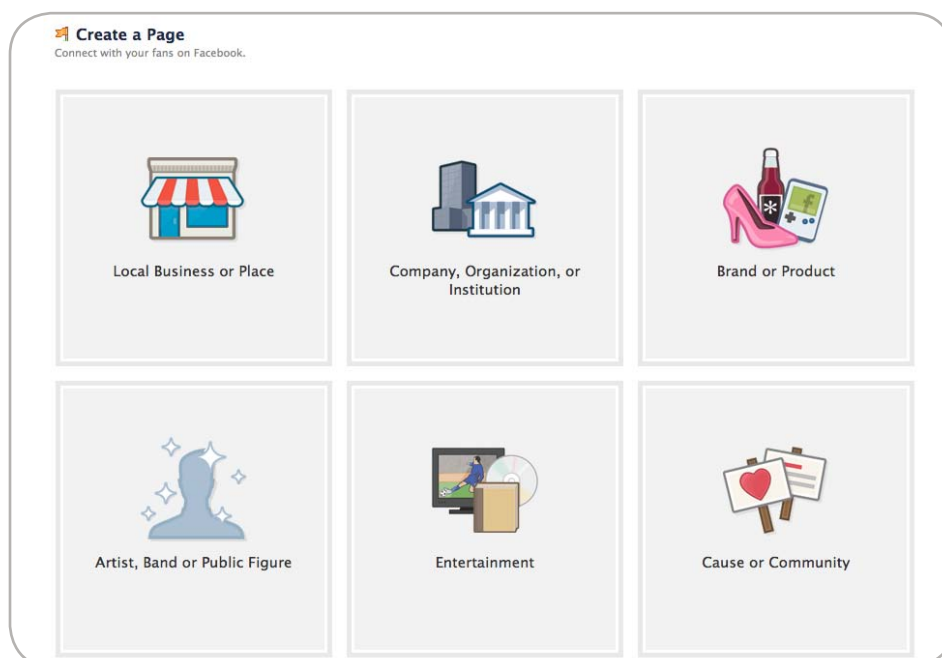
Who are your supporters and followers? How will they want to connect with you? What content will be important to them and what will engage them?

✓ Know your goals

What kind of relationship do you want to have with the people who connect to your Page? How much time are you willing to spend updating your Page? Besides telling your story, do you also want to use Facebook to build awareness around your events, fundraising or drive sales? Defining and prioritizing your goals will help you create your Page posting strategy.

2 Create your Page

To get started, visit facebook.com/page and follow the step-by-step instructions for creating a basic Page. Next, follow this guide to begin making connections.



3 Develop your posting plan

People see your Page updates alongside posts from their friends, so share content that is personal and engaging. Great content will spark conversations on Facebook, as people share your updates with their friends.

a) Find your voice

Be conversational, personal, and authentic. If you are an individual, take the time to post directly. And if your Page is for an organization, find a first-person voice that is personal, not promotional.

Some tips:

- ✔ Use a first person voice in your posts.
- ✔ Build an online personality. Engage your supporters by highlighting one aspect of your personality (e.g. witty or inquisitive) or be casual like you are with friends.
- ✔ Share candid, personal stories, like pictures of you hanging out with your friends and family, or updates from members of your organization's team.

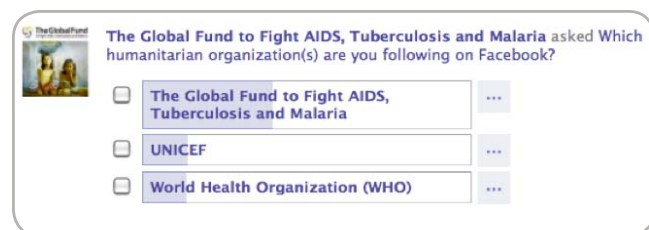


b) Create a conversation

Build a dialogue with your community on your Page.

Some tips:

- ✔ Call people to action by asking questions in your status updates and urging people to post or comment.
- ✔ Use the Questions app to poll your community and get instant feedback.
- ✔ Respond to the comments – people will be thrilled to know that you are listening.
- ✔ Make your supporters the stars. If someone posts something great on your Page, repost it, thank them and respond personally.



c) Offer a rich experience

Bring your story to life with rich content that captures your message and engages your audience.

Some tips:

- ✔ Use photos and videos. Visuals are always more compelling than text.
- ✔ Create Facebook Events to highlight appearances or campaigns. Encourage your audience to attend and invite their friends.
- ✔ Share links to breaking news, important events, and entertaining videos.
- ✔ Celebrate your milestones. For example, once you reach a significant number of Likes, post a video thanking your audience and encouraging them to share your Page with their friends.



d) Share exclusive content

Post items on Facebook that people can't find anywhere else.

Some tips:

- ✔ Take the time to post directly to your Facebook Page; re-posting content or auto-posting from other sources can be a turn-off.
- ✔ Schedule regular posts on specific topics, like a weekly highlight on the "fan of the week"
- ✔ Bring your community behind the scenes – post pictures back stage at an event or give your audience a sneak peek on a new project.
- ✔ Connect with niche groups of supporters. Use the targeted publishing feature to share relevant posts with people in a specific location or who speak a certain language.



It's easy to update your Page with your mobile device, here's how:

- ✔ Use the Facebook app on your smartphone
- ✔ Add your mobile phone number to your Page to text posts directly to your Page
- ✔ Visit facebook.com on your mobile browser
- ✔ Use email to upload photos or status updates

Access more information about mobile features for Pages within the Mobile tab in your Page editor.

Grow your audience

1 Start with who you know

Grow your Facebook Page by reaching out to your existing community.

Some tips:

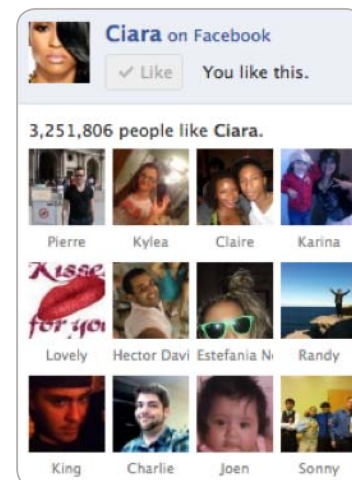
- ✔ Suggest your Page to your friends on Facebook by selecting the “Invite Friends” option when viewing your Page.
- ✔ Use your existing email lists and personal contacts to promote your Page and begin building your connections.
- ✔ Use the Contact Importer to notify your contacts to Like your Page for regular updates.

2 Leverage your existing assets

Make your Facebook Page a core part of your online and offline presence.

Some tips:

- ✔ Add a Like box and Like buttons to your website so visitors can view your updates and share your content with friends through Newsfeed. Visit facebook.com/plugins to learn more.
- ✔ Promote your Page in email newsletters, business cards, and on your website. Once 25 people Like your Page, visit facebook.com/username to select a custom URL.
- ✔ Add a Facebook logo or a “Like us on Facebook” image to your publicity and/or marketing materials.
- ✔ Install the Facebook comments plug in on your blog posts so visitors can comment on those items and also share those comments with their friends on Facebook.



3 Cross-promote to reach more people

Some tips:

- ✔ Partner with other organizations, personalities, and brands to create co-promotions and encourage viral sharing.
- ✔ Tag a person or organization in a post on your Page, and your post will appear on their wall and will be shared with their community.



Measure and refine

1 Use Insights to optimize performance

Facebook offers tools to help you analyze what's happening on your Facebook Page so you can monitor key metrics, get insights about your Page's visitors, and increase connections and interactions.

Some tips:

- ✔ See how fast your Page is growing by visiting facebook.com/insights or selecting View Insights when viewing your Page.
- ✔ View feedback (likes and comments) on each individual post to better understand what content your community finds most appealing.
- ✔ Download the Facebook Insights Guide for an in-depth look at the best ways to use the free tools available to you on Facebook.



2 Add custom apps to enhance engagement

Some tips:

- ✔ Use Facebook apps (photos, events, links and notes) to create content that can be shared easily. This content can go viral quickly as they attract more likes and comments interactions, which then spread to friends of your supporters, attracting new supporters.
- ✔ Work with a developer to create specialized content (e.g. contests) exclusively for people who like your Page as a way to reward them and also as a way to grow your community. People will have to first "Like" the Page to see this content.
- ✔ Create a welcome landing page tab that encourages people to Like your Page. Set this landing page as the default tab for people who don't yet Like your Page to entice them to connect with you.

The screenshot shows a Facebook post from Vita Coco Coconut Water. The post includes a custom app that offers an exclusive sneak peek of an ad. The text of the post reads:

Vita Coco Coconut Water
 Want a first look at our Rihanna campaign? The quicker you click, the sooner you'll receive an exclusive sneak peek of the ad, before it goes live nationwide this week. We've been hiding so much up our sleeve, it's driving us nuts...

Click here: http://www.facebook.com/vitacoco?sk=app_214655711906773

Below the text is a small image of a person's face, partially obscured by a dark, pixelated area, with the text 'Wall Photos' next to it. The post is dated June 27 at 1:05pm and has 130 likes and 15 comments.

3 Promote with Facebook Ads & Sponsored Stories

Facebook Ads are the best way to build awareness of your Page and drive new fans. Visit facebook.com/sponsoredstories to take advantage of Sponsored Stories, a paid way to amplify actions. Stories are served to friends of people who have liked your Page or your content. You can amplify your Page and posts via several options:

Some tips:

- ✔ **Page Post Story:** more of your supporters will see your most recent Page post.
- ✔ **Page Like Story:** when someone Likes your Page, friends of your supporters will learn about your Page.
- ✔ **Post Like Story:** when a supporter Likes your post, their friends will see the content.



Resources

For more information:

- **Creating your page**
<https://www.facebook.com/page>
- **FAQ for Facebook Pages**
<https://www.facebook.com/help/?topic=pages>
- **Terms and Guidelines**
https://www.facebook.com/terms_pages.php
- **Reporting IP Infringement on Pages**
<https://www.facebook.com/copyright.php>
- **Social Plugins**
<https://developers.facebook.com/docs/plugins/>
- **Page Insights guide:**
http://ads.ak.facebook.com/ads/FacebookAds/Pages_Insights_Guide_Updated.pdf



Now you have the tools and knowledge you need to make the most of your Facebook business Page. So start connecting with your supporters and followers today!

Top 5 Tips

Here are quick tips to help you develop your publishing strategy and create a dialogue with your community.

1

Be authentic. Create fun, engaging conversations with clear calls-to-action and encourage people to like and share your posts.



2

Offer exclusive content. Post "sneak-peeks" about latest news and share personal stories using photos and videos.



3

Post from your phone. Add your mobile phone number to post via text, or use a smartphone app to upload photos, post status updates to your page from wherever you are.



4

Use the Questions app to solicit feedback and opinions from supporters and followers. Highlight great responses by re-posting it and responding personally.

5

Take advantage of apps and Social Plugins such as the Like button, which makes it effortless for supporters and followers to connect to your Page. Build custom tabs and easily pull any page from your website into a tab on your Facebook page.

