



# Facebook Fast & Easy

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## Introducing Facebook

Almost everyone knows that Facebook is an online social network – the place where you can hang out with friends and family via your computer.

Facebook was founded by Mark Zuckerberg in February 2004. The Facebook website was first created for the students of Harvard University and then expanded months later to other ivy league universities. Eventually, the website became open to high school students and after that, Facebook was open to anyone with a valid email address who was of the age thirteen and older.

Facebook is extremely popular and here are some of the reasons why Facebook is so successful:

- Facebook provides members with a way to keep in touch or reconnect with old friends, family members, and classmates
- Facebook also provides the opportunity to meet new people and stay connected with existing friends
- You can create a full profile for yourself, which includes room for an “about me” section, favorite quotes, favorite movies, favorite books, and favorite music
- Your Facebook profile gives you the option to display information such as relationship status, religious views, political views, age, and location among other details
- You can upload photos, create photo albums, and view the photos of friends. You and your friends can view each others photos and comment on the photos
- You can send comments, messages, and instant messages to your friends
- Update your status to let your friends know what your thinking or what you are doing
- Join groups, causes, and become a fan of pages
- Enjoy the thousands of applications on the Facebook website. Play various different games or send virtual gifts to your friends

It is also the most powerful **networking** and **sales** tool online today with over 200 million people accessing Facebook every hour. (And these are regular, sometimes-several-times-daily users!) After hints that it was losing ground to Twitter in early 2009, Facebook has surged ahead again, becoming the number one choice for not only North America, but most other parts of our world.

A major reason for this blossoming resurgence of popularity: **mobile devices**. It means that people have been enabled and encouraged to be addicted to Facebook 24/7 – whether they’re near their computers or not!

You see, social networking is all about the **conversation** and **connection**.

## Why Facebook is Important for an Online Service-based Business

Taking that into consideration, it's easy to see why, if your business is not on Facebook, you could be missing a major chunk of your potential buying market. **Facebook is where they hang out** – both personally and professionally. They work there... **and they play there.**

Facebook has taken over from television in supplying **social proof** today. It allows you to be the expert and leap into social prominence with accelerated speed. Favorite non-marketing experts (for example, Cesar Millan, T. V.'s "Dog Whisperer") are jumping on the bandwagon and signing up for Facebook, scrambling to create official Facebook fan pages. A sure sign you should be doing this too – and congratulations! By taking this course, you're ready to do that.

Read through this course entirely, if you're new to Facebook. It's absolutely vital to set up your account correctly first – for the following reasons:

- Making the most of Facebook's incredible social power
- Preventing you from getting banned from Facebook (by unwittingly violating one of their rules)
- Keeping you, your family and computer safe and secure
- Allowing potential customers and list members to find you
- Helping you brand yourself and/or your business

Set up your account wrongly, and you might be lucky to reach a scant 2% of the paying customers out there waiting for you. (Get yourself banned from Facebook, and you'll never reach them at all!)

Let's go through a perfect Facebook set up, step by step. Put these steps into action, and by the time you've worked your way through to the end of this book, you'll have a fabulously well-optimized Facebook account – one with real power and "clout".

## Navigating Facebook

- Let's start with the Profile page. At the top of your Home page is a link that says "**Profile**". Click on that to go to your profile page. On the side of this page you'll see several tabs that read "Wall", "Info", "Photos", "Notes", "Friends", etc.
- With the "**Wall**" tab highlighted, you will see all the messages that have been posted to your wall. These will include messages you have sent and those sent to you. Your friends and family can go to this tab to comment on your status or send you a personal message. You will also notice several "subtabs" here.
- "**Status**" allows you to keep your friends and family up-to-date with what you are currently doing.

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- **"Photo"** allows you to upload personal photos to your profile page so others can view them.
- **"Link"** will allow you to post a link to your own personal website or a website or news article you find interesting and want to share with others.
- **"Video"** will allow you to upload a video to your website. You must have a camera attached to your computer to add videos.
- Now, under the **"Info"** tab, this is where your personal information is located. You probably filled this in when you joined the Facebook community. You can edit your personal information here. This page also shows the groups you've joined.
- Under the **"Photos"** tab you will find all the photos you have uploaded to Facebook. You can set the privacy settings here so only your network and friends can see the photos, or make them available to everyone.
- Under the **"Notes"** tab as well, where, you guessed it, you can post notes of interest. Others who read these notes can leave comments here. You can "tag" people you want to read these notes to make sure they get a message that the note was posted.
- Under the **"Friends"** tab, is where you will find everyone you have identified as your friend

## Finding help

Facebook's Help section can be hard to figure out, if you're new. Go to your left tab, under your profile picture, and click on "Help Discussions" to be taken to its main portal. If, for some unaccountable reason, the "Help Discussions" link is missing, here's a direct link: <http://www.facebook.com/help/?section=community>.)



## Signing Up and Creating a Profile

This is a “how to” course, but one of its most important advantages is to give you a “sneak peak” at how Facebook operates.

Do **read through all the steps at least once** before signing up.

And when you’re ready, this is how you do it....

### Signing up for Facebook

**Step One:** Go to Facebook’s [Home Page](#) and fill in the blank fields:



(Be sure to enter your real birth date. If you’re concerned about security, enter your real birth date anyway – it’s mandatory for Facebook sign up. You can instantly change your settings to block people from seeing it, once you’ve signed up.)

Don’t enter any false information. If Facebook catches on (and it’s surprising how often they do) one date out of place is enough for them to deactivate your account.

**Step Two:** Next, you’ll click on the green “Sign Up” button, and on the page that opens, enter the Captcha code requested (it’s simply a matter of copying the word or two you’ll see)...

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I am: Female

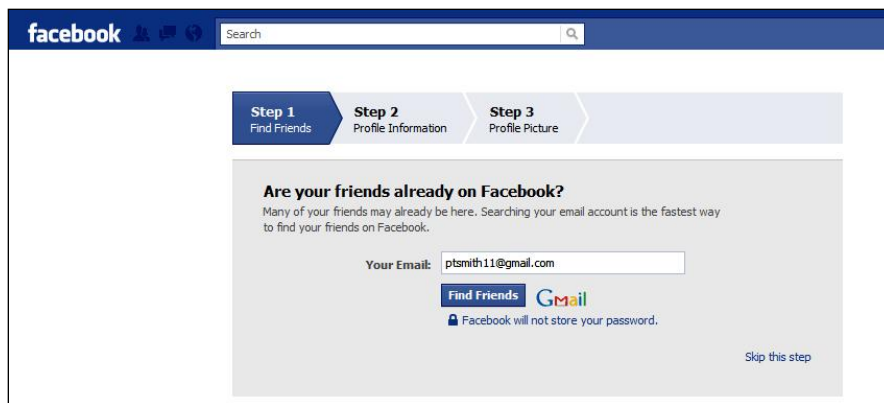
Birthday: Apr 2 1982

Why do I need to provide this?

[Sign Up](#)

[Create a Page for a celebrity, band or business.](#)

Once you've hit the "Sign Up" button, you'll be taken to another page, where Facebook will then present you with a **three-step process**. We're just going to have a quick look at these three steps, before actually filling them in...



facebook

Search

Step 1 Find Friends


Step 2 Profile Information

Step 3 Profile Picture

**Are your friends already on Facebook?**

Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook.

Your Email:

[Find Friends](#) 

Facebook will not store your password.

[Skip this step](#)

In Step One, you'll discover the first thing Facebook wants to do is access your email to automatically add Friends. If you've used a strictly business and networking email address to sign up with, you can go ahead and click "Find Friends": However, if the email account you've used to sign up with contains a mix of people you do and don't want on Facebook, **go ahead and click "Skip this step"** (Bottom Right Corner of the screen shot, above).

You can always manually invite people, or add them later with "Friend Finder", a Facebook app that will automatically keep inviting you to do so. (There'll be no lack of opportunities!)

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The screenshot shows the Facebook profile setup interface. At the top, there is a search bar and the Facebook logo. Below that, a progress bar indicates three steps: Step 1 (Find Friends), Step 2 (Profile Information), and Step 3 (Profile Picture). Step 2 is currently active. The main content area is titled "Fill out your Profile Info" and includes a sub-header: "This information will help you find your friends on Facebook." Below this, there are three input fields: "High School:", "College/University:", and "Employer:". At the bottom left, there is a "Back" button, and at the bottom right, there are "Skip" and "Save & Continue" buttons.

In step two, you are asked to fill in your personal information. You don't **have** to fill these fields in, but if you choose to do so, it is extremely important that you do so accurately. If you're going to share your High School or College/University, be aware of some possible obstructions:

- If you are not accurate with the spelling or call a school by its nickname, your account may be deleted (it will flag as suspicious and possibly false information)
- Facebook will endlessly try to hook you up with old college or school friends and you may be automatically added to their groups or networks. Only you can decide, however, whether this is a great thing for your business... or something you really don't want to happen. If you think it would be detrimental or take you outside your target group, it's better to leave such information blank.

(When you enter data into the "Employer" field, make sure whatever you put is:

- Truthful
- Useful information that might interest a possible future subscriber or customer

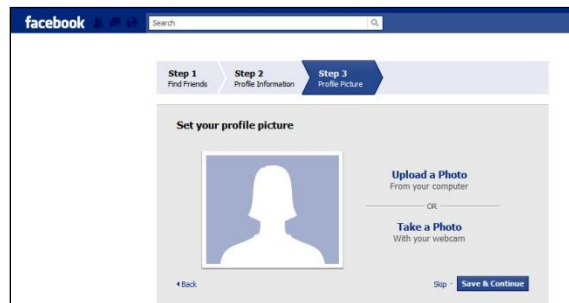
For example, if your niche is within the WAHM market, you might wish to put "WAHM" or "self-employed WAHM" in the Employer field instead of "Entrepreneur". If your niche is copper jewelry, you might simply prefer to put your own company name: E.G. "Avalon Copper Jewelry". Don't get too fancy – but think always of **how best to position yourself to your target Facebook Friend** (while keeping in mind Facebook's policies!)

Putting "self-employed" in that field is truthful, but "Entrepreneur" or "WAHM" might be more useful, SEO wise (Facebook has an internal search engine, as well as being partners with BING). I haven't yet heard of anyone losing their account for not typing simply "self-employed", as long as what you enter makes logical sense and doesn't bend rules. (Facebook does have real editors who review accounts.)

Everything you input should be designed to present you in the best and most approachable light to your potential customer. You are presenting yourself in alignment with **her** interests – not showcasing yours.

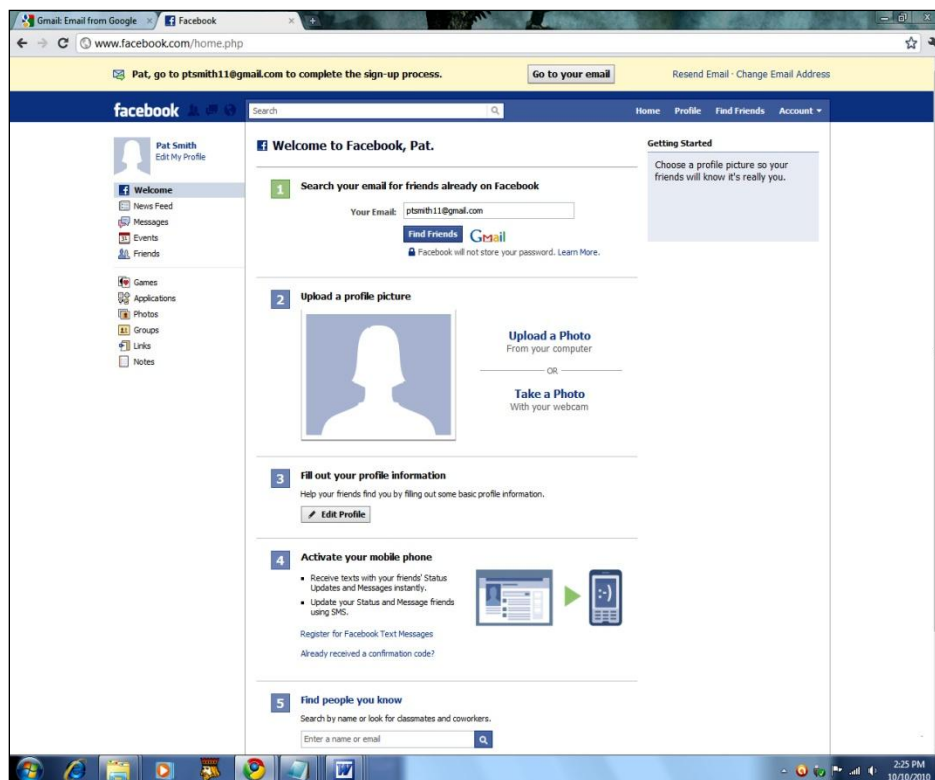
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Uploading a profile photo on Facebook is very similar to the way it's done in WordPress – except that Facebook gives you the option to quickly take one with your webcam.



You will have decided on your preferred photo – the one that best represents your business and tells your niche members who you are – before signing up. You can skip this step too, if you wish, and enter a photo later.

Once you've pressed either "Skip" or "Save and Continue", you'll be brought to your "Wall" for the very first time...



At this point you are prompted to go check the email account you signed up with, to confirm your Facebook membership.

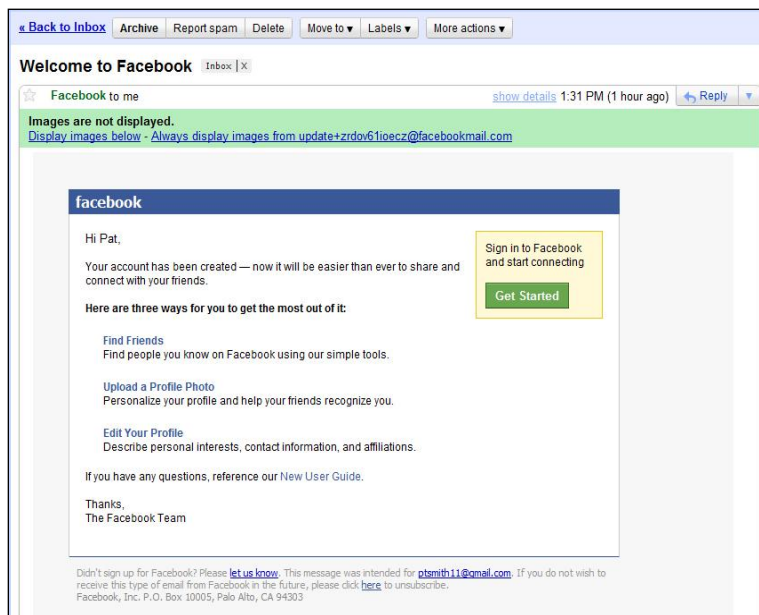
## Verifying your account



You'll be taken to your inbox, where you will see, not one, but two, emails waiting for you there...



Click on the email entitled “Welcome to Facebook” **first**. When it opens, you'll see the following message...

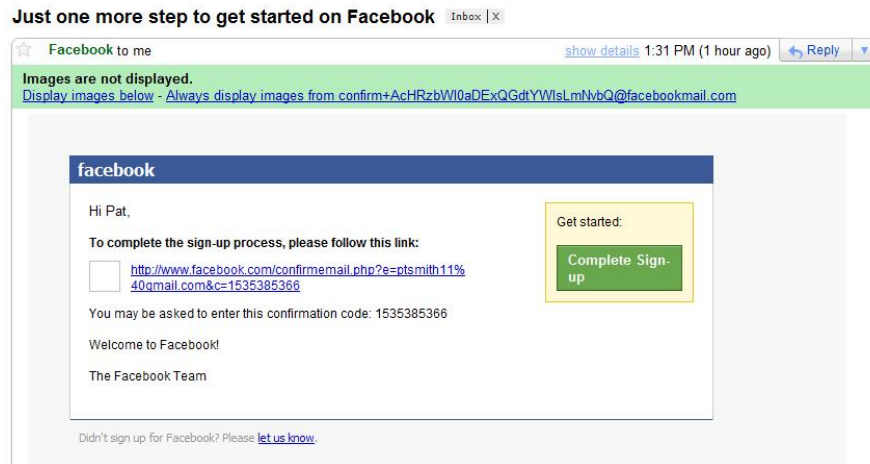


**Don't rush to click anything.** Notice, instead, that the very last sentence contains a link to Facebook's [New User Guide](#). Before confirming, it's worth taking time to read click on [New User Guide](#) link and explore Facebook at your leisure, getting a feel for how it works.

When you're done exploring the New User Guide, close the tab(s) **and go back to your inbox and read the second email**, entitled “Welcome to Facebook”. Click on the green “Complete Sign-up” button...



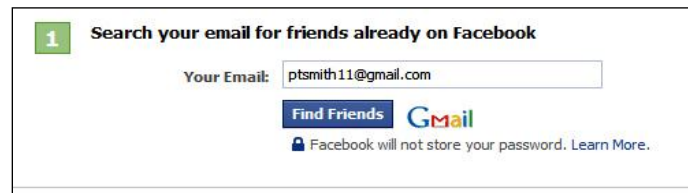
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Once you've done that, your Facebook page will open again in your browser without the yellow bar, and you can go ahead and update each section.

The categories on your brand new Facebook page are:

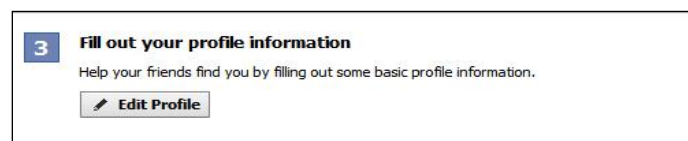
- Search your email for friends already on Facebook



- Upload a profile picture



- Fill out your profile information



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- Activate your mobile phone:



- Find people you know:



- Control what information you share:



Okay, that's a quick overview of what you can expect once you register. At this point – especially if you've explore the New User Guide – you will have some idea of the information you'll need to enter.

There are two main areas you'll need to put serious thought into, before rushing ahead:

- Your own privacy and security
- Your **image** (how you want your customers and subscribers to see you)

Facebook's very advantages – the ease with which it can raid your address book and reach out to huge numbers in your target group – are also its biggest disadvantages: Set up your profile thoughtlessly or incorrectly, and you may expose yourself to security risks, including stalkers, scammers, spammers, spyware and malware.

Fortunately, there are some simple steps you can take to greatly reduce these risks:

- Don't allow your full birth date to be visible to anyone
- Consider that every single word you enter is going to be used as a “keyword” by Facebook and its advertising partners
- Immediately edit your privacy settings
- Make sure you have professional-level anti-virus and anti-spyware on your computer (as a business, that should be a “must” anyway)
- Don't get sucked into all those fascinating little Facebook games

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Not only are Facebook games huge time-sucking vampires, psychologically designed to “hook” you into greater and greater involvement, but many of them are created strictly as data mining apps. (And do you really **want** your client to see that you’re playing “Fantasy Kingdom” five hours a day, instead of working on his account?)

Now let’s discuss some of the tips, tricks and finer points before you go ahead and sign up....

### **Which Email Address to Use for Sign Up:** (Open ID versus others)

If business is your primary purpose, not only will you want to sign up using your business email, but you may find yourself wishing you had, in fact, used an Open ID email identity.

If you use your Open ID from a portal like Gmail, Yahoo or AOL.com, you don’t have to log into every single website. You can manage all your identities in one go – one log in will get you onto every site that interfaces with Open ID. This makes it simpler and faster to manage multiple social and trusted sites, as well as email.

If you want to be able to do this, it’s really simple. Use your preferred Open ID email address when you sign up for Facebook. (Most North American internet marketers seem to prefer logging in with Gmail.)

Here is a short list of Open ID sites that are most widely used in North America:

- AOL
- Blogger
- Flickr
- LiveJournal
- Technorati
- Yahoo
- WordPress.com

After you’ve signed up, you can also add other “linked” Open ID accounts. For example, if you link your Yahoo Open ID email address to your Facebook account, you can open Facebook while you’re logged into Yahoo, and it will automatically open.

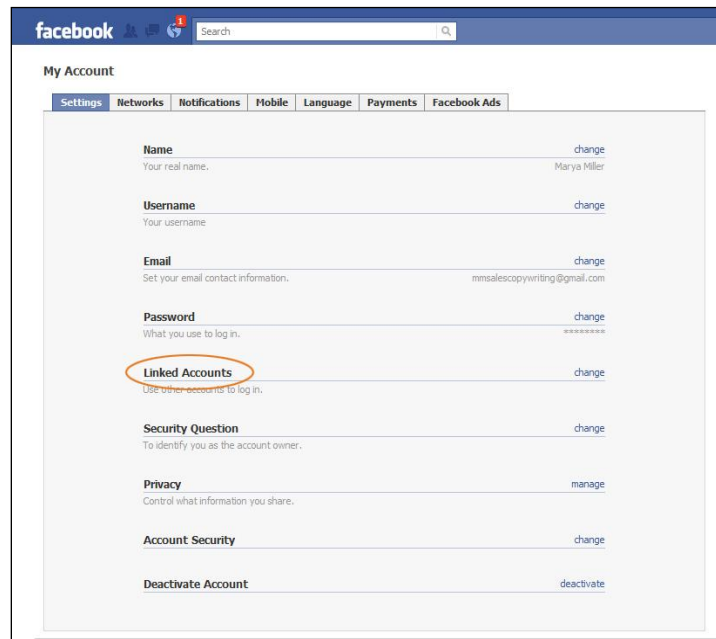
### **To link an Open ID account from Facebook:**

**Step One:** Once your account is completely set up, go to your Account settings in the Top Right-Hand side of your blue menu bar...

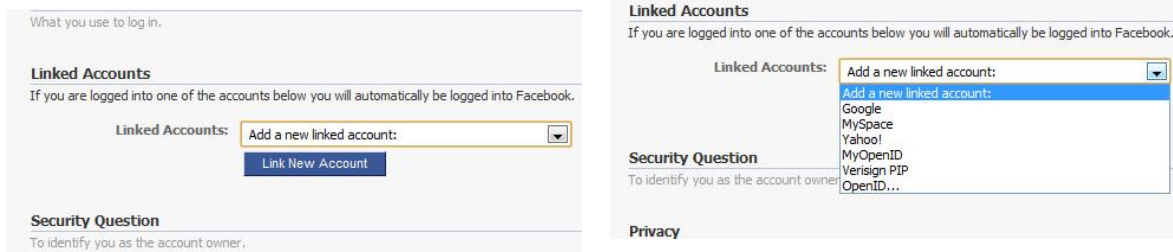


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**Step Two:** Click “Account” so that you get a drop-down menu, and choose Account Settings. A new page will open up...



**Step Three:** If you hover your mouse over the grey words under the Sub Heads, you’ll see these words are actually links. Clicking on “Use other accounts to log in” will produce another drop-down menu...



**Step Four:** Select the Open ID account you wish to link. It’s as simple as that!

You can also add an Open ID to your website that allows you to quickly log in. If you don’t have an Open ID yet or you’d like to explore the whole subject in more depth, you can find more information here: <http://openid.net/> .

## Setting Your Privacy Settings

There’s another reason not to rush ahead setting up your account and profile. Before going “live”, it’s imperative to set your Privacy Settings correctly, so that only the right people can find you.

### **Do this before you add any friends or profile content.**

Who are the “right” people? Basically, anyone whom you **specifically want** to find you: Especially (since you’re a business) potential list members and customers.

Don’t just accept the default privacy settings, however – some of them are not set up in your best interests! (They’re set up in **Facebook’s** best interests.)

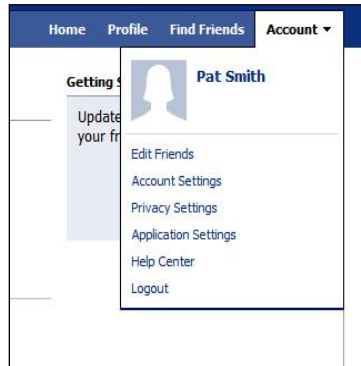
Now that we’re aware of these factors, go sign up and follow the earlier steps laid out here until your “Welcome to Facebook” email sends you to your brand new, unedited page. Right now, we’re only interested in Step 6:



If you click on “Control what information you share”, however, it will not take you to your settings, but to information about Facebook Privacy. It’s a section worth reading, but it’s not clear on certain essentials you need to know; nor does it tell you how to change these settings.

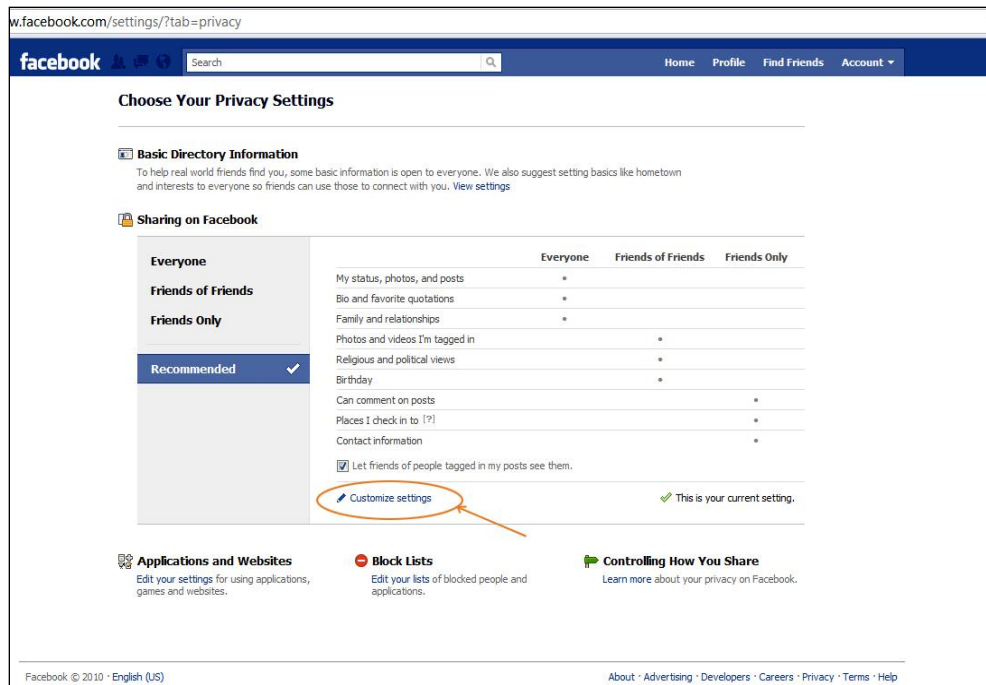
Follow these simple steps and you’ll take care of the biggest security “leaks” – even if you really do want everyone to see everything!

**Step One:** Go up to the word “Account” in the blue menu bar at the top of the page (Right Top Corner). Click on it, and a menu will drop down...

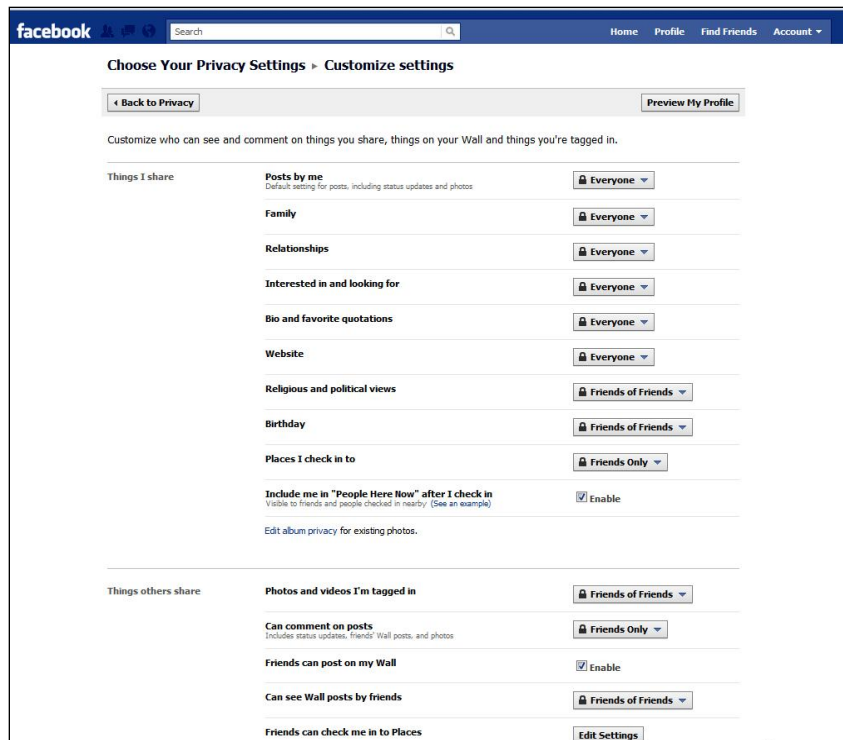


**Step Two:** Select “Privacy Settings” from that drop-down menu. You will be taken to a new page.

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Don't waste time here: Go straight down to the small blue words "Customize settings" (circled in orange here) and **click on that link**. You'll be taken to another new page...



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Each one of the buttons with the little lock symbols has a drop-down menu, as you can see by the little downward arrows beside the words they contain. Possible settings offered by the drop-downs are:



**Step Three:** Before you touch any of these buttons, however, **go straight down to the end of the “Things I share” section.** You’ll see it is enabled (checked) by default.



**This means people can identify the precise geographic location you’re typing from.** Unless you’re on a World Tour and you want to update your fans on your physical progress, you’ll most likely want to disable that by **unchecking** the “Enable” box.

What’s the danger of leaving it enabled? Well, it then displays your profile thumbnail **photo** while **pinpointing you on an actual map!**

To learn more (and decide whether or not you want to be geo-targeted in real time), check out the [Facebook Places](#) section on Facebook.

**Step Four:** Go back to the top and (using the drop-down options) select the settings you prefer for each section. There is no “wrong or right” for these selections – just what works for your degree of comfort, taking into account how accessible you want to be to the general public. (If you’re a business, the less restricted your settings, the better – but you’ll definitely want strictly control information that is:

- Strictly personal
- Irrelevant to your niche
- Uninteresting to your niche

According to Facebook itself, here’s what their designations do:

- **Everyone** - Contains status updates and information that people may want to share with a larger audience
- **Friends of Friends** - Includes photos and videos of you, which are often relevant to friends of your friends

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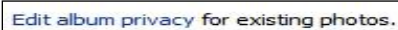
- **Friends Only** - Includes all of your contact information and things that are only relevant to people you interact with directly (people who you have specifically accepted as Friends)

You'll notice there is a fourth category in the drop-down options – “Customize”. This category allows you to post to specific groups or individuals on a one-time, post-by-post basis.

“Customize” overrides your default post settings.

Note that (depending on other settings) people outside your specs ***may still see your post***, if you allow them to see your Wall (news feed). It's always best to assume that nothing is ever private, once it's posted on the net! But “Customized” specific settings ought to block all but the most determined seeker from seeing things you don't want them to see.

Another privacy setting you most likely won't need to set immediately (till you're ready to upload photograph albums) can be found immediately below the “Include me in “People Here Now” after I check in” section:



Edit album privacy for existing photos.

Don't forget about this section, when you're uploading photographs in future. It can be really useful if you don't want Joe Public to see the million-and-one baby photos you're uploading for your mother in Spain to pore over.

What you need to hide from “Everyone” (recommended):

- Your birth date (or birth year, at the very least)
- Photos you are “tagged” in
- Your home address
- Your home phone
- Mobile phone

One setting you'll need to remember to customize on each Friends Lists (as well as generally): The “Photos and videos I'm tagged in” section. Set it to be viewed by “Only Me” if you don't want your list members seeing baby photos or embarrassing photos of you in your P. J.'s on Christmas morning. Mind, this *doesn't* solve the problem of other people tagging you in their own photos, so don't wear any lampshades and do Karaoke unless it's for a publicity opp. (You should receive an email saying you've been tagged, if someone else does that.)

If you don't want photos to become public, at least set “Photos and videos I'm tagged in” to “Friends Only”. (Remember, this does not mean your photos won't be seen – just ones where someone has “tagged” you – attached your name to an image.)



## Friends Lists and Groups

It's true that Facebook has just released its new settings for "Groups", which had fallen out of favor, but at the moment the most reliable way to set who can and can't see information on your Facebook account is still with Friends lists. Why? Because the "new" Groups feature is still in a state of flux, and liable to change yet again several times over the next several months.

There are advantages and disadvantages to both methods:

- Groups Advantages:
- Groups can have an icon and logo (good for branding)
- You can turn each group into an email list
- Groups Disadvantages:
- You can't make Groups the "old" way any more
- Not optimized for "big" brands
- Groups need an administrator to "manage" them
- Friends Lists Advantages:
- Takes quick advantage of email address books
- Easy to manage and edit
- Friends Lists Disadvantages:
- "No one wants to make lists" (Mark Zuckerberg, Facebook)

The general expert consensus at the moment seems to be that Friends Lists for marketers are easier to manage than groups – and Facebook fan pages are **better than both.**

But do make the effort to explore and become familiar with these powerful Facebook tools. Without taking full advantage of at least one of these areas (and their custom privacy settings), it's like pulling a Maserati along with a pair of draft horses, instead of turning on the engine.

### Groups

As of October 6, 2010, there will now be 3 privacy settings for the "New Groups":

- Closed
- Secret
- Open

The Default setting will be "closed" – meaning that other Facebook users can see that the group exists, and who is in it, but cannot view any content.

If you want a private masterminding group, for example, you would select “Secret” for your privacy setting. That way, your group is not listed at all.

There were some disadvantages under the “old” method of Group creation – the most problematic being that you could have more than 5,000 members... but if you exceeded that, you could not send out mass emails. Keeping in mind that the old way of creating groups is supposedly “frozen” (or about to be) you may wish to keep up with the latest developments via authority site, Mashable.com, and its [Facebook groups page](#) tagged page listing all new developments announced across the net as they happen.

### Friends Lists:

You can make a Friends List for your college connections; one for your favorite Facebook pages; one for close friends and family only; one for your subscribers; one for your general niche market... Whatever you want to categorize you can do this way (and apply specific settings).

The main purpose of putting people into Friends lists is to apply different privacy settings to each group.

**Q:** Can contacts be put into more than one Friends List?

**A:** Yes – but be aware that their particular privacy settings will always default to the group that has the most secure setting. In other words, if you have John Briggs in three lists, one of which doesn’t allow him to see your profile information and two that do, he will not be able to see your profile information in all three lists he belongs to. It’s a good idea, therefore, to plan your Friends lists by security setting level as well as by subject.



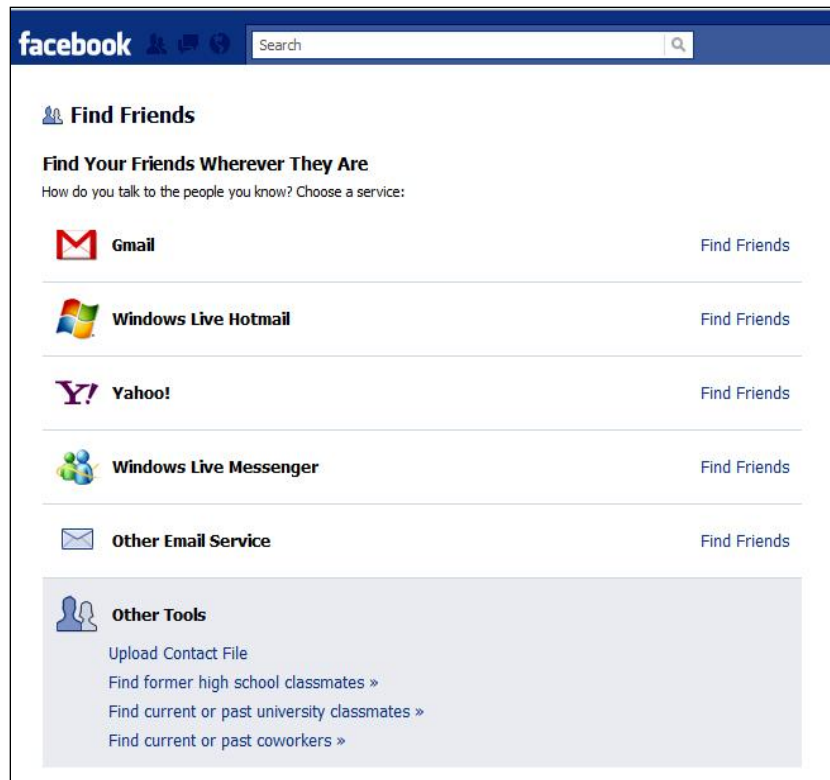
**Making a Friends list** is very easy: You start by again going to the “Account” tab in the Top Right corner of the main (blue) menu bar, and choosing “Edit Friends” from the drop down menu.

The page you’re taken to will allow you to very quickly create groups from pre-existing sources such as your Yahoo contacts, Gmail address book, Windows Live messenger, as well as allowing you to find contacts via Search, or upload your own custom contact file.

As you click on each heading, it opens up to allow you to refine your search or input data. In the screen shot below we have the “Other Tools” section open. This is where you would select “Upload Contact

File” to upload any custom list created by you.

## Facebook Fast & Easy



**Tip:** Incidentally, if you ever find yourself getting lost or confused while browsing Facebook pages, **clicking the white “Facebook” word embedded within the blue menu bar will always bring you straight back to “Home”** (your News Feed, or Wall).

Clicking on “**Upload Contact File**” offers you plenty of options for creating one, but if none of these options appeal to you, create your own in Microsoft Excel using any .CSV file. The only stipulations are:

- The first line must contain the phrase “Email Addresses”
- All other rows following may only contain email addresses
- You cannot input names, addresses or any other sort of data.

If you follow all the prompts and are still having difficulty, the friend finder Help page is usually able to help you solve it: [http://www.facebook.com/help/?topic=friend\\_finder](http://www.facebook.com/help/?topic=friend_finder).

You can remove people from lists, and block people (and applications).

**Q:** If I add contacts from my address book, are they automatically my Friends?

**A:** No. An invitation will be sent to their email addresses indicating you're requesting they become a Facebook Friend. They can choose to ignore or accept this invitation. You will be notified by email if they accept and invited to go view their profiles.

## Creating your profile

Don't skim over or impulsively rush into setting up your profile. It's as important as, say, the Resource Box in article marketing.

What you are doing, when you set up your Facebook Profile correctly, is:

- ***Pre-qualifying*** your potential "fans" or list
- Letting them know who you are, so they can decide if they like you and are ***prepared to trust*** – an essential part of lining up loyal, repeat customers for your future sales funnel

But setting up your profile is about more than simply letting them know you love your cat or like the color purple: You want to "mirror" your customers, so they see you're on the same wavelength.

On top of that, you need to present a professional image. This has nothing to do with having a great photo taken by a professional photographer – it's all about letting people know you are consistent, and that you make things seem ridiculously simple and easy for them.

There are two operative words in creating a truly professional image:

- Consistency
- You ("you" as in your readers and fans)

Ideally, before signing up, you should plan your Facebook strategy. The more thoroughly you explore and clarify this to yourself, the more highly-targeted your profile will be to appeal to customers you want.

Use the worksheet on the following page as a reference you can "check in" with, while entering data in your profile...

## Profile Brainstorming Map

**Think about your image.**

- Who are your customers?
  - What would they want to know about you?
  - What information can you specialize in that would be helpful?
-

- How will you “mirror” their tone and bearing?
- 

**How will you brand yourself?**

- As your company?
  - As a personality?
  - With a logo on your Facebook page?
  - With consistent photos, logos, types of post, etc?
- 

**What profile picture will you use?**

- Does the photo you want to use support the image you want to create?
  - Does anything about it contradict who you intend to portray yourself as? (E.G. If you’re all about ergonomic, natural backpacking and hiking, you wouldn’t want to use that formal photo of you in a business suit!)
- 

**Do some strong keyword research.**

- Have these keywords ready to plant into your profile description, Facebook fan page custom URL, and anywhere else you can work them in. (Remember that Facebook has its own massive internal search engine, and it’s always trying to match users with what it thinks would interest them.)
- 

**Decide who is going to see what.**

- Knowing ahead of time that you never want your Serious
-

Canadian Literature Group to see your posts from the “Killer Zombies from Mars” game will make settings easier to set up right the first time.

---

**Decide ahead of time what’s going in:**

- your Facebook Page (business)
  - your Personal Profile (informal)
- 

**Decide ahead of time on what you’ll keep private or personal.**

Remember that potential clients or customers do need to find you. It’s all very well keeping your account secure against spammers or security risk offenders – but don’t tighten security to the degree where you can’t be found!

---

**Decide if your Facebook profile or fan page could benefit from Geo targeting.**

This is one of Facebook’s biggest strengths! If you have any sort of real-world building involved – for example, a store people can physically visit – or you’re selling to people in a specific area (“Southern Hospitality Guide”), adding keywords and information about your location will vault you to the top of Facebook findability.

---

The one element you’ll want to keep in mind as you’re filling out the worksheet is...

**Consistency**

## Facebook Fast & Easy

You want your ideal customer to look at you and see someone she feels comfortable with. It doesn't matter whether your target group consists of stockbrokers or grandma knitters: The members of that particular niche should feel comfortable with you, and that involves a certain amount of mirroring – in:

- Your profile picture
- Your “image”
- Your tone and “voice”
- Your posts (geared to pique their interest and relate to them)

Later, when you post, get into the habit of not going off tangents **they can't relate to** or **are not interested in** (no matter how much you want to vent or share). You can be totally “real” – you're just choosing not to open every closet door and show them under your bed. Less really is “more” – if it's highly focused.

You also want to think of **branding**, and there's certainly a lot of consistency involved in that process. It doesn't matter whether you're creating a brand for your business or whether it's personal branding (you want them to think of you always as the ultimate expert on [your subject here] – everything you post (personal stuff included) should support that, not suddenly make them doubt who you are.

Branding in traditional business is usually built up slowly. This is where Facebook is at its most powerful: Get your mission and your image clear, and you'll find yourself **creating a buzz** so that you quickly become a catchword for your area of interest. One of the tricks that helps: Allow your customers and fans to identify you instantly by:

- **Consistent color schemes** and themes on your sites
- A consistent **logo** you always use
- **Using the same profile photo** across all your sites and social media
- Consistent schedule for posting

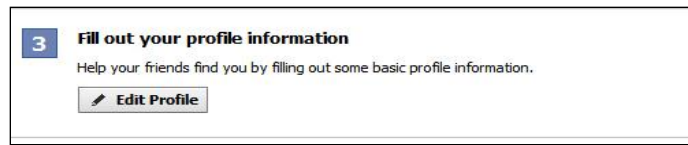
The worse thing you can do (and in these busy times it is fatally easy to fall into) is to post fifty times a day... then “disappear” for six weeks. Get into the habit of visiting Facebook for at least an hour a day (half-an-hour, at a pinch) and either posting on your own wall, or commenting on other posts.

Planning your profile ahead of time is the best way to ensure you “get it right” straight away. It will be easy to tweak it as you gain more experience with Facebook and with your niche, but you'll find a little planning will go a long way to making you look like a specialist – and an expert!

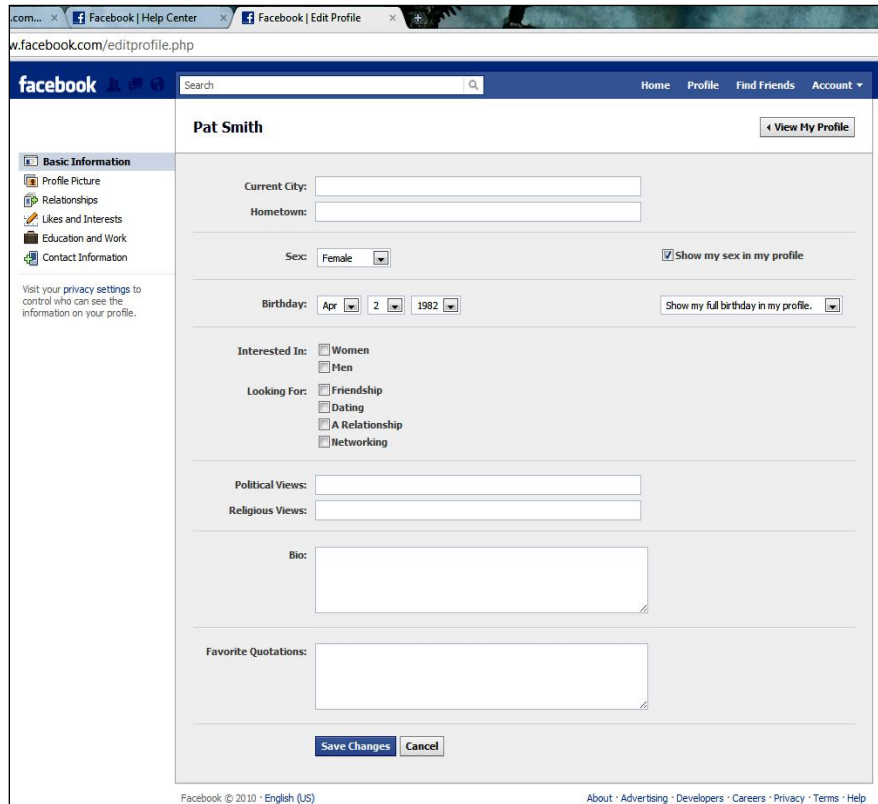
Now let's finally move on to actually setting your profile up...

**Step One:** Click on the “Edit profile” button here on your brand new page (the one you see after you've confirmed your Facebook email)...

## Facebook Fast & Easy



...you'll get a page that looks like this:

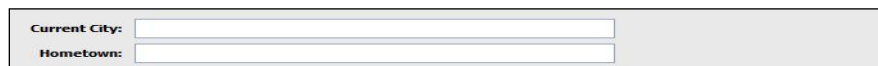
A screenshot of the Facebook 'Edit Profile' page for a user named Pat Smith. The page is titled 'Pat Smith' and has a 'View My Profile' button. On the left, there is a sidebar with 'Basic Information' selected, showing options for Profile Picture, Relationships, Likes and Interests, Education and Work, and Contact Information. The main content area contains several form fields: 'Current City' and 'Hometown' (text boxes), 'Sex' (a dropdown menu set to 'Female' with a 'Show my sex in my profile' checkbox), 'Birthday' (dropdowns for month 'Apr', day '2', and year '1982' with a 'Show my full birthday in my profile' dropdown), 'Interested In' (checkboxes for 'Women' and 'Men'), 'Looking For' (checkboxes for 'Friendship', 'Dating', 'A Relationship', and 'Networking'), 'Political Views' and 'Religious Views' (text boxes), 'Bio' (a large text area), and 'Favorite Quotations' (a large text area). At the bottom, there are 'Save Changes' and 'Cancel' buttons. The footer includes 'Facebook © 2010 · English (US)' and links for 'About · Advertising · Developers · Careers · Privacy · Terms · Help'.

Simply enter your information, and press the dark blue “Save Changes” button.

Let's go through it, field by field (remembering that if you're not comfortable inputting any area, you can choose to leave it out).

### Current City and Hometown:

If your Hometown is the same as your current city, just enter your location in either “Hometown” or “Current City” field – no need to enter it in both.

A close-up screenshot of the 'Current City' and 'Hometown' fields. Both are empty text input boxes. The 'Current City' label is above the first box, and the 'Hometown' label is above the second box.

If your hometown and current city are different and you'd like to geo-target people from your old home town (helping them to find you), enter both fields.

### Sex:



## Facebook Fast & Easy

This field is mandatory... and obvious. Select your gender from its drop-down tab.



However, you can choose not to show your gender in your profile by merely unchecking the box to the left of “Show my sex in my profile”.

### Birthday:

This field is also mandatory – but nothing could be simpler than using the drop-down menu on the right-hand side to either:

- Only show your month and day (not year)
- Not show your birth date at all



Whatever you do, however, don't ever show your full birthday in your profile: It's a security risk that could lead to identity theft.

### Interested in:

Here's where, as a business user, you have to choose between “Friendship” and “Networking”. The jury is out on what works best for business. Most internet entrepreneurs seem to choose “Networking”.



It goes without saying that any of the other choices aren't your best for business purposes.

### Political and Religious Views:

Nothing can cause friction more quickly than airing views about religion and politics. Business tradition and good taste cite that you should leave these blank, for fear of offending a good chunk of your target market. However, there is a small segment of entrepreneurs who thrive on creating comments by using these areas as leverage. If that describes you, you'll certainly want to fill those fields in.



You will also want to fill either field out if it is relevant to your target market. For example, if your business is selling Roman Catholic religious objects, it would be a definite advantage to type “Roman Catholic” into the “Religion” field.

## Facebook Fast & Easy

Similarly if your business core mission is based on your ethics as a Christian or you service the “Christian Work at Home Mom” market, you’ll want to pick the best keyword (this would be one of the ones you’ve researched, remember) and position yourself that way. So in other words, if your keyword was “Christian WAHM”, you wouldn’t put “Baptist”, you’d put “Christian WAHM”.

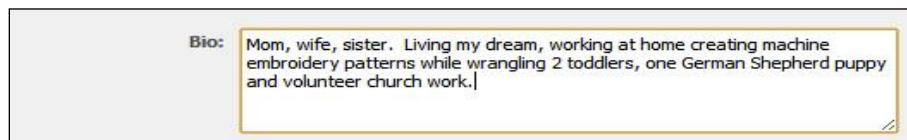
Bio:

This is the most important field your profile! It’s where you get to make a mission statement letting people know who you are and what you can do for them. Treat it like the Resource Box in article marketing.

Here are some solid tips on writing a great bio:

- Keep it friendly and informal.
- Keep it short. (“Less is more”)
- Make sure it answers who you are and what your passions are
- Make sure #3 mirrors the people you’re trying to reach.

Here’s an example:

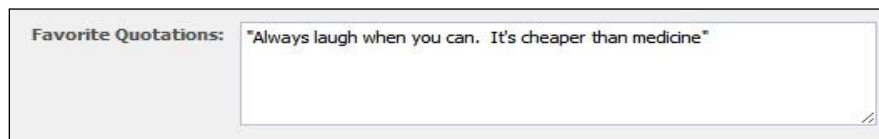
A screenshot of a Facebook profile bio field. The field is labeled "Bio:" and contains the text: "Mom, wife, sister. Living my dream, working at home creating machine embroidery patterns while wrangling 2 toddlers, one German Shepherd puppy and volunteer church work." The text is enclosed in a light gray box with a thin border.

This gives you a friendly, informal “picture” of the writer with very few words. Note how “machine embroidery patterns” could be a strong keyword for internal searches.

Do be aware, however, that every word you enter in your profile will be used as fodder for Facebook, who will use it to search and suggest appropriate friends for you, serve you up ads and suggest apps and games you might enjoy. If you optimize your profile well, this can be a good thing!

### **Favorite Quotations:**

It’s not necessary to enter a “favorite quote” here – but why waste the opportunity to help your potential market get to know you? Pick something that gives people a glimpse of either your most powerful personality trait or your core beliefs. For example...

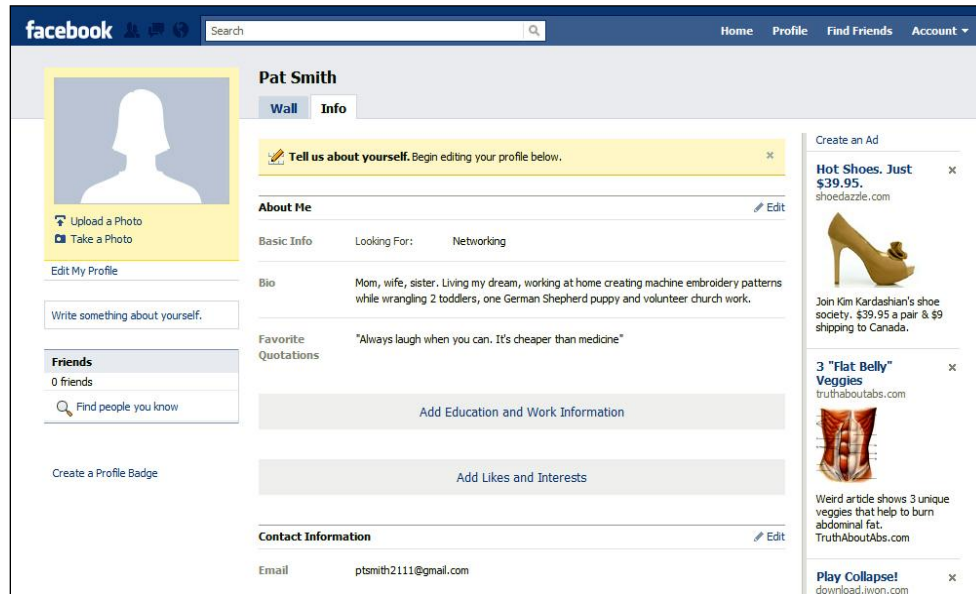
A screenshot of a Facebook profile favorite quotation field. The field is labeled "Favorite Quotations:" and contains the text: "Always laugh when you can. It's cheaper than medicine". The text is enclosed in a light gray box with a thin border.

Reading that quote tells you instantly that your work at home mom probably isn’t a negative person! If the person reading this profile believes in being positive (a good trait in a potential customer) she would be more likely to “Friend” you after reading that quote on top of your cheery, matter of fact bio.

## Facebook Fast & Easy

**Step Two:** Hit the “Save Changes” button at the end of this form.

**Step Three:** Once you see the little notification that your changes have been saved, click on the “View Your Profile” button up in the top, and you’ll be taken to a page that not only shows you what someone might see just now, looking at your profile, but where you are prompted to make further additions to your profile:



Links you can click on and add to are (in the left-hand column, under your profile photo):

- Upload a Photo
- Take a Photo
- Write something about yourself
- Find people you know
- Create a Profile Badge

Under the center column, you can:

- Add Education and Work Information
- Add Likes and Interests

(Just remember not to add anything inconsistent that conflicts with your business persona, or confuses it)

## Facebook Fast & Easy

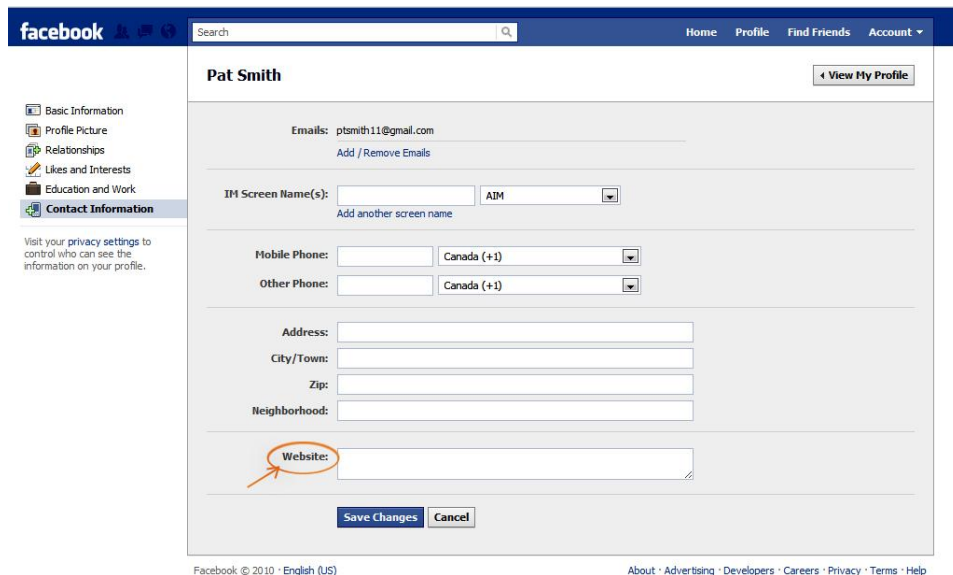
You'll also notice that in our dummy account, I didn't disable my email from public view when editing the privacy settings. Now would be the time to stop that email address from appearing in my profile, if I preferred. But you have to edit that through your Privacy Settings – not by clicking the “Edit” tab.



Instead, you would go back up to “Account” and select “Privacy Settings/Customize”.

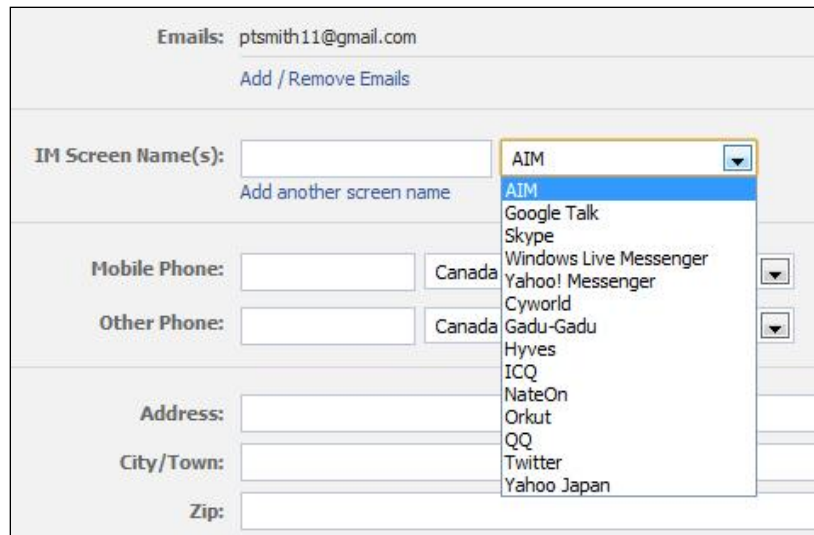
But go ahead and click on the “Edit” tab anyway, because there's at least one crucial field to fill in on the page that will open...

...and that is **your website URL!** Enter it in the field marked “Website”, and it will show up under your profile

A screenshot of the Facebook profile edit page for 'Pat Smith'. The page shows various contact fields: 'Emails' (ptsmith11@gmail.com), 'IM Screen Name(s)' (with an AIM dropdown), 'Mobile Phone' and 'Other Phone' (with country dropdowns), 'Address' (City/Town, Zip, Neighborhood), and 'Website'. The 'Website' field is circled in orange with an arrow pointing to it. At the bottom are 'Save Changes' and 'Cancel' buttons. The footer shows 'Facebook © 2010 · English (US)' and 'About · Advertising · Developers · Careers · Privacy · Terms · Help'.

This screen is also where you can set up other contact links. Especially take note of the drop-down menu in the AIM field beside the “**IM Screen Name(s)**” field (that stands for “Instant Messenger”; not “internet marketer!”)

## Facebook Fast & Easy



The screenshot shows the Facebook profile editing interface. At the top, the email address is listed as 'ptsmith11@gmail.com' with a link to 'Add / Remove Emails'. Below this are fields for 'IM Screen Name(s)', 'Mobile Phone', 'Other Phone', 'Address', 'City/Town', and 'Zip'. The 'IM Screen Name(s)' field has a dropdown menu open, showing a list of instant messaging services: AIM, Google Talk, Skype, Windows Live Messenger, Yahoo! Messenger, Cyworld, Gadu-Gadu, Hyves, ICQ, NateOn, Orkut, QQ, Twitter, and Yahoo Japan. The 'Mobile Phone' and 'Other Phone' fields also have a 'Canada' dropdown menu.

## Your Profile Photo



This is a simple part of your profile, so once you have a photo selected, it doesn't matter whether you upload it ahead of filling in your profile, or afterwards.

It's simple... but important. So let's plan your photo, just like we did your profile. Keeping in mind consistency, it has to support your image. ("Your image" being shorthand for "who you want them to see, when they look at you".)

It's not a good idea to use **your logo** on your profile: It's always better to let people see your face. Logos are important to branding – but your fan page is the proper place for your logo on Facebook (along with the same photo you're going to use in your profile).

You can subliminally support your branding by using your "official" photo across all your sites and social networks... and you can also support your branding with your photo's color theme. For example, if your main website consists of a stark, clear black-and-white theme with a splash of crimson, wear black and white with a splash of crimson in your profile pics. People will subconsciously "register" those colors, and it will help add to the feeling of:

- Instant identification

- Consistency

## Message

Another area that requires thought and care is the message in your profile.

- Be real
- Go for simplicity
- Keep it short

Keep it short... but make sure it says everything you want it to say. Remember, though, it's not a sales pitch. It's there to attract people who think you are a kindred spirit. Someone they can be friends with. Someone who can help them.

Someone they can trust.

In our next lesson, we'll complete the setup of your Facebook Profile, add friends and starting networking on Facebook.

## This Week's Assignment

Some of the tasks may take you some time to complete, but the important thing is to make your plan and schedule the completion. Physically write down the answers – either with pen and paper, or on the computer.

- Set up a Facebook account & profile for your business. Visit Facebook's home page and filled in the blank fields, including your gender and birthday. Make sure to be consistent with your brand image and professional goals.
- Make sure your account's privacy settings match your expectations and your goals for having the account in the first place.

## Setting up a Facebook Account Checklist

Almost everyone knows that Facebook is an online social network – the place where you can hang out with friends and family via your computer. Facebook is also the most powerful networking and sales tool online today. If your business is not on Facebook, you could be missing a major chunk of your potential buying market.

This checklist will help you make sure you're following all the steps necessary to set up a Facebook account for your business.

- You have visited Facebook's home page and filled in the blank fields, including your gender and birthday. Make sure to be consistent with your brand image and professional goals.

## Facebook Fast & Easy

- You've clicked on the green "Sign Up" button.
- You've completed the "captcha" test on the page that opened.
- Finding Friends. You've entered your email address and clicked the "Find Friends" button if you want Facebook to automatically try to connect you with people who are listed in your email address book. If you use an email account that has contacts with whom you don't want to connect, then clicked "Skip this step" instead.
- **Basic Profile Information.**
  - You've entered your High School, College and Employer information - if you want this information to be available on Facebook. (You can set this information to not display in your profile, but Facebook will use the information to help you connect with former or current classmates and workplace connections.) You can skip this step if you aren't ready to provide this information.
  - In the "Employer" section, you've entered a useful description about your business niche if you work for yourself, rather than simply "entrepreneur" or "self-employed." Being more descriptive can help people find you more easily through Facebook's search tool and through external search engines.
  - You've uploaded a profile picture and clicked "Save & Continue". Choose a photo that best represents your business, and puts forth the image you want to convey. This step of the Facebook sign-up process also gives you the option of taking a quick photo directly from your webcam. Again, skip this step if don't want to provide a picture.
- You've confirmed your Facebook membership.
- You've reviewed a copy of the Facebook New User Guide.
- **You've established your settings including:**
  - Revisiting any of the steps you skipped above (Search your email for friends already on Facebook, Upload a profile picture, and provide basic profile information.)
  - Activating your mobile phone in your Facebook account so that you can update your status and message friends via text message, and also instantly receive text messages about your friends status updates and message.
  - Searching for people you know (by name or email address), to try to connect if they are also on Facebook.
  - Establishing your privacy settings and decided what information to share on Facebook, and to whom.

## Your Facebook Privacy Settings Checklist

It seems like regardless of what Facebook does, there is always a discussion about privacy. Even though the purpose of Facebook is to connect with others and share information, most people don't want to share too much or to share their information with the wrong people (or perhaps people they don't know).

Once you have your Facebook account set up, the first thing you'll want to do is make sure your account's privacy settings match your expectations and your goals for having the account in the first place. You'll want to think about who are the "right" people to be sharing your information with – they are likely to be anyone you want to find information about you or your business.

- Have you established your privacy settings? After you sign up for a new account, go to your new account page and click the item that's entitled "Control what information you share." This will provide you with information about Facebook's privacy settings.
  - Click "Account" in the blue menu bar in the right top corner of the page.
  - Click "Privacy Settings" from the drop-down menu that appears.
  - Find the link to "Customize settings" and click it.
  - Go to the bottom of the "Things I share" section and find the entry that says "Include me in the 'People Here Now' after I check in".
  - Unclick the box that says "Enable."
  - Review each of the subcategories in the "Things I share" section.
  - For each subcategory, decide who you want to be able to see that information, keeping in mind how sharing each type of information will affect your business. The choices are "Everyone," "Friends of Friends," "Friends Only," and "Customize."
    - Select "Everyone" if you want to share with the largest possible audience.
    - Select "Friends of Friends" if you want to share with the extended network of people that have some connection to you.
    - Select "Friends Only" if you want the information to be accessible only to people that you actually know and interact with directly.
    - Select "Customize" if you want to be able to identify specific individuals or groups of individuals that will be able to see the specified information.



## Facebook Fast & Easy

- Make sure these items of information are set to a privacy setting other than “Everyone”:
  - Your birth date (or birth year, at the very least).
  - Photos you are “tagged” in.
  - Your home address.
  - Your home phone number.
  - Your mobile phone number.
- Click “Edit album privacy” to limit who can see the photos that you post to your account.
- If you set up any new Facebook Groups, decide between the three available privacy settings: “Closed,” “Secret,” and “Open.”
  - Select “Open” if you want the Group, its membership list and any group content to be accessible to anyone.
  - Select “Closed” (this is the default setting”) if you want the existence of the group and its list of members to be public, but content to be accessible only to members.
  - Select “Secret” if you don’t even want the existence of the group, or a listing of its members, to be public.
- Review your privacy settings whenever Facebook changes its policy or rolls out a new site-wide feature.
- Don’t automatically accept the default Facebook privacy settings.

## Finding and Adding Friends

### Understanding Facebook Friends

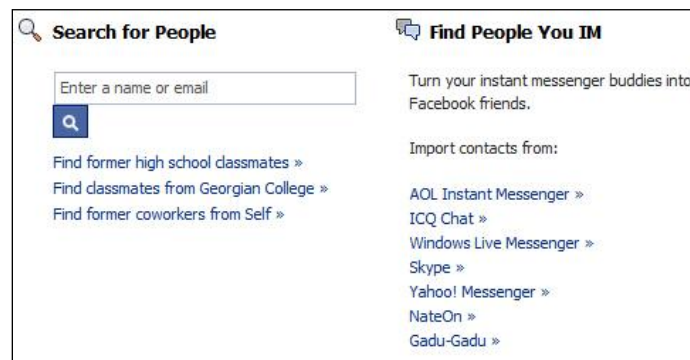
Facebook is a great way to meet friends and keep up on what they are doing. Once you add a friend to your Facebook friends list you will always know when they are adding to their notes (blog) or updating their profile.

## Finding Friends

Just click on the “Friends” link in your Left-Hand column under your Profile Picture.

This will open up to present you with several different options for finding old friends or adding new ones. **It will show you:**

- Friend requests from others, if you haven’t noticed or responded to these previously
- Find People You Email (with the added option of uploading a contact file)
- Names and Profile Pictures of “People You May Know”
- Search For People function



## Add Friends Using “Friend Finder”

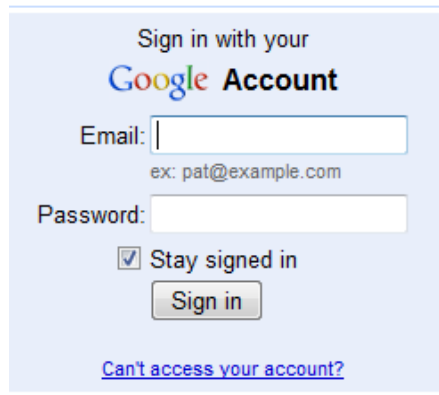
The “Find Friends” option allows Facebook to scan your email address book to see if anyone in it has a Facebook account. Your request will be sent to your friend’s email for their approval.

- On your home page, click the “Try Friend Finder” button

A blue rectangular button with the text "Try Friend Finder" in white.

- A box will pop up asking you to sign into your email account

## Facebook Fast & Easy



Sign in with your  
**Google Account**

Email:   
ex: pat@example.com

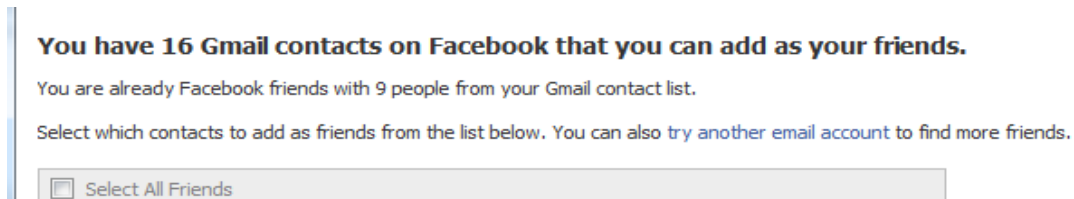
Password:

Stay signed in

[Can't access your account?](#)

Once signed in, you may be asked to allow Facebook to view data from your email account. If you don't allow it, you cannot use the Friend Finder feature.

Facebook will automatically scan your address book and generate a list of people who have a Facebook account.



**You have 16 Gmail contacts on Facebook that you can add as your friends.**

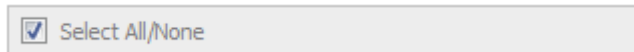
You are already Facebook friends with 9 people from your Gmail contact list.

Select which contacts to add as friends from the list below. You can also [try another email account](#) to find more friends.

Select All Friends

- Select which friends you want to add to your friends list by selecting the box next to each person's photo or identity. You can also switch email accounts to find more friends.
- After you add your friends or click "skip" you can invite those without a Facebook account to join and become your friend. Simply check the box next to each person you want to send an invite to and click "Invite to Join".

You have Gmail contacts that are not on Facebook  
Select which contacts to invite from the list below.



Select All/None

Once done or if you 'skip' this step, you will be redirected back to your Facebook account.

## Locate & Add Friends Manually

- Enter a name in the "Search" box at the top of your screen & hit enter



## Facebook Fast & Easy

- Review the results page, refining your search by using filters, clicking to read more about the person if necessary. You can also narrow your results by pages, people, groups and more using the list on the left side of the screen.
- Once you find your friend, on the search results page, click the "Add as Friends" link next to their name. Your request will be sent to your friend's email for their approval.

**Mickey Mouse**

Did you mean: [mmouse mickey](#), [mickey moouse](#), [mickey mouse](#)

Filter By:

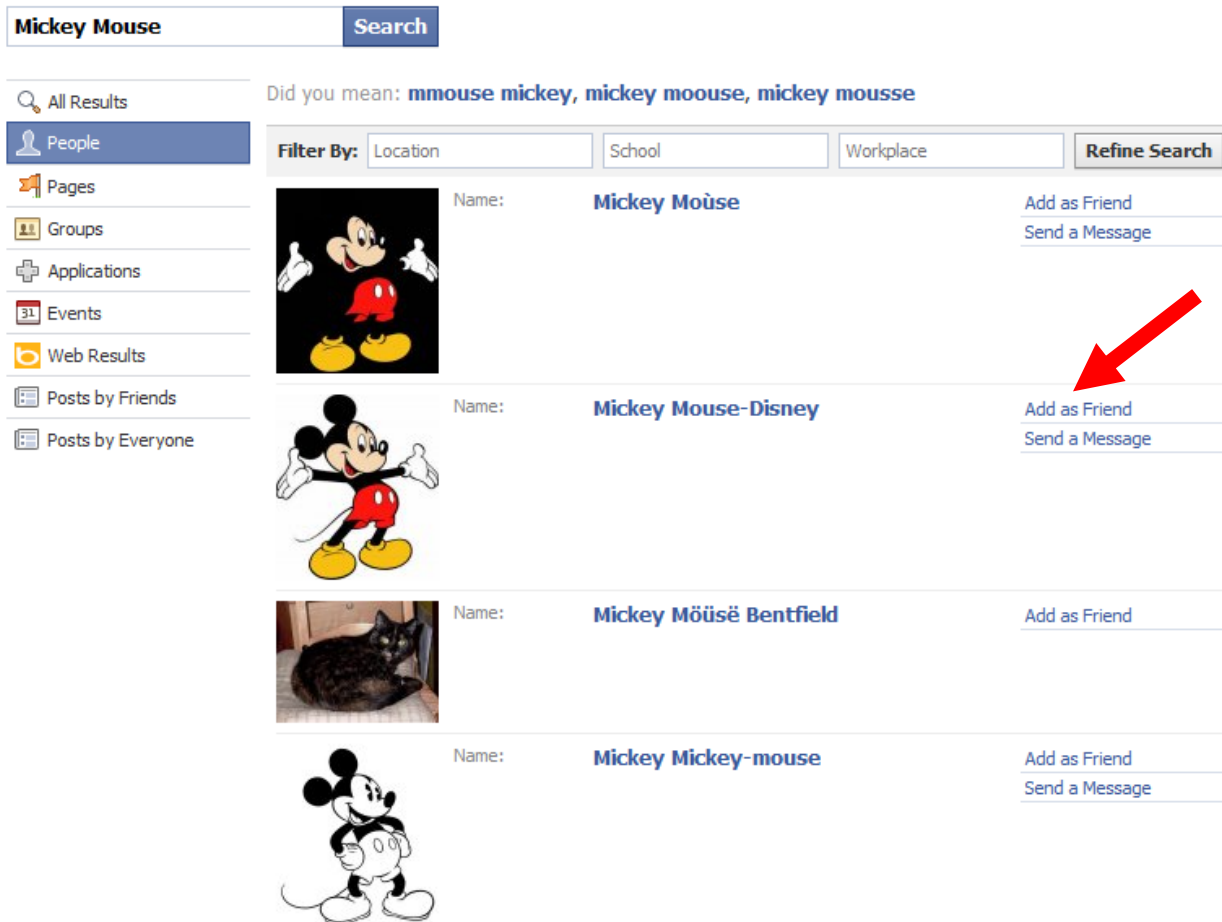
**People** | [Pages](#) | [Groups](#) | [Applications](#) | [Events](#) | [Web Results](#) | [Posts by Friends](#) | [Posts by Everyone](#)

**Mickey Mouse** [Add as Friend](#) [Send a Message](#)

**Mickey Mouse-Disney** [Add as Friend](#) [Send a Message](#)

**Mickey Möüsë Bentfield** [Add as Friend](#)

**Mickey Mickey-mouse** [Add as Friend](#) [Send a Message](#)



## Managing Friend Requests

You will occasionally get "Friend requests" from people who want to join you on Facebook.

They will arrive in your email inbox, appear as a popup (if you're online at the time the request is being made) or be in the Right-Hand column under the sub-head: "Requests".



## Facebook Fast & Easy

You can also find any outstanding Friend requests by clicking on “Friends” in your left-hand column, as noted in the previous section.

When you do this and it opens up to your “Friends” page, the request will be right at the top (under the heading “Requests”).

If you simply want to add them, click the “Confirm” button.

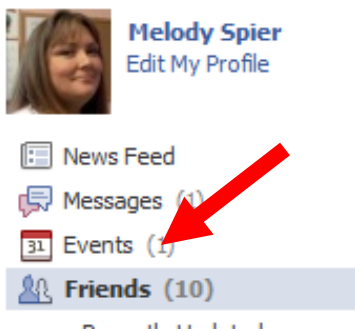


If you don't know them, you can click on their Profile Picture thumbnail to be taken to their profile page, where you can make up your mind whether or not you want to “Friend” them.

If you do, click “Respond to Friend Request”, then confirm.

## Organizing Friends with Lists

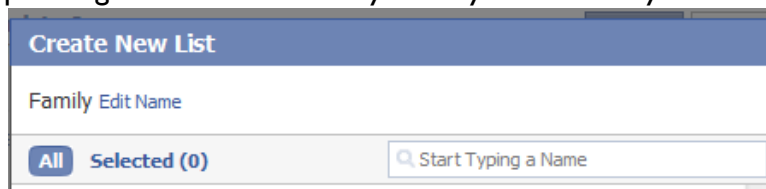
- Click the “Friends” link in your sidebar



- Click the “Create a List” button at the top of your screen & name your list



- A pop-up will open with all of your existing friends shown
- Select the person you want to add and press enter. You can add multiple people at once by pressing the Ctrl button on your keyboard while you select people.



**Important!** Don't forget to go back and set the 'privacy permissions' for this list

## Removing and Blocking Friends

There might come a time you want to “Unfriend” someone. To do so, click on the profile picture in their post. You’ll be taken to their News Feed.

Look in the Bottom Left-Hand corner of that page, and you’ll see two links:



If you want to Unfriend a person because they are actually offensive or abusive, by all means select “Report/Block this Person”. If you just want to quietly remove them from your Friends without hurting their feelings or making waves, however, make sure you choose “Remove from Friends”.

They won’t be notified, and if you change your mind you can easily send a new Friend request.

## Subscribing To Pages

If you see a Page that interests you either on a friend’s profile, in a News Feed story, or in an advertisement-you can click "Like" in that story or advertisement to like the Page or click on the link to that particular Page to learn more. You can become a fan of celebrities, bands, movies, places, family, stores, brands, products, some of life’s simple pleasures and luxuries, and animals just to name a small portion of some of the things you can become a fan of.

**Once on the Page, you may click the "Like" button that appears next to the Page name.**

When you search for a term or name on Facebook, you can filter the results to show only Pages by clicking the "Pages" link in the left column. Each Page search result will show a "Like" link to its right.

## Home Page and News Feed

### Understanding the Home Page

When you join Facebook, a public “wall” on your profile page is automatically created. This is where your friends (only friends) can write things to you and about you. Whether you use it as a place of conversation - where you and your friends chat back and forth - or you use it more for a place to talk about new updates in your life, just keep in mind that your wall is viewable to everyone.

## Organizing And Controlling Information On Your News Feed

Occasionally you'll want to remove a person from your News Feed – perhaps because they just bombard your wall with too many posts or (the most common reason) they're driving you up the wall with a million and one Farmville posts.

People who play Facebook games are encouraged and set up by the game structure to “Share” non-stop, so if you don't play yourself, the miles of game posts can rapidly become tiresome and annoying. However, you don't really want to “Unfriend” them – You just don't want to see those stupid game-feed posts any more.

You can do it one of two ways. You can “Hide” the person, or all posts from the application (game). Their post will appear like this:



Hover your mouse over the (blank) top-right area of the post and a little “X” will appear inside a blue box:



Click on the blue “X”, and another set of buttons will open up.

Click on “Hide [person's name]”, if you just want to hide them.



### To hide the game but not the person:

If it's the game you want to hide, but not the person, repeat the steps above to clicking on the blue "X" button. When the "Hide" pop-up appears, you'll see there's an extra option available for you to select...



Click on the "Hide [name of Game or app]" and you'll see posts from your Friend about other things – just no posts from the game they're so apparently addicted to!

## The Wall

No matter how much you need to present a purely professional image, your Wall is where you "let your hair down" – it's where you socialize (Facebook being a social network). Keep these two points in mind, and it will make Facebook life easier:

- Your "Wall" or **News Feed** is where you can be "**personal**"
- Your **Fan Page** is where you should present your **business**

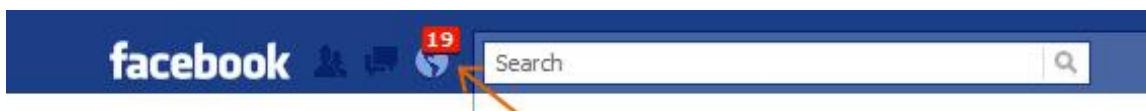
## Understanding your Wall

Writing on your wall couldn't be simpler: You just enter the text you want all your friends to see in the textarea box at the top of your News Feed page (Home).

People will be able to "Like" your message or comment on it. Asking questions such as "What's your favorite app for keeping track of things?" or "I'm cooking lasagna. Who else loves Italian food?" is a good way to engage your Friends in a conversation. It can get the ball rolling when you're new to Facebook, and it can help you build your business popularity later on. (We always trust someone we interact with more.

When someone answers one of your posts, you'll receive a pop-up (if you're already browsing Facebook) or an email from Facebook at the address you registered, saying "**[Person's Name] posted on your wall**".

There's an even easier way to ensure you haven't missed a message: Just check that handy blue menu bar:





When you see a red rectangle, it means there are messages for you within posts or comments. The number within the red rectangle tells you exactly how many.

When you click on it, a drop-down of post screen shots (with each person's profile photo thumbnail included) will let you click on each one and read or answer it. (The red number rectangle will disappear after your first click, but just keep re-selecting the little round "World" orb it was over, until you've seen or answered every post or comment.)

## Reply To Comments Left On Your Wall

Under the message left by your friends, you will see an empty box. Simply enter your reply and hit "comment".



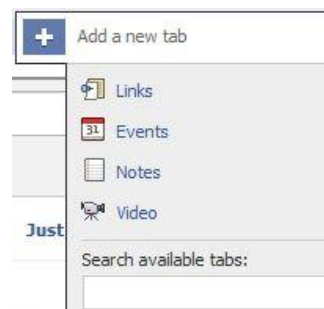
You can remove any message on your wall by selecting "remove" next to the message.

## Other Things To Do On Your Wall

### Add Tabs

There are many things you can add to your wall. For quick setup, we're going to add several tabs before we get started. To add tabs, follow these steps.

- Click "Profile" in the top-right corner. You should see a tab titled Wall and possibly more.
- Click the + sign to add a new tab
- Select the tab(s) you want to add
- You can search for more tabs using the search box



## Facebook Fast & Easy

For this demonstration, we added tabs for Links, Photos, Videos and Notes as shown below.

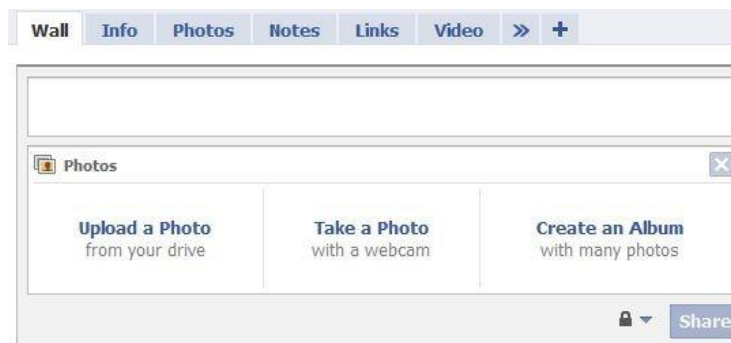


Now we are ready to add information.

### Add Photo Album & Photos

Creating photo albums is a great way to share certain photos with certain groups of friends. Here's how to add a photo album and photos:

- Click the Photos tab
- Select to create an album, upload a photo or take a photo with your webcam
- Depending on your selection, follow the steps provided by Facebook.
- Click Share to select who to share the new item with
- Click Publish



### Add Links

Similar to a bulletin board, you can post links to websites, articles and other items you find interesting. Here's how to add a link:

- Click the "Link" tab
- Enter a short description (optional)
- If you don't add a description, it will pull one from the site/article
- Enter the URL to the

## Facebook Fast & Easy



### Add A Note

You can write notes about things happening in your life, random thoughts, a new favorite food, hobby, album or movie – anything short that you want others to see. Here's how to add a note:

- Click the Notes tab
- Enter a title for your note
- Add the body content of your note
- Attach a photo if you'd like
- Click Publish

See images below...



Here is what your links and notes will look like in the sidebar.

## Facebook Fast & Easy



## Add Your Blog Posts

You can also pull your blog posts into your Facebook account. It's a simple, two-step process...

- Click on “Notes” in the applications and links listed in your left column (under your Profile Picture)
- On the Right Hand side of the page, click “Import a blog”, enter your blog URL, agree to Terms of Use and Save.

That's all there is to it. Your blog posts will appear as Notes, and new posts will be added automatically.

(If you click on “Notes” and don't see the “Import a blog” option, you can go directly to <http://www.facebook.com/editnotes.php?import> and complete the process.)

This is the time-honored way to add your blog posts to Facebook. Its one drawback is that the links to your posts are contained within “Notes” and people are usually not being drawn to your blog itself (which might be what you prefer... or not).

There's a Facebook app called “Networked Blogs” that pulls your posts (with a thumbnail) right into your News Feed (you've most likely seen this used by a lot of fellow marketers).

It's also simple to add:

- Once you're logged into Facebook, simply click on the Networked Blogs, <http://www.facebook.com/networkedblogs>, link in this paragraph to go to the Networked Blogs page
- Click on the “Add to my Page” link in the left-hand column



(with a lot

## Add Video

You can record a live video or upload one you pre-recorded and saved to your computer.

- Click the “Video” tab

## Facebook Fast & Easy

- Click “Record” to record a live video using your webcam
- Click “Upload” to upload a video from your computer

You can share videos you find on someone else’s profile; here’s how.

- Click the Video
- Click Share
- Choose whether to post the video to your Wall or send it by email to everyone in your address book.

This also applies to YouTube and other sites that host videos.

## Add Youtube Videos

One strategy you will definitely want to employ – pulling your YouTube videos into your Facebook feed. You’ll be harnessing the power of not one, but two, of the most powerful success strategies currently in action.

**Again, it’s very simple...**

- Log into your YouTube account
- Log into your Facebook account
- Go to the page where your video plays and look underneath it for white buttons
- Select the “Share” button



- It will expand with more selections. Click on "Facebook"
- A popup will display your video and thumbnail exactly as it’s going to appear on Facebook
- Fill in the “Captcha” code and enter.

It’s done!

## Writing On A Friends Wall

There are times you’ll want to post a message on a Friend’s wall: Perhaps to wish her a Happy Birthday, or to congratulate her publicly on some achievement.

To do this, simply click on your Friend’s Profile Photo and you’ll be taken to their News Feed (Wall). Type your message in the empty textarea box at the top of their page, where it says “Write something...”

Click the “Share” button.

## Facebook Fast & Easy



All their Friends will see what you're saying to them.

If you like someone else's comment, you can "Like" it and comment on it.

You can remove a message you left on a friend's wall by selecting "remove" next to the comment you posted.

### To Unfriend A Person Completely

There might come a time you want to "Unfriend" someone. To do so, click on the profile picture in their post. You'll be taken to their News Feed.

Look in the Bottom Left-Hand corner of that page, and you'll see two links:



If you want to Unfriend a person because they are actually offensive or abusive, by all means select "Report/Block this Person". If you just want to quietly remove them from your Friends without hurting their feelings or making waves, however, make sure you choose "Remove from Friends".

They won't be notified, and if you change your mind you can easily send a new Friend request.

And we've finally finished covering everything you need to take advantage of Facebook, one of the most powerful tools on the net.

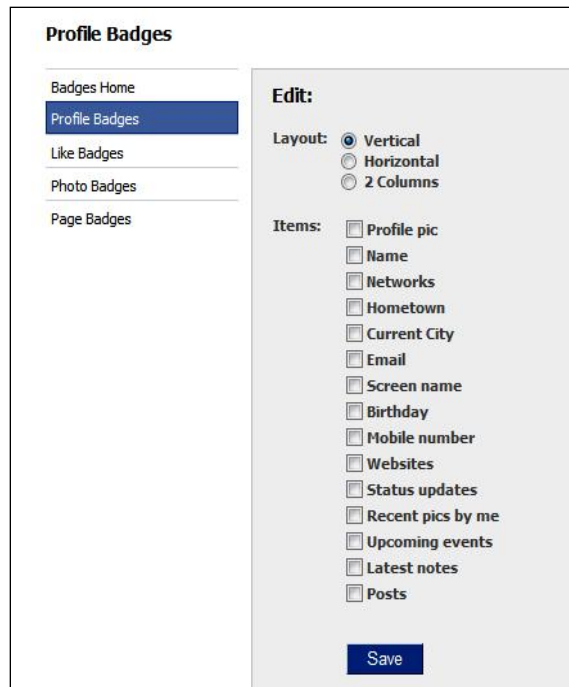
## How to Create a Profile Badge

What is a "profile badge"? Well, you've seen them on blogs and websites. They look like this:



You can also customize them, so that they contain exactly the information you want. This includes various column option plus 15 "items" you can add to your badge:

## Facebook Fast & Easy



The screenshot shows the 'Profile Badges' settings page. On the left, there is a navigation menu with options: 'Badges Home', 'Profile Badges' (highlighted), 'Like Badges', 'Photo Badges', and 'Page Badges'. The main area is titled 'Edit:' and contains two sections: 'Layout' and 'Items'. The 'Layout' section has three radio button options: 'Vertical' (selected), 'Horizontal', and '2 Columns'. The 'Items' section has a list of checkboxes for various profile elements: Profile pic, Name, Networks, Hometown, Current City, Email, Screen name, Birthday, Mobile number, Websites, Status updates, Recent pics by me, Upcoming events, Latest notes, and Posts. A 'Save' button is located at the bottom right of the settings area.

Check out the Facebook Badges, <http://www.facebook.com/badges>, page to explore this option further – but it’s really easy to create a badge and paste the HTML code it gives you into your blogs and websites. And you get the chance to preview your badge and play around with it before deciding on its final design and shape.

(Go check out some of your favorite experts and their websites. See what they do with Facebook badges.)

If you’re not using your websites to invite people to follow you on your social networks, you’re risking being cut off from a huge chunk of your potential market.

## Setting up Facebook’s Messaging/Email System


Recently Facebook introduced a new messaging system that allows you to communicate through email, text message, chat or Facebook Messages...all in one place. This guide will show you how the messaging system works and how simple it is to set up.

When you’re invited to try the new system, you’ll see a message in Facebook asking you if you want to upgrade to the new system. When you click it, you’ll see an overview like this. Click “Upgrade Now” to get started.

## Facebook Fast & Easy

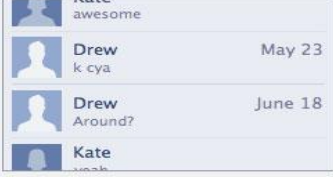
**The New Messages**

**All your messages together**



Get Facebook messages, chats and texts all in the same place. Include email by activating your Facebook email address.


**Full conversation history**



awesome	
Drew	May 23
k cya	
Drew	June 18
Around?	
Kate	

See everything you've ever discussed with each friend as a single conversation.

**The messages you want**



Focus on messages from your friends — messages from unknown senders go into the Other folder.

[Upgrade Now](#)

Next you'll be invited to claim your @facebook.com email address. Your email address matches your username. So if your name is jan smith, your email address will be jan smith@facebook.com. Click "Activate Email" to get your address.

1 Claim your Facebook email 2 Turn on text messaging

Receive emails as a part of your Facebook conversations. Your email address will match your public username.

**Profile:** facebook.com/ [redacted]

**Email:** [redacted]@facebook.com

[Learn More](#) · [Skip](#) [Activate Email](#)

Once you've done that, you'll see a message that explains how the email works:

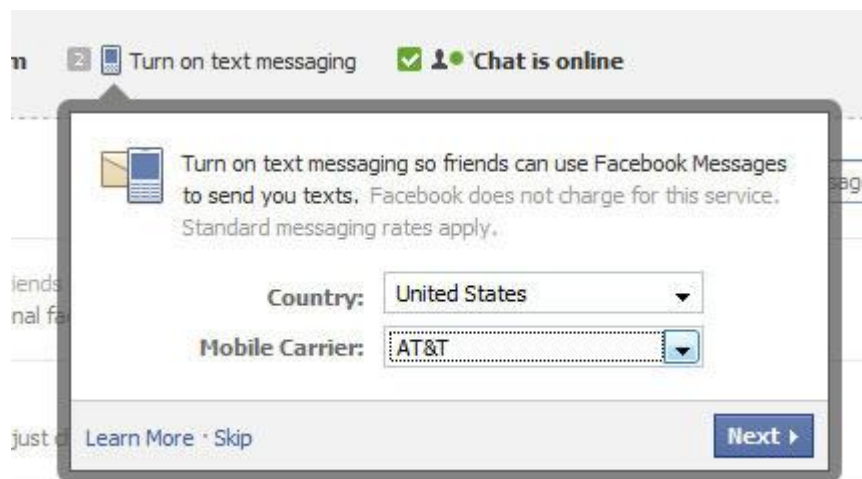


## Facebook Fast & Easy



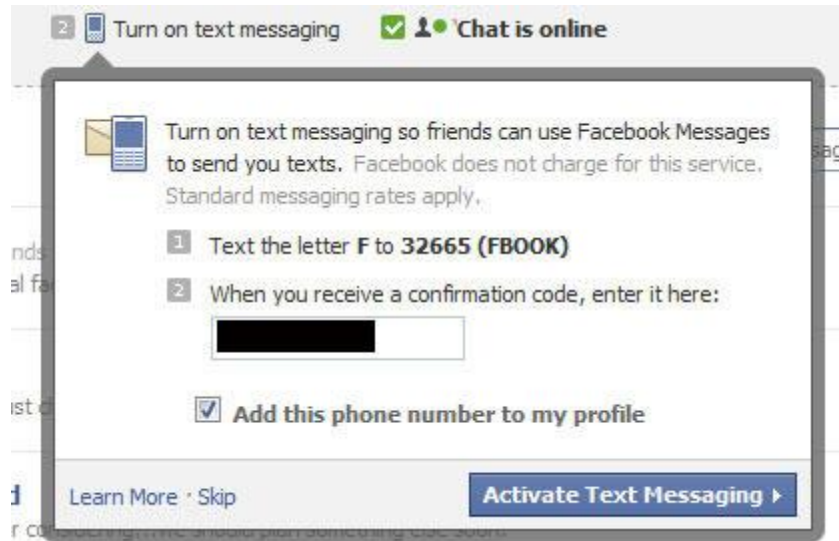
As you can see, emails to that address now go to your Messages folder and if it's message from people who aren't your friends, they will go to your "Other Messages" folder. You can also manage who can send you messages in your privacy settings.

Click "Next" when you're ready and it will ask you if you want to set up text messaging. This will allow your friends to send you messages via text. Choose your country and mobile carrier. Then click "Next".

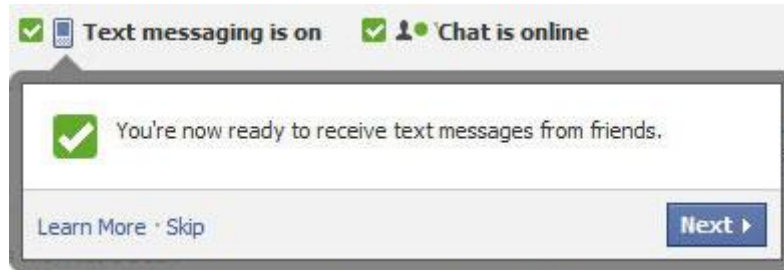


The instructions on the page will get you to text an "F" to a certain number and that will send you an activation code. When the activation code arrives on your phone, enter it in the space provided.

## Facebook Fast & Easy



Click “Activate Text Messaging” when you’re done. Then you’ll see this message:



You’ll also get a message on your phone that shows you how you can update your Facebook status via text. You can also reply directly to any text messages that come to you from your Facebook friends.

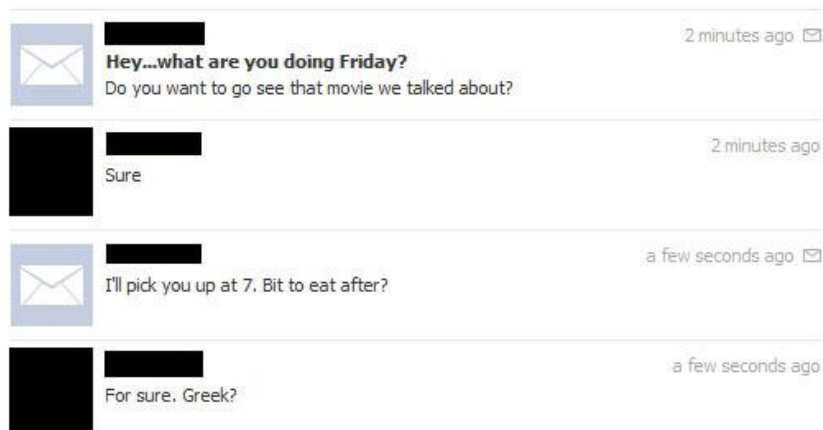
## Facebook Fast & Easy



Now you're all set to use all 4 messaging options for Facebook...

- Email
- Text
- Facebook Messaging
- Chat

All your conversations will be stored in one place and you can view the full thread of your conversation, even if some messages we sent via different mediums. Here's an example of a back and forth conversation between Facebook messaging and email. Every time you communicate with this person, you'll see the conversation in one thread.

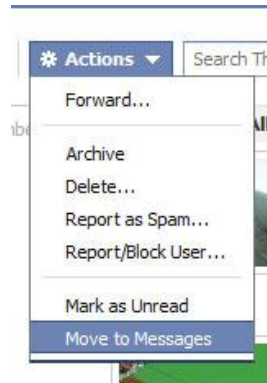


**Important:** If you receive email from someone who is not on your friend's list or your Facebook friends uses an email address that is not in their Facebook account, the message will go to your "Other Messages".

To find your "Other Messages" click on "Other" under "Messages" in the left menu:



You can ensure messages from this person go to your main box next time, by moving the message to your "Messages Box". Just open the message, click "Actions" and choose "Move to Messages".



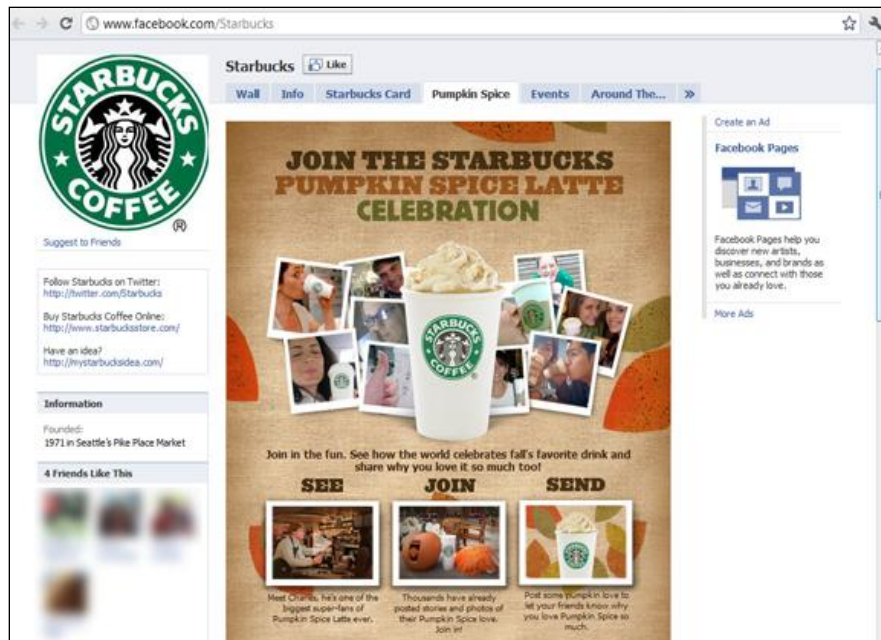
In our next lesson, Targeting with Facebook, we'll take a good look at effective ways of reaching your target market on Facebook.

## How to Create a Facebook Page

Videos and Facebook Pages are the **top two essentials** for promoting your business effectively and creating a power-buzz. You now know how to easily pull in your YouTube videos. Creating highly effective fan pages may seem a little harder... but not when you know a few tips and tricks.

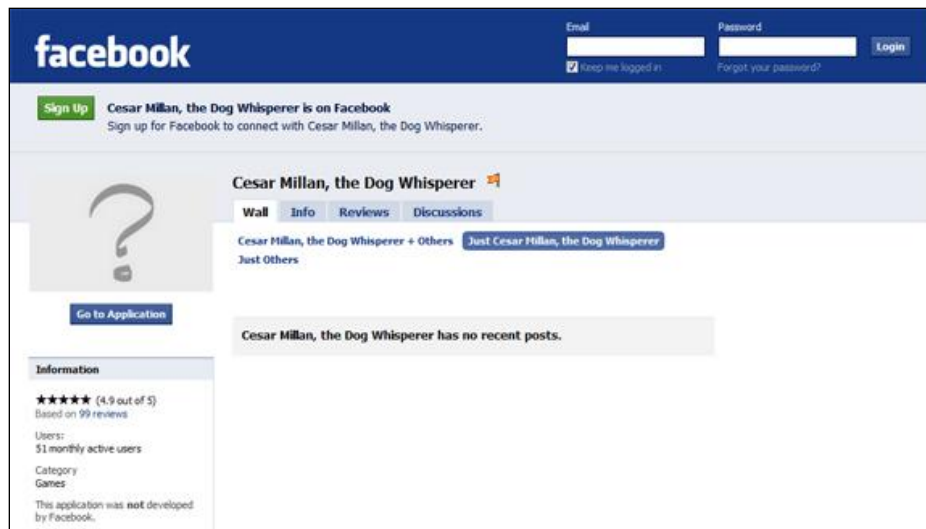
First, find your favorite online marketers and businesses, and check out their Fan pages. You'll get highly functional, professionally-designed fan pages such as this:

## Facebook Fast & Easy



These highly-polished pieces of perfection come complete with tabs to press, great branding and clear calls to action)...

You'll also find plain, barely-there token hints of a presence, such as this one:

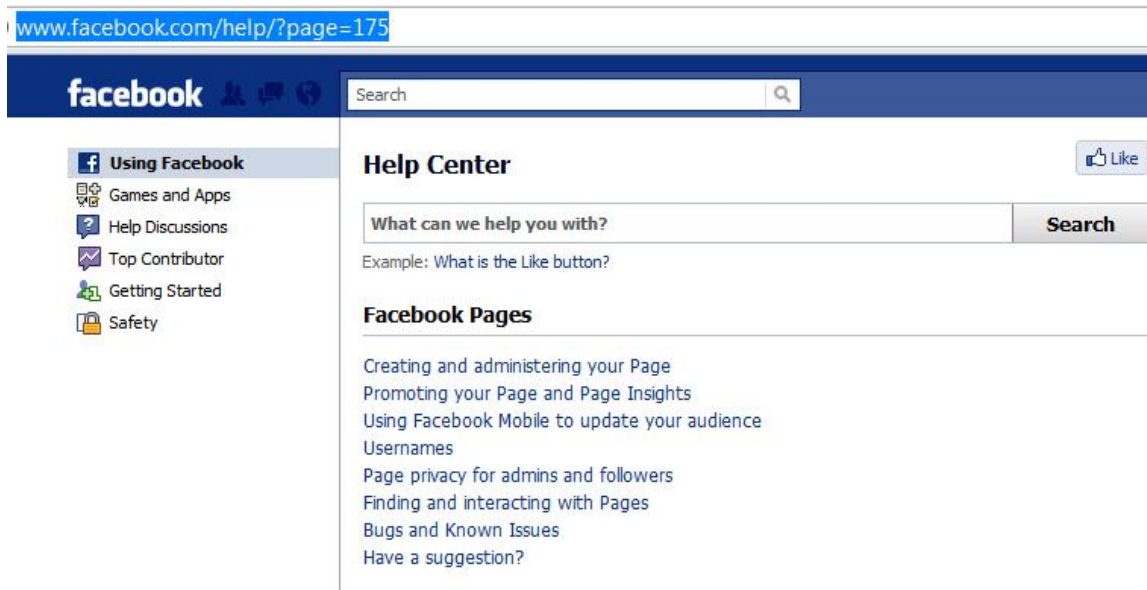


What you are actually looking at with these two actual examples are Facebook fan pages for two mega-business entities, Starbucks Coffee and TV personality Cesar Millan, the Dog Whisperer. Facebook doesn't call them "fan pages" any more – simply "Facebook pages" – but fan pages are what they really are.

## Facebook Fast & Easy

Make no mistake: **The most important step to take when you join Facebook is to set up a fan page for your business** – and it doesn't matter whether it's a full-color piece of graphic perfection, complete with an option box, like Starbuck's... or something as plain and simple as Cesar Millan's page. **Both types can work equally well**, providing you know how to use them. Both can be used in a variety of ways to rocket-launch your social authority. (I'll be showing you how, very shortly.)

To create a simple page, the easiest way is to go straight to the Facebook Pages, <http://www.facebook.com/help/?page=175>, help section, which contains a complete list of tutorials you might want to go through:



You can by-pass this step, however, and go directly to Create a Page, <http://www.facebook.com/pages/create.php>.

You'll be invited to select one of three options, when categorizing your business...

- Local Business
- Brand, product or organization
- Artist, band or Public figure

If your business has any physical geo-targeting going on (E.G. your own office, sometimes visited by clients) select "Local business".

If your business sells a strong physical product or is, for example, a non-profit foundation, select "Brand, product or organization".

If you are relying very heavily on becoming a well-known figure in your niche, choose "Artist, band or public figure".

Check the "I am the official representative" box, and name your page.

Your new page will look very much like Cesar Millan's – absolutely barebones. A full tutorial is beyond the scope of this “How to” guide, but it will get you started.

Cesar Millan has updated his Facebook page since the last time I checked (a week ago – which tells you how Facebook pages are becoming the latest promotion strategy) and it no longer looks so plain – but the old page was very effective in that he and his fans were making heavy use of the “Discussions” tab (see the screenshot of his page, above), which allowed all his fans and followers to increase his Facebook presence by **conversation** and (remember that magic word?) In other words, his page – plain as mud though it was – **engaged** them.

Since you're most likely not a major T. V. personality, however, you may wish to consider the advantages of creating a more polished Facebook page. You can hire a company or V. A. who specializes in Fan page creation; buy a Template and install Facebook's FBML app; or write your own FBML coding after installing the app, if you're a web designer.

You'll find a set of really clear, easy-to-understand video tutorials on installing and using FBML at [Fanpage Engine.com](http://Fanpage Engine.com), a company that designs Facebook page templates.

## This Week's Assignment

Some of the tasks may take you some time to complete, but the important thing is to make your plan and schedule the completion. Physically write down the answers – either with pen and paper, or on the computer.

- Make friends on Facebook by looking for past clients, current clients, vendors, contractors, mentors & competitors
- Make friends with people/businesses you would like to do business with
- Find Pages of your vendors, clients, mentors and prospects to like/recommend
- Setup the settings to control what's shown on your home page
- Add content to your Facebook page
- Create a page for your business
- Create a regular schedule to increase your friends of people/businesses you would like to do business with, pages you like and to add content to your page

## Managing Your Facebook Friends Checklist

Managing your friends on Facebook is all about interacting. Facebook offers a number of features and functions that make managing, and interacting, fun, easy and of course profitable.

## Facebook Fast & Easy

This checklist will help you make sure you're following all the steps necessary to achieve your Facebook goals and objectives.

- Have you utilized your existing email contacts, both business and/or personal, to find friends on Facebook. Use the "Find Friends" option on your Facebook account to make it quick and easy.
- Make sure you've searched for specific people you want to connect with on Facebook and asked them to be your friend. For example, your industry leaders and experts are likely on Facebook as are other websites and businesses you support. Connect with them.
- Make it easier on yourself. Create lists to help manage your Facebook connections.
  - Do you have a list for personal friends and family connections?
  - Have you organized your connections based on niche, demographic or other specific criteria?
  - Is your copy benefit driven? Does it speak to the need(s) of your target audience?
- Cleaning house. Occasionally, you're going to want to unfriend people or hide them so they don't appear on your profile page. Have you reviewed the process so you can take these steps quickly and easily?
- Connecting with Facebook friends.
  - You've sent direct messages to each new follower. Consider creating a basic template for your "thank you for the friendship" message. You can modify it quickly for each new friend when appropriate.
  - Create a schedule to interact on Facebook. Schedule time each day and connect with Facebook Friends.
    - Share their links when relevant to your audience
    - Like their posts.
    - Comment on posts when appropriate
    - Post relevant and valuable content for your followers/audience regularly. Post:
      - Links
      - Videos
      - Images/pictures
      - Content
      - Event
      - Other \_\_\_\_\_



## Facebook Fast & Easy

- You've created a plan for your Facebook Fan Page. (Note: Your Fan Page can be a future plan, not something that you need to create immediately)
  - You've sent invitations to your fan page and included any Friends that you'd like to participate.
- Review your friendship requests. As your audience and awareness grow, you're going to begin receiving friendship requests. Make sure to review these requests regularly. Review requests based on:
  - Your target audience
  - Their industry
  - Potential for partnership
  - General interest
  - Friendship/personal requests
  - Other \_\_\_\_\_

## Posting To Your Facebook Wall and Fan Page Checklist

Once your account has been set up to your satisfaction the remainder of your focus will be on the content you post to Facebook. This checklist will help you make sure you're following all the steps necessary to achieve your Facebook goals and objectives.

- Your wall posting schedule has been created.
  - Have you integrated your blog posts into your Facebook posting plan? You can accomplish this by clicking on "Notes" in the applications and links listed in your left column (under your Profile Picture). On the Right Hand side of the page, click "Import a blog", enter your blog URL, agree to Terms of Use and Save.
  - Have you created a plan for unique content to post to your wall and/or fan page?
  - Have you integrated your new website content plan into your Facebook posting schedule?
  - Do you have a different agenda or objectives for your wall and Fan page?
  - If you post/publish video to your website or its part of your Facebook content plan, have you uploaded your first video?
  - Do you have a plan/schedule for posting product or service promotions?
  - You've decided to post: (Check all that apply)
    - Links to your blog

## Facebook Fast & Easy

- Links to content published elsewhere on the Internet
  - Video
  - Audio
  - Images/photos
  - Events
  - Original content
  - Other \_\_\_\_\_
- Posting to your Facebook Fan Page
    - Your Fan page has a different goal or objective than your wall.
    - Your fan page offers unique and valuable content – create a content plan for your fan page!
    - Your fan page promotes your products or services regularly.
    - Create a schedule for posting to your Fan Page.
  - Posting on Friend’s Walls. When you make a new connection, either send them a direct message thanking them for their friendship or consider posting directly to their wall. This enables you to reach more potential connections. Don’t be surprised if you get more friendship requests and visits to your website.

## Targeting with Facebook

Now that you’ve setup Facebook, made a few connections and posted some content to your page it’s to your advantage to take a deeper look at what this powerful social network is evolving into today and how you currently use it. During this lesson, we’re going to delve into how Facebook really works – once you understand that, targeting your time there for business success comes perfectly into focus.

When you’re already familiar with a system, it’s tempting to skim. This isn’t a basic “how to use Facebook” course, however, so resist the temptation. Take a fresh look and make a commitment to not just implement but fine-tune and perfect your Facebook marketing strategy.

## Inside Facebook: Your Target Market

As we approach the next decade, it’s vital to stay at the crest of the wave. Merely reading a report or two about Facebook won’t be enough: Staying on top of online marketing requires not just learning a number of skills, but a willingness to evolve and grow along with tools such as this powerful social

## Facebook Fast & Easy

network. Continuing to use (or not use) Facebook the way you've always done is like buying yourself a top-of-the-line, \$1,800.00 computerized sewing machine (with custom embroidery option)... and using it only to sew the occasional straight seam.

You probably won't be shocked to hear that your ultimate marketing success won't be the result of one particular eBook or method, but of a delicate balance of methods, applications, tools, research, savvy, creativity, intuition, your personality... and above all, perseverance. And that will apply whether you choose to use a coach or mentor... or go it alone.

So before rushing at Facebook marketing as if it's this week's marketing Holy Grail, let's just stop and look at some cold, hard – and most of all, **current** – facts gleaned about this blossoming social network, courtesy comScore, Inc., a leading digital analysis company...

- Access to Facebook via mobile browsers grew 112% in the past year. (That's a growth of 25.1 million users.)
- Over 500 million people now use Facebook
- Facebook and MySpace served up more than 80% of all viewed online ads (Sept 1, 2009).
- Facebook is the top Asian-Pacific social network in 8 countries (excluding China, which has banned it altogether)
- Facebook is also the top social network in Spain
- More people visited Facebook than Google during the week ending March 13, 2010
- Facebook use tripled in Japan during 2009
- Facebook is rushing to the top of the Australian continent's social networks
- There has been talk of Facebook credits replacing PayPal as the most popular way to purchase virtual goods

Droves of teenagers have abandoned MySpace (their traditional on-line haunt) in favor of Facebook. Older adults who formerly wanted nothing to do with social networking have succumbed to this too-easy and addictive way of passing the time or staying connected with friends and family. (Checking Facebook stats on [Alexa](#) and [Quantcast](#) should keep you on top of the latest broader demographics.)

But we all know that big numbers and millions of platform users don't guarantee you'll reach your target market any quicker. In fact, it doesn't guarantee you'll reach it at all. So why should you target your potential niche customers with Facebook?

In this lesson, you'll find solid answers.

## Things You Need To Know

Let's quickly go over some basics... Facebook serves ads and suggestions based on user data, demographics and preferences it gleans through its internal analysis process.

Other Facebook users will also be physically prompted by Facebook to:

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- Connect with you
- “Like” your Facebook Page
- Suggest you to their friends

In other words, Facebook helps you along by providing that all-important **call-to-action**, in many instances (with more than one opportunity to do so).

It’s important to understand, however, that there are **two types of Facebook users**:

- Those who understand marketing or are there for business purposes and networking...
- Those who are there strictly for personal pleasure

Hone your targeting not only to your **specific campaign goals** (promotion, lead generation or growing traffic) but to **the type of Facebook user** you are planning to engage.

### Remember...

- Social Users like to...
  - Play games
  - Chat with friends and relatives
  - Pass the time and “hang out”
  - Be entertained
  - Share photo albums
  - Write on each others’ walls
  - Send cute virtual gifts (flowers, hugs, etc.)
- Business Users need to...
  - Network and connect with people who will advance their business
  - Establish themselves as an authority figure in their niche
  - Get their business out there and promote it
  - Generate traffic to websites and other social networks
  - Establish or boost a branded presence
  - Guide people to their products, services and websites

## Facebook User Psychology

One of the most misunderstood advantages – and disadvantages – of Facebook is this: The simple fact of your intended customer also being a Facebook user adds a whole other **targeting layer** to your interaction and approach – whether you're aware of that or not. Because she is using Facebook, there will be additional factors to take into account other than typical targeting ones of interest, gender, problem, need and the good old USP (unique selling position). To make the most of this extra layer, we need to understand the **psychology** of repeat Facebook users.

**Strictly social users** are often addictive. They find themselves compulsively booting up Facebook when there's nothing else to do. They look for people to engage with or applications and games to entertain them. **Boredom** often motivates them.

They are not looking for solutions – they're looking for:

- Friendship
- Entertainment
- A good experience
- Distraction

You're more likely to engage them with a viral video or a simple game app than telling them to download your free report (unless, of course, that free report involves teaching the User how to tattoo his own eyelid, or gain free virtual prizes from his favorite game).

**Business users** are a more complex bunch. Each one can be anything from sucked into the social addiction side (if she finds something interesting enough) to highly focused and goal-oriented, with rigid schedules and a narrow interest range you'll have to meet if you want to stop her literally in her tracks and make her pay attention.

**Procrastination** can be the guilty secret of a business user – but it stems from more than a need for friendship or entertainment. And when not procrastinating, she's not there to find a solution to a problem but to:

- Seek information from her peers
- Research quickly
- Network
- Increase her web visibility
- Boost her own business

If yours is a B2B (business to business) marketing venture, knowing these factors and always keeping them in mind when interacting can give you a real edge. You can land not only this type of user's business, but find excellent JV (joint venture) partners via Facebook connections you make, too.

With the latter, don't try to dazzle but instead, be prepared to hunker down for the "water on stone" strategy. Get that senior marketer in your field used to you always being the first with a link, answer

or really valuable piece of information she needs: She may not respond personally at first, but gradually, she'll come to look for your updates and follow your hot tips with interest. You're performing a minor miracle: Building a trust-based relationship with someone who is most likely cynical and impervious to interaction – someone who is normally too busy seeking attention to give it.

No matter whether you are looking to JV with a better-known marketer or have medical offices send you all their transcriptions, **realizing how your particular prospect uses Facebook and what she is looking for or truly needs can help you target better.**

It's a subtle difference, this simple layer of meaning added to the simplistic "solving a problem" tenet – but ultimately this type of understanding is the difference that sets people far ahead of other Facebook business users.

The other important factor to be aware of: Both groups – social users and business users – are capable of developing equally co-dependent relationships with Facebook.

They may both **enjoy** and **resent** their Facebook involvement.

**This resentment factor is what causes all Facebook users to have an especially low tolerance level for advertisements, promotion and blatant marketing.**

Understand this little-recognized factor and you've moved another giant step ahead in the targeting battle.

**There is one final trait Facebook users of all types – business or social – share:**

- They are often **regular, repeat users.**

Hitwise data intelligence reports that a 27% segment of the population doesn't indulge in social networking at all, but of the 73% who do, it tends to be repetitive. Among those who don't indulge in social networking – or who cannot be classified as regular users – there are several reasons for their abstinence. Some these include:

- Being still on dial up
- **Having staff to do it for them**
- Choosing not to have a lifestyle that includes online activity

**HOT TIP:** Trying to target any sort of celebrity or company CEO when most likely her assistant or VA is the person who makes those posts is a waste of time. Most have staff to handle their social network – or else they choose to keep their Facebook profiles extremely private, even if a VA handles their Facebook Page on the side. (The wealthier classes fall into this category too.)

Know who you're really targeting – especially if your ultimate goal is to reach their boss.

## Facebook's Ever-Changing Demographic

Hitwise, a data analysis and intelligence company operating globally, states that "visitors from Facebook.com are more loyal to News and Media websites than are visitors from News.Google.com".

Facebook itself states that although teen use is heavy, “the fastest growing demographic worldwide is among people 35 years and older”. This is the demographic most likely to buy online, according to other data intelligence sources. (It’s also female in majority.)

If your particular target market fits into the latter demographic, then Facebook marketing should be a “must” for you.

## What’s New in Facebook

Once you’ve got a handle on the psychology of your Facebook prospect, it’s time to turn your attention to outdated misconceptions about how it works. It’s important to understand **that the only constant in any social network is that its applications, rules and features may change at any time without warning.**

It’s up to you to be aware of and take note of changes and developments, particularly in this meteorically expanding social network.

There have been significant developments and upgrades to Facebook’s targeting functionality – not all of them accompanied by fanfare. Before you invest time, effort and perhaps even money in Facebook marketing, make sure you are aware of these changing demographics and new features.

Make sure you also realize that with a social network such as Facebook, nothing is written in stone: Features that worked beautifully one week may be discontinued the next. Applications allowed one day may be banned the next.

**Test regularly** to see that things still work the way you expect them to.

And now it’s finally time to take a look at specific tactics you can use...

## Facebook Targeting Tactics

Now we come to the “meat and potatoes” of Facebook marketing – effective targeting. We look at 9 ways you can use Facebook to generate business, keeping in mind our main concern in this particular lesson is effective targeting tactics.

We’ll cover Facebook advertising in depth, and touch on just the targeting aspect of seven other ways to use Facebook, since we’re going to be dealing with these Facebook opportunities in our next lesson, *Effective Facebook Promotion*.

## Facebook Advertising

Advertising on Facebook can be fairly flexible and inexpensive. You can:

- Set any daily budget you like

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- Adjust your budget whenever you need to
- Choose a CPC advertising campaign (cost per click)
- Choose a CPM advertising campaign (cost per thousand impressions)
- Draw on any segment of Facebook's pool of over 500,000,000 users
- Promote your Facebook Page, website or simply just yourself

You can make your ad up yourself, adhering to Facebook's graphic design specs... or you can have their Sales Team assist you.

### What you need to know:

- **Facebook has a comparatively low clickthrough rate on advertising** but it's important to realize that this figure is artificially affected by the large teenage demographic (much better at tuning out ads). If you are careful to target to your specific customer's narrow interests and problems, your campaign may well exceed your expectations. (And if it doesn't, it's easy to withdraw it on the spot.)
- **CPC advertising is not ideal for all campaigns** – we'll go into more depth on that shortly
- **Facebook users are automatically prompted to self-qualify themselves** for advertising content they receive by clicking a "Like" button or else refusing the ad served. This will help align only qualified prospects to you, whether you they were initially qualified by a CPC campaign or came across your ad randomly through CPM.
- **Video ads have significantly greater clickthrough success on Facebook**, according to a TubeMogul study reported on June 15, 2010
- **eMarketer** predicted on August 11, 2010, that "marketers will spend \$220 million worldwide to advertise in social games and social applications in 2010, rising to \$293 million in 2011. These figures do not include ads within mobile applications."
- **The refusal rate on ads is surprisingly high** for Facebook
- **You can use Facebook ads to help with 3 specific marketing goals:**
  - Driving traffic to a website, event or Facebook Page
  - Lead generation
  - Focus on promotion
- **Facebook ads will be mobile-delivered as well** as web-delivered – giving them the potential to reach actual segments of your market often not accessible by any other means
- **Advertising your new application** can bring a greater ROI (return on investment) than advertising an event
- **Advertising an event** can bring a greater ROI than advertising a product



- **Advertising a product** can bring a greater ROI than advertising a service
- **Advertising a service brings smaller clickthrough rates than all of the above**

Whether or not the actual ROI of advertising a service will be worth it depends on:

- How many clients you actually need
- How well you have researched and targeted the narrow niche segment you need.

Now that we've determined what Facebook advertising is (and isn't) you're probably realizing that it is especially essential to hit your target with no omissions in research. But before you throw yourself into a Facebook ad campaign, remember to be very clear about your primary goal – traffic, sales, promotion or leads. Base your campaign on one of these specific objectives – don't make the mistake of hazily trying to cover all three.

Remember...

- **CPM** is better used for **lead generation**
- **CPC** is better used if you want to make **sales** and drive **traffic** directly through to sites

Keeping in mind that **Facebook recently reduced the priority of displaying CPM ads over CPC** (April 2010), make sure you only use CPM if you are more concerned with building visibility and branding.

Facebook says this change “will not affect those already using CPM” – but that's hogwash. What it will do is make targeting irrelevant for this category of ad – your CPM ads will no longer be auto-selected based on keywords and given equal rank with CPC. This is not Facebook doing something evil as much as it is Facebook finally realizing CPM users had a golden plus they weren't paying for.

It used to be that you could optimize CPM ads to quietly take advantage of the way Facebook impartially allowed both CPC and CPM to be auto-selected based on targeting data. If you knew how to optimize your ads, CPM was an inexpensive substitute for CPC but Facebook has finally realized this revenue drain and wised up. That's why there will be **fewer clicks for CPM advertisers.**

**Let's look at it this way:**

- Your ultimate goal is to achieve success (fame plus maximum income)
- Facebook's goal is to achieve fame plus maximum income too – preferably off you
- Facebook depends on its popularity as a social network, indispensable to modern media users

Think about it: The new priority for CPC ads may mean your CPM ad is:

- **Relegated to a poor page position** (below the fold, the bottom of the page that people don't access)
- **Read even less**, as the amount of “garbage”, untargeted (but paid for) ads annoy Facebook users into ignoring all ads completely.

Does this mean all advertising on Facebook is a waste of money? Not necessarily! If cost-per-click aligns better to your particular campaign goal and you're not serving up an annoying or “garbage” ad

(you know the sort: “CLICK HERE to claim your FREE 100 Sea Primates!”), the potential for success is huge. In fact, the CPM crackdown should noticeably increase your CPC campaign results, if it works the way Facebook intends (catering to their more lucrative CPC clients).

Just make very sure, before committing yourself to a CPC campaign, that it’s a viable strategy for your campaign mandate.

### 12 Targeting Tips for your Facebook Ad:

If you are planning to use CPC Facebook ads, these are the targeting steps you should strongly consider:

- Target by **location** first, if you can. It’s one of Facebook advertising’s strongest features. (In March 2009 Facebook added 2 new features advertisers can use for targeting purposes: **language** and **location radius** (good news for small business owners who rely on physical visits by customers and clients))
- Remember to include targeting by **language** too
- Target using **keywords**
- **Be concise** when writing your ads. Keep it simple. (You have a split second to engage the reader.)
- **Use your best hook** – your most spectacular difference, what’s unique about your offering, a shocking statement, a compelling question, etc.
- **Ask a question** that gets directly to the point. (“Planning your Mexican vacation?”)
- Use your company name in the Ad Title, if intending to strengthen a **brand**
- When writing your ad, figure out **the objection** your reader will be using to dismiss your ad – and address it.
- **Rotate your ad copy** to help prevent Facebook users “tuning out” from too much repetition
- **Target your competitors’** customers and clients (just make sure you do it within Facebook’s guidelines)
- Always, always end with a strong **call-to-action**. (“Click on the sombrero to see all six resorts!”)
- Don’t rush into Facebook advertising until you are sure you have all other areas of your marketing set up – blogs, landing pages, websites. Paying for advertising before you’ve begun to implement your total marketing strategy is like ordering the wedding before the first date!

#### **Other questions your readers may be asking, when they read your Facebook ad:**

- “Who the heck is this?”
- “What’s this about?”

- “Why should I click?”
- “Do I really want to click right now?”
- “What does /he/she/it do?”
- “What are they selling?”
- “Why do I care?”
- “What’s different about this/him/her?”
- “What does it have my current favorite doesn’t?”
- “What’s in it for me?”

Remember to get feedback to your proposed ad by:

- Showing it to a select group of list members or marketing peers
- Asking them to envision the ad appearing on Facebook

What to look for in their answers?

Any common thread – for example, if 2 or more mention your headline is boring, take it as a fact and change it! If 2 or more tell you the graphic of cereal being poured along with milk looks like someone barfing, use a different graphic (unless you wanted that reaction, of course).

And don’t forget about the target-boosting power of video ads!

## Facebook Pages

This is currently a very strong way to reach your target market – Facebook Pages are huge at the moment, to quote a well-known marketer or ten. The sooner you make one, the better result you will get from your Facebook marketing. And it’s easy to do.

We’ll go into more detail in lesson 2 on how to create these, but if you already have one, do check to make sure you’re following these specific targeting tips...

### Targeting for your Facebook Page:

- Remember to target by language or location by clicking on “Customize” instead of “Everyone”, under the publishing tabs.
- Target with your updates (messages) too (there’s a “Target your updates” box you can check in the update popup)

## Facebook Events

Events created on Facebook are meant to be physical, related to something happening at a geographical location on a specific date. This takes advantage of one of Facebook's foremost targeting feature advantages we've already touched on – **location**.

If you're planning to promote a virtual event such as a blog fair, targeting by **language** and **date** is essential.

### The types of events you can create:

- Personal (“The 16 Days to My Divorce Celebration Event”)
- Global (“Plant-A-Tree Day”)
- Geographic (“Eric’s 40<sup>th</sup> Birthday Party”)
- Virtual (“New Mom Bloggers’ Blog fest”)

### What you need to know:

Don't misuse events. Nothing irks people more than being asked to join events 3 or 4 times a week by the same marketer – especially when they don't have a dog and live in Canada, and you've invited them to the Take Your Dog Swimming Day event in Baja, California.

Even if your event invitations are highly focused and relevant to their stated interests, sending the same person more than one invitation within a several-week time frame is liable to annoy.

### Targeting for your Facebook event:

Make sure you have identified the right group of people to promote your event to – and that it caters to the specific community you're trying to reach. Don't send your Mom Marketing group invitations to your Take Your Dog Swimming Day event... unless you know for a fact that all of its members actually have dogs.

## Facebook Applications

It's quite simple: Create a game like Zynga's Farmville, and become an instant millionaire.

Well, okay: Maybe that's a little far-fetched, given that the 6 men who started Zynga did so with \$29 million in venture capital – but there's an important lesson to be learned here:

- Create an app capable of going viral and targeting may take care of itself!

Of course, Zynga had a lot of help from a parcel of Facebook CPC advertising. And you won't want to follow its example in sneaking subscriptions through in the fine print of free virtual item offers and get yourself sued. But the moral here is that applications can be a powerful advertising tool.

How did Zynga target? Mass inundation and that initial \$29 million. Chances are that's not your niche – it's more specialized – but take note of the fact that they had a lot of **exposure** from relentless Facebook CPC advertising and positioning.

### **If you lack the skills to develop an app yourself, there are 2 options:**

- Look around for an app to purchase – one that will either (a) potentially go wildly viral (b) please your exact, specific target customer
- Hire a developer to create one for you. (There are plenty of companies such as [oDesk](#) ready to accommodate small, single-owner businesses with affordable pricing.)

Your new app doesn't have to be complex – it just has to add real value to either the user's Facebook experience (a sure-fire way to go viral) or your target customer's life. (Example: Polldaddy, the app that allows you to add a poll to your Facebook Page.)

## Targeting for your Facebook application:

But whether your budget is big or small – Facebook CPC is a solid way to target those who might fall for your particular application.

## Facebook Contests

In November, 2009, Facebook changed the rules about Contests. In order to run one, you now have to:

- Go through a strict approval process
- Buy \$10,000 worth of advertising in order to run one through your Facebook Page.

Should you decide that a Facebook Contest is for you, targeting would be done through CPC ads. However, you'll still see creative people on Facebook strictly targeting their Friend base to drive them to contests on their site. (Be sure to read Facebook's [Promotions Guidelines](#), if you decide to go that route.)

## Facebook Videos

This is currently the hottest way to make the most of targeted Facebook exposure – particularly if you are going to advertise. Videos easily go viral, if you've done your targeting right.

## Facebook Fast & Easy

You can post them on your own wall – or on your friends'. And of course you can add links to externally-hosted videos on sites like TubeMogul and YouTube.

How do you target – and who? Do you aim for a broad, viral distribution or narrow it down to your exact, perfect niche customer?

If you're looking to brand or gain web exposure, you may wish to go for the former strategy: If you're looking for traffic or direct business, the latter.

### What you need to know:

- The largest edge of your video can be no more than 1280 pixels
- .MOV or MP format gives the most reliable results, though it currently supports 23 formats (including Flash video and MP4)
- Anyone can lift and use your video, if it's on Facebook
- You can delete videos
- You can tag your videos

This last point is the most important you need to know for targeting purposes. On the right hand side of your video's page, simply click on "Tag this video" in the options list.

You can tag it with keywords – not just names. But be careful the keywords don't feel "spammy" to the viewer.

## Facebook Questions

This is the latest offering to the complete Facebook experience. Facebook Questions has only just been released, as of July 28, 2010.

### What is it?

Simply, an application that allows you to pose questions such as "Where's the best place to stay in Muskoka?" and receive knowledgeable answers personalized to you from readers Facebook has tagged as experts or interested parties. This cuts out much of the "garbage" (irrelevant or subject-ignorant) answers you might receive on a vehicle such as a blog.

The bad news? Facebook Questions is currently only available in Beta testing. But we'll take a look at it, since buzz has it that it's about to go Facebook-mainstream fairly soon.

## How does it work?

That's even simpler: You would click the "Ask a Question" button under the status tabs on the Home page.

The exciting part for those looking for web visibility with their targeting: You can add a photo to further capture attention (or aid in identification of something, like a bird you don't know)... or add a poll.

What targets the question directly to those likely to be more knowledgeable are the tags you attach to it, indicating the subject category. This means, for example, that if your question was about conservation, it will be shown only to those Facebook users whose profiles indicate they have an interest in that particular subject.

To turn this on its head, what makes it exciting to marketers is its potential to pre-qualify and reach only members of a specific niche. While it may not be visible to external search engines, there are more than enough members of any niche within Facebook's 500,000,000 members to make this search refinement opportunity exciting.

The other exciting facet for marketers: *It lets you see what other Facebook users in your area of interest are asking.*

This can be great for your niche research!

## Facebook Polls

Facebook's paid polling tool – with keyword and targeting functionality – was pulled at the beginning of 2009 (though Facebook itself continues to use it internally). However, you may still see polls created using [Polldaddy](#), a third party application now owned by WordPress.

But how does it stack up for targeting?

### What you need to know:

If you're planning to use any other third party application, be certain it doesn't violate Facebook's guidelines – it would be a tragedy to lose your entire Facebook account over not knowing something is prohibited.

Third party polls are something Facebook is justifiably touchy about – in November 2009, one allowed a multiple-answer poll to be placed on Facebook asking: "Should Obama be killed?" (The app was instantly pulled, and the Secret Service called in.)

Note that ***it is currently still possible for advertisers to pay to post a single question in their ads.***

In this case, CPC targeting tactics would apply. (Poll questions should contain highly focused keywords.)

## Facebook Causes

This is the latest trend to snowball towards Facebook prominence. But exactly what is Facebook Causes?

According to Facebook, “Causes empowers anyone with a good idea or passion for change to impact the world. Using our platform, individuals mobilize their network of friends to grow lasting social and political movements.”

And that goes whether you are a non-profit, an artist, an individual, or a company.

The targeting advantage of Causes lies in its ability **to quickly reach and build a community united around a common cause**. And people tend to be passionate about causes.

You can assign your cause to specific categories (E.G.: Animals, Environment) which weeds out the uninterested and brings you ideal contacts.

Facebook recommends investigating the [Causes Exchange](#) website to learn how to harness the power of causes more effectively. This site offers free PDF's such as [Best Practices to Start a Cause](#) and [Grow Your Cause](#), as well as a wealth of tips and information.

Note that Causes is meant to effect change and action – it's not there to publicize your product: However, if you can stir people's emotions into reducing plastic bags, when your company produces biodegradable organic ones, turning that into a cause is a valid strategy.

The way Causes is set up with pre-populated categories makes it an ideal targeting mechanism for reaching a potential niche within those categories.

At this point, you may be asking...

## What about Facebook Groups?

The general current consensus seems to be that, with the restriction of former features and the introduction of more popular platforms such as Causes and Questions, Groups doesn't bring a high enough return to invest time in setting up new ones. Groups are good if you want a forum-type interaction in an already-established sub-community – but to reach new members of that type of community, Causes may be a better targeting tool.

If you've already built up a strong Group, you can still refine and target within it, but you're really duplicating what can be done more effectively on Facebook Pages.)

## Targeting Tips: The Last Word

It's rumored that Facebook ads are declining in popularity. This is nothing startling – it merely demonstrates the inherent danger of ads placed on social networks... where people want the experience they're engaging in to be **enhanced**, not **interrupted**.



But other companies like Starbucks will tell you... Facebook ads still work, when they're properly targeted.

People don't want to be sold on Facebook – but that goes on any website! They want **solutions**, or else they want **an irresistible enhancement** to their pleasure. Keep that in mind and design ads that above all intrigue, arouse curiosity and “hook” your viewer's interest. Not very exciting and not exactly news – but these principles still remain essentials of effective targeting, no matter what the venue.

The truth is, all the Facebook targeting methods in the world won't help if you haven't learned how to **connect with** and **instantly engage** your unique customer. That's where strong research and the element of your personality comes in – mirroring your average niche member with just the right degree of formality or friendliness. (A Play Station game addict who is 21 years old and single is not going to view off-the-wall edginess the same way as a 37-year-old working mom whose main interest is bookkeeping.)

“Right now” is actually the best moment to pause and take stock. When you're about to implement a new method of marketing, the natural temptation is to focus only on that task – and not on your customer!

### **Here are 6 tips to help you pay attention to the nuances that set that small percentage of business owners and marketers above the crowd on Facebook...**

- Remember that wealthier demographics will most likely outsource their social networking. You may be wiser to target their support personnel.
- Be sure to take into account your prospect's unique “Facebook user” psychology, as well as all the other demographic factors you need to know.
- Remember the **primary advantage** of Facebook, when it comes to targeting – **location**. If your business has any location-specific relevance at all – for example, your pottery can be found at the annual Owen Sound Celtic Festival – target with location keywords.
- Remember the secondary targeting advantage of Facebook – language. Don't neglect to specify what language you are working in, when optimizing.
- Do use data collection authority sites such as [Quantcast](#) to double-check the latest Facebook demographics
- Get a teenager to show you cool features about Facebook you currently don't know. Seriously!

Remembering to think like your customer goes without saying – but get in the habit of using the checklist you'll find accompanying this lesson every single time you sit down to target for a new campaign or campaign segment. This routine will help ingrain an effective targeting mindset.

We're assuming also that your own Facebook account reflects the interests of your customers. If that's so, rather than thinking of how to reach them, visit the profiles of each of your “friends” and see what keywords and interests they have in common. Make sure your markets reflect those elements.

Last but not least, remember that Facebook is, above all, social. Make sure your readers have fun when they engage with you or your ads, events and pages.

Make sure they want to come back regularly!

## Summary

Facebook itself provides multiple “calls to action” for your marketing efforts. But it’s up to you to make sure you’re targeting the right Facebook users... in the right Facebook way.

In our next lesson, Effective Facebook Promotion, we’ll take a good look at effective ways to promote yourself and your business using Facebook.

## This Week’s Assignment

Some of the tasks may take you some time to complete, but the important thing is to make your plan and schedule the completion. Physically write down the answers – either with pen and paper, or on the computer.

- Take the time to thoroughly understand the **Facebook psychology** of both social and business Facebook users – both the traits they have in common, and traits unique to each group
- Find five Facebook Pages for businesses. Analyze them. Ask yourself these 4 questions:
  - Who are they targeting?
  - What response do they evoke?
  - What are they doing wrong?
  - What are they doing right?
- Determine whether your unique prospect is another business user (B2B marketing of services, etc.) or a strictly social user who is not business or marketing savvy. Make sure you thoroughly understand the psychology of both social and business Facebook users.
- Ask yourself if you have a long-term promotion and advertising plan to go along with your long term business plan and sales funnel.

## Targeting With Facebook Checklist

Targeting with Facebook is also “targeting **for** Facebook”. It’s delivering valuable, optimized content to enrich the network community. The better I target, the better I benefit both of us – myself and my reader.

## Facebook Fast & Easy

This checklist will help me focus my targeting mindset...

- Do I understand I should focus on **one targeting goal at a time**? \_\_\_\_\_
  - Driving traffic to a website, event or Facebook Page
  - Lead generation
  - Focus on promotion
- Do I understand the difference (and the similarities) between **Business** and **Social** users?  
\_\_\_\_\_
  - Do I understand the traits of each? \_\_\_\_\_
  - Are these common traits true for my target customer? \_\_\_\_\_
- Do I understand what a short attention span the average Facebook user has – and why? \_\_\_\_\_
- Am I keeping abreast with the change in demographics? \_\_\_\_\_:
  - Do I understand the only constant is that rules and features may change without warning at any time?
  - Am I allowing for that risk in my targeting?
- Have I decided whether or not Facebook ads will help my targeting? \_\_\_\_\_
  - Do I understand that CPC is not ideal for all types of campaigns? That in fact it works best for driving sales and traffic? \_\_\_\_\_
  - Do I understand that CPM is better simply for exposure and lead generation? \_\_\_\_\_
  - Have I noted that Facebook has reduced CPM's importance, relegating it "below the fold"? \_\_\_\_\_
  - Does that affect my campaign?
- Have I learned **the 12 Targeting Tips**? \_\_\_\_\_
- Have I arranged for feedback on the early stages of my promotions, to help me target more accurately? \_\_\_\_\_
- Have I remembered:
  - To target by **language** and **location**? \_\_\_\_\_

## Facebook Fast & Easy

- Have I read avoided creating Events and Causes just for the sake of creating them? \_\_\_\_\_
  - Have I made sure each one is really relevant to my followers?
- Have I considered:
  - To target using Videos, Contests, Applications and Polls? \_\_\_\_\_
- Did I remember the final 6 tips? \_\_\_\_\_

## Effective Facebook Promotion

This lesson deals with promoting yourself through Facebook. You'll explore the various ways you can promote within this social media platform. You'll also learn about the core foundation you need to lay before starting any promotion – something that's often omitted in social media instruction today.

Afterwards, you'll be encouraged to use the checklist provided, and there will be some simple assignments. Once again, you're encouraged to follow and not skip any step – the return this will give you on the time you invest can be greater than you may think.

## The Secret of Successful Promotion

To recap what we noted during our first lesson, *Targeting with Facebook*, remember that Facebook can – and does – change rules and remove features without warning or notice. Ensure you've checked the Promotion Guidelines, [http://www.facebook.com/promotions\\_guidelines.php](http://www.facebook.com/promotions_guidelines.php), for any Facebook promotional feature you're using, and don't put all your eggs in one basket. Use 3 or more methods of promotion.

Don't pick and choose haphazardly, however: Make sure all the platforms, features and social strategies you use are **consistent**. More than that, make them part of a **long term strategy**. This is especially important for branding.

When **you** are your small business, it's always about branding yourself – even when you think it's not.

The effect you want to create is for people to get a warm, fuzzy feeling (accompanied by instant trust and interest) whenever they see your logo, colors, tagline or – above all – your photo. You do this by **having a branding plan**, just as you would have a long-term plan for your sales funnel.

Your branding plan and your sales funnel should be vital components of your overall master business plan.

## Why is consistency so important in branding?

First, it ensures that you don't veer off on some time-wasting, prospect-losing tangent... or suddenly crack the image you've been carefully nurturing and building by revealing a startling peek at a side of you your viewers are not expecting – one that causes them to doubt who you are in some way.

Consistency always takes the viewer/reader straight to ***what is familiar***. With most people, what is expected, what is familiar, makes them feel **secure**. It builds **trust** and **confidence**.

***It also makes you look professional, and not “all over the place”.***

This inconsistency is the number one mistake newcomers to social networking make. Even experienced marketers fall prey to it... if they haven't created a branding plan or long term promotion strategy.

## Who Are You?

Before you can start promoting on Facebook, people need to know who you are.

The most effective way to achieve this is to decide in advance ***which facets of you represent your business mission statement best*** – are you the calm, reliable support services person? Are you the energetic entrepreneur ready to lead the charge into the next age? Are you the funky graphic designer whose off-the-wall but trendily Spartan offerings create drama and a strong statement for your clients?

Whoever you are, play off that persona in public, showcasing only traits that match when creating a web presence. You won't get dramatic results with any promotion until people:

- Know you
- Trust you

But don't confuse “letting them see who you are” with hanging out every secret and every bit of unwashed linen. Remember to keep some mystery. (Besides, nothing you do online is ever erased!)

- Decide in advance which aspects of your life and which personality traits you think best convey a true image and reflection of your business and its mission
- Be highly selective about which of these personality facets are relevant to your business venture

## What Does That Look Like?

Let's take a look at someone who exuberantly lets out their personality **reactively**, always in response to:

- The mood of the moment

- A triggering comment or online blog post
- An isolated idea
- Strategies suggested in eBook they've just read

Within their Facebook content, you might see a multitude of profile photos, blog themes and color schemes, different tag lines, a frivolous bio for Twitter, a serious bio for LinkedIn, etc. They might have a 1987 photo (complete with prom dress) on the social media account they rarely use (and therefore never update) – and one that makes them look like a serious business professional on their Facebook profile (which they use every day). And let's not forget the graphic of an orange or a photo of their dog they decided to use on Twitter.

We're all chameleons, if we have any single spark of imagination inside us. We all wear different hats. The big rule is...

...***Just don't wear them all at once!***

Start with a **harmonized plan** for all your social media profiles and websites. Have a list of all these social media sites – and refer to the list when it's time to update photos, profiles or whatever.

If you're bouncing up and down saying: "But what does this have to do with running promotions?", make no mistake – if you haven't got **a strong perception and vision of who you will consistently "be" across all social media** all your Facebook efforts (and social media promotions) will be operating on less than all thrusters.

Taking the time to create your persona – one based on truth, not some fake image you think would "work" better. Decide how you want your clients to answer the question "what is her business all about? What is she all about?"

It will pay off almost immediately. Everything you post in your social networking, every promotion you create from now on, will **support your vision and brand image**.

That will increase every promotion's effectiveness.

## Simple Actions to Create That Consistent "Feel"

- Write a **mission statement** for yourself/your business. A typical mission statement format is:
- **"To** [do something for someone].... **By** [being, providing something]"
- **Example:** "To introduce inner-city children and teens to wilderness camping and canoeing by providing experienced, caring and consistent leaders dedicated to helping each child achieve proficiency"
- Decide on a **tagline or slogan** that represents what you're all about – and use it in every promotion. A tagline or slogan is usually just one phrase or sentence that sums up your mission even more succinctly:

- **Example** (for the company whose mission statement you just read, above): “*Excellence through adventure!*”
- Use the same **photo** for all your social network profiles and ***include that photo in your promotions*** every chance you get; along with your signature, if you’re using one
- Use the same **logo** and/or **color scheme** for all the promotions, websites and social network profiles under your own name (or your business’ name)
- Update your photo across all social network, websites and promotional pages at the same time. (**Keep a list** of all these “places”, so that you don’t miss any when you’re updating.)

Okay, that’s the core underneath creating a strong online identity for yourself and/or your company – one that’s a crucial foundation for strong promotions. Now let’s look at...

## Facebook Promotion Principles

Promoting yourself and your business on Facebook has its own set of unwritten rules and regulations (as well as many written ones, which change frequently!) **Here they are:**

- Don’t spam
- **Do** engage and interact regularly with your Facebook fans and friends
- Don’t have multiple Facebook profiles (for one thing, you run the risk of being banned!)
- **Do** create a Facebook Page for your business (that’s what they’re meant for)
- Don’t post on your own wall, if you can help it
- **Do** update your page and News Feed on a regular basis
- Don’t “disappear” for weeks, pop up for air – then expect results
- **Do** be consistent about regular Facebook interaction
- Don’t forget to put Facebook Page opt-in boxes and “follow/friend” type buttons on all your other websites, blogs and social network profiles
- **Do** “give” more than you take through providing Facebook features such as coupons
- Don’t outsource your Facebook activity if you are just starting out – people need to hear your authentic “voice” and get to know you
- **Do** plan for the long term, when creating your Facebook promotion strategy

- All of these can be summed up in this cardinal rule:
  - Do remember that, above all, Facebook is **SOCIAL**

Facebook is not a static platform that can be manipulated but is live and organic, with a **natural lifespan**. How well you nurture it can prolong that lifespan, and make it a healthy and successful one for you.

## A Word of Caution

While it's important to be regular and consistent, don't make the mistake of over-zealously inundating people with your updates or wall posts. That's akin to proposing on the first date – before people have got to know you.

(The only possible exception to the latter would be if you're already top in your field and you have proven “star power”; which means the general public already knows you and has decided what you're all about.)

The types of promotions you need to run in the beginning are ones that introduce you, increase your visibility and build your authority.

The ideal result would be if you became a “household name” in your industry.

## Planning For Long Term Promotion

People will happily take note of you if you:

- Engage with their work – and problems
- Share really hot tips and solutions – without being a “know-it-all”
- Interact consistently (vote for them in the Photo contest, volunteer to help them crop a batch of photos for the Yearbook, etc.)

You've got that shared, common interest to bind you together even further. That's the point at which they will welcome your active promotions.

But what do we mean by “promotions” here? Isn't it “promoting” when you take those early steps, too?

Yes. As pointed out, this groundwork is a necessary part for good, organic growth of your Facebook relationships. This groundwork – allowing for the natural growth of the relationship – is what will create the Holy Grail of success business: **Regular, repeat subscribers**.

So let's go back to the start of your Facebook “relationship”... You've made your plan, you've decided “who” you will let them see...

Now, it's time to start looking at specific promotional strategies...



# Facebook Promotion Tactics

## Creating Your Facebook Page

Creating a Facebook Page is the first thing a business Facebook user should do, yet according to a poll held via Squidoo, 58% of all Facebook users say they know what a Facebook Page is – they just haven't got around to creating one.

Part of the reason may be, there's been a lot of confusing information floating around on the net about how to most effectively (and correctly) use Facebook profiles and pages, but it's really just this simple:

- Create your profile for personal use
- Create Facebook Pages for each business venture, website or event

Facebook states, in its Terms of Use: *"A Facebook Page is a distinct presence used solely for business or promotional purposes"*

It also prompts you, when you're about to "Create a Page", to do so for:

- Local business
- Brand, product or organization
- Artist, band or public figure

This is what it says on the average Facebook profile, up in the right-hand column:

*"Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love."* – Facebook descriptive blurb

If you've put off creating that Facebook Page (formerly called a "fan page"), it's time to push past that hang-up and create one at least for your main blog or business. The reassuring part is that it won't publish it once – you actually have to press a "Publish" button. So you can work on your page slowly, if you like – but do start it.

## Advantages Of Facebook Pages

A Facebook Page allows you to have more than the 5,000 fans Facebook friends allowed on your main profile – and you can put a contact form on your Facebook Page, to instantly create a list.

## How They Work

You'll get web design companies trying to convince you that you need your Facebook Page designed to dazzle.

You'll also come across pages that look as if they haven't even been filled in yet, leading to a vague feeling of disappointment or mild confusion.

The truth is, both types can work as promotional tools to create leads and drive traffic, so don't get too hung up on making sure your Facebook Page is a work of art before publishing it.

This will make more sense once you realize that:

- Pages are served up on other peoples' profiles as **suggestions** by Facebook
- People will click the "Like" button – often sight unseen – because they like the subject of the page. (For example, cat lovers are highly likely to click a "like" button for a page suggestion just because the subject mentions cats, or there's a cute cat graphic.)

### Your Facebook Page Can Contain

RSS feed, information about your event, promotion, company or you; links you want to send people to; download page links; contact forms; buttons.

Consider driving traffic via your Facebook Page directly to a landing page that not only gives a comprehensive description of what you do, but offers a free eBook or report via a sign-up form.

- Make sure each of your Facebook Pages serves one single purpose and has one single goal.
- Make sure that goal is aligned to your long term business plan and long term social media strategy.

### What You Need To Know

You can – and should – regularly update your Facebook Page. Especially if it's for a particular event or promotion.

If you don't, or if you leave your Facebook Page too generic in content, you run the risk of having it arbitrarily turned into a "Community page" – which is not a good thing at all.

### Why Not Just Use Facebook Groups?

Facebook groups require much more work, requiring constant monitoring and interaction to prevent them from "dying". They are perfect if what you intend to run is a forum. But updates don't appear in your Facebook feed – unlike page updates, which do.

If you have to choose between the two for promotion purposes – choose a Facebook Page.

## How To Add A Facebook Page When You've Already Set Up Your Profile

If you're setting up your Facebook account for the first time, it will prompt you to create a page after you've entered your profile – so better be ready with everything you want to include. (Be sure to place your page in the right category from the pull-down list under the “Business” section, if you're showcasing your business.)

If your Facebook profile has been up and running for a while, however, the easiest way to create a Page is to:

- Click on any “Recommended Page” link in the top-right column of your Facebook news feed page. (They're not always there, but they do appear regularly)
- On the Page you've accessed (no matter what the subject) look for a small link that says “Create a Page” at the bottom of the left hand column, under the page profile picture.
- Click on it.
- Choose “Official Page”. (Do **not** choose “Community page” .)
- Choose your page name
- Click “Create Official Page”

If you have some knowledge of HTML and/or graphics, you can really go to town on your page. If not, consider outsourcing it to a VA (virtual assistant) or graphic designer who specializes in creating Facebook Page layouts. (It usually costs about \$50.00)

Remember, though, if you do it yourself, you can choose to keep the page private (by default) until you've added all the elements you want, tweaked it as much as you desire – or had a professional design a new layout. You have to actively “Publish” your page before it will appear in the search engines, giving you all the time in the world to refine it to perfection.

Be sure and edit your settings – you'll see it's easy to optimize it by location, language

## Making your Facebook Page a “Resource Section”

One of the best strategies you can adopt for your Facebook Page is to turn it into a rich resource page for your narrow target niche... yet it's a strategy not adopted as often as you'd suspect.

Those who have taken this tack report that it's worked particularly well for them, to the point of creating real community.

## Making It “One-Click” Easy

There are other simple methods you can – and should – implement instantly, the moment you’ve created your Facebook Page:

- Make sure you have “Follow” or “Connect with” icons and use a “Find us on Facebook” widget on your blogs, websites and other social network profiles linking to your Facebook Page. (If you are using WordPress, there are several plug-ins available to easily add these.)

### Create a badge:

There are 4 types of [Facebook badges](#) you can create:

- **Profile Badge:** Allows you to share your Facebook information (so do plan carefully what you want to share!)
- **Like Badge:** We’ve all seen these. Allows you to showcase your Facebook Pages on your blogs and websites.
- **Photo Badge:** Allows you to instantly share your Facebook photos right on other sites
- **Page Badge:** Allows you to put Facebook Page information on other sites

These badges allow you a huge opportunity to increase your focused web visibility across other websites, your own blogs and websites, and other social media platforms. Plus, these badges and other social plug-ins are easily implemented – just click on the “Get our social plug-ins” link below the badge descriptions on the Facebook Badges page (link above).

### Other plug-ins include:

- Recommendations
- Login Button
- Comments
- Activity Feed
- Like Box
- Facepile (shows pictures of a user’s friends)
- Live Stream

If you wish to go directly to the Social Plug-ins page, click on this link, <http://developers.facebook.com/plugins>.

## Naming your URL

Note that you can give your Facebook Page a custom URL. The protocol will look something like this example:

[www.Facebook.com/YourCustomName](http://www.Facebook.com/YourCustomName)

You need to know that **once your Facebook Page URL has been assigned, you can't change it** – so pick wisely.

Decide whether it's a better advantage to go with your own name (E.G. [www.Facebook.com/MarySmith](http://www.Facebook.com/MarySmith)) or an optimized keyword or business name (E.G. [www.Facebook.com/EmailGuru](http://www.Facebook.com/EmailGuru)).

**Always check first, to see if the Page name has been taken.**

## Take Out A Facebook Ad To Promote Your Business Facebook Page

For the newer marketer, the real advantage here is being able to set your daily advertising budget to match your income.

It's follow-along easy to create a “social ad” promoting your page – as long as you understand all the rules of good targeting discussed in lesson 1, *Targeting with Facebook*. (You'll learn more tips in the remaining 2 lessons.)

And again, it's a fast way to start boosting your numbers – you can set your own daily limit, and just run the campaign for a limited time, if you wish.

## Using Coupons

Among all the marketers I talked to about promoting through your Facebook Page, the overwhelming majority praised the use of coupons on their pages.

Coupons give loyal readers:

- A sense of exclusivity
- A sense of being rewarded

When readers click on your coupon, be sure it takes them to a page where you can collect information – one with a sign-up box.

## Facebook Fast & Easy

You can create the coupons yourself if you have basic graphic design skills. It doesn't have to be a visual masterpiece – actually, simpler is better. If you need more hand-holding, expand the left hand column of your Facebook Page by clicking “More”, then click on “Applications”. Search for coupons, and you'll come across Wildfire's allowed app.

This company not only creates campaigns (including coupons and contests) for as little as \$5 per campaign, it also gives extra exposure to coupons by posting your coupon in its own “New Campaigns” section.

(For a closer look, check out Wildfire, <http://www.wildfireapp.com/tour/create>, directly.)

## Contests

The most important factors to remember about Facebook contests:

- You now need to give at least 7 days notice to Facebook in order to be even considered for the approval process. (Yes. You need written permission.)
- They expect you to advertise (minimum bid: \$10,000)

People are still running contests that flout the new [contest rules](#) but to do so runs the risk of having all your Facebook Pages and account instantly suspended.

Conclusion? Contests are best run ***in conjunction with*** your Facebook ad campaign.

## Events

Setting up an event on Facebook is drop-dead easy: The savvy marketer plans it first, looking for opportunities to maximize the exposure. **Here's how to do it:**

- Click on “Events” from your left-hand menu, under your profile picture. It will open up a page listing your events.
- Select “Create an Event”
- Fill in your content
- Choose whether or not the event is closed (only for a select group) or open, for everyone
- Click on “Add an Event Photo” to upload your graphic (and do have one. It helps!)
- Select “Create an Event” again (this time in a blue button)
- Send out invitations

That's really how simple it is!

You can edit the guest list post a link to your web page or other social media event page.

The real catch is to decide on the right type of event for your promotion. A physical, local event, targeted by location? A virtual event? A blog fair? A Webinar on Tree Planting in Swampland? A “Something” Day? (Kids With No Socks Day, Canned Spaghetti Day; whatever you can think up).

Whatever type of event you choose, be sure to promote it over several online (and offline) platforms.

And there’s one more important ***call to action*** you should be sure to include:

- Let your guests know there’s an option for them to invite others too, once they’ve sent an RSVP to your invitation.

## What you need to know

Don’t use Friend Lists to cull your guests from, if you can help it – Facebook only allows 20 guests per Friend list.

## Facebook Video

Harnessing the power of video on Facebook is one of the wisest courses you can take right now, according to recent stats. And it’s really simple to do.

- Just go to your profile and click the “+” sign beside your top horizontal tabs.
- You’ll get a drop-down menu of tabs you can add. Select “Video”
- Upload or record a video.
- Promote it

That’s it!

Just remember these 2 things...

- Anyone can lift or download your video – so don’t put one on Facebook unless you’re prepared for this (but if you want a video to go truly viral, it can be ideal!)
- Video ads are particularly “hot” right now, if you’re planning to do any Facebook advertising

## The New Rules: What’s Changed at Facebook

It’s worth taking a closer look at Facebook’s new Promotion rules – because much of what you’ll read on the net about Facebook promotions is outdated.

**Here are the 3 key points you need to know, straight from the horse’s mouth:**

- You don’t need written approval if you’re publicizing a promotion “administered completely off of Facebook” – but they do warn about removal and account disabling, if you violate the general [Promotion guidelines](#).

## Facebook Fast & Easy

- If you publicize a promotion “in any way” on Facebook, **you cannot mention Facebook** in any way in your “rules or materials relation to the promotion”
- You can’t “directly or indirectly” indicate that Facebook is a “sponsor or administrator” for the promotion.

And Rules 4.1 and 4.2 are best studied in their entirety:

*“4.1 You will not directly or indirectly indicate that Facebook is a sponsor or administrator of the promotion or mention Facebook in any way in the rules or materials relating to the promotion.”*

*“4.2 In the rules of the promotion, or otherwise, you will not condition entry to the promotion upon taking any action on Facebook, for example, updating a status, posting on a profile or Page, or uploading a photo. You may, however, condition entry to the promotion upon becoming a fan of a Page.”*

Feeling confused? Not surprising, since some of these conditions and “new rules” seem almost contradictory and open to interpretation. Your best bet is to apply the one rule that is written here in absolute black and white – **“You may, however, condition entry to the promotion upon becoming a fan of a Page”**.

Note that on the same page, Facebook stipulates that you cannot “administer a promotion that users automatically enter by becoming a fan of your Page.” If that’s confusing, the key word here is “automatically”.

Promoting on Facebook can be frustrating when you’re trying to dance around foggy rules and regulations – but when promotions work, the results are more than worth it!

## Summary

A final word about branding. There are some serious prohibitions – definitely a “correct” way and an “incorrect” way to brand using Facebook. It’s worth your while to thoroughly familiarize yourself with another little-known section: The Branding Permissions Center, <http://www.facebook.com/help/#!/brandpermissions>, to guard against inadvertently flouting inflexible rules such as “Do not use Facebook, or any other of our trademarks, as a verb” and “Never combine your name with our name”.

In fact, **reading this section before starting any promotions or branding efforts is essential!**

We’ve covered a lot of ground in this section, but there are still more promotional strategies within Facebook – limited only by Facebook’s rules and your imagination (and research). Keep exploring on your own – check out the various apps available, as well as more features you can read about in Facebook’s hard-to-find “[Help](#)” section. (It does exist.)

Next lesson, *Effective Facebook SEO*, we explore “social search” and search engine optimization, to further increase the effectiveness of your Facebook promotions and marketing efforts. Stay tuned!



## This Week's Assignment

- Create a mission statement for yourself or your company, if you haven't done this already. Any length will do – but the simpler and shorter, the better. Writing a mission statement that rambles on for paragraph after paragraph is a sure sign that you haven't whittled it down to the core yet.)
  - **More Mission Statement Examples:**
    - “To achieve the highest possible standards in all that we do. Our number one priority and commitment is therefore to offer, at all times, a world class service which enables our publishers and customers to increase their business and reach sales targets.”
    - “To approach all client projects with competitive creativity and flair and to service our clients to the highest professional level”
    - “To enable student-parents to complete their personal and educational goals by providing an affordable, accessible, high quality learning environment for their children while they attend class.”
- Take as long as you can spare to sit down, and **sum yourself/your business goal up in one sentence or less**. Make up a 1-3 sentence profile description of yourself/your business.
- Now make up a one-sentence, mini-bio describing yourself. Make sure it relates to **your business vision and mission**. (If you're having problems with this exercise, start by doing it for 5 key figures in your business field – or even just pick a celebrity – just to get yourself in the right mind frame.) (It's easier to do this for someone else!)
- Once you've done that, actually write down all elements of your life that support that core mission and vision.
- Decide if and how much your family is part of this (people love to see that you're human... but you also want privacy and security). Now decide how much of your family life you're willing to reveal. Will you call your children by their names (E.G. “Christine”, “Charlie”)? Or will you refer to them with a cute but generic alias (“The Girlchild”)? Will you call your husband “hubby”, “Ron” or “DH”?
- Does “hubby” – a comfortable, homey word – fit in with your self-perception as a no-nonsense professional? Or do you decide you won't mention him at all – you'll talk about your dog instead, whenever you want to give yourself an element of humanity. (“My new Scottish Deerhound's training is going well” reinforces your always-in-control, “no nonsense paralegal” personality better than “Hubby looks so cute cuddling baby's giant monkey pillow!”)
- Double check to ensure your decision fits with your market? (If you're selling knitting patterns for a new soft toy, “Hubby looks so cute cuddling baby's giant monkey pillow” will win you far more empathy and warm, fuzzy feelings than “My new Scottish Deerhound's training is going well”.)

- Read Facebook's new Promotion Guidelines, [http://www.facebook.com/promotions\\_guidelines.php](http://www.facebook.com/promotions_guidelines.php), and make your own point-form notes about what you need to know. (This is the least confusing way to “remember” the changes and nuances.)

## Effective Facebook Promotions Checklist

Facebook Promotion offers many options – but all have to be consistent, part of a larger marketing promotion plan.

This checklist will help me stay on track with that goal:

- Have I read Facebook's own Promotion guidelines, [http://www.facebook.com/promotions\\_guidelines.php](http://www.facebook.com/promotions_guidelines.php), for any promotion type I'm currently considering? \_\_\_\_\_
- Do I understand the importance of branding myself, if I'm a single-owner business? \_\_\_\_\_
- Are my planned promotions consistent with my overall plan? \_\_\_\_\_:
- Have I decided who I am and how I consistently want to uphold that image in my social media promotions and posts? \_\_\_\_\_
  - Have I written a **mission statement** for myself or my company? \_\_\_\_\_
  - Created a **tag line** or **slogan** to summarize what I can offer my client? \_\_\_\_\_
  - Used the **same photo** across all websites, blogs and social media?
  - Do I have a plan to **update** that photo regularly?
- Have I learned **the 14 Facebook Promotion Principles**? \_\_\_\_\_
- Do I remember the principles of positive social engagement? \_\_\_\_\_
  - Engage with Facebook Friends' work – and problems
  - Share really hot tips and solutions – without being a “know-it-all”
  - Interact consistently (vote for them in the Photo contest, volunteer to help them crop a batch of photos for the Yearbook, etc.)

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- Don't spam them with untargeted, unoptimized material they won't be interested in
- Types of promotions – Have I created:
  - A Facebook Page for my company or business purposes? \_\_\_\_\_
  - Badges? \_\_\_\_\_
  - Facebook CPC or CPM ads? \_\_\_\_\_
  - Coupons? \_\_\_\_\_
  - Contests? \_\_\_\_\_
  - Events? \_\_\_\_\_
  - Videos? \_\_\_\_\_
  - Causes? \_\_\_\_\_
- Have I read all of Facebook's new general Promotion guidelines, [http://www.facebook.com/promotions\\_guidelines.php](http://www.facebook.com/promotions_guidelines.php)? \_\_\_\_\_

## Effective Facebook SEO

This lesson takes your targeting efforts even further by delving into the world of Facebook SEO (search engine optimization). By the time you've read it and begun to implement these tips and strategies, you'll be way ahead of the majority of Facebook users – the ones who try one or two methods they accidentally fall over, and ignore the wealth of SEO opportunities that Facebook provides.

### The “Social Search” Phenomenon

Why should you care about search engine optimization on Facebook?

Well, one of the current hot internet trends is the phenomenon known as “social searching”. Simply put, it means that many people don't even bother to search using engines such as Google or Yahoo any more – they simply search their favorite Social Network.

And the biggest one searched is – you guessed it – Facebook.

A little known fact, however, is that comScore is also quietly tracking Facebook's internal search engine results. Who or what is [comScore](#)? In its own words: “comScore Marketer informs search strategy by delivering direct insight into paid and organic search results across all search engines.”

During one Search Engine Ranking study released to the general public ([February, 2010](#)), comScore states that “Facebook.com experienced significant growth during the month with a 10-percent increase to 436 million searches”.

What it doesn't mention: Of all 22 major search engines and social networks measured in the study, **only Facebook experienced an increase in searches** – all other major entities experienced **a decline** (with the “Microsoft/All Other” category measuring a neutral 0%).

Facebook has also expanded its general search accessibility with the Open Graph protocol, allowing internet users to place Facebook-linked buttons and boxes on their “regular” blogs and websites.

But semantic experts can debate all they like – these are the type of comments you here in Search Engine blogs and discussion forums:

- “Faster to just search in Facebook than going back to Google to look for something...”
- “Saves time...”
- “I swear it searches faster than Google...”
- “I got tired of crap fake blog entries with Google and Facebook gives you more current stuff...”
- “Google crashes all the time now and doesn't open. I don't know if it's my Windows 7, but I'm tired of it...”
- “Usually if I search in Facebook, I get what I need and it's not too old.”

Mainstream search engines such as Google have belatedly realized the importance of tracking these social searches to boost their own effectiveness. This makes it especially important not to ignore SEO for your social networks (or to simply rely on Facebook's own automatic SEO).

**But that's not all...**

In April, 2009, Facebook announced its purchase of FriendFeed, the popular real time search engine. (In this context, “real time” means sifting through posts and RSS feeds as they happen... not indexing them 2 months after they have been posted.)

In fact “real time” in this context literally means “instantly”.

## Today's User Trends

Data that is **published and accessible at the same instant** has a much higher value with today's time-strapped, driven searchers. This puts real time search engines ahead of even Google, whose best time is counted in minutes rather than milliseconds.

Real time social searching is one of the major reasons why Google's fabled authority has been so threatened in the last year and a half that they have had to divert from algorithm-based searches and pay attention to the social search phenomenon.

Last year, Searchengineland.com released some staggering statistics about Facebook:

## Facebook Fast & Easy

- Facebook claims 120 million of its registered members log in at least once each day.
- Every month friends share 1 billion photographs and 10 million videos.
- In any given week users post over a billion content blocks, news stories, links and blog posts.
- There are over 45 million active user groups.

Searchengineland concluded: “Little-to-none of Facebook’s activity is indexed by Google and other mainstream engines. It’s easy to see why Facebook’s members-only organic search results deserve attention!”

Some of this has changed recently, thanks to companies such as comScore, but since Facebook’s popularity (largely thanks to mobile users) now exceeds Google’s, the implications are obvious.

On top of that, Bing is now Facebook’s official search engine – not Google. This has shaken the latter’s fabled authority even further. (Remember those promotions on Facebook that involve clicking on Bing-driven pop ups? Get into the habit of paying attention to “clues” like this!)

Given the sheer number of active users, it would be easy to get lost amid such numbers. It doesn’t take a rocket scientist to realize that SEO within Facebook itself is going to be crucial to those who want to publicize their businesses, make a name in their fields and attract leads and followers.

It also shouldn’t take a rocket scientist to see that this instant, real-time grab by search engines makes it even more crucial that you make your posts carefully, so that each one carries value and doesn’t reflect poorly on your business.

Now let’s see what we can do today, to make the most of your own Facebook SEO...

## How Facebook Search Works

It’s been a year since Facebook made some changes to its search engine functions. This is how it’s currently working today:

- You can search for:
  - Status updates
  - Photos
  - Videos
  - Questions
  - Notes
  - Links
- Your results will be served based on these criteria:
  - Whether or not other Facebook users have made their content public

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- Whether or not the item or keyword you're searching occurred within the previous 30 day period
- Search results will include:
  - Profiles
  - Applications
  - Facebook Pages
- Remember that ***FriendFeed search results are now also accessible***, if you enter the keyword "FriendFeed" in Facebook's Search text-area box.

When you're researching something on Facebook, it helps to know how to use filters. With these engaged, you can search for updates by friends or anyone. You can also filter by Facebook Group, Page or app.

## Facebook's Suggestability Quotient

Facebook also uses a "suggest" function rather like the Google Chrome browser: As you begin to type in a search term, a drop-down menu appears. This drop-down menu contains photos, profiles and Facebook page suggestions containing the first letters of whatever search term you're typing.

The surprising thing is, few people think of optimizing their updates and vanity URL's with keywords whose first few letters actually match the subject they're promoting.

For example, say your Facebook page is all about national parks: Most people searching for anything to do on that subject will begin to type in "national parks". By the time they've typed "na", the lightning fast drop-down is serving up suggestions for:

- Nature
- Navajo Country
- Be Naughty
- Nancy Chilcott
- Notes

If you make it to the "t" ("nat") it changes to:

- National Geographic
- NatGeo
- Native Spirituality
- National Guard
- Nathan Gravel

- National Park
- Notes

And so on.

Obviously, if you call your Facebook page: [www.Facebook.com/WildernessParks](http://www.Facebook.com/WildernessParks), you're not going to get suggested to those people typing "national parks" into the search/suggest text-area box.

Note also: In the example on the preceding page, Facebook seems to break its own rules by throwing in "Be Naughty" instead of something beginning with "N" – a paid advertiser? – and the ubiquitous Facebook Notes link (which should have disappeared as the second letter, "a", was also entered in both drop-down suggestion lists. This suggests that **Facebook favors its own** (Notes being a Facebook application).

What this means is that **items you've shared in Facebook Notes will take extra precedence in search suggestions** (more on that later).

Your reader's suggestions will also be influenced by:

- Events they've visited or RSVP-ed
- Pages they've visited
- Profiles they've visited
- Preferences and subjects they've indicated an interest in
- The popularity of all the above (i.e. number of visits) by Friends
- All of the above that Friends and Friends of Friends have visited

Understanding how the Suggest function works and keeping these points in mind should help you decide more accurately, when picking keywords and optimizing your Facebook content.

But let's stop and look more closely at this subject of vanity URLs...

## Your Facebook Page Name

If you've given your Facebook name an optimized title you're happy with, there's no need to change it. If not, here's a simple SEO opportunity that many people miss: You can actually choose the name for your Facebook URL... which means you can optimize it and make it instantly findable when people are searching within Facebook for information on your niche subject.

The protocol for Facebook pages looks like this: [www.Facebook.com/UserName](http://www.Facebook.com/UserName)

The part you have some control over would be what comes after that forward slash.

You can optimize it by your name, if you are working hard to brand your name (and that URL is not already taken)... or by keyword... or by the best of both worlds: A name that contains a keyword descriptive of your business – a term people might be searching for.

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### Examples:

www.Facebook.com/JohnHQuince

www.Facebook.com/OrthopedicInserts

www.Facebook.com/TennisGuru

But before you rush off to do this, take heed of these 2 strong cautions:

- The first thing you need to know is that before you click on “Set a username for your Pages” **you need to have more than 25 fans for any page** in order to pick a custom URL. You then should check to see if that perfectly optimized name is available.
- **Even more crucial to note: You can only change your page URL once.** It cannot be changed again!
- The other crucial point to note: You **cannot include** either:
  - someone else’s trademark
  - the word “Facebook”

### Example:

- ALLOWED:
  - www.Facebook.com/JohnHQuince
  - www.Facebook.com/TennisGuru
  - www.Facebook.com/FootPainBGone
- FORBIDDEN:
  - www.Facebook.com/FacebookTips
  - www.Facebook.com/NikeQueen
  - www.Facebook.com/StarbucksCoupons

Apart from that, the only thing left is to make sure your unique URL is simple and easy both to **spell** and to **say**. Choose the URL name that will bring you the best return on your optimization goal – whether that’s branding, traffic or lead generation.

TIP: You can increase back links as well as awareness of your Facebook Page URL by always remembering to include a **call to action** when referring to it in other venues, whenever you have the opportunity. (“*And be sure to visit my Facebook page, [www.Facebook.com/TennisGuru](http://www.Facebook.com/TennisGuru), to help yourself to more targeted tips on improving your serve.*”)

One final tip about Facebook Pages as strong vehicles for SEO:

- Pages are served up on other peoples’ profiles as **suggestions** by Facebook



## Facebook Fast & Easy

- People will click the “Like” button – often sight unseen – because they like the subject of the page. (For example, cat lovers are highly likely to click a “like” button for a page suggestion just because the subject mentions cats, or there’s a cute cat graphic.)

Just as with any PPC campaign or sales page, make sure you test the effect of elements like colors and graphics on your page. Don’t rely solely on SEO or keywords to bring in targeted traffic – and don’t display graphics just to grab any old user’s attention. They’ll arrive on your doorstep – but they won’t bring any value to your Friend list or perceive the experience valuable themselves.

## Facebook Notes

Facebook’s note feature is one many people are not even aware of. It’s a handy app not only for quickly updating content (written and graphic), but also contains a few elements able to potentially boost your Facebook presence.

This big SEO advantage? ***Each note has its own specific URL.***

You can also browse notes (left hand column, under your profile picture). Facebook allows you to see:

- Friends’ Notes
- Page’s Notes
- My Notes
- My Drafts
- Notes About Me

## Facebook Tagging

Yes. Facebook uses tagging, just like a WordPress blog.

Well, not quite. Here’s how it works...

You already know about tagging friends and family in Facebook photo albums. So easy just to click on each face in the photo and select the name from your drop-down lists of friends.

But you can also tag from your News Feed (formerly called the “Publisher”) – the blank text-area box at the top of your Home page or profile page with the dark blue “Share” button below. You can tag any of your friends or business contacts by simply typing the “@” sign in the News Feed box – and starting to type the first few letters of the person’s name. When you do this, “friend” suggestions containing the letters you’re inputting will instantly appear. As with other apps, you simply click on the correct one to complete the tag input.

Tagging friends and relatives just for identification is the normal usage most Facebook users embrace. It’s also used to get the attention of and deliver a message you really want a particular Facebook friend

to see. Typing “@nikki jacinto – Buffalo Tennis match date changed” will ensure that Nikki Jacinto sees the information you’re posting.

For SEO purposes, however, **tagging is most useful when it comes to tracking your ads**. Facebook ads allows you to create highly flexible tracking tags.

You can also tag your **Facebook Pages**, for the purpose of increasing web visibility and tag your notes, for the purpose of saving time when you want to recall a draft.

Tagging **Facebook Questions** or themes with a specific topic can also help you establish yourself as an authority in that topic, which means you’ll be found more quickly by that topic’s aficionados.

Tagging **Facebook Notes** with a topic category designation can help you quickly start up a discussion with knowledgeable or interested fellow Facebook members – almost like a mini-forum.

Studying tagged Facebook Questions and Notes can provide painlessly fast SEO research you can then apply to other search engine optimization targeting.

### Reverse SEO

There are times you don’t want to be found! You can actually remove a tag from a video someone else has posted, if you’re in it or it’s an early one you made. You’d do this if the video contains something that doesn’t reflect well on your company or business persona or is simply too personal or irrelevant. The video then won’t appear in your Facebook profile “Videos of Me” section... which can save embarrassment, at the very least!

### Your Facebook Ad

We’ve already gone into some depth on this subject in our previous 2 guides, *Targeting with Facebook* and *Effective Facebook Promotions*. And there are a wealth of guidelines and tips for Ad SEO in the advertising guidelines.

However, it’s worth emphasizing again one of the most recent developments that is sure to affect your SEO...

- Facebook app developers can now grant other complimentary companies ad spots on their application pages – good for cross promotion

### Facebook Open Graph

If you’ve been wondering what Open Graph is, it’s a protocol you can use on your sites and blogs so that Facebook can index that content. If you’ve placed any sort of button on your blog or websites to link to Facebook, it’s probably using Open Graph. The [Open Graph Protocol](#) website describes it as enabling “any web page to become a rich object in a social graph”.

This is not the place for a developer's technical discussion on using it, but if you're used to handling metadata and HTML, do check out the official site at the above link.

## The Missing Ingredients – and What Readers Don't Want

Just remember, however, all of these SEO techniques will be meaningless if you don't:

- Genuinely engage your fans and readers
- Provide valuable or irresistibly interesting information
- Provide rewards for engagement
- Have a consistent plan for all your business social media engagement

A great example of this would be the [Starbucks Facebook Page](#), which is actually administered through its own specially-developed app.

However, there's one area where they run the huge risk of disqualifying genuine Starbucks fans and loyal buyers: The app forces the reader to allow access to their *"name, profile picture, gender, networks, user ID, list of friends, and any other information I've shared with everyone"*.

For many readers concerned about Facebook privacy not even convenience and reward opportunities is worth the price of giving up all personal information – and people have become leery about allowing apps access to private information, after Facebook's privacy storm-in-a-teacup, earlier this year.

Is the risk of holding readers to ransom with a privacy-invading app worth the rewards of those who sign up?

Starbucks hasn't said.

## Anybody Seen Facebook Lexicon?

Just in case you were wondering, by the way: The other tool you'll find missing from Facebook is its Lexicon, which used to cheerfully share site-wide trends.

This is what the Lexicon page now says...

Thank you for your interest in Lexicon. We are removing the Lexicon product from Facebook for the time being. We may bring components of Lexicon back in the future, but we are focusing development on our analytics tools for Page owners, advertisers and Platform developers.

## Facebook SEO Problems

If you've paid attention thus far, one factor may have struck you: Since the content of Facebook is so fluid, there's really no way to predict how this social platform will decide to serve up your content to its other readers.

(Even the fact that its suggest function seems to break its own rule to promote "favored" pages such as Facebook Notes shows that rules, as far as Facebook is concerned, are as fluid as the content.)

Don't worry about. Just go on optimizing your Titles, Facebook pages, updates, feed, Notes, Questions, Photographs... and, of course, paid ads, if you've decided to use them.

Remember that Facebook *is* social, and while you're getting into the habit of following Facebook SEO best practices, as outlined in this guide, your best bet is to keep on concentrating on sharing your vision, your mission and above all, your authentic self with the Facebook Community.

Your time on Facebook is best summed up with the following 3 "Commandments"...

- Be helpful.
- Be active.
- Be Professional.

And do keep on top of those changes!

## Top Facebook SEO Tips

- Only the first anchor text link will be read by search engines if there are multiples of that link on the same page – so make sure your first piece of anchor text for that link is well-optimized and highly relevant
- Keep up to date on Facebook changes. Getting into this simple habit can set you at the forefront of changes that will often sink your unaware competitors. Since these changes are not always preceded by public fanfare, keep your eye on these 3 blogs:
  - [The Facebook Blog](#) (Facebook's own blog)
  - [All Facebook](#) (An unofficial but authoritative resource)
  - [Inside Facebook](#) (A watchdog for Facebook changes)
- Use your privacy settings for SEO purposes, as well as for privacy. Always have the effects changing your settings will have on your SEO in mind. Don't lose sight of these 2 embarrassingly basic facts:
  - If you want your Facebook activity to appear in all search engines beyond Facebook, select "Everyone" in your privacy settings

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- If you want only Facebook friends to see your updates and postings, narrow your settings to “Friends Only”, “Friends of Friends” – or customize them to specific individuals
- Do remember to use strong keywords in your status updates
- Remember that ***the freshest content will win out every time on Facebook***. Just including great keywords in a status update doesn’t necessarily guarantee yours will be the top search for that keyword, if someone’s just posted something fresher. Keep your strongest keywords alive by keeping the issue you’re talking about ***updated***.
- Don’t spam. Think “social”. Ask yourself if you’d like reading what you’re just about to post, if someone else sent it to you.
- The more “Likes” and content shares your Facebook content gets, the higher your position in Facebook Search rankings.
- Remember that readers can also press the “Like” button for your comments, as well as your Facebook page.
- Write a post on your blog telling people how to use Facebook search correctly – then promote it. Suggest it to your market as a great new wealth of ideas and data.
- Remember that Bing – not Google – is aligned with Facebook.

## Summary

Some people dismiss SEO for Facebook (and social media in general) as “a drop in the bucket”. However, we’ve seen throughout this 4-part course there is a multitude of focused actions you can take to boost your Facebook SEO significantly for your target niche. Some of them may seem relatively minor, but those who get into the habit of thinking “SEO” when using Facebook report and demonstrate visibly greater success than many of their peers.

Make sure you’re one of the proactive, visible minorities doing this, rather than getting swept along with a vast, reactive crowd.

Now, what about all those “hidden” catches, prohibitions and glitches that Facebook has been so criticized for? In the fourth and final part of our Facebook course, *Disaster Proofing Facebook*, we’ll thoroughly explore how to shore up your Facebook efforts and make sure every piece of work you put into your Facebook marketing brings its maximum return.

## This Week’s Assignment:

This has been a short lesson – yay! – but don’t neglect the “homework”. Again, SEO for Facebook may seem unexciting and obvious, but this is deceptive. Your big advantage is that most people don’t bother about optimizing Facebook for either the external search engines or Facebook’s internal search.

## Facebook Fast & Easy

(And do remember that if you want your Facebook offerings found outside Facebook, select “Everyone” rather than “Friends” or “Friends of Friends”, in as many Privacy Settings in which you feel comfortable.

- Write down – on paper or in your Word Processor or Text Editor – all your Facebook activities that you can optimize for Facebook’s internal search engine.
- Research at least 10-25 strong keywords for your target Facebook audience, and keep them handy for inserting into updates, etc.
- Start searching through Facebook Notes (to access some, type “Notes” into the Search/Suggest box) and study how others use them
- Plan ways in which you can make use of Facebook Notes.
- Find the [Application Page](#) in the apps section and click on “Go to Application”. This will take you to a page containing your Profile picture and links – and all your friends’ Notes. Study how they use them, and make note of any **ideas** these notes generate (either for updates or for product creation).
- Click on the “Write a Note” button at the center top of this page and write a note of your own, when you feel comfortable.
- Check all your external social networks, websites and blogs, and be sure you’ve included a “Follow me on Facebook” type button, or a “what my Facebook Friends are doing” type of widget on every one.

## Effective Facebook SEO: My Checklist

Facebook SEO becomes much less of a mystery when we realize it’s driven by real-time content and social search. I understand I can apply many of the same principles as non-social SEO... and that Facebook gives me unique advantages in maximizing social search.

This checklist will help me make sure I haven’t missed any steps in my SEO for Facebook...

- I understand I can search within Facebook for:
  - Status updates
  - Photos
  - Videos
  - Questions
  - Notes
  - Links

## Facebook Fast & Easy

- I understand my results will be served based on these 2 criteria:
  - Whether or not other Facebook users have made their content public
  - Whether or not the item or keyword I'm searching occurred within the previous 30 day period
- I realize search results will include:
  - Profiles
  - Applications
  - Facebook Pages
- I realize I must keep the previous facts in mind, when preparing to optimize my Facebook web content. \_\_\_\_\_
- I will remind myself to get into the habit of using the Suggest feature in the Search text-area box. \_\_\_\_\_
- I have considered an optimized vanity URL for my Facebook Page. \_\_\_\_\_
  - I understand I can currently change that URL name only once. \_\_\_\_\_
  - I understand that I cannot use either Trademarks or the name "Facebook" in my vanity URL
- I will remember that all SEO will bring long-lasting results only if I:
  - Genuinely engage my fans and readers
  - Provide valuable or irresistibly interesting information
  - Provide rewards for engagement
  - Have a consistent plan for all my business social media engagement
- Have I checked all my websites and blogs to make sure there's a plug-in or contact box to help people visit me on Facebook? \_\_\_\_\_

### LINKS:

The Facebook Blog, <http://blog.facebook.com>, (Facebook's own blog)

All Facebook, <http://www.allfacebook.com>, (An unofficial but authoritative resource)

Inside Facebook, <http://www.insidefacebook.com>, (A watchdog for Facebook changes)

## Disaster Proofing Facebook

Useful and enjoyable as Facebook can be, there are admittedly also pitfalls. As we reach the last portion of our Facebook course, it's time to make sure we take a look at these, to help you disaster-proof your Facebook marketing efforts.

It's true that we can't control changes that any social network makes – but we can stop ourselves from making tragic mistakes and unwittingly violating rules that will cause us to lose our Facebook accounts – and all the contacts and web presence we've built.

This short final guide will sum up for you some common (and uncommon) pitfalls to avoid, helping you grow your Facebook results consistently and steadily.

## The Hidden Dangers of Facebook

If you've been doing the assignments in the first 3 guides, you most likely feel you're a lot more aware of how Facebook works than you were before you started. However, there are mistakes one can make with Facebook – all sorts.

- Inadvertently disobeying rules you didn't realize had change
- Being too personal
- Being too formal
- Being too aggressive with direct sales
- Not following through with calls to action directing Friends to the right places
- Inundating people with post after post
- Not updating enough

And so on. But the best thing to remember as you find your balance walking the Facebook tightrope is that almost everyone else is doing the same dance.

**Those who practice the most and pay attention to the small details** are the ones setting themselves up for the biggest success.

So let's get all those mistakes and catches out the way, so you can get on with your Facebook marketing.

And let's start with the worst one you can make...

## Having More Than One Facebook Account

All sorts of people do this – and for one very sound reason. These people make the natural assumption that one should have a Facebook account that's personal, and one for business. Not so,



according to Facebook's terms. And unfortunately, Facebook is probably more adamant on this issue than any other. It's official... you cannot have more than one Facebook account – for any reason!

If for some reason your second account is discovered and connected to your main one, you run a real risk of having **both** (or all, if you've got more than 2) accounts suspended.

And Facebook is notorious for not being very responsive to attempts to contact them. It can take months to years to never to become reinstated again – and meanwhile, you've lost your Friends and fans... and your momentum and visibility.

So in a word... **don't do it**. Don't operate with more than one Facebook account.

If you do have a second account kicking around somewhere, empty it right out as completely as you can – delete all the photos, remove all the content you can and clear your browser cache **before** disabling it.

Make your single remaining account your only active one. Create a Facebook Page instead of a second account for your business.

The other thing you'll want to do, once you are operating with just one Facebook account and one or more Facebook pages for your business... edit your account privacy settings.

But before we get to that... exactly how should you delete or disable an extra Facebook account?

## Deleting versus Disabling

There's no definitive answer about which works better when you're trying to correct the fatal "more than one account" state, but here's the difference between them:

- **A Disabled Facebook account** has been simply deactivated not erased. It's sitting dormant with the data still in existence, but (according to Facebook) not accessible... rather like the Ark of the Covenant in the movie, "Raiders of the Lost Ark". (Remember? It gets put, unlabelled, in a crate with a billion other identical crates, and left to molder in a vast warehouse the size of Los Angeles). All the data remains, but to all intents and purposes, it is now invisible (unless someone has saved a specific URL).
- **A Deleted Facebook account** is completely erased. Setting deletion in motion and seeing it successfully completed is a little more tricky – mostly because there are ways, if you're not careful, you can unwittingly see that "deleted" account activated again.

I've heard disaster stories with both methods: Deleting and disabling... People who have gone "by the book", requesting deletion only of the erroneously created account but ending up seeing both their accounts deleted, with Facebook adamantly refusing to allow them a new account... and people who have disabled their accounts completely, only to see their main account suddenly suspended one day anyway for having a duplicate.

I also know of people who "take their chances" and just hope Facebook won't notice, as well as a few people among this category who got "caught" and their accounts deactivated.

## Facebook and False Information

The other major reason accounts get deleted is because of false information.

You might confidently be saying: “Oh, that wouldn’t be me!”... But what really matters here is Facebook’s perception of “the truth”, when it comes to your account.

In other words, Facebook doesn’t have a sense of humor – so if you’re tempted (out of privacy concerns or even just for fun) to put smart-Alec answers into your profile, to keep people from geographically identifying you or whatever – don’t!

Facebook takes false information – even drop-dead, obvious attempts at humor – very seriously indeed.

(A case in point: A teenage friend was ordered by her parents not to put the name of her Secondary School into her Facebook profile – they were concerned about possible predators finding out where she lived and targeting her. So she entered a cute pseudonym for her school: Instead of “St. Thomas of Aquinas Secondary School”, she entered “St. Tommy’s Bar and Grill”. Within weeks, her new account was suspended, and she finally found out it was because no Secondary School in that State matched the name “St. Tommy’s Bar and Grill”. )

## No Bad Guys

It’s easy to lose patience with such a seemingly bureaucratic lack of common sense, but look at it from Facebook’s point of view. They’ve received much criticism over privacy concerns; they also state they are concerned about the very real possibility of potential predators creating fake profiles to connect with young people.

**Moral:** It’s better to omit facts you don’t want to be explicit about altogether, rather than try to hedge or be cute or cagey about them.

But what if you didn’t want your account disabled?

### *What to Do if your Account or Facebook Page is Deactivated*

The worst happens: You try to access your Page or Profile only to find out that it has been disabled – courtesy of a curt note from Facebook in your email inbox!

What do you do? How do you contact Facebook and appeal or discuss the matter further?

Your best bet is to submit one of these forms. They’re hard to find, so here are the links...

- For a disabled **Profile**:  
[http://www.facebook.com/help/contact.php?show\\_form=disabled](http://www.facebook.com/help/contact.php?show_form=disabled)
- For a disabled Facebook Page:  
[http://www.facebook.com/help/contact.php?show\\_form=page\\_disabled](http://www.facebook.com/help/contact.php?show_form=page_disabled)

If you need to voluntarily delete or disable, there'll be a short section with the "how to" information at the end of this guide... but right now, let's assume you've got a single valid Facebook account and at least one Facebook Page for your business, and we'll finish talking about disaster-proofing it.

Let's move on to...

## Authenticating Your Facebook Page

Another link it's handy to know deals with Facebook Page authentication. This is a "must read" for anyone planning to allow any application to access that page!

<http://developers.facebook.com/docs/authentication/>

And now for the subject there's probably more confusion about than any other, right now...

## Your Facebook Privacy Settings

Facebook privacy settings are something you should never ignore. Set them too stringently, and no one will be able to find you.

- Leave them too open, and you may expose yourself, your Friends and followers, and everyone else on Facebook to spyware, malware and viruses.
- Be indiscriminate with sharing your personal information, and you may run personal risks such as identity theft or attracting a stalker/predator.

Let's look at ways to make Facebook as open as you like... but still secure.

There are a number of small time bombs hidden in your personal account privacy settings. You may think you've cleaned them up to your satisfaction, but it's best if we go over the process. (Later, there'll be a checklist.)

### Privacy per Post

Did you know you can actually change the privacy settings per post? This is how:

- Type your post in your News Feed box
- Click the tiny down arrow symbol next to the blue "share" button. You'll instantly see a drop-down menu saying:
- Everyone
- Friends of Friends
- Friends only
- Customize

You can then specify exactly who you want to see it.

The same goes when you are playing a game on Facebook. If you don't want your business friends to see your game activity, first make sure the settings for that game go only to your Friends for that particular game – in other words, to a specific list.

***To do it post by post:*** Say you only play Mafia Wars (to please your grandmother, a total addict). You can release a particular game bonus post to your feed but use the down-arrow drop down to check “Specific people”. Then start typing in your grandmother's name (which will appear via auto-suggest after the first letter or two). Select it and she'll be the only one to see your post. You won't get a tongue-lashing from your business coach for pottering away your time playing games online!

Also, that way, your grandmother is happy... and you don't get instantly inundated with a million “neighbor” requests when other friends (or more, if you have broad privacy settings) see that you actually “play” Mafia Wars.

## Facebook Places

Here's a new place to pay attention to on your privacy settings – Facebook Places.

You can find it on your Privacy Settings page, if you click the words “Customize Settings” (with the little blue pencil icon beside it).

Once you're there, you'll immediately see an array of settings. Make sure each one is customized the way you like it.

You may want to pay particular attention to the categories:

- Things I Share
- Things Others Share

In “Things I Share” take a look at 2 new features:

- “Places I check in”
- “Include me in “People Here Now” after I check in

What this does is automatically allow Facebook to ***show your real-time, physical location***, if you are check into your Facebook account from that spot.

Example: So you're at your favorite restaurant. You check your Facebook status while waiting for your order... and ***you're tagged on an actual Facebook map*** as being in that city, on that specific street, in that restaurant.

What's more, others can “check you in” too!

Sure, you could use this as a promotional gambit, if you're on a whirlwind book-signing tour of 5 cities... but the implications of how it could be abused and misused are somewhat hair-raising.

If you don't want people to be able to cyber-stalk you by location, disable "Places I check in" (by making it visible to "Only Me") and make sure "Include me in "People Here Now" is not enabled. (I.E.: Uncheck it!)

### **But we're not finished yet.**

- In "Things Others Share", disable "Friends can check me into places", if you don't want other people letting the world know exactly where you are.
- Go back to your main Privacy Settings and click on "Applications, Games and Websites".
- Click on "Info accessible through your friends"
- Uncheck ANY of the boxes you don't want friends to share (and that includes "Places I've Visited")

## Photos on Facebook

You can customize your photo settings generally, to specify who they're visible to... but you should also customize them ***per album***. (You should be able to customize ***them per photo***, too.)

Again, only you know whether you'd like the album showing your "before" and "after" weight loss photos shared with the world (as part of your Weight Loss marketing campaign)... or kept strictly private (for your supportive sister's eyes only).

(Ditto your videos!)

Ultimately, the best approach is to assume that no matter what you do, somehow, somewhere, Facebook (or one of your overenthusiastic or careless Facebook Friends) will find a way to share it... even if it's just because you missed one simple, extra level of disabling on one of the Privacy page links. (After all, it was the sixth bullet that killed the Blizzard Creek Kid. Not the 5 he dodged.)

The safest policy of all, if security is a major issue with you?

Don't post anything you think you might regret on a public social network.

## Testing Your Privacy Settings

There are ways to test your Privacy Settings: Both to see if they're working the way you want and to double-check what others see when they access your Facebook page

The simplest way, after you've finished editing your Privacy settings... click on the "Preview My Profile" button, on the **Choose Your Privacy Setting>Customize settings** page. This will show you what the average person would see, if they accessed your profile. (You can also enter Friends' names, to see what specific Friends would see.)

Another way to test your Privacy Settings:

- Go to [Reclaimprivacy.org](http://Reclaimprivacy.org) and follow the instructions re: “Scan for Privacy”

### Old Vs. New

Yes, there’s been real controversy over Facebook’s privacy settings changes this year. They’ve “fixed” some of the, tightened others. But are the new settings really better?

On the surface, Facebook’s new privacy settings seem simpler to navigate through... but if you actually take the time to click on all the links, you’ll quickly realize Facebook’s new privacy settings are even more invasive – by default – than previously.

There are unfortunately no hard and fast rules about which settings it’s best to enable and disable for business purposes: For example, if your phone number and address are openly listed on your website, you may not care if they’re accessible via Facebook. However, if they’re not on your website, you may want to “customize” your phone number and address to only give access to a specific list of business contacts.

A warning for marketers: If you’ve been heavy-handed with disabling public settings, you may end up with virtually a blank profile. If all your business information is accessible on your Facebook Page, this is fine!

However, you might want to think about people’s reactions to that increasingly-familiar message readers get when they click on someone’s profile, wondering if they’re the Suzy Smith who wrote the eBook series on Raising Boa Constrictors:

*“Suzy only shares some of her profile information with everyone.”*

Is the risk of offending seekers outweighed by your peace of mind over online security? Is your market even **likely** to be offended... or do you think they will understand and accept your concerns?

There is, unfortunately, no definitive “wrong” or “right” way to customize your settings for marketing purposes – but common sense dictates the more public and accessible you can make yourself, the better.

Whatever your preferences about what you allow Facebook to make visible, just make sure that **it’s your decision**.

Thoroughly explore each link and tab on these recently-revamped Privacy Settings... and customize them in a way that ensures **you** – not Facebook – ultimately control your privacy.

### Backing Up your Facebook Profile

One little-known service you may wish to know about allows you to back up your Facebook Friends, photos, profile and wall status updates.

It also allows you to browse through your past backups – which can be handy if you want to check something or use an example from long ago.

Go to the Social Safe website, <http://www.socialsafe.net>, and check them out.

## Managing Your Time on Facebook

One of the biggest problems with social media – and Facebook in particular – is how easily it can suck time away from your day... and from your plans!

Here are some solid tips to help you manage your Facebook time more effectively:

- Decide in advance:
- If Facebook is actually the right and most rewarding platform for the particular task you're about to do or immediate goal you're working towards – or would it be better as a post on your blog, an email written for your autoresponder, etc.
- Decide before sitting down to log into Facebook:
- What the **purpose** of each session will be (Updating, research, commenting, promotion, etc.)
- **How much time** you're going to allot to it
- Use a timer for your session (even a kitchen stove timer will do). Even if you are in the middle of something and choose to ignore the timer bell, you'll be able to quickly assess:
- How much time you've actually spent
- What you still have to do
- Whether or not it's going to be worth continuing with your Facebook activity – or is there something else more urgent to tackle?
- Ask yourself if this time is really an investment of your time with potential or measurable returns... or a distraction... or even simply sheer procrastination. Ask yourself "***Is this really the best use of my time right now?***"

Use tools to help you update all your social networks at once: For example, HootSuite or TweetDeck to update both your Facebook and Twitter accounts. Or, if you also use Scribd, you can update through all 3 social networks through Scribd.

Don't hesitate to make a separate update, however, if the format of your favorite multi-updating tool doesn't quite work for what you want to share. ***One mistake many people make is getting into an "autopilot" head space*** with multiple network updating – and it can make your posts come off as spammy.

Finally, ***decide in advance how you're going to manage disruptions*** – are you in a position to stick to your Facebook time slot, no matter what... or are you going to arrange for your spouse or teenager to watch the baby for that hour?

Are you going to slip back into being obsessive-compulsive about checking your email every 10 minutes (and then reactively rushing off to respond to an “urgent” email)... or are you going to decide not to check email for the hour you’re on Facebook?

The bottom line is, **the more you plan**, the more you understand your own:

- Weaknesses
- Temptations
- Compulsions
- External pressures (kids, phones, etc.)

And understanding that can make a real difference in how well you’ll be able to manage your Facebook time... keeping in mind that the goal is to use that time effectively and work towards your long-term plan.

On the next page, you’ll find 29 common Facebook mistakes. Some you’ll be revisiting, some may be new... but hopefully reading this entire list will help keep you focused!

## Facebook Mistakes You Don’t Want To Make

- Don’t assume the default recommended settings are the best: Pay attention and make sure they’re offering to do what fits in with your best interests and goals
- Don’t assume that because you’ve “fixed” one setting, there aren’t other related ones that can “undo” your preference. (There are – so check them all!)
- No matter what your marketing goals are, never share your full birth date with Facebook – you’re leaving the door wide open for identity thieves
- Not enabling Facebook “Search” to let “Everyone” find you, if you actually **do** want to bring in open traffic
- Posting inaccurate or conflicting information (at best, it makes you look disorganized and scatter-brained)
- Not giving new Friends time to get to know you before going for the sell
- Not keeping what your goal is on Facebook always in sight
- Not tracking or analyzing your Facebook results
- Failing to take into account and make the most of the **culture** of your particular Facebook niche community... and Facebook user psychology in general
- Not having heavy duty anti-virus, anti-malware and anti-phishing enabled on your computer. One of Facebook’s biggest drawbacks is its ability to infect vulnerable computers.
- Not giving an incentive to visit your actual website, when sharing your blog posts through Facebook Notes. Perhaps it’s better that people see the post, if the only place they hang out



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online at is Facebook... but provide a call to action at the end of your post to actually make them get off their virtual butts and **visit your site**.

- Leaving your profile virtually empty or incomplete. (Privacy is one thing, but you won't communicate anything – let alone who you are and why people should connect – if you leave it blank.)
- Failing to include your business links on your Facebook page
- Failing to place Facebook connecting buttons on your website and blog pages
- Spamming your followers, rather than providing them with enticing content that's worth reading
- Not asking yourself: “Would I want to read or Like this page, if I was someone else?”
- Not asking people up-front on your Facebook page to click on your “Like” button!
- Not realizing that other people can make pages about you (whether they do so legally or not)
- Not being consistent in your image and “voice”
- Not taking enough time to explore the difference (if any) between yourself and your brand; figuring out the specific ways you will promote that brand
- Forgetting to follow your Facebook plan (getting caught up in the spur of the moment)
- Not practicing consistent time management for your Facebook activities. (TIP: Separate personal Facebook time completely from business Facebook time. Reward yourself with that game of Petville at the end of the day – not the beginning!)
- Not realizing that, for all its talk about “community” and “social”, Facebook is in the business of making money
- Not coordinating with any staff such as VA's, personal assistants in who does the updating
- Not using Metatags on your Facebook page design, and thinking they're obsolete (if you do any of your own HTML)
- Venting about anything that annoys you or posting while in a state of emotional turmoil. Venting never portrays you in a positive light, even if people's natural tendency to enjoy gossip or conflict makes them interested enough to read it.
- Complaining. Nothing makes people run faster – and do you really want them to know (right after reading your “Why I'm A Wildly Successful Vintner!” sales email in their inbox) how your vineyard has suffered from blight for the third year in a row?)
- Friending anyone and everyone. (And do remember that doing this opens your account itself to spamming.)
- Not having a Facebook Page for your business.

## Summary

Well, we're at the end of our 4-week course, and I hope it's been an eye-opener (in a good way) – both about Facebook's potential and pitfalls.

Of course there is no absolute wrong or right way to network on Facebook (unless you're posting photos of yourself frolicking naked through Central Park after smacking a policeman; in which case that would be a definite "NO!").

- Your own best strategy will be dependent on:
- How personal or corporately-structured your business is
- Your unique style and image
- The unique culture of your target niche
- What works the best for all of the above

But I hope these 4 guides have given you a wealth of insight into how Facebook works, alerted you to dangers the average reader doesn't even imagine – and given you some focused ideas on how you can best use Facebook to make your business flourish!

## This Week's Assignment

- Read Facebook's comprehensive page on their new Privacy Settings, <http://www.facebook.com/#!/privacy/explanation.php>.
- Go over your own Privacy settings, using this guide, and make sure they're exactly the way you want them.
- Read through the "Mistakes" and see if there's any Facebook mistake you need to correct
- Correct them!
- Make a plan for managing your time on Facebook. Put in your actual day timer or calendar (online or off).

Thanks for sticking with me, the last 4 weeks. I hope you've enjoyed sharing these Facebook best practices as much as I have.

See you on Facebook!

## Appendix A: How-to Disable and Delete

Okay, so you've actually got 3 Facebook accounts – one you started when you didn't know what you were doing (and it's a mess); one for business (which you've now realized is wrong, according to Facebook's rules)... and the personal one that contains all the evidence of your addiction to Mafia Wars (not very professional). You've thought about the pros and cons, and decided to simply disable the 2 superfluous accounts.

### Disabling

- Click on “Account” on your Home page (top right)
- Select “Account Settings” from the drop down menu
- When the new page opens, select “Deactivate Account” – the last option on the page
- Confirm that you wish to disable it, and for the reason, state “redundant”

Note that you'll still receive emails from Facebook letting you know whenever a Facebook friend has tagged you in one of their photos; and you'll still get invitations from your friends to join Facebook. However, **if you check the opt-out box at the bottom of this page, you won't receive these emails.**

### Deleting

- Clear all browser caches (if you use more than one browser)
- Delete cookies
- Remove all Facebook Connect logins. (Any social network or site you've subscribed to via Facebook. Examples: CNN, Washington Post, IMDb, Scribd, The Huffington Post, Typepad, etc.)
- After you've done this, type:
- [http://www.facebook.com/help/contact.php?show\\_form=delete\\_account](http://www.facebook.com/help/contact.php?show_form=delete_account)
- into your browser address bar
- You should then see a “Delete My Account” screen.
- Click the blue “Submit” button, and enter your Facebook password and the Captcha characters
- You should then receive the email advising you your account will be deleted in 14 days

## But You're Not Done Yet

Total Facebook deletion is not the easiest of processes: Oh, it's easy enough to do – it's just that there are ways you can inadvertently cancel your deletion.

The top 3 mistakes that result in canceled deletions and accounts “accidentally” being reactivated:

- Not clearing your cache across all browsers and not deleting all stored cookies
- Leaving yourself susceptible to having a Friend log you in through an application
- Accessing your Facebook account – for any reason, in any way – during the 14 day “cool off” period

A big stumbling block to watch out for is forgetting you automatically update your Facebook through multi-network apps such as HootSuite or TweetDeck. You need to remove your Facebook access from their logins too.

## Disaster Proofing Facebook Checklist

The down side of Facebook's lack of consistent structure lies in the pitfalls it can cause – some so severe they can get your site banned (and all your hard work tossed out the window.)

Use this brief checklist as a review tool for the lesson, and make sure there are no “ticking time bombs” in your Facebook account. Take the time to print it out and fill in the relevant checkmarks.

- Do I have more than 1 Facebook account?
  - If so, how many? \_\_\_\_\_
- Have I decided whether to get rid of the “extras”... or just not use them?
  - I've decided to disable my extra account(s) \_\_\_\_\_
  - I've decided to delete my extra account(s) \_\_\_\_\_.
  - Have I emptied my cache and deleted all cookies first? \_\_\_\_\_
- Have I checked all my Profile information?
  - Is any false or open to misinterpretation? \_\_\_\_\_
  - If so, have I removed or changed it? \_\_\_\_\_
- Have I checked my Privacy settings?
  - Have I emptied my cache and deleted all cookies first? \_\_\_\_\_

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- Have I made sure I've changed each setting in all the possible places within the account settings? \_\_\_\_\_
- Have I updated **Facebook Places** within my Privacy Settings?
  - **Things I Share?** \_\_\_\_\_
  - **Things Others Share?** \_\_\_\_\_
  - Have I disabled and unchecked **Friends Can Check Me Into Places?** \_\_\_\_\_
- Did I go back and visit **Applications, Games and Websites** in my Privacy settings? \_\_\_\_\_
  - Did I click on **Info accessible through your friends** and uncheck the boxes I don't want?
- Have I adjusted the Privacy Settings on my Photos and Albums? \_\_\_\_\_
- Have I tested my Privacy Settings – either with Preview or [Reclaimprivacy.org](http://Reclaimprivacy.org)? \_\_\_\_\_
- Have I thought about regularly backing up my Facebook Profile and data? \_\_\_\_\_
- Have I made a Time Management plan? \_\_\_\_\_

### LINKS:

To back up my Profile: Social Safe, <http://www.socialsafe.net>

To report my disabled **Profile**:

[http://www.facebook.com/help/contact.php?show\\_form=disabled](http://www.facebook.com/help/contact.php?show_form=disabled)

To report my disabled **Page**:

[http://www.facebook.com/help/contact.php?show\\_form=page\\_disabled](http://www.facebook.com/help/contact.php?show_form=page_disabled)



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