Bud E. Smith

Covers Facebook Places, Facebook Deals and Facebook Ads

in **10** Minutes

SamsTeach Yourself Facebook® for Business



Bud E. Smith

Sams Teach Yourself Facebook® for Business

in **10 Minutes**



800 East 96th Street, Indianapolis, Indiana 46240

| Sams | Teach | Yourself | Facebook [®] | for | Business | in 10 | Minutes |
|--------|-------|----------|-----------------------|-----|------------|-------|---------|
| Copyri | ght © | 2011 by | Pearson Ed | uca | tion, Inc. | | |

All rights reserved. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording, or otherwise, without written permission from the publisher. No patent liability is assumed with respect to the use of the information contained herein. Although every precaution has been taken in the preparation of this book, the publisher and author assume no responsibility for errors or omissions. Nor is any liability assumed for damages resulting from the use of the information contained herein.

ISBN-13: 978-0-672-33555-6 ISBN-10: 0-672-33555-7

Library of Congress Cataloging-in-Publication Data:

Smith, Bud E.

Sams teach yourself Facebook for business in 10 minutes / Bud E. Smith.

p. cm.

Includes bibliographical references and index. ISBN-13: 978-0-672-33555-6 (alk. paper) ISBN-10: 0-672-33555-7 1. Facebook (Electronic resource) 2. Online social networks. 3. Social networks—Computer network resources. 4. Web sites—Design. 1. Title.

HM743.F33S65 2011 006.7'54—dc22

2011009991

Printed in the United States of America

First Printing June 2011

Trademarks

All terms mentioned in this book that are known to be trademarks or service marks have been appropriately capitalized. Pearson Education, Inc. cannot attest to the accuracy of this information. Use of a term in this book should not be regarded as affecting the validity of any trademark or service mark.

Warning and Disclaimer

Every effort has been made to make this book as complete and as accurate as possible, but no warranty or fitness is implied. The information provided is on an "as is" basis. The author and the publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damages arising from the information contained in this book.

Bulk Sales

Pearson Education, Inc. offers excellent discounts on this book when ordered in quantity for bulk purchases or special sales. For more information, please contact

U.S. Corporate and Government Sales 1-800-382-3419 corpsales@pearsontechgroup.com

For sales outside of the U.S., please contact

International Sales international@pearson.com

Editor-in-Chief Greg Wiegand

Executive Editor Rick Kughen

Development Editor Mark Reddin

Managing Editor Kristy Hart

Project Editor Anne Goebel

Copy Editor Language Logistics, LLC

Senior Indexer Cheryl Lenser

Technical Editor Karen Weinstein

Publishing Coordinator Cindy Teeters

Book Designer Anne Jones

Compositor Nonie Ratcliff

Contents at a Glance

Introduction

- **1** Introducing Facebook for Business
- 2 Setting Up a Business-Friendly Profile Page
- **3** Finding and Installing Apps
- 4 Choosing Your Facebook Business Strategy
- 5 Planning Your Fan Page
- 6 Creating Your Fan Page
- 7 Setting Up Your Business Fan Page
- 8 Expanding and Promoting Your Fan Page
- 9 Claiming Your Places Page
- **10 Creating Facebook Deals**
- **11** Planning and Targeting Facebook Ads
- **12** Pricing and Creating Your Ad Campaign
- **13** Promoting Your Facebook Presence
- 14 Tracking the Performance of Your Facebook Presence

Table of Contents

| Intro | duction | 1 |
|-------|--|----|
| | About This Book | |
| | Who This Book Is For | 4 |
| | What Do I Need to Use This Book? | |
| | Conventions Used in This Book | 6 |
| | Screen Captures | |
| 1 | Introducing Facebook for Business | 9 |
| | Why Facebook Is So Popular | |
| | Why Your Business Should Be on Facebook | |
| | Comparing Personal and Business Facebook Pages | |
| | Your Personal Facebook Page | |
| | Examining a Facebook Fan Page for Business | |
| | Understanding How a Big Business Uses Facebook | |
| | Summary | |
| 2 | Setting Up a Business-Friendly Profile Page | 25 |
| | What Makes a Personal Page Business-Friendly? | |
| | Creating a Business-Only "Personal" Page | |
| | Signing Up for Facebook | |
| | Finding Friends | |
| | Editing Your Profile | |
| | Changing Privacy Settings | |
| | Sharing Your Status | |
| | Summary | |

| 3 | Finding and Installing Apps | 43 |
|---|--|----|
| | Choosing Apps for Business and Pleasure | 43 |
| | Looking for Facebook Apps | 45 |
| | Summary | 52 |
| 4 | Choosing Your Facebook Business Strategy | 53 |
| | Leading with Facebook First | 53 |
| | Examining Facebook Business Features | |
| | Your Fan Page | |
| | Your Places Page | 58 |
| | Facebook Deals | 59 |
| | Facebook Ads | 61 |
| | Checking In to a Place | 62 |
| | Pulling It All Together | 66 |
| | Summary | 69 |
| 5 | Planning Your Fan Page | 71 |
| | Anatomy of a Facebook Page | |
| | Planning Your Fan Page | |
| | Typical Website Tabs | |
| | Freeform Pages Using FBML | |
| | Photos and Video | 77 |
| | Events, Reviews, and Discussion Boards | |
| | Summary | 83 |
| 6 | Creating Your Fan Page | 85 |
| | Checking if Your Business Name Is in Use | |
| | Why Use a Vanity URL? | |
| | Just What Name Should You Use? | 87 |
| | Checking Out Your Candidates | 88 |
| | Making Your Choice | |
| | Signing Up for Your Page | |

| 7 | Setting Up Your Business Fan Page | 99 |
|---|---|-----|
| | Creating Core Settings for Your Business Fan Page | |
| | Entering Basic Information | 100 |
| | Adding a Profile Picture | |
| | Adding and Managing Apps | |
| | Changing Mobile Settings and Your URL | |
| | Summary | |
| 8 | Expanding and Promoting Your Fan Page | 111 |
| | Waiting to Send Out Invitations | 111 |
| | Building Your Wall through Status Updates | 113 |
| | Text Status Updates | 113 |
| | Photos on Your Wall | 115 |
| | Link Updates | 116 |
| | Video Updates | 117 |
| | Updating the Info Tab | 118 |
| | Managing the Photos Tab | 119 |
| | Start Discussions | |
| | Add Links, Notes, Videos, and Events | 123 |
| | Summary | |
| 9 | Claiming Your Places Page | 125 |
| | Understanding How Places Fits In | 125 |
| | Understanding How to Claim Your Place | |
| | Adding Your Place | 130 |
| | Editing Your Place | |
| | Claiming Your Place | |
| | Combining Places and Pages | |
| | Summary | |

| 10 | Creating Facebook Deals | 141 |
|----|---|-----|
| | Understanding the Advantages of Facebook Deals | |
| | Finding Out If You Can Offer Facebook Deals | |
| | Thinking Up Deals | |
| | Creating a Deal | |
| | Summary | |
| 11 | Planning and Targeting Facebook Ads | 155 |
| | Budgeting for Your Ad Campaign | |
| | Avoiding Wastage | |
| | Creating a Facebook-Friendly Call to Action | |
| | Designing an Ad | |
| | Targeting Your Ads | |
| | Understanding How Facebook Determines a User's Location | |
| | Focusing on Major Types of Targeting | |
| | Minor Types of Targeting | |
| | Summary | |
| 12 | Pricing and Creating Your Ad Campaign | 169 |
| | Understanding What You Pay | |
| | Learning Key Advertising Terms | 170 |
| | Creating an Ad. | 173 |
| | Summary | |
| 13 | Promoting Your Facebook Presence | 183 |
| | Understanding Why Promotion Is Important | |
| | Measuring Your Efforts | |
| | Promoting in the Real World | |
| | Promoting Online and on Facebook | |
| | Promoting All Your Facebook Pieces | |
| | Summary | |

| 14 | Tracking the Performance of Your Facebook | |
|----|--|-----|
| | Presence | 195 |
| | Understanding Why Tracking Is Important | 195 |
| | Understanding Why Facebook Data Is So Accurate | 196 |
| | Touring the Page Overview in Insights | 198 |
| | Drilling Down on Insights about Users | 203 |
| | Daily Active Users Breakdown | 204 |
| | New Likes | 205 |
| | Demographics | 206 |
| | Activity—Page Views and Media Consumption | 207 |
| | Drilling Down on Interactions | 209 |
| | Page Posts | 209 |
| | Page Activity | 210 |
| | Summary | 211 |
| | | |

Index

About the Author

Bud Smith is one of the leading computer book authors working today. He began writing computer books back in 1984, the year of the iconic 1984 television commercial for the Macintosh. Bud has written and edited guides to buying computers, books about using all kinds of software, and doing almost anything you can think of online. His books have sold more than a million copies.

One noteworthy recent title is *Sams Teach Yourself Google Places in* 10 *Minutes*, a detailed description of how to use the new, free Google advertising service. Bud has written extensively about online business and new mobile devices, with titles including *Sams Teach Yourself Apple iPad* in 10 *Minutes, WordPress in Depth*, and *Internet Marketing For Dummies*.

Bud continues to work as a writer, project manager, and marketer to help people get the most out of advancing technology. He currently lives in the San Francisco Bay area, participating in environmental causes when he's not working on technology-related projects.

Dedication

To James, who got on the Facebook rocket ship early and helped steer it toward the stars.

Acknowledgments

The first person to thank is Rick Kughen, who quickly "got" the opportunity for a book about Facebook from the business side; to development editor Mark Reddin for helping bring the first mainstream book about Facebook for Business into being; to copy editor Chrissy White for helping straighten snarled syntax; to technical editor Karen Weinstein for making sure everything said here is true and correct; and finally to the production team at Pearson, who applied their talents to bring my musings about using Facebook for business purposes into the attractive and useful *Teach Yourself* format.

We Want to Hear from You!

As the reader of this book, *you* are our most important critic and commentator. We value your opinion and want to know what we're doing right, what we could do better, what areas you'd like to see us publish in, and any other words of wisdom you're willing to pass our way.

You can email or write me directly to let me know what you did or didn't like about this book—as well as what we can do to make our books stronger.

Please note that I cannot help you with technical problems related to the topic of this book, and that due to the high volume of mail I receive, I might not be able to reply to every message.

When you write, please be sure to include this book's title and author as well as your name and phone or email address. I will carefully review your comments and share them with the author and editors who worked on the book.

E-mail: consumer@samspublishing.com

Mail: Greg Wiegand Editor-in-Chief Sams Publishing 800 East 96th Street Indianapolis, IN 46240 USA

Reader Services

Visit our website and register this book at informit.com/register for convenient access to any updates, downloads, or errata that might be available for this book. This page intentionally left blank

Introduction

Facebook is the biggest online phenomenon of recent years. With more than 500 million—yes, that's half a billion—users, and growing, Facebook's pageviews rival those of fellow Web leader Google. Facebook has re-united old flames, helped people make new and keep existing friends, and kept families in touch across great distances.

Facebook is all about connecting people. It's a new way to keep in touch—easier than meeting in person or a phone call, but richer and more personal than many email or text message exchanges. People young enough to have used Facebook in high school and college are more likely to stay in touch with their classmates after graduation, for instance, than earlier generations.

Now, Facebook has added new features that make it a potent tool for business. These tools include Facebook Places, which allows people to "check in" to a specific place on a mobile device; Facebook Deals, which can reward you for checking in to a place; and Facebook Ads, which are said to often be much more cost-effective than the Google equivalent.

Facebook has also improved fan pages—pages controlled by a business, organization, or well-known individual. The owner of a fan page can comment, like other fan pages, and interact much like an individual user of Facebook. This opens the door to a whole new way to stay connected to your customers.

After being founded at Harvard at the turn of the century, Facebook just grew and grew. A movie about Facebook founder Mark Zuckerberg, called The Social Network, is a big hit, and former Alaska governor Sarah Palin has used her Facebook page as a major political platform, although not without criticism. "Friending" people and "liking" Web pages have moved beyond Facebook to become commonplaces in people's conversations. Facebook games like Farmville have become widely popular. For established businesses to crack Facebook, though, has been tricky. Facebook's somewhat bland user interface makes branding difficult. Some business Facebook pages "go viral" and get hundreds of thousands of "likes," while others, which might appear just as promising, get none.

Even as business has somewhat languished on Facebook, Google has pioneered new ways for businesses to make, and spend, money online. Google AdWords, which allows companies to publish ads (mostly small, text ads) on Google search results pages, has made tens of billions of dollars a year for Google.

Google Places is a newer feature that allows companies to have a local presence in Google Search and Google Maps. Google Places includes easy-to-use coupons.

Facebook has followed with its own offering using the same name, Facebook Places, and the much more invitingly named Facebook Deals. Neither is really all that different than the Google equivalent. The difference in how much good they are for you mostly has to do with the difference between Facebook and Google.

The driving force behind Google is searching, leading to the rise of search engine optimization (SEO) and the way AdWords ties search terms to ad placements to ad clickthroughs. The driving force behind Facebook, though, is the "social graph"—the online links between Facebook users and their Facebook-using friends, families, and work colleagues. On Facebook, it's all about connecting.

On Facebook, of course, everyone you're connected to is a "friend." You can put friends into different groups, but not that many people do.

Google works well when you're targeting the individual searcher looking for something specific. Facebook works well when you want to "tip" a group of Facebook friends into becoming customers. The Facebook effort is harder, because you're trying to get groups of people to come together. But a "win" that you achieve through Facebook advertising can be very powerful indeed.

On Facebook, you start with a Places page and a fan page. You can combine them, which Facebook recommends, or keep them separate, which I think is generally better. Then, on your Places page or combined page, you offer Facebook Deals. Getting people to take advantage of Deals may not be the only purpose of your Facebook advertising campaign, but it's the best measurement of its overall success.

Part of the way you "win" new business through Facebook is quite challenging. You have to help people feel comfortable with your Facebook presence. That includes well-written copy, interesting images, and compelling special offers. But it also means understanding how people work, how they see your company and your products, and how they use Facebook within their lives.

For text ads, at least, Google AdWords advertising is a bit like an engineering project. You can try dozens of variations and test the effectiveness of each, one user at a time.

Effective Facebook advertising, though, requires that people recommend your offer to their friends. Attracting Facebook users includes subjective factors, and is more like making a great TV commercial. Everything you do has to be "right"—copy, images, layout, spelling—just to get people to pay attention. But there's room for creative flair to make the difference between failure (not earning back your investment), moderate success, and a runaway hit advertising campaign.

Use this book to put together effective Facebook Places pages, fan pages, and Deals. Work hard, and monitor your results. Then, when you've got the basics down, start brainstorming on top of the solid base you've built. Add some fun and liveliness to your Facebook presence, and hope for magic to happen.

About This Book

This book really delves into the business uses of Facebook; as far as using Facebook goes, there's only a brief overview of Facebook basics here. If you need an introductory guide to get you warmed up, start with *Sams Teach Yourself Facebook in 10 Minutes*. Create a personal Facebook page and get some experience with making Facebook friends, so you know what's going on.

As part of the Sams Teach Yourself in 10 Minutes series of guides, this book aims to teach you the ins and outs of using Facebook for business, without using up a lot of your precious time. Divided into easy-to-follow lessons that you can tackle in about 10 minutes each, you learn the following Facebook tasks and topics:

- ► Setting up your personal Facebook profile
- ► Finding and installing apps
- Creating a Facebook fan page for your business
- Claiming your Facebook Places page
- Combining your business and Places pages—or not
- Editing your Places page
- Supporting multiple locations
- Driving traffic to your Places page
- Creating Facebook Deals
- ► Creating Facebook Ads
- Budgeting for Facebook Ads
- ► Tracking the impact of your Facebook presence

After you finish these lessons, and the others in this book, you'll know all you need to know to take Facebook for your business as far as you want it to go.

Who This Book Is For

This book is aimed at all business owners, or leaders of other kinds of organizations, who want to create a Facebook fan page for their business, who want to have a Places page and Deals, who want to do Facebook advertising—or all of the above. This should mean just about everyone in business, or working in an organization!

You may have extensive computer and online experience, or you may have very little. You may also have some experience in marketing your business or organization through various means, including print and/or online media, or you may have very little marketing background as well. This book will help you succeed on Facebook—whatever that means to you.

Throughout this book, the term "business owners" is meant very broadly. If you work in a social services agency, a public facility such as a swimming pool, or a nonprofit, you have people who you might call "clients," "customers," or some other term. They still need to know about what you're offering and how to take advantage of it. So "business" isn't just about for-profit businesses. (Though I like profits, too.) It means any store, location, or service provider that's open to the public!

Each lesson in this book focuses on one specific topic, such as creating your Facebook Places page or creating a Deal that's attractive to your online visitors. You can skip from one topic to another, read the book through from start to finish, or both. You can hand it to a friend, family member, or colleague to answer a specific question that they have, too.

What Do I Need to Use This Book?

You will need a computer with a web browser and reliable Internet access to use this book. A tablet computer, such as the iPad, or a small, low-cost netbook will probably not be adequate for the tasks needed; you will probably want either a Windows PC or a Macintosh. Either a desktop or a laptop model will do the job.

If you are not experienced with computers, or don't have a computer, you may wish to buy a computer and procure Internet access, then learn how to use the computer itself and a web browser before proceeding.

Alternatively, you can find a friend or work colleague with the necessary equipment and skills and get their help in carrying out the tasks involved. If you are the one with the necessities, you can provide help to others; it's fun to work together on tasks such as those involved with a Facebook presence.

Conventions Used in This Book

Whenever you need to push a particular button on your computer, or click a particular control onscreen, you'll find the label or name for that item bolded in the text, such as "click the **Home** button." In addition to the text and figures in this book, you'll also encounter some special boxes labelled Tip, Note, or Caution.

TIP

Tips offer helpful shortcuts or easier ways to do something.

NOTE

Notes are extra bits of information related to the text that might help you expand your knowledge or understanding.

CAUTION

Cautions are warnings or other important information you need to know about the consequences of using a feature or executing a task.

Screen Captures

Most of the figures captured for this book come from a Windows PC running Internet Explorer 8 and showing various web pages, mostly Facebook pages of various sorts. A few of the screenshots are from an Apple iPad running Apple's Safari web browser. You might use a Macintosh, or a Windows PC running a different version of Windows than what is shown in this book.

You may use a different web browser than we show in this book, or a different version of Internet Explorer, and different settings for your computer and your web browser. You may well also use a different mobile device than the iPad. For any of these reasons, your screens may look somewhat different than those in the book. Also keep in mind that the

developers of Facebook and the software and other websites shown in this book are constantly working to improve their software, websites, and the services offered on them.

New features are added regularly to the Windows and MacOS, software, and websites, and old features change or disappear. This means the screen contents change often, so your own screens may differ from the screens shown in this book. Don't be too alarmed, however. The basics, though they are tweaked in appearance from time to time, stay mostly the same in principle and usage. This page intentionally left blank

LESSON 8

Expanding and Promoting Your Fan Page

In this lesson, you learn when and how to invite people to your Facebook Page, how to build the Wall of your page through status updates—text, photos, links, and video—and how to manage the Info, Photos, Discussions, and other tabs.

Waiting to Send Out Invitations

When you kick off your Facebook fan page for your business, Facebook first displays a page called "Get Started," which makes it easy for you to invite people to come to your fan page right at the beginning when there's nothing on it.

This makes a lot of sense—for Facebook. All the people you invite who aren't yet using Facebook, or who are users but aren't very active, might just join or get more active because of your invitation. So Facebook wants you to reach out to as many people as possible as quickly as possible.

The trouble with this approach is that it's not very good for you from a business perspective. Inviting a lot of people to come to your fan page when it's not set up, or doesn't have any content, is like inviting people to come visit your new restaurant when it's still under construction and the chef hasn't worked his first day yet. Not very many people are likely to come back.

So I recommend, instead, that you do the same thing with your Facebook Page that you'd do with opening a restaurant:

• Get it set up nicely and make it pop. Remember that your goal is to make a great first impression.

- Invite a few close friends in. Invite them to try it. Make sure they Like the page so they get status updates, then ask them to comment on a status update or two. Find out from them what they like and don't like.
- Make a few improvements. Use the feedback you get to improve your fan page. Focus on improvements that encourage people to Like the page when they visit.
- ► Then—and only then—invite everyone else. They'll get a great first impression, and be that much more inclined to Like the page and to share updates from the page with others.

So follow the instructions in this lesson to get your page set up first, and then open the flood gates when you're positioned.

TIP: Watching People Visit Your Page

If you're really interested in what people think about your Facebook Page, have them visit it for the first time while you're with them. Watch where their eyes go and see what interests them and what doesn't. Ask them questions about what they like and don't like; assure them that you won't be offended by their opinion. Write down what you hear. This kind of input is invaluable in improving your page.

Why are Likes so important? A Like acts like a subscription to your status update; people who Like your page keep hearing from you, via your status update, while people who don't Like your page no longer hear from you. So you really want people who have a genuine interest in your business to take the step of clicking the Like button. (It's easy for them to stop receiving your updates later if they get tiresome.) So focus your early efforts on getting Likes.

Only you see the Get Started tab; users of your fan page don't see it. When in the infinite wisdom of Facebook's computers you've done enough to improve your page, the Get Started tab disappears.

Building Your Wall through Status Updates

An empty, blank wall is kind of boring, which has inspired generations of graffiti artists, going back even to Roman times and before. You don't want your Facebook Wall to be blank even when your earliest visitors come, let alone after your page has been up for a while. But what kind of content should you put on it?

Figure 8.1 shows the Wall for Transition San Francisco, a sustainability group with its own Facebook Page.



FIGURE 8.1 It's all just bricks in your Wall.

Text Status Updates

Status updates are usually most of what ends up populating your Wall. They're meant to be kind of offhand remarks sometimes, and important bits of news other times. When something important happens, always enter a status update: a new employee starts or a current employee leaves; your holiday hours change; you get in a new item or offer a new service; and so on. Buffer the "newsy" updates with interesting ones about a customer encounter, an inspirational thought, or something funny an employee said.

The daily flow of news helps make your Facebook fans feel a part of your business and gently keeps you in their limited span of attention—so that, when they need to buy something you offer or to recommend someone to a friend, they think of you first. These little notes also serve as a valuable record of your daily activity.

There's another kind of status update, though, which is the more important kind for adding depth and personality to your Facebook presence. This kind of status update is more personal and interesting but shouldn't be too personal or too interesting. It's a balance. These kinds of updates should be easy to write, but sometimes getting them onto the screen can be quite a challenge.

Here are a few suggestions to help prevent writer's block when you're staring at those two little words on your fan page, "Write something":

- ▶ What are you doing? Make a note about what you're doing, even if it seems quite banal. "I just had the worst cup of coffee ever," can be pretty funny to someone who is sitting having a cup of coffee of his or her own. This immediacy is a core part of the appeal of Facebook, so use it on your Wall.
- ▶ What just happened? We all hear tons of news every day, but what are the things that are interesting and important to you? "I heard on the news today about the protests in Egypt," is mildly interesting; "I heard from my Mom in Cairo just now about the protests in Egypt," is compelling. This kind of update will reflect both your business and personal interests.
- ► Tell me something great. Share when something cool happens: "Best. Service. Ever. I just got my \$20 back because the barber took off a little more than I had asked him to."

- Tell me something awful. "If you can't say anything nice about anyone, come sit by me," the saying goes. Don't insult anyone, but share something that really annoyed or irritated you.
- What do you think? Fish for comments without being heavyhanded about it. "What do you think?" "Has this ever happened to you?" "Share your best/worst customer service story." These kinds of prompts may help get interaction going.

NOTE: We Interrupt Our Regular Program for an Update

Consider scheduling your updates. You can actually create a calendar of Wall-worthy events and then fill in the spaces in between with ideas and random jottings. This will help you have something to say—and to keep saying something. Check your page at a regular time each workday and if you haven't yet posted anything, do so then. The start of the day is a good time to do this—that way, people get something from you to mull over or respond to during their workdays.

Photos on Your Wall

For many of your visitors, photos are the best way to make your site lively. Reactions vary—some people are very words-oriented and won't bother much with photos; others are image-oriented and will hardly stop to read your pearls of wisdom. So you have to have both in order to reach all of your audience. (Younger people tend to be very photo-oriented, and you won't reach most of them if you don't include images.)

A good way to think about words and pictures is that the words are the body of a cake, and the photos are the icing. To take the analogy even further, links are whipped cream, and video is the cherry on top!

The best way to get photos into the Photo tab is to add photo updates to your News Feed. That is, just keep taking photos relating to your business, then post them into your News Feed using the Photo link. (The four kinds of status update, shown at the top of your Wall, are Status, Photo, Link, and Video.) If you have a retail store, for instance, every new display or new item is worth a photo. You can do silly things like count people as they walk in or buy something, and then take a photo of your 100th customer of the week—or some similar fun update.

Link Updates

Web links are a really cool thing to share on Facebook. They're a way to deepen the discussion—or to add something fun or funny—without putting too much "stuff" into Facebook itself.

To add a link update to your Wall, follow these steps:

1. Find an interesting page on the Web; select the URL of the page from the top of the browser window, and copy it.

Copy the URL of the specific page that you want to refer to, not the overall website address, such as www.nytimes.com, because you want to send someone directly to the page you're looking at.

2. On your Wall click the Link icon.

The status entry update area changes to show the letters http:// and an **Attach** button.

3. Post the URL in the status entry update area.

Part of the information from the web page shows up in the status entry area. In some cases, typically news stories, a photo will appear; and, in some of these cases, you can click arrows to move through a series of photos.

- 4. If there's an option, click the arrows to select the photo you want.
- **5.** In the comment area, which has the words "Say something about this link," enter your comment.

It's really important to enter a comment. People can find stories on the Web on their own; what they're interested in, when you post a story, is what you think about it.

6. Click the Share button.

The link is added to your News Feed, as shown in Figure 8.2, which also shows another Link update in progress. (In the figure, the link to the Transition Albany news has been entered, but it won't go out as a status update until the Share button is clicked.)



FIGURE 8.2 Link updates are a fun way to bring the Web to life among fans of your fan page.

When you do a link update, or any kind of status update for that matter, try to have some idea of what would be more appropriate for your business page than for your personal page. Over time, you'll develop a voice that's appropriate for your business and a different but complementary voice for yourself as an individual.

Video Updates

Sharing videos is just like sharing photos. You can upload them from your hard drive or record them directly with a webcam.

Using videos is really powerful because video is so evocative. Video tugs at the heartstrings for some messages; for others, it adds personality and richness that just aren't there with text or even with a photo.

Technical standards for video shared among friends on Facebook are very low, so don't worry too much about quality. Just have a little fun and keep it short—two minutes is an eternity for a Facebook video. Try for 30 seconds or so for most videos. (There's a reason 30 seconds is the standard length for a TV ad.)

Webcam videos are a bit more dubious for business use than videos shot with a separate camera. Young people love webcam videos, but the angle, lighting, and so on make most people look really awful. Experiment to find a way of using video that works well for your business.

TIP: Video Updates Without Video Files

You can do status updates to your fan page with video content without actually dealing with video files or webcams. Just do a link update, as described in the previous section, to a web page with a video on it, such as a YouTube video. This allows you to have more control over quality.

Updating the Info Tab

The Info area gets filled in when you set up your fan page, as described in the previous lesson. However, you should review the Info area for your fan page regularly. It looks really bad to go to the Info tab for a business and see obviously old, out-of-date information there.

For a retail store, for instance, it might be good to have an up-to-date list of salesclerks; for a law firm, of attorneys and others who interact with the public. Little, helpful, timely pieces of information like this make you appear thoughtful (because you are).

Also keep up the integration with your website; for instance, having a different company mission on Facebook versus what's on your company website might make people think that you're "mission" in action!

Managing the Photos Tab

The Photos tab has a record of all the photos you've uploaded as status updates. It also allows you to arrange photos that you've uploaded into albums. (Facebook does a certain amount of arranging itself, for instance putting every image that you've used as a profile picture in one album.)

It's great to arrange your photos in albums, but this isn't business-specific functionality, so I won't go into detail about it here. However, if you click the Account tab in the upper right corner of any Facebook Page and choose Help Center, which is shown in Figure 8.3, you can click Photos under Facebook Apps and Features to get information how to use photo albums.



FIGURE 8.3 Facebook gives you help with photo albums—and much more.

When using Facebook, you might have noticed that some pictures are tagged with people's names. This is more important and valuable than you might think. When you tag a photo with the names of your Facebook friends, they're notified of it on Facebook, which is a very welcome and powerful way of keeping them in touch with you.

People tagged in photos on your Facebook Page may well share the photos further, which brings your business to the attention of their Facebook friends in a very positive way. The point isn't to manipulate the process, just to use Facebook's tools in a comfortable and natural way that will end up helping keep your business in the "mind's eye" of customers and their friends.

TIP: Friend Before You Tag

If there are people in a photo who are not yet your Facebook friends, consider sending out a friend request and waiting for the answer before you tag the photo. If the person or people in a photo are your Facebook friends, tagging them is easier, and they get notified in Facebook that they've been tagged. (People can link from their own profiles to photos they've been tagged in.) That way, the photo adds to their presence in Facebook, not just yours.

Follow these steps to tag a photo in Facebook:

- **1.** In the left-hand rail, click the **Photos** link.
- **2.** Click a photo, and the photo opens.
- 3. Click the Tag This Photo link in the left-hand rail.

NOTE: More about Tagging

When the mouse cursor is held over the photo, the cursor turns into a cross. This is odd, because when you click the photo, a sensitive little rectangular area—centered on the cross-hairs—is embedded in the photo. The name is associated with the little area. You don't click and drag to specify the area; you just click and release on the photo.

4. Click the center of a person's face or body. To move the box, click a different spot.

A box appears with an area beneath it for text entry.

5. Click in the text entry area.

A list of recent tags appears, as shown in Figure 8.4.



FIGURE 8.4 Click a person's face or body to tag them and then choose or enter a tag.

6. Choose a tag from the list or enter the name of a Facebook friend, and they'll appear in the drop-down list for you to choose; or enter a name or other tag that doesn't refer to a Facebook friend.

The tag appears in a list beneath the photo (as shown in Figure 8.4). To remove a tag, click the **Remove Tag** link.

7. Take other steps with the photo, such as adding a caption, adding a comment, sharing the photo, and so on.

Take your time and do all of these that make sense so the photo has the impact it should.

8. Click the X at upper right to finish with the photo.

Start Discussions

Discussions can be a great addition to your page. On some sites, though, discussion areas can be ghost towns—started with great hope, kept alive for a while with a few comments, then trailing off into stillness.

It's worth trying discussions to see if yours catch fire. If they do, there's hardly a better addition to your page. Discussions can be very engaging. They can also be helpful with practical matters such as customer support. More general discussions of the "Hi, how's it going," variety, however, have a varied track record for usefulness and longevity.

Customer support-type discussions have their own issues, though. People are usually quicker to complain than to give praise or thanks, so discussion boards can become pretty grim. Customer support discussions can conceivably discourage new customers from doing business with you, even if they're serving a valuable purpose in allowing existing customers to get difficult questions answered.

The possibility of a negative impression is not a reason not to try discussions, but it is a reason to monitor them closely. You'll need to encourage the kinds of comments that you want, take down comments that are not on target, and even consider closing the discussions if they go too far off into the weeds.

You'll have the best chance for success with your discussions if you start them at the beginning of your Facebook presence when your Facebook presence is fresh. That way, your early users—who may be among your most enthusiastic users—get a chance to be involved right from the start.

Follow these steps to start a discussion:

1. Click the Discussions tab.

The Discussions page appears, which will be empty.

2. Click the Start New Topic button.

Two text entry areas appear, Topic and Post, as shown in Figure 8.5.

3. Fill in the Topic and Post, then click the button, Post new topic.

The new post is added, in a new topic.

| Transition SF Discussi × 💿 | | | | | | | | -0 | 22 |
|-------------------------------------|---------------|------------------------|---------------|-------------------|-----|--|--|---|-------|
| ← → C (S www.facebook.com/e | dittopic.php? | uid=3114494436928 | action=8 | | | | | ជ | 4 |
| 🗀 Gmail Set 🗀 Exercise 🕕 Instapaper | 🗅 Read Later | r 🛅 Transition SF plus | 🗅 Readability | Transition Planet | CVE | | » 🗀 | Other book | marks |
| facebook 1 0 0 Search | | | ٩ | | | Home | Profile | Account + | L |
| Transition SF Discussions | | | | | | | | | |
| Back to Transition SF | | | | | | | | | |
| Discussion Board Start New Topic | | | | | | Create | an Ad | | |
| Торіс | | | | | | Yoga | Sanctuar | y × | |
| Post | | | | | | | 2 | | |
| | | | | | | 4 | - 6/8 | | |
| | | | | | | Visit ou todayi Article: | r Page and Great Yoga and Yoga I | 'Like' us News, Inspiration! | |
| Post new topic or Cancel | | 4 | | | | Surpe | ise your l | ove × | |
| | | | | | | YA | NNI NNI | | |
| | | | | | | with tix the Sa The pe gift; he touche | kets to see n Jose Civic rfect Valent ear the musi s the world | Yanni at on Fri 5/6. ints Day c that | |
| | | | | | | Basic Train | Yoga Tea ng | cher × | |
| | | | | | 6 | 1• Chat (1 | 2) | 2 | |

FIGURE 8.5 A chance to comment—or to suffer from writer's block.

Add Links, Notes, Videos, and Events

There are additional tabs that you can add to your Facebook Page quite easily: Links, Notes, Videos, and Events. These additional tabs are represented by a + symbol, which you have to click to view.

To add any of these tabs, just click the + button in the page setup area. Choose the area:

- Links. Links are just a record of Link postings you've made to your Wall, as described earlier in this lesson.
- Notes. Notes are a record of Notes postings, which are used rather rarely, in my experience.
- Videos. The Videos page is like the Photos page, allowing people to see videos you've posted and arranged into albums.

Events. This area is not used by many people, but those who use it well get a lot out of it. Facebook events are a popular way to arrange things, and you can use regular email addresses for people who aren't on Facebook.

Experiment with all these areas. They can be tremendously useful. And the Events area is a great tool, especially if you hold events with any frequency at all.

Summary

In this lesson, you learned when and how to invite people to your Facebook Page and how to build the Wall of your page through status updates using text, photos, links, and video. You also learned how to manage the Info, Photos, Discussions, and other tabs. In the next lesson, you'll learn how to claim, modify, and use your Facebook Places page.

LESSON 9 Claiming Your Places Page

In this lesson, you learn how Facebook Places coordinates with your Facebook Page and how to add (if necessary), edit, and claim your Places page. You also learn how to combine your Facebook Page and your Places page—and why that often isn't a good idea.

Understanding How Places Fits In

Facebook Places is designed to meet many of the same needs as Google Places, which came out earlier. A Facebook Place is a page on Facebook tied to a specific location, usually of a business or other entity. The idea of both Google Places and Facebook Places is to provide a kind of online Yellow Pages entry with key information about places and a target for mapping to help you get there, call, or otherwise be in touch.

Facebook Places is less structured than Google Places, and Facebook Places can include people's homes. The information included in Facebook Places is very simple: the location (shown on a map), the name, and a description. An example of a Facebook Place is shown in Figure 9.1, captured from an iPad. Note that the Place includes a Deal for \$25 with a styling session. ("Bart" refers to the Bay Area Rapid Transit system, which is an urban train system like the New York subway, London Underground, and so on.)

The genius part of Facebook Places is the idea that anyone visiting a real place can "check in" to the Facebook Place that matches it. Facebook interaction usually takes your real-world ties—friendships, family relationships, romantic relationships—and gives them a home online. Facebook Places takes your online Facebook world and brings it back into the here

| iPad 🤤 | | | 10:21 PM | 80% 100 |
|-------------------------------|--|--|---|--|
| | | | Facebook | |
| • | | touch.facebook.c | om/#/profile.php?id=19 | 7 C Google |
| ۰ | | fa | cebook | ۹ |
| Hor | ne | Profile | Friends | Inbox (42) |
| college Ave | Arellano Sal | on | | |
| | Free \$ | 25 Gift certifica | ate with a Haircut a | nd color |
| | | Che | ck in to claim | |
| | Activity | | Wall | Info |
| Likes: | 21 people like this | | | |
| Description: | We , the Artists of An time with us. | ellano Salon are ded | icated to create a soothing | atmosphere where you can enjoy your |
| | Carlos , Joan and Ale unleash the beauty w | xandria sincerely en ithin you . | joy creating the ideal look | for your face shape. Our speciality is to |
| | We believe there is B impeccable. Give us a | eauty in all of us and a call to make an app | d we exercise our expertise pointment for your upcomin | e to transform you and make your image ag great hairstyle. |
| | We can provide you v have a variety of fine | vith relaxing music, a restaurants within w | cup of coffee or chocolate alking distance and Bart is | e as well as a good glass of wine, we 1 1/2 blocks from us. |
| | Gift Certificates are lo clients. You can purch Express. | eal for holiday gifts, hase gift certificates i | birthdays, anniversaries a in person in our Salon, we | s well as employees and business accept VisaMastercard and American |
| Address: | 5475 College Avenue | Oakland, CA, 9461 | 8 | |
| Directions: | Get Directions | | | |
| Phone number: | Call 510-547-8808 | | | |
| Directions: | Get Directions | | | |
| Language Mo Facebook © 2 | bile Site Full Site 011 | | | Logout |

FIGURE 9.1 Facebook Places are very simple, indeed.

and now. You can even see other Facebook Places users who have "checked in" to the same location as you, even if you're not Facebook Friends or otherwise connected.

From a business point of view, though, Facebook created a bit of a monster with Facebook Places. Anyone can create a Place for a business whether he owns or works for the business or not. And he can write anything in the business description that he darn well pleases, misspell your business name, put you in the wrong location, and so on. (All this is true of Google Places as well.)

To get back control, you have to claim the Place and prove you're the business owner. Once you do that, no one else can change it. This lesson describes how to claim your page.

Once you've claimed your Facebook Place and perhaps cleaned it up a bit, you can start encouraging people to use it. There are several reasons you, and they, might want to check in:

► To see where their friends have been. When people use Facebook Places to check in, they see a list of places that their friends have "checked in" to recently. An example, captured from an iPad, is shown in Figure 9.2. You want your business to be on that list, prompting people to come to your business because their friends have been there.

| iPad 🧟 | 14. | | | | | 10:24 PM | | | 81 % 📾 |
|-----------------|---------------------|-------------------|-------------------|----------|--------------|-----------------------|-----------|------------|--------|
| | | _ | | | | Facebook | | | |
| • | | 6 | m | | touch.facebo | ok.com/#/places_frier | nds.php 💍 | Google | |
| <u>ê</u> | | | | | | facebook | | | ٩ |
| | Ho | me | | | Profile | Friend | İs | Inbox (42) | |
| | | News | Feed | | | Events | | Places | |
| | Floyo | d Earl where | Smith you ar | e with y | our friends | | | | |
| Friend | ds | | | | | | | | |
| B | Mich Cowe | ael Po Il Thea | remba tre, Foi | t Maso | n | | | | |
| | Yester | day at 7: | 38pm via | Faceboo | k for iPhone | | | | |
| | Ania | Moniu | iszko | | | | | | |
| 1 | Cowe | ll Thea | tre, For | t Maso | 1 | | | | |
| | Yester | day at 7: | 38pm via | Faceboo | k for iPhone | | | | |
| | | | | | | | | | |
| Langua Faceb | age Me ook © 2 | obile Sil 2011 | le Full \$ | Site | | | | | Logout |

FIGURE 9.2 Facebook shows people where their friends have checked in recently.

- ► To see who's here now. Facebook shows people who check in the names of other Facebook users who recently checked in to the same place. Not only their friends—just other Facebook users. So if someone comes up to you in the refreshments line at the movie theatre and says, "Hello—are you on Facebook?" they haven't lost their minds; they've seen your check-in on Facebook Places.
- To get Facebook Deals. When you check in to a Place, you get to see any Facebook Deals that the business offers customers who check in. Right now, Facebook Deals isn't used widely enough to make it worth checking in just to see Facebook Deals.

At some point, though, Facebook will promote this effectively, and it may well become common practice. You can jump-start the process for your own business by creating Facebook Deals and then advertising them in your business as described in Lesson 10, "Creating Facebook Deals."

Facebook promotes the creation of something called the "social graph" for each of its users—an online representation within Facebook of the people and, yes, places you interact with in your life. You can see how Facebook Places plays a crucial role in deepening the social graph by encouraging you to visit places your friends visit, to make new friends from among Facebook users who are at the same place you are, and to deepen your inperson business relationships by encouraging you to check in and get Facebook-only offers.

This process—of tying in your business to people's journeys and relationships—is what you seek to become part of by creating a Facebook Page, by claiming your Places page, and by offering Facebook Deals and advertising on Facebook.

NOTE: What If You Are No Place?

Facebook fan pages make a great deal of sense for small, virtual businesses that don't have physical offices or other locations for people to visit. But how about Facebook Places for this sort of business? You can just skip the whole thing, or you can take a tongue-in-cheek approach—creating a Places page, for instance, that has its physical location in the nearby coffee shop where you hang out and have casual business meetings. Have fun with it—but be cautious before putting your home address on Facebook if you don't otherwise share it widely.

Understanding How to Claim Your Place

Anyone can create a Facebook Place. This section gives you an overview of the process; a section later in the lesson, "Adding Your Place," tells you exactly how to do it. Let's say you go to your local movie theater and want to check in to let people know you're there. If a Facebook Place already exists for the theater, you see the Place when you go to check in; if there isn't a Facebook Place for the theater, though, you can quickly create one.

The problem is that the details that an ordinary customer enters—the specific name of the theater, the description, even the exact location that Facebook gives the theater—might not be correct, or at least might not be exactly how the owner would like the business's references to look.

So, as the owner or manager of a business, you need to take control of the Facebook Place description for your business. You do this by claiming the place and verifying that you are indeed the owner, as mentioned earlier.

This process can be a hassle for small businesses that aren't listed in the phone book—Facebook uses your business phone number as the easiest way to verify ownership—but it's worth doing. Facebook marketing is only going to become more important over time; the sooner you claim your Facebook Place, the sooner you can start doing a better job with it.

The overall process goes like this:

- On the Facebook website (not the mobile version or an app), check to see if your business already exists as a Facebook Place. Use Facebook's search functionality to look for your business name.
- If your business exists as a Facebook Place, claim the Place; if not, go to your business location, if you're not there already, and use a mobile device and an app—or the mobile Facebook site to add your business as a Place to Facebook Places.
- In Facebook (not the mobile version or an app), claim the Place as your own. Edit it if needed.

The steps to achieve all this are described in the remaining sections in this lesson.

NOTE: What If You Have Multiple Locations?

If you have multiple locations, create a separate Facebook Place for each of them. You will not be able to merge all these separate Facebook Places with your overall Facebook Page for your business, as businesses with just one location are able to do. In my view, this is not a bad thing.

Adding Your Place

Before you can claim your Place, you or someone else has to add it to Facebook.

NOTE: Adding Your Place, Your Way

Because anyone can add a Places page, the same real-world place can be added several times as different Places pages. Each could have a slightly different version of the name, different descriptions, and so on. So if your business has already been added as a Place, I suggest you go ahead and add it yourself anyway. That way, you can use the exact spelling, capitalization, and so on of the name that you want, and the specific description that you want. Then once you have the Places page in, well...place...get people to Like it. When "your" Places page is the most-Liked, it will rise to the top of the list when people search for it on Facebook or through Facebook Places. And with placement at the top of the list, it will get more Likes and attention.

Follow these steps to add your Facebook Place (you learn how to claim it in the next section):

1. Search for your business using the Search bar on Facebook. If you find your Places page, skip to the next section; otherwise, create a Places page for your business using these steps.

In my experience, Facebook search is not very good, and when you search from within the main Facebook site, there's no geographical limit on the search. As a result, you might have trouble finding your business if some or all of the words involved are common. Also, your business might exist as a Place, but with the name misspelled, or it could exist several times under the same name or variations. See Figure 9.3 for an example search with multiple results.



FIGURE 9.3 CineArts has lots of Places pages (with the pushbutton icon) and other search results as well.

- 2. Get the necessities together for checking in to a Facebook Place. That is, get a smartphone with a Facebook app that supports Places, such as the iPhone Facebook app or the Facebook Places check-in app for Android phones. If you don't have an app—or if you're using a tablet such as the iPad or Android tablets—load up the website, touch.facebook.com, into your browser.
- **3.** Go—that is, physically travel to, not "go" on the Web—to the store, office, taco shop, or other kind of business that you want to create a Facebook Place for.

Go to the exact location—not, say, a coffee shop nearby because you will want the right location to be stored in Facebook to be used by people trying to visit you.

4. Using your mobile phone, tablet computer, or other device that supports Facebook check-ins, go to Facebook Places.

An example of using Facebook Places on the iPad, using the touch.facebook.com site, was shown in Figures 9.1 and 9.2.

NOTE: For More on Using the iPad

For more about the iPad, see my books: Sams Teach Yourself iPad in 10 Minutes (1st and 2nd editions) and Using the Apple iPad; the latter has online audio files and video clips.

 Try to check in to your business. Begin by clicking the Share where you are with friends link.

An Add button, a search box, and a list of places that you have previously checked in to appears.

6. Start typing the name of your business.

Facebook will look for matches as you type. It will only look among places in your immediate vicinity.

If no match appears, add your Place, as described in the next step. If a match appears, and you're happy with the details shown, you're done with adding your Place (as it's already there, and accurate).

7. If no match appears, press Add.

The Add a Place dialog appears, as shown in Figure 9.4. The dialog doesn't show the name you had searched for, but it does show a map with your current location—the location that the Place will be assigned to. Check the map for accuracy before proceeding.

8. Fill in the Name field for your business and, optionally, the Description field.

The name is required—each Place in Facebook is a combination of a location and a name. Adding a description is optional but highly recommended. You can enter anything here, but a short, catchy description of your business, plus a phone number, might do the trick. You might want to include your business hours as well.

| iPad 🙃 | 10 | R41 PM | ≁ 85% €2 |
|--|------------------------------|------------------------|-----------------|
| < > G m | touch.facebook.co | m/#/place_new.php?na 👌 | Google |
| ₽ | fac | ebook | م |
| Home | Profile | Friends | Inbox (42) |
| Add a Place | test St St St St St St St | Claremont Cou | ntry C |
| Name | | | |
| Description (optional) | | | |
| | | | Add Cancel |
| Language Mobile Site Full Sit Facebook © 2011 | 0 | | Logout |

FIGURE 9.4 You might get to create your own Place.

9. Tap the Add button.

Your Place appears onscreen, inviting you to check in.

10. Tap the Like button so you're subscribed for updates. If you have Facebook friends with you, get their permission and then tap the Tag Friends With You link and enter their names. Then enter a brief comment and tap the Check In button to, well, check in.

Your check-in shows up in the Activity tab.

11. Tap the **Info** tab to check the information you entered, the directions link, and so on.

The Info tab was shown previously in Figure 9.1.

Editing Your Place

You can go in and edit or delete a Place you've created. Just go to the Places page on the Web—not on a mobile device—and look for the **Edit Page** link in the upper-right corner. Click the link, and you'll be able to change the name and description. You can also delete the Place.

Unfortunately, this ability to edit the Places page only lasts for a limited time; Facebook doesn't say exactly how long. I'd guess that you can count on being able to make a change the next day, but perhaps not the next week.

The fact that your Places page becomes uneditable limits its uses. For instance, you can't put in your business hours if there's any chance they'll ever change. (Even if your basic hours stay the same, you'd want to be able to change them around the holidays.)

In fact, it's actually unacceptable that you can't keep editing your Places page. The purpose of your business or the way in which you want to describe it can certainly change over time. You need to be able to change your Places page to match. Unfortunately, though, you can't.

We can assume that Facebook will change this eventually as the number of Places with outdated information becomes a problem. But when they might make such a change, and exactly what form it might take, is impossible to guess.

Claiming Your Place

If your business phone number is in a phone book or otherwise available, Facebook might call you at that number as its main verification method to allow you to claim your Places page. So be near that phone for this process if possible. Alternatively, Facebook may ask for a business email address (with a recognizable domain name), or a scanned or photographed copy of a utility bill with the correct information on it. You might want to be ready with one of these, if you have them.

When you know your Place is on Facebook—either because you found it already there, or added it yourself—it's time to claim it as your own. Follow these steps:

1. Find your business using the Search bar on Facebook. (This has to be from the full Facebook site, not from a mobile device.)

Your Places page appears. (Facebook doesn't know that it's "yours" yet, but Facebook doesn't much care who created a Places page, just who claims it.) Figure 9.5 is an example of a Places page.



FIGURE 9.5 Your Places page asks if this is your business.

2. Click the Is this your business? link.

A verification window appears, as shown in Figure 9.6.



FIGURE 9.6 Facebook asks you to verify that you're an official representative of the business.

3. Click the checkbox to certify that you're an official representative of the business. Click the **Continue** button.

Any of several things might now happen, depending on what method Facebook chooses to use to verify your business. If Facebook can find a listed phone number for your business, it will verify you by phone. You'll see a dialog box like the one in Figure 9.7; follow the onscreen instructions to complete the verification process.

| Verify | Verify by phone | | | | | | |
|--------|---|--|--|--|--|--|--|
| f | To protect your business listing on Facebook, we need you to answer a quick call to verify your business phone number. | | | | | | |
| | De prepared to receive a call from Facebook at: +1 510.653.8587 | | | | | | |
| | The call will be spoken in English (US) - | | | | | | |
| | Does an automated phone system answer your calls? | | | | | | |
| | Is this the wrong number? | | | | | | |
| | Listen for a 4-digit PIN. You will need to enter this verification PIN in the next step. | | | | | | |
| | You understand that, to validate you as an administrator for this Facebook Page, Facebook will use an autodialer to place a prerecorded message telephone call to the number listed above. You concent to such call, accent any charges that may result from such call and represent to Facebook that you have the authority to do so. | | | | | | |
| | Call me now Cancel | | | | | | |

FIGURE 9.7 Facebook might be able to verify you with a phone call.

If Facebook can't find a listed phone number, you get a more complex verification page like the one shown in Figure 9.8.

4. Fill out all the information carefully. Choose an authentication method and follow the instructions onscreen.

Note carefully the warning at the bottom of the screen verifying that you are authorized to act on behalf of the business. Facebook can suspend users who make false or unfounded claims, and getting such suspensions reversed is difficult. So only follow these steps if you're the legitimate representative of the business.

5. Click Submit.

Your request will be submitted. You might get a quick phone call and be approved on the spot, or it could take several days for Facebook to review your submission and decide whether to assign the page to you.

| | | | 1 | | |
|--|--|--|-----------------|------------|----------------|
| Claim Place | | | | | |
| Place | Name | Trout Guldh | | | |
| Plac | e URL: | http://www.facebook.com/pages/Trout-Guktv/147 | | | |
| Official name of ba | siness | Trout Guich | | | |
| Business ad | dress: | | | | |
| Business phone no | umber: | | | | |
| Business web site (if avai | dable): | | | | |
| Third Party Listing (Yelp review listing, Citysearch review | w, 888 | | | | |
| Name and title of individual make re | ing this quest: | | | | |
| Authentication Methods: | | | | | |
| Please choose only one of the fo this Place: | dowing n | nethods of verifying your ownership of | | | |
| Email verification: Add your Is address on your personal facebo have a domain name that is clea NAME(Bitatafuccis.com). Click her address to your personal Facebo | usiness e ook acco arly relat re for insi ook acco | mail address as a secondary email unt. Your business email address must ed to your business (Le. tructions on adding a secondary email unt. | | | |
| Email address added to your ac | count: | | | | |
| 2. Document verification: Provid phone bill that includes your bus | le a scare siness na | ned or photographed copy of a utility or me and business address. | | | |
| Official documentation fo | nivesti silvesti | Choose File No file chosen | | | |
| Please note that a response to y | your requ | est may be delayed. | | | |
| It hereby certify under penalty the bosiness. Judentsaud huff of business or if I amonisappropriati then I amonisappropriati then I amonisappropriati action against me (anduding suspi- account). | r of perju I am not ing the of further a ending or | ry that I am authorized to act on behalf of an authorized representative of this ficial documentation referenced above, acknowledge that Facebook may take germanently disabling my Facebook | | | |
| | | Submit Cancel | | | |
| rebook (D. 2011 - English (US) | | About - Advertising - D | evelopers - Can | ers Privac | y · Terms · He |
| | | | | | |

FIGURE 9.8 Facebook has a multiple-choice verification process.

Combining Places and Pages

After you've verified ownership of your Place, Facebook offers you the option of merging your Places page and your fan page for your business.

I suggest you *not* merge the pages—and there are lots of opinions in various blogs and online forums about Facebook to back me up. Here are seven reasons why you should not merge your Places page and the fan page for your business:

► The merged page looks too much like a "normal" Facebook page. Facebook Places are very "light," with just a name and description. They actually should be bulked up a bit to include business hours and so on—like a Google Place. But the merged page is too much, not something someone wants to try to navigate around on her iPhone while trying to come visit your location. Given the different devices people use and the way they use them, you're probably better off with separate pages than a merged one.

- Merged pages can't handle multiple locations. A merged page only works with one location. If you have multiple locations, you only get one on the merged page; the rest just disappear from Facebook. This is confusing for customers and could even cost you business.
- ▶ The merged page is not like the big guys. The big brands have multiple locations, so they don't merge their pages. And it's the big brands that Facebook users go to the most. If you have a merged page, it will be different from what people have gotten used to, and different from the big brand names that they're familiar with.
- Merging is problematic. Some businesses add customer features to their Facebook Pages, such as custom coding, coupons, and so on. This custom code tends to disappear during a merge and has to be re-created on the merged page.
- Unmerging is problematic. In response to complaints, Facebook now offers a way to unmerge pages back into a Places page and a Facebook Page for your business. However, the unmerged pages have been reported to have problems, such as loss of data from the pre-merged Facebook Page, and even bugs that make the unmerged pages harder to find in Facebook.
- Support is poor. Facebook has a poor reputation for support. They're generally responsive on a lot of big and even mediumsized issues, steadily improving their offering in response to comments, questions, and complaints. But actual support—getting a specific answer to your question, getting help recovering data from a deleted account, and so on—is said to be poor. So it's best to avoid potential problems, because you might not get much help fixing them.

There are a few advantages to having a merged page, however. It's only one thing for you to manage and for the user to have to deal with. If you're going to keep your Facebook Page for your business very simple anyway, and if you're sure you won't have multiple locations anytime soon, you might prefer the simplicity of the merged page. For most businesses, though, I recommend avoiding the merge.

NOTE: Managing Multiple Locations

If you have multiple locations, create a Facebook Page for the entire business and separate Places pages for each location. Give each location a specific and consistent name, such as BigChain Pizza—Carney St. This allows people to find and check in to the specific location.

Summary

In this lesson, you learned how Facebook Places fits with your Facebook Page and how to add (if necessary), edit, and claim your Places page. You also learned how to combine your Facebook Page and your Places page and why that often isn't a good idea. In the next lesson, you learn how to create Facebook Deals. This page intentionally left blank

Index

A

accuracy of Facebook data, 196-198 Active Users chart, in Facebook Insights, 201 Activity area, in Facebook Insights, 207-208 Ads. See Facebook Ads advertising. See also Facebook Ads; Facebook Deals; promotion spam, avoiding sending, 191 terminology, 170-173 tracking. See also Facebook Insights accuracy of Facebook data. 196-198 importance of, 195-196 wastage, avoiding, 158-160 AdWords. See Google AdWords age targeting, in Facebook Ads, 166 Amazon.com. 81 Facebook presence of, 22-23 fan page contents, 19-22 number of fans, 13

analytics. See Facebook Insights apps adding to fan pages, 103-104

finding, 43-51 installing, 50-51 availability of business names, checking, 88-90

В

BATCS (Business and Technical Communications Services), 56-57 bidding, in advertising, 180 Blisstree, 185 budgeting for Facebook Ads, 155-157 Business and Technical Communications Services (BATCS), 56-57 business Facebook pages, creating personal pages as, 27-28. *See also* fan pages business names, 85-91 checking availability, 88-90 selecting, 87-91 vanity URLs, 86 business-friendly, personal Facebook pages as, 25-27

С

call to action, in Facebook Ads. 160-161 changing mobile settings, 105-108 privacy settings, 34-39 vanity URLs, 107 Charity Deals, 150 checking in to Facebook Places, 41.62-66 claiming Places pages, 128-130, 134-136 click-through ratio (CTR), defined, 172 comments, removing, 82 community, growing. See promotion configuring fan pages. See setting up fan pages connections targeting, in Facebook Ads. 168 connectors, 157 contact information entering on fan page, 100-102 on profile, 34 sharing, 95-96 copying websites, versus linking in Facebook, 74 CPC (cost per click), defined, 171

CPM (cost per thousand), defined, 172 creative, defined, 171 cross-promotions, 192-193 CTR (click-through ratio), defined, 172

D

Daily Active Users Breakdown graph, in Facebook Insights, 204-205 daily budget, defined, 172 Deals. *See* Facebook Deals demographics for advertising, 158-160 defined, 171 in Facebook Insights, 206-207 designing Facebook Ads, 161-163 discussion boards planning fan pages, 81-83 starting discussions on, 122-123 domain names. *See* business names Domain Superstar, 88

Ε

editing Facebook Deals, 150-151 Places pages, 133-134 profile, 31-34 education level targeting, in Facebook Ads, 166 eHow.com, 44 email addresses for Facebook signup, 29 email messages, updating fan pages with, 106-107 employees, restricting personal Facebook postings, 27 events, planning fan pages, 81-83 Events tab, adding to fan pages, 123-124 exporting Facebook Insights data, 199 External Referrers chart, in Facebook Insights, 208

F

Facebook accuracy of data, 196-198 business reasons for joining, 12-16 fan pages. See fan pages friends map, 10 Google versus, 2-3, 12 marketing strategy with, 53-55, 66-68 overview. 1-2 personal pages. See personal Facebook pages popularity of, 9-12 press mentions from, 16 promotions within, 189-191 signing up, 28-29 Facebook Ads. See also advertising budgeting for, 155-157 call to action in, 160-161 creating, 173-181 defined, 1 designing, 161-163 explained, 61-62

Google AdWords versus, 169-170 targeting, 162-168 major targeting types, 165-167 minor targeting types, 167-168 user location, determining, 164-165 testing, 167 Facebook Deals ability to offer, 145-146 advantages of, 141-145 creating, 150-153 defined. 1 explained, 59-60 suggestions for, 146-149 types of, 150 Facebook Groups caution using, 26 changes to, 19 Facebook Insights, 161, 196 Interactions page, 209-211 Page Activity chart, 211 Page Posts table, 209-210 Page Overview page, 198-203 Users page, 203-208 Activity area, 207-208 Daily Active Users Breakdown graph, 204-205 Demographics area, 206-207 New Likes chart. 205-206 Facebook Markup Language (FBML), 76-78

How can we make this index more useful? Email us at indexes@samspublishing.com

Facebook Places. See also Places pages checking in, 41, 62-66 defined, 1 purpose of, 125-128 fan pages Amazon.com Facebook presence, 22-23 apps, finding, 43-51 business names, 85-91 checking availability, 88-90 selecting, 87-91 vanity URLs, 86 creating, 91-97 defined, 1 discussions, starting, 122-123 elements of, 71-73 explained, 19-22, 56-57 Info tab, updating, 118 liking, limits on, 31 merging with Places pages, 137-139 photos, tagging, 119-121 planning, 73-83 events/reviews/discussion boards, 81-83 FBML (Facebook Markup Language), 76-78 photos, 77-78 videos, 78-80 website tabs, adapting, 74-75 sending invitations to visit, 111-112 separating from Places pages, 57

setting up adding apps, 103-104 adding profile picture, 102-104 changing mobile settings, 105-108 entering basic information, 100-102 status updates on. 113-118 link updates, 116-117 photos, 115-116 text status updates, 113-115 video updates, 117-118 tabs, adding, 123-124 FBML (Facebook Markup Language), 76-78 finding apps, 43-51 friends. 30-31 Friend Deals, 150 friends, finding, 30-31 friends map, 10

G-H

gender targeting, in Facebook Ads, 166 Gladwell, Malcolm, 157 GoDaddy, 89 Google, Facebook versus, 2-3, 12 Google AdWords defined, 2 Facebook Ads versus, 169-170 Google Places, defined, 2 Groups. *See* Facebook Groups growing community. *See* promotion

I Can Has Cheezburger? website, 78 Individual Deals, 150 Info tab, updating, 118 Insights. *See* Facebook Insights installing apps, 50-51 Interactions page, in Facebook Insights, 209-211 Page Activity chart, 211 Page Posts table, 209-210 invitations to fan pages, sending, 111-112 iPad, 105-107 iPhone Facebook App, 107

J

joining Facebook, business reasons for, 12-16

K

keyword searches, for search engine marketing, 163

L

language targeting, in Facebook Ads, 168 Lifetime Likes, in Facebook Insights, 201 Likes

in Facebook Insights, 201 importance of, 112 measuring, 185 likes and interests targeting, in Facebook Ads. 168 liking fan pages, limits on, 31 linking to websites, versus copying in Facebook, 74 links on fan pages, 116-117 posting, 41 Links tab, adding to fan pages, 123-124 location of user determining, 164-165 targeting, 166 logos, adding to fan pages, 102-104 Loyalty Deals, 150

Μ

Mad Men (television program), 173 marketing strategy with Facebook, 53-55, 66-68 Mashable.com, 11, 44 maximum bid, defined, 172 measuring promotion efforts, 185-186 Media Consumption chart, in Facebook Insights, 209 merging Places pages and fan pages, 137-139 mobile settings, changing, 105-108 Most Recent, defined, 18 multiple locations, Places pages for, 129-130, 139 multiple URLs, 89

Ν

names. See business names network effect, 184 NetworkedBlogs app, 49 New Likes, in Facebook Insights, 201, 205-206 News Feed, defined, 17-18 Notes tab, adding to fan pages, 123-124

0

online promotions, 189-191

Ρ

Page Activity chart, in Facebook Insights, 211
Page Overview page, in Facebook Insights, 198-203
Page Posts table, in Facebook Insights, 209-210
Page Views chart, in Facebook Insights, 208
Palin, Sarah, 1
Pearson Technology Group Canada fan page, 76
Pep Boys fan page, 56-55, 77-78 discussion boards on, 81-82 photos on, 78-79 videos on, 80 permissions, installing apps, 51 personal Facebook pages apps finding, 43-51 installing, 50-51 as business-friendly, 25-27 creating as business-only pages, 27-28 explained, 16-19 privacy settings, changing, 34-39 profile, editing, 31-34 status updates, sharing, 39-42 photos on fan pages, 115-116 planning fan pages, 77-78 posting, 40-41 profile pictures, adding to fan pages, 102-104 tagging, 119-121 Places pages. See also Facebook Places adding new, 130-133 claiming, 128-130, 134-136 editing, 133-134 explained, 58-59 Facebook Deals on, 59-60 merging with fan pages, 137-139 for multiple locations, 129-130, 139 separating from fan pages, 57 virtual businesses and, 128 planning fan pages, 73-83 events/reviews/discussion boards, 81-83 FBML (Facebook Markup Language), 76-78

photos, 77-78 videos, 78-80 website tabs, adapting, 74-75 popularity of Facebook, 9-12 posting links, 41 photos, 40-41 videos. 41 press mentions from Facebook, 16 privacy settings, changing, 34-39 profile editing, 31-34 privacy settings, changing, 34-39 profile pictures, adding to fan pages, 102 - 104profit, revenue versus, 156 promotion. See also advertising cross-promotions, 192-193 importance of, 183-184 measuring, 185-186 online promotions, 189-191 real-world promotions, 186-189

Q

QR codes, 187

R

real-world promotions, 186-189 relationship status targeting, in Facebook Ads, 166 removing comments, 82 restricting employees' personal Facebook postings, 27 revenue, profit versus, 156 reviews, planning fan pages, 81-83

S

search engine marketing, 163 searching, 30-31, 43-51 security permissions, installing apps, 51 sharing contact information, 95-96 selecting business names, 87-91 sending invitations to fan pages, 111-112 spam, avoiding, 191 setting up fan pages adding apps, 103-104 adding profile picture, 102-104 changing mobile settings, 105-108 entering basic information, 100-102 sharing contact information, 95-96 on fan pages, 113-118 status updates, 39-42 signing up for Facebook, 28-29 for fan pages, 91-97 SMS, updating fan pages with, 108 social graph, 128, 148 The Social Network (film), 1 spam, avoiding sending, 191 starting discussions, 122-123

status updates

on fan pages, 113-118 link updates, 116-117 photos, 115-116 text status updates, 113-115 video updates, 117-118 sharing, 39-42 storyboards for fan pages, 73

T

Tab Views chart, in Facebook Insights, 208 tabs adapting from website, 74-75 adding to fan pages, 123-124 in Amazon.com Facebook page, 22 avoiding too many, 22 tagging photos, 119-121 targeting Facebook Ads, 162-168. See also advertising major targeting types, 165-167 minor targeting types, 167-168 user location, determining, 164-165 testing Facebook Ads, 167 text messaging, updating fan pages with, 108 text status updates, on fan pages, 113-115 The Tipping Point (Gladwell), 157 Top News, defined, 18 TouchGraph, 148

tracking advertising. *See also* Facebook Insights accuracy of Facebook data, 196-198 importance of, 195-196 Transition Towns, 200 "25 Rules for Choosing a Domain Name," 88

U

updates, 17-18. *See also* status updates updating Info tab, 118 URLs. *See* business names user location determining, 164-165 targeting, 166 Users page, in Facebook Insights, 203-208 Activity area, 207-208 Daily Active Users Breakdown graph, 204-205 Demographics area, 206-207 New Likes chart, 205-206

V

vanity URLs changing, 107 defined, 85 reasons for using, 86 videos on fan pages, 117-118 planning fan pages, 78-80 posting, 41 Videos tab, adding to fan pages, 123-124 virtual businesses, Places pages and, 128

W-X-Y

Wall defined. 17 status updates on, 113-118 link updates, 116-117 photos, 115-116 text status updates, 113-115 video updates, 117-118 Wanamaker, John, 171, 195 wastage, avoiding, 158-160 websites copying versus linking in Facebook, 74 creating, 14 tabs, adapting to fan pages, 74-75 Worthington, Cal, 142

Z

Zazzle, 186-187 Zuckerberg, Mark, 1, 35, 105