Joe Shortcut's DIY Guide to:
Facebook for Business

Setting up your Facebook Fan Page
Things that make a FAN page a better choice for business than a personal profile.
1. You can share your Facebook page (badge app) on your website & cross promote.
2. You get statistics on how popular your status updates are with your fans. This promotes improvements.
3. People on Facebook can easily share website pages on Facebook by clicking "Like" in your website.
4. You're not violating Facebook terms of use, so you won't get deleted.
5. You don't look like an amateur, you look competent!

If you are using a Facebook personal profile page, STOP! You are violating Facebook policies and will be bumped at exactly the wrong time. This is the most common mistake on Facebook. You need a FAN page. Creating a Group is also a bad idea for a business - it limits your reach and available Facebook promotion tools. A Group is designed to stop people from interacting without explicit permission.

If a company asks you to "be friends" with them, let them know that they are risking their online credibility. Plus, who wants to be a friend to a business? I'd much rather be a fan.

Here is how you setup your Facebook fan page:
1. Signup for a personal account at www.facebook.com if you don't already have one. This is a required step and it reduces spam for Facebook.
2. Once you have your personal page setup, you can move on to creating your page.
    a. Go to http://www.facebook.com/pages and click +Create Page at the top right.
    b. Select the type of page you want. Usually Local Business or Company will be your choice.
    c. Choose the Category that's closest to what you do.
    d. Fill out any required information and click that you agree to Facebook's terms of use.
    e. Fill out suggested information.
    f. Enter your first wall posting - be HELPFUL! Don't say "Hi everyone. I'm on Facebook - buy from me."
    Helpful hint: Consider getting someone who is on Facebook more often than you to be an administrator too.

Updating Your Facebook Fan Page Status
You won't need a separate fan page login for your company fan page because you are already an Admin. Facebook is weird that way. Here are some quick instructions for you to do status updates on your company fan page.
1. Login with your personal account that shows your name when you are in (individual profile).
2. Go to your company Facebook fan page.
3. Enter status updates just like you do when you are doing your personal page. Once you are on your company fan page, just type in a status update and it will show as coming from the fan page.
4. Share photos of great customer experiences.
5. Share things that promote conversation, likes, and other feel-good social components of your company.

General Status Update Rules for Good Performance
- Short is better.
- Pictures & links are nice and often shared by other people.
- Consider doing updates twice a week. Very few or too many updates can be a problem, so post in moderation.
- Posting early in the morning (before lunch) seems to get several comments and views - that's good.
- Posting near the end of the work day works well. A lot of people unwind by going onto Facebook after work.
- It should NOT take you more than a minute or two to post an informal status update. Don't post too often.
- Integrate your Facebook page into your website. Plugins & a Facebook "badge" are quick ways to do this. In Facebook, click Edit Page, Marketing, Get a Badge. You will need the ability to edit your website code to do this.