Fan Page Basics

A Special Report

LEGAL NOTICE

Facebook Fan Page Basics

Today the various brands, businesses, places, artists, causes and just about anything can have a Facebook fan page. Fan pages are designed to be an extension of your profile which can be controlled from your personal account profile. In essence, fan pages are profiles for these various subjects which can be separate from your personal profile. This is also essential to have your brands, products and business on Facebook because using a personal profile for these goes against the terms of service of Facebook which would put the account owners at risk of having their personal accounts taken down by Facebook.

Fan pages are able to have access to fan user feeds. The fans of the page will opt into receiving messages that the page publishes when they decide to click on the "like" button for the page. This alone is a very useful function for both the page creator in marketing and the fan in keeping informed about the page. This feature also allows fan users to be able to share stories, photos, videos and any other media that is posted to the page with their friends quickly and easily.

The real time news feed is one of the ways that users will be able to keep up to date with your page. This allows anything that is posted to your fan page to be broadcasted to all of the fans instantaneously, showing in their news feed which is accessible via several different outlets such as computer browsers, and internet enabled cellular phone or mobile devices. This increases the exposure of your fan page by making your page stories just as important as those related to any friend posts that a fan may have. This is an important way that your fan page can keep the user informed about new developments with the page quickly and seamlessly.

Facebook pages can also make use of multiple applications which can boost the effectiveness of the page. The ability to make use of applications which occupy the entire space of the Facebook page is just one of the many ways that you can engage fans in alternate ways which are not normally available for Facebook profiles. These are essentially open canvases which are useful for creating amazing pages which can be aesthetically pleasing as well as professional for whatever the page subject focuses on.

With a Facebook fan page for your brand or company, you can essentially join in on the conversation in a closer, interpersonal way with the fans. This is one of the best if not the best features of Facebook fan pages. You can give a voice to your brand and make it possible to talk directly with the fan base. Conversations are possible within a fan page and easily extend to the user's news feed. This promotes conversation between Facebook users who share the interest in the fan page.

Now making all of this work for your brand, company or any other subject matter can be accomplished with simple steps towards creating and promoting your Facebook fan page.

Why You Should be Using Facebook Fan Pages

Using Facebook fan pages is a great way to engage with the individuals who already know about your brand or company as well as being a simple way to spread knowledge about your company through these individuals. It is important to keep in mind that Facebook pages, like any tool, is only beneficial to

your cause if you are actually putting it to use. Those who are not utilizing Facebook fan pages will be passing up an opportunity to have streams of exposure available to them.

Facebook fan pages and their impact on Facebook users can vary depending on the subject matter of the page. They can consolidate a large amount of information about the subject within a page and can be useful in providing important information about the subject matter. For instance, this screenshot of fan pages shows a list of local businesses and places which are located in the "United States" as the search location for discovery of Facebook fan pages:
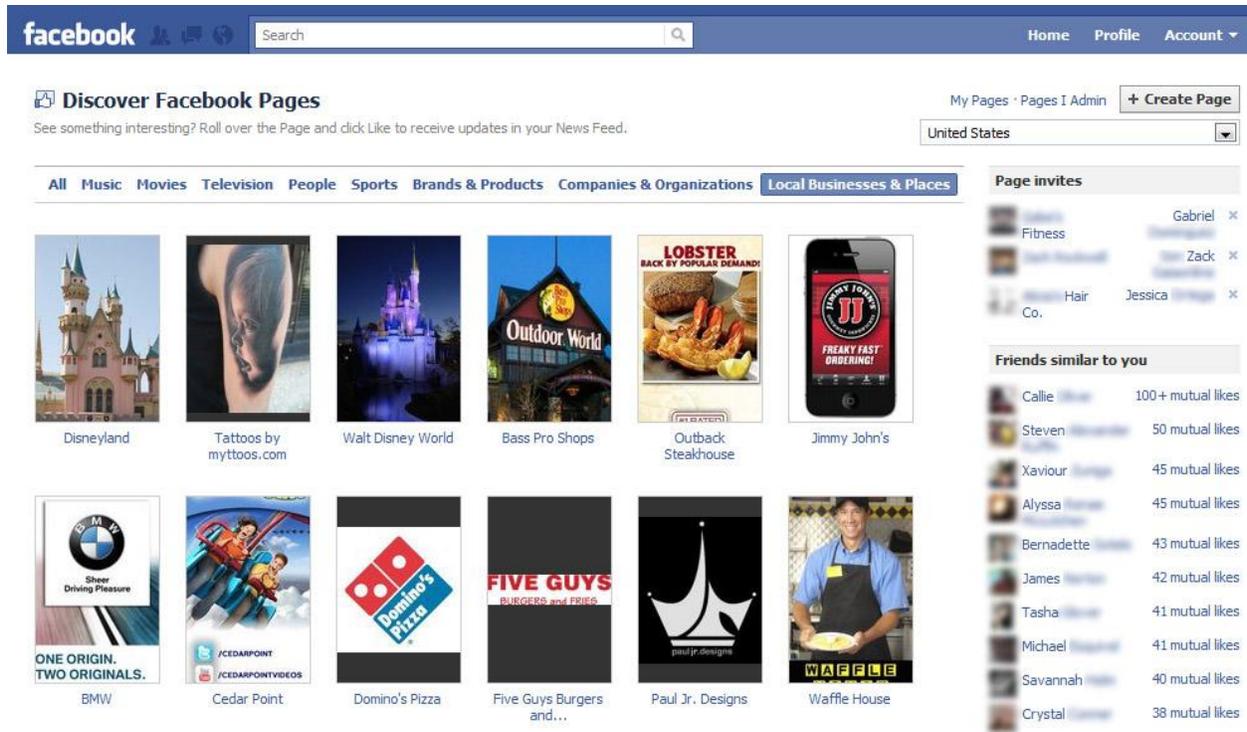
Within the screenshot you will see popular national brand companies as well moderately well known businesses which can be defined as local based on the demographic area which is chosen by the searcher. Also on this page are two sections which are important for users of the fan pages who search via the pages section of Facebook.

The page invites is a section where users are suggesting pages for you to like. This will look similar to the following example:

Page invites

|	
[image] Fitness	Gabriel ✕
[image]	Zack ✕
[image] Hair Co.	Jessica ✕

Each user generated invite displays for the individual that the invite was intended for. Users can then follow through with the invites and view the pages and become fans if they so choose. This is one of the easiest ways for you to promote your page as well as have other users promote your page for you by inviting their friends, family, coworkers and just about anyone else which may have an interest in your fan page.

The next section is the friends similar to you. This is a very useful section which will help to determine which friends have common interests to your own. The following example is a list which may be similar to your Facebook friend interests:

Friends similar to you

Callie	100+ mutual likes
Steven	50 mutual likes
Xaviour	45 mutual likes
Alyssa	45 mutual likes
Bernadette	43 mutual likes
James	42 mutual likes
Tasha	41 mutual likes
Michael	41 mutual likes
Savannah	40 mutual likes
Crystal	38 mutual likes

This will provide access to a list of friends which will more than likely have a similar interest in what you have to share via your own pages. They are one of the groups of people which should be invited to your fan page (depending on the page subject matter and whether or not you want to keep your personal profile separate from your page). One of the best ways to look into the interests of each user is to click the link with a numerical value of mutual "likes". This will open up a small dialog with a list of the items which both you and your Facebook friend/contact can be interested in. This can be illustrated with the following example:
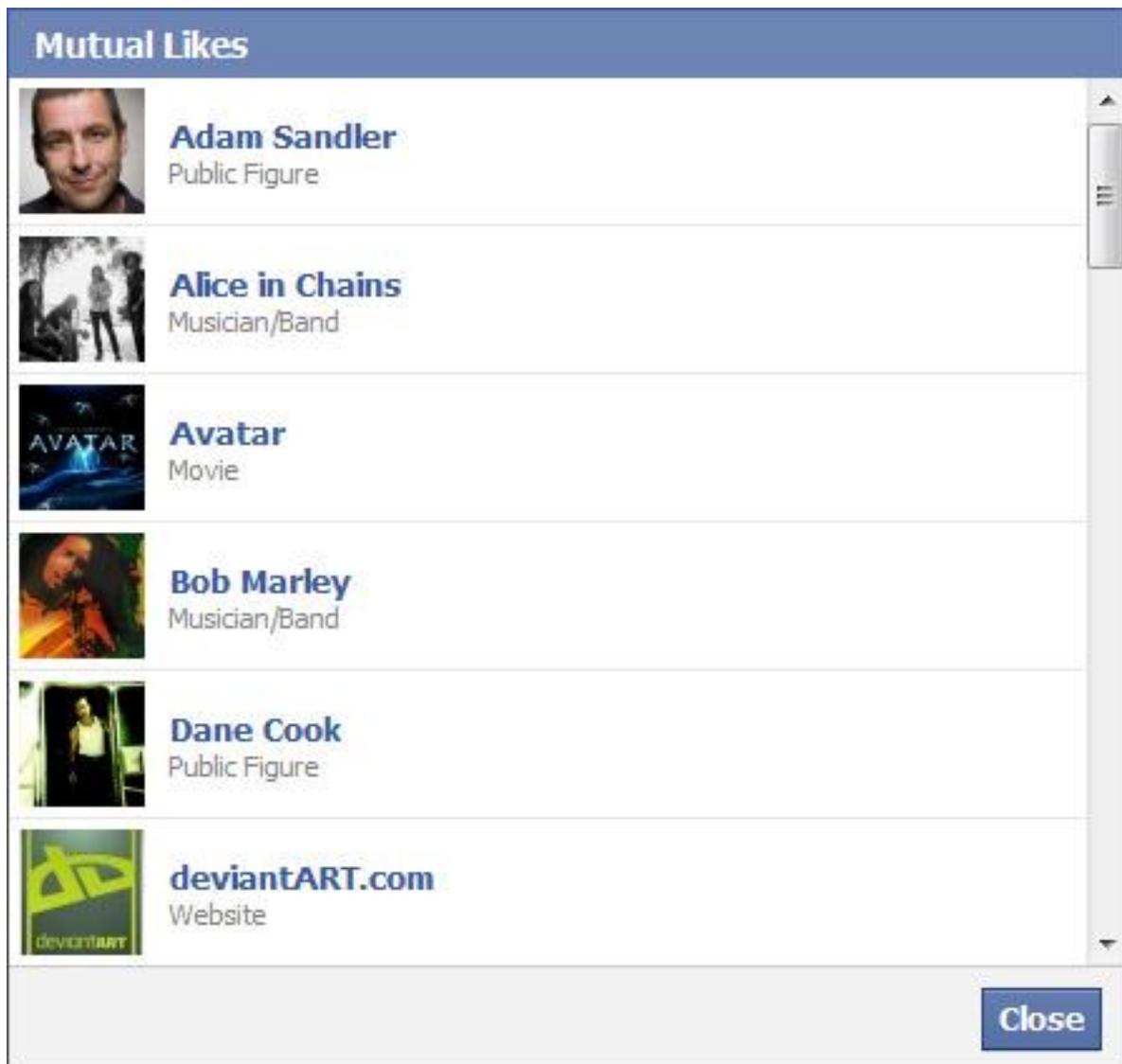
This way you can ensure that the page you create is similar to the mutual likes you have with your immediate friends. This can help to boost your fan page likes closer to the beginning or at any point into the development of the fan page.

Why Facebook Fan Pages are so Popular

Facebook Fan pages are popular for a reason. They help to announce what Facebook users are interested in. They help build up individuality for the user while still allowing for a communal location where "like" minded people can discuss the subject matter of the page. Users will often like pages in succession based on suggestions from other users.

One of the great things about the fan pages is the fact that they are so simple to find. Using the search function on the site allows users to find products, brands, labels, companies and more with a few simple strokes of the keyboard. For instance, we could search the word jewelry and get many search results from the thousands of jewelry type pages available. The following example shows several jewelry/artisan pages:

Notice how each page result is displayed. The resulting page results can then be followed through to the pages where users can become fans of the pages and interact with the page as well as with other users of the page.

This is the most common way to find pages to like based on search discovery. The top results are usually based off of the regional location and the results become more general as you go. If you choose the "see more results for _____" link for the search results, a list of all applicable results will be displayed for the search term including fan pages, groups and people within Facebook.

How to Set a Facebook Fan Page Up

The first step is to get to the Facebook fan page section of Facebook. It is a general application which is available to all of the users of Facebook at the following URL: (www.facebook.com/pages)

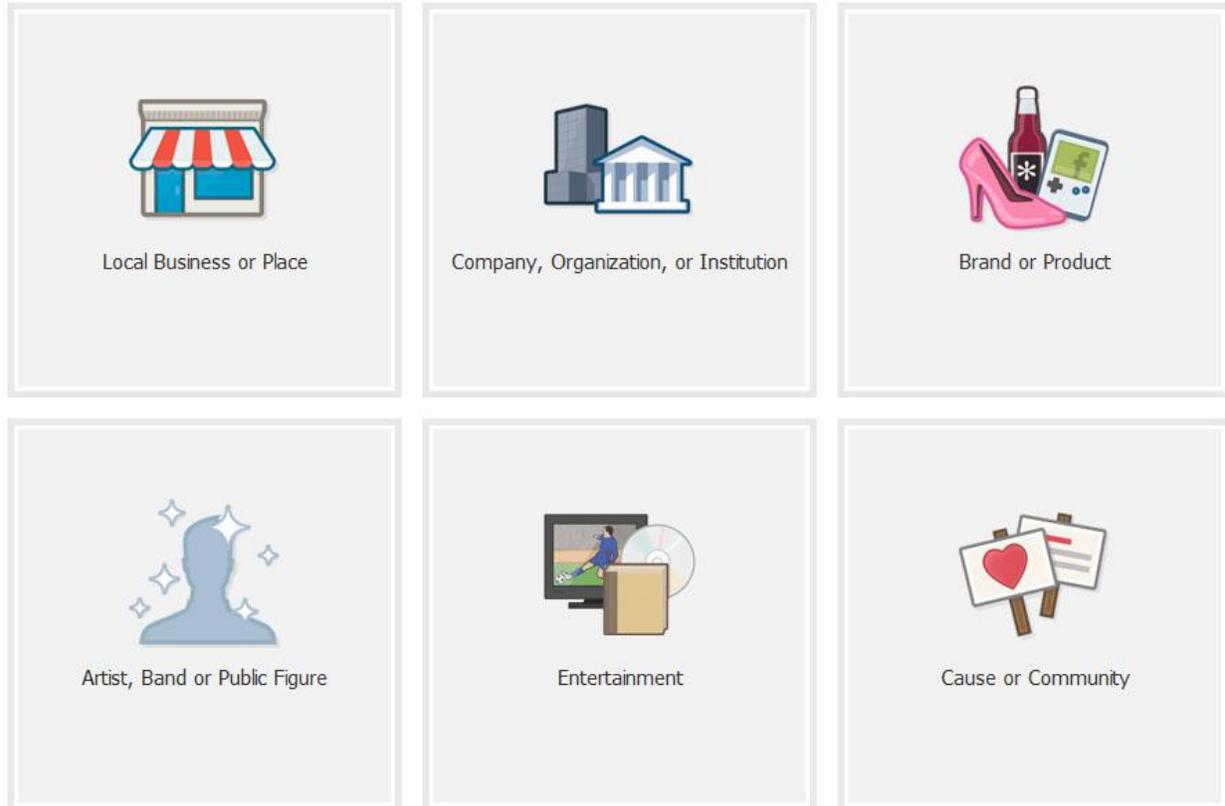The URL will take the user to a page similar to this example:

You will need to be logged into a valid account on Facebook to be able to access this page.

At the top right of the page, there is a button labeled "+Create Page" which you must click on to be able to set a Facebook fan page up.

Once you click on this button, you will be taken to a page where you will have several options to choose from to create a page. You must choose a category which fits your page needs.

Create a Page
Connect with your fans on Facebook.

Local Business or Place

Company, Organization, or Institution

Brand or Product

Artist, Band or Public Figure

Entertainment

Cause or Community

The three main options that are of critical use to a majority of the users will be the local, company and brand fan pages. Although the artist, entertainment and cause fan pages are also available, they are really only useful for those who must promote those specific categories rather than a local business or place, company organization or institution or brand or product label.

The local business or place option is very useful for those who will want to publicize their business online through Facebook and have their business available to find within Facebook's grand list of likeable pages.

To set one up, you will need to fill out the requirements similar to the example:

Local Business or Place
Join your fans on Facebook.

| Sports/Recreation/Activities ▼ |
| My Sports Store (Use Your Business Name) |
| 123 Your Street |
| Your City |
| ?????-???? (Your Zip Code) |
| (123) 456-7890 | **Get Started** |

☑ I agree to Facebook Pages Terms

The company, organization or institution option is really for pages related to the company itself. This is useful for those companies which really want to have an online presence that their customers can come to on Facebook.

To set one of these pages up you will need to choose the industry of your company and provide the name of the company like in the following example:

The next and probably most important option is the branding option. It allows you to choose a category for the type of product that the brand produces. You can specify the brand or a product line within the brand.

One of these pages will need to be set up with the following information as in the example below:

Keep in mind that you need to select the checkbox beside "I agree to Facebook Pages Terms" which is also a clickable link which details all of the rules that you must follow in order to keep your page up. If you break these terms, the acceptable use policy if reported will disable the page and possibly the creator of the page as well so this means your personal account may be compromised.

Once you select your option you will be taken to the "Get Started" portion of the page creation. This is an example of what you will see if you create your page under the product/brand type of fan page:

You can go through the six steps of page creation in a relatively short period of time.

The first step is to upload an image for the page to use for the left hand column image.

This image can have a maximum of 200 pixels in width and 600 pixels in height of visual space on the page and can be up to 4 megabytes in data size. If your image goes over the size limitations, Facebook will automatically resize the image to fit either the height or width restrictions. You can use nearly any image you like but it is recommended that you use imaging software to create an image for your page which is fairly unique and engaging for the user.

The second step is to invite your friends for a faster fan base.

You will need to click on the "Suggest to Friends" button which will open up a dialog box that allows you to choose friends from your personal friend's list to suggest the page to. Take care to suggest the page to friends who would be interested in the page. If you feel that the page will be interesting for your entire friends list, simply suggest it to everyone.

The third step is to tell your existing fans off of Facebook about your new page.

This is possible with two different methods. The first is to use an existing mailing list. This is possible with a contacts file that you can upload to Facebook via the uploader included with the "tell your fans" tool. The most common type of contacts file is in the CSV file format.

Note: CSV is an acronym for comma separated values, which is basically a comma delimited file that is generated from a source of multiple email addresses which can be used with Facebook. There is a maximum of 5000 contacts which can be supported per file used with this system.

The second option to tell your fans is through email web contacts. This basically allows you to use an existing email service to search your existing contacts with any email address that you have access to. You will need to be able to provide your email address and email password to Facebook to grant it permission to search for contacts to invite to the page.

At any point in the setup procedure for your page, you may be asked to verify the category for your page to ensure that it is placed in the correct category.

The fourth step in setting up your Facebook fan page is to post a status update for the page.

This is possible with the sample button available with the fourth step. In the future, posting status updates to the page is as simple as the process to post messages to your personal account. The fan page will function just like your normal account.

Note: Once you post a message, the page will take you to the wall of the page. To get back to the "Get Started" Page and continue these steps, all you have to do is choose the "Get Started" tab on the left hand side of the page, underneath your page display image.

The next step is to promote your Facebook page by adding in a like box.

You will need to click on the "Add Like Box" button. This will take you to the Facebook DEVELOPERS page for the Like Box. It will give you instructions on how to create a clickable like box for your website

or other location where you would like to promote your Facebook fan page. One of the requirements for this is having a Facebook page URL. To create a unique, permanent URL for your page you will need to follow these steps:

1 - Have at least 25 fans for your page.

You will need to have at least 25 fans for your page in order to set your custom URL for the page. Once you reach this minimum, you can create a custom URL for your page to use for your like box.

2 - Go to the username page available at http://www.facebook.com/username/

You will be presented with a page that looks like this:

You will need to click on the drop down menu and select the page name from the list. If you have met the eligibility requirements for the page, you will be able to choose the page name for your page. You do not necessarily need to use your page title for your name; you could use keyword terms or something easier to remember if necessary.

Once you have selected your username, it will be the permanent URL to denote your page.

Follow the Facebook Developers steps to create your "Like Box" for your page.

The sixth and final step for your page is completely optional, to connect your mobile phone to the page.

Set up your mobile phone

Send Mobile Email
To upload photos or post status updates

Send Text Messages
To post status updates

This will allow you to use mobile email/messaging to post photos to your page. This is a great way to update the page with visual media which can keep users updated while you are on the go and away from a computer. You can also send text messages to update the page while on the go with using this service.

Note: Facebook does not cover any messaging fees that you may incur with your phone or mobile device. Ensure that you understand whether or not there are any extraneous fees for using this service before you rack up charges with your mobile carrier that are unwanted.

Adding to the Favorites of the Page

Your page can have its own favorites just like your personal account. This is a great way to link other pages which are related or affiliated to your page. It is also a great way to connect your pages together with your network.

To accomplish this you will need to find the "Add to My Page's Favorites" link located on the left hand column on the fan page that you wish to add to your favorites within your own page. It looks like this:

Add to My Page's Favorites
Subscribe via RSS

Once you click this you will be shown a dialog similar to this example:

Once you click on the "save" button the page you added to your favorites will be displayed on the left hand column under "Favorites".

Note: when you have multiple pages, clicking the "add to page favorites" button will prompt you to choose which page to add the favorite to.

This is a great networking tool for your Facebook page. It allows your fans to also have access to these similar pages which they may find useful. Of course you do not have to link with competing companies or brands as that may be detrimental to your page needs.

How to Promote Your Facebook Fan Page

Have a User Referral Promotion Contest
Inviting your fan page users to promote your page to win a promotion contest is simple to implement. Asking your fans to share the page with their friends and have them state who referred them to the page and keeping a tally is a great way to increase the amount of fans. The only thing you need to ensure is that the prize is something that your users will want to aggressively work towards winning. Make sure to give an adequate amount of time which will allow you to promote the contest to more users and expand the page fans by many users.

Keep the Page Fresh
One of the important things that you need to ensure is that your page is always current with content. Neglecting your page is not favorable for your promotion because it causes the page to stagnate against all of the other pages that your fans are associated with. You will need to ensure that you post at least once per day with your page. Each post should make use of something that will keep the fans engaged and interested in the subject matter of your page. Every time your fans interact with the page it becomes part of their feed which may be seen by their friends. This makes it possible to promote the page to others simply by keeping the page active.

Connect Other Social Media to your Page

One of the most important things you could do is automate the social media streams from other sources to work with your page. For instance, if you have access to a Flickr account, YouTube and Twitter, they can all be connected to your Facebook account to create automated content for your page when you add to these accounts. Twitter can also be connected to your Facebook page directly to work whenever you post to your page. This will promote your page to your Twitter followers which is very likely to go viral as well.

Opt In Incentives

You can keep your Facebook page fans happy and willing to stay your fans by adding in an incentive for being a fan. You can have a monthly prize draw just for your fans. Create discounts for your fans which are only available if they remain a fan. Create coupons for your products or offer free shipping for a limited time. These are all proactive options which can easily provide some great feedback and increases in your fan base.

Use your mailing lists to promote your Facebook page. If you have been collecting email addresses from sources such as your website, you can use the Facebook fan page system to request them to join. You can also offer an incentive option to help encourage them to join your page. Ensure that you have a great incentive which will be irresistible enough to your potential fans to join.
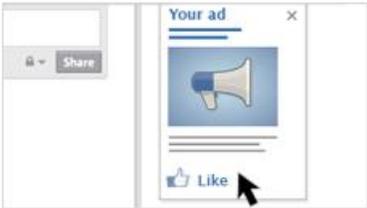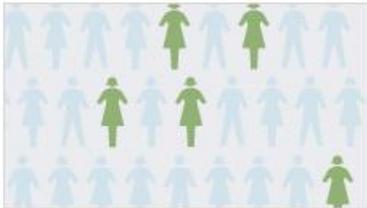
The Facebook Ads System

The built in Facebook advertising system is a great option to look into if you wish to promote your page. It is available at (http://www.facebook.com/advertising). Make sure that you understand the fee system before you create your Facebook ads. You have great control over what demographic of users

see the Facebook ads. You can narrow down the audience of your ads to fit the best users which are most likely to enjoy your page. You can create multiple ads and set budgets for your ads so that you do not over spend on your advertising needs.

Choose a Domain Just for your Facebook Page

Facebook pages have somewhat long URLs. One way that you can beat this large URL format is to make use of a domain name just for your Facebook page. A domain name can be forwarded to a Facebook page really easily with the use of the domain name tools available with the registrar company that you choose to purchase the domain name. You can even use a sub-domain with your website to redirect to your Facebook page.

Create Business Cards with Your Facebook URL

You can include your Facebook URL on your business cards. The Facebook URL to your page is a great way to go but you can also make use of URL shortening services if you need to conserve real estate on your business card.

Some examples of URL shortening services are:

- Bit.ly
- Goo.gl
- Tiny.cc
- Ow.ly

There are literally hundreds of these URL shortening services to choose from and they all can be used to create a tiny URL which can be used with your business cards very easily.

Choose Additional Administrators

You do not need to be the only admin for the page. If you have trusted users or additional staff which could help to keep the page active and engaging to the fans of the page, it is a great idea to take advantage of them towards keeping the page active for promotion purposes. All admin users post as the page "account" which makes it simple to keep the page looking singular.

Use Facebook Search to Find Potential Fans

By using the Facebook search function you can modify the search results using the "Posts By Everyone" tab on the left hand column of the search results. An example of how this works is shown here:

As you can see, the search term is "Handmade Jewelry", if your page dealt with handmade jewelry, you would want to look for users which are mentioning handmade jewelry products in their posts. By clicking on the "Posts by Everyone" tab on the left hand side it pulled up these recent posts by users. These users are not on the friend's list of the sample account and are still showing up in the results. You can click on these accounts and add them as friends. If they accept the friend request you can then send a recommendation for the page to them and they may accept. Of course this method is going out on a limb but it works.

On the other hand, if the user's account is already one of your friends, you can already recommend your page to them which will yield higher results if they are interested in what the page is all about.

Blog About Your Facebook Page

One of the most overlooked options is blogging about the page you just created. Of course you want to do this in a way that is inviting without flat out telling your blog audience to go visit the page. You will

want to talk about something that someone has said recently on the page for instance or about some funny photos and other media which was recently posted then provide the URL to your Facebook page for your readers to follow into if they so please. It is a great way to ease them into becoming fans without flat out telling them to.

Make a YouTube (or other media server) Video

Create a video about your company, business or brand and make it fun. Talk about your Facebook page and place a link back to your page in the video. It is a great way to let people know what your page is all about as well as gaining additional traffic from a high traffic source such as YouTube or any other video feed. The great thing about it is that you can also post the video to your personal Facebook account and share it with friends (which they may share to their friends as well.

Useful Free Resources That You Can Use to Help With Your Fan Page

Of course you want to make your Facebook fan page great. There are a variety of free resources which can allow you to supercharge your pages. These resources can be used to improve the response you receive for your page as well as many other portions of your pages.

Create a Landing Tab For Your Page

PageModo.com

PageModo is a very useful tool which can be used to create professional looking tabs for your page. Although the service does have pay options, there is a free account available which allows you to keep a single active page on the site.

The main Pagemodo page looks like the following:

Once you choose to connect your Facebook account with the PageModo app, you will be taken to a gallery of different templates which you can use to create customized tabs for your Facebook fan page. Everything from welcome pages to product lineups are available with the PageModo templates.
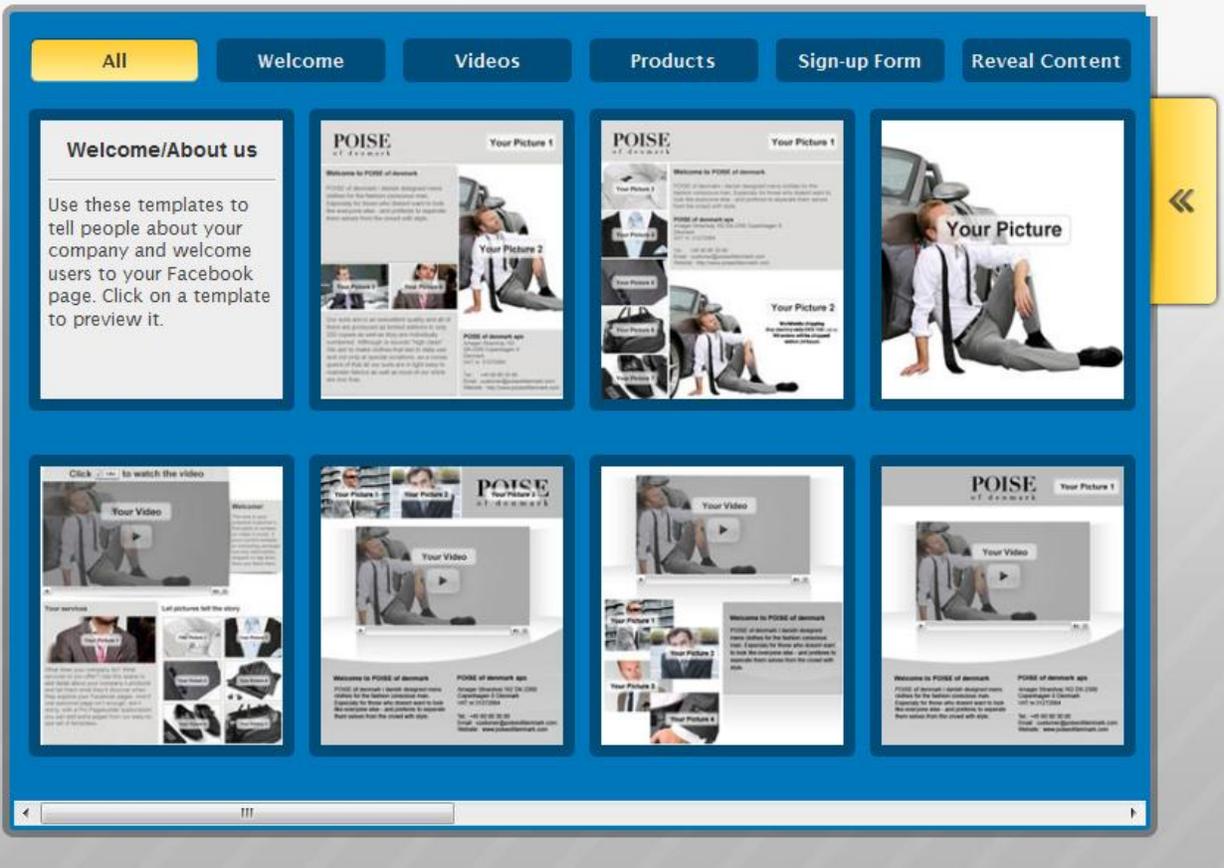
Once you choose an option and create your tabs, you can install them directly to your Facebook page.

Customized Tabs for your Fan Page
Facebooktabsite.com

The Tabsite service is both a free and paid service that is available for making tabs within a fan page. The service allows you to create simple to use, tab based websites which are installable into your fan page via their system. You get a complete set of tools for a main level content tab on your page. You can choose between Tabsite or Welcome for the tab with the free option, the paid options allow completely customized names. You can get two custom named sub-pages and 1MB of storage space for necessary files. You can preview your pages before making them live and you can use the content managers provided to ensure that your tabs are working correctly. The service can publish updates to your wall with the app functions. You can even integrate email forms to build up a mailing list using a variety of different email systems. You can get unlimited fans with the free service as well.

Keep in mind that Tabsite will brand your tabs with their service if you use the free option. If this is going to be bothersome for your needs, you can try a paid option which is fairly affordable.

Create a QR Code (Quick Response Block Code)

One of the simplest things that you can do is take the time to create a QR code which is accessible by your users with their QR reader enabled mobile devices. One of the fastest and easiest options (and free!) is SpotLike (www.spotlike.com)

By entering your Facebook URL into the dialog, you will be able to print out a flyer which can be posted at your business or various locations. You will be able to download a PDF version of your unique QR code. This QR code can be edited in other imaging programs with a few skills to add the QR code to other mediums such as receipts, business cards, T-shirts and various other applications which can be immensely useful for your fan page promotion.

The simple flyers also tell the users how to get a QR reader for their devices (free of charge) which is useful for both you and your potential Facebook fans. Once the code is scanned into a QR reader on a device, the code is rendered into a URL to the Spotlike website. It will then redirect the user directly to your Facebook page URL that has been used for the QR code generation.

Extending the Functionality of Page Favorites
Posted Items Pro is an application available on Facebook at (http://www.facebook.com/apps/application.php?id=2761091815)

Once the app is enabled, you will be able to install the app on your page and use the app to load in various forms of media. This is a screenshot of the options available for images, YouTube videos, web links and music samples:

4 items total | delete all

edit delete post to wall   on your tab list remove

Image Example

url   farm1.static.flickr.com/30/55036559_f...
updated   almost 4 years ago
description   You can add a link to any type of image.
             comments

edit delete post to wall   on your tab list remove

YouTube Video Example

url   www.youtube.com/v/D4cQ0ZM0sX0
updated   almost 4 years ago
description   Add any number of videos from most Video sites like YouTube,
             VideoEgg, Google Video, Yahoo Video, etc. All you need is the
             'embed' code for the video you want to add.
             comments

edit delete post to wall   on your tab list remove

Web Link Example

url   www.google.com
updated   almost 4 years ago
description   You can post links to web sites, pictures, pdfs, word docs, mp3,
             etc. For web sites, we will try to fetch as many as 12 thumbnails
             for you to choose from.
             comments
thumbnail   change   or remove

edit delete post to wall   on your tab list remove

Music Example   ▶ Music Example
                                                  By:
url   youtubebox.s3.amazonaws.com/Vollenwei...
updated   almost 4 years ago
description   Example mp3 hosted outside of facebook. All you need to post is
             the URL. MP3s play directly on your profile. You can post any
             number of these and order them on the "Order Profile List" page.
             comments

The Posted Items Pro app allows you to publish your favorite media items to a "Favorites" tab on your page. The app supports both personal profiles and Facebook pages. You get support for a broad range of media types. One of the great things about the service is the fact that you can implement widgets onto your page with flash elements that use the "embed" code.

You get a variety of features all for free with the use of the Posted Items Pro app on Facebook. You have the ability to choose the sequence of the files which appear on the tabs for the pages you install the app to.