

Fully Updated and Improved

# FACING THE FACEBOOK FACTS



WHY YOUR BUSINESS  
SHOULD “**LIKE**” FACEBOOK

# Table of Contents

The New Facebook	3
New Facebook Features	4
Facebook for your Business	10
Timeline Basics	14
Key Features of Facebook's Timeline	19
Setting up Your Facebook Account	21
Setting up Your Profile	23
Creating A Facebook Fan Page	26
Customizing Your Facebook Page	28
Promoting Your Facebook Fan Page	30

# The New Facebook

Facebook Timeline replaces the old Facebook Wall. Timeline allows you to easily view and post stories from your past. This includes a new banner style cover graphic, a simplified tab layout and a new wall display that presents a more graphical representation of post chronology.

# New Facebook Features

## **Cover Photo**

The cover photo is one of the most discussed features of Facebook's Timeline. Cover photos are 852 pixels wide and 315 pixels long. Your Facebook timeline cover photo should be creative, engaging, and should send the right message about your business.

## **News Feed and Mini-Feed**

News feeds appear on your homepage and highlights what's happening in your social circles on Facebook, while mini-feeds appear on each person's profile. Mini-feeds show what has changed recently on a profile and what content has been added. You can always remove stories from your profile.

## **Applications**

Tabs are now referred to as apps. You can no longer have a default landing tab but you can now feature up to 3 apps on the cover. The visible apps are now called favorites. By

clicking the arrow to the right, visitors can see icons for up to 12 apps.

### ***Pinned Posts***

Pinned posts are the posts on your Facebook fan page that you have chosen to display at the top of your page. It always appears in the top left of the timeline of your Facebook fan page. A pinned post will remain on your page for up to 7 days.

### ***Admin Panel***

The admin panel allows you to see your notifications, messages, insights, etc. in one place when you log into their page. It makes it easy for you to efficiently manage and monitor your page. This includes your notifications, new likes, insights, messages and page tips. You don't have to dig around because it's all in one panel.

### ***Activity Log***

The activity log allows you to review all your posts and activities. It also shows every single piece of content on your Facebook profile. The activity log is also the best place to edit your timeline. You can tweak individual posts, friend requests, photos, etc. from the activity log.

## **Message Feature**

On the Facebook page, fans can now message their favorite brands directly through the message feature. Just click on the message button, write your message and click send. You can attach a file or take a picture or video then send it with your text message.

## **Milestones**

You will be able to post stories from the 1800's to the present day. It is a great way for you to showcase important dates in the history of your business. Once your milestone is created, it will be displayed in the correct chronological order even if it was created before or after other milestones.

## **Facebook's Social News and Entertainment**

Facebook in partnership with Yahoo has introduced a new kind of socially curated reading. You can see what your friends are reading across the Yahoo! News vast network.

Facebook users can see what their friends are listening to on Spotify via the Ticker. Facebook announced close

integration with Spotify, the hit on-demand music streaming service.

Facebook also partnered with Netflix and Hulu to weave the streaming video service into the social network. It's where you can browse your own Facebook friends for ideas about what series to start with next or what movies might be worth watching.

### **Timeline Movie Maker**

Now you can transform a personal profile into a short and impressive video worth sharing with friends by using the new Timeline Movie Maker application. All you have to do is choose the music and special effects that will help you deliver your message. It automatically selects the photos, but you can edit the video and remove the ones you don't want to be included in your video.

### **Switch Region Option**

Now you will be able to switch between global and local pages by using the Switch Region button located under your cover photo. It's currently being tested, but you can check it out exclusively here:

<https://www.facebook.com/marketing?ref=ts>.

## **Facebook adds new Ticker Feature**

Ticker is for small updates and will display each micro-action. It will showcase all updates in real-time but it will not replace the current news feed instead it will appear to the right of it. Ticker could be slightly distracting since it follows you as you scroll down the page. As you are scrolling over various stories, they will pop-over the main feed, making commenting possible.

## **Timeline is now available on your Mobile**

Timeline is now available on Facebook for iOS version 4.1, for iPhone and iPod Touch devices. It starts with your unique cover photo and then as you scroll down, you will see your posts, photos and life events. Your posts and albums are horizontally swipeable so you can quickly view multiple photos without leaving timeline.

## **The Facebook Camera**

Facebook has launched its own photo sharing app that works exactly like Instagram. But it's a lot quicker than Instagram because there is no delay in applying effects and moving between menus. The app accompanies its existing arsenal which comprises Messenger and Pages Manager.



This photo sharing app is free, integrates with photo album and has very quick load times. If you're not using Instagram but you enjoy sharing photos, this is the best app for you.

# Facebook for your Business

You can like, comment on other pages and engage in many ways. Every time you engage somewhere, it will leave a link back to your own page. Simple commenting and liking a page should not be underestimated because it is a good strategy for growing blog traffic. The same now applies to Facebook.

More and more businesses are actively engaging customers through Facebook. But there are still many business owners and marketers who don't quite know where to start. So what should you do to market more effectively on Facebook?

Here are some ways:

## **\* Post Company Pictures**

Take pictures of your company's office events, birthday celebrations, and different situations in the office to help your customers feel more at ease with your company. Your prospects would like to know who they are doing business with, and they willing to engage if they are engaged with you on social media.

## **\* Add contests and voting applications to your page**

Give your customers a voice by creating a poll and let your users vote on the next menu item addition. Also, try to post

interesting questions and encourage responses. People are more likely to talk about themselves and their businesses.

### **\* Use a third-party platform to distribute social content**

You can use a tool like HootSuite to push content on your Facebook Page. HootSuite allows you to publish once and distribute anywhere. Logging in from one social media network, copy and pasting content and logging out from another can be a time consuming task.

### **\* Give people a reason to become fans**

Encourage your visitors to like your fan page first in order to receive coupons, a free trial or specialized information. Giving real value for becoming a fan can increase fan conversion rates.

### **\* Setting up a QR Code for your Page**

Setting up a QR code is a quick, simple and effective strategy for small or large businesses. They can be leveraged on billboards, brochures, menus and other forms of marketing materials. One of the most powerful QR code platforms is Esponse. It offers a free tier that's typically geared to small businesses.

### **\* Mentioning your fans by name in the comments on your Facebook posts**

Addressing your fans by name gives a personal feeling, which is what social media is all about -- connecting with

your advocates one on one. Pay attention to whatever fans tell you on your page or send a thank you message right after someone clicks like on your page.

### **\* Set realistic goals for your approach to social media**

You shouldn't expect to get thousands of fans with your first month. Just think more along the lines of a two or three digit number and you won't be disappointed.

### **\* Find out when and what to post on Facebook**

Determine what the popular keywords are that drive engagement. How often should you update your page? What is the most effective day of the week to post content? Try to update your page on a regular basis with helpful information and answers to questions. You can also use a third party service called Edgerank Checker to see what your fans engage with the most and when to post on Facebook.

### **\* Encourage check-ins on your Page**

Any place your business operates counts as a place on Facebook. Getting traction from check-ins on Facebook is a useful way to grow organic impressions of your brand. So you should check in to your place of work every day you are there, even if you are operating out of a home office. This will help put your company's name into people's news feeds every time you punch in.

### **\* Get creative to make your Facebook readers happy**

Make your profile work for your page by posting cool status updates that will encourage your friends to engage with your business page. Increase your news feed optimization by giving your fans specific times to cross-promote, network and create more visibility for their own pages.

# Timeline Basics

## **How to switch to Timeline?**

Just click on the "Get Timeline" button at the bottom right of the page and follow the prompts. You will have an option of having your timeline in an "unpublished" state so you can customize what is shown and what isn't. You can visit the Timeline Help Center for directions:

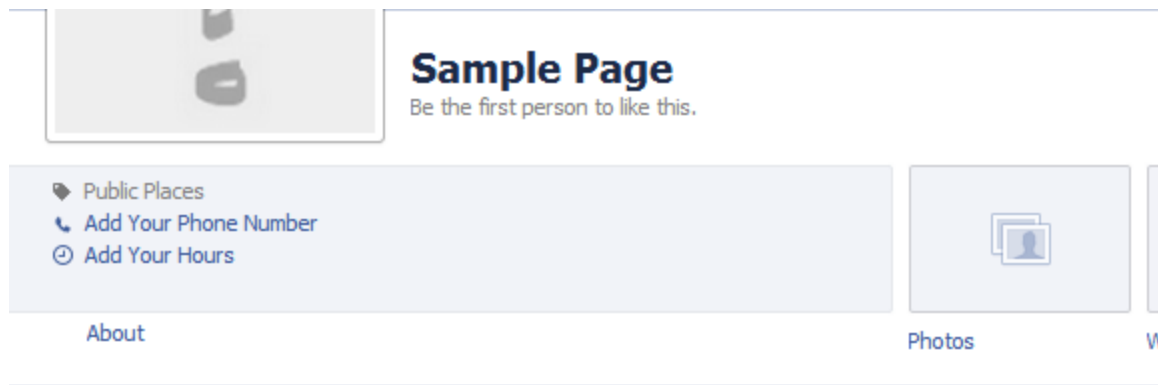
<https://www.facebook.com/help/?page=240939812618946>

You will be given the option to publish or wait until you finish editing your timeline before making it go live. But you will only have a limited time to keep it private. At the top of your timeline is your cover photo along with an inset of your profile photo.



You will see three menu items below the right side of the cover photo: Update info, view activity and a settings cog. By clicking on the update info, you will be taken to a new page where you can edit your basic profile information. View activity, this will show you a list of all your Facebook activity that is organized by year since the date you joined Facebook. The settings cog includes a privacy setting that shows you what your Timeline will look like.

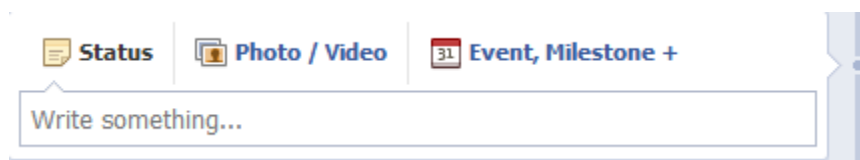
Under your cover photo, you will see your basic information listed. This includes where you live, where you studied, where you work or other information that you may have included in your profile.



You will also see a photo montage that represents your friends list, number of photos you've been tagged in, a map showing where you live and a list of all the pages that you've liked.



Below the timeline's top section is the new status box where you can share photos, updates and links.

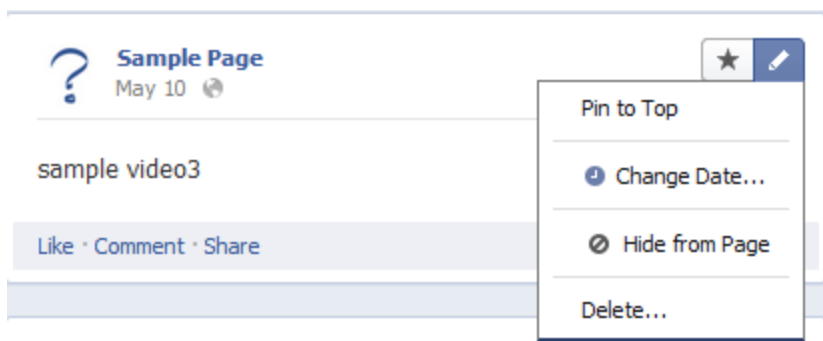


Below the status box is your Facebook activity separated into boxes that allow you to scroll down the page and see all your Facebook activity.





You can get rid of anything that you don't want people to see like bad photos, stupid updates, etc. by clicking the pencil icon at the right corner of the story box and then selecting “hide from timeline.”

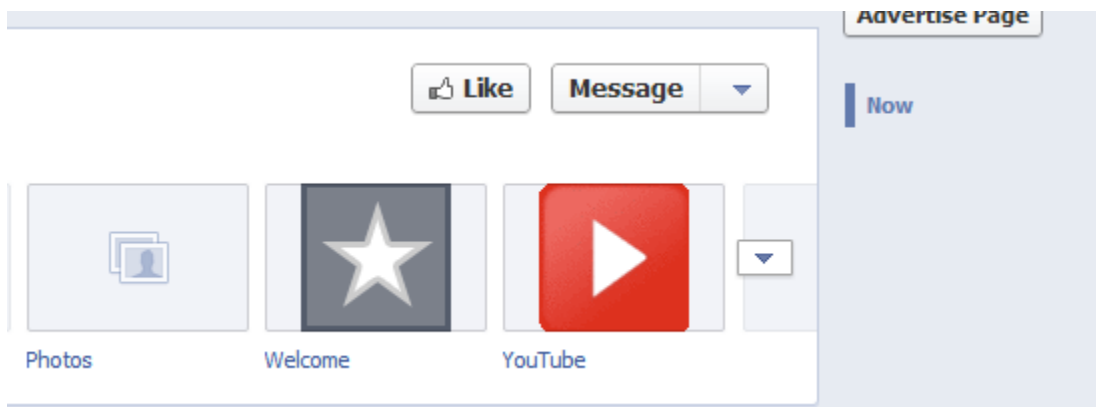


Now, you can celebrate and highlight significant moments of your business. It could be a product launch, a store opening, etc. A milestone is represented by a flag icon like this:



When was this opened?

Apps now appear as thumbnails located at the right side of the about section. Only 4 tabs can be highlighted, and the rest can be viewed via a “see more” option, so be strategic about which apps you'll highlight.



# Key Features of Facebook's Timeline

## **\* No more default landing page**

Facebook's new layout now directs people toward the company's timeline page without passing through another portal. In the past people were asked to click the like button, install an application, complete a survey or even join a competition.

## **\* Timeline cover photo rules**

The first thing you need to know is that the photo is 850 x 315 pixels in dimension. A cover photo should not include price or purchase information, contact information, references to user interface elements, or calls to action.

## **\* Businesses can now receive and reply to pms**

People can now send private messages to companies and they can reply to these messages as well. This new timeline feature is excellent for helping businesses network with their

potential clients. The good thing is that it can also be switched off when the message load is too much to handle.

### **\* The new admin panel**

The new admin panel has been simplified and made easier for businesses to monitor the number of likes, comments, sharing and all aspects of a company's Facebook fan page from one place. The admin panel is broken into 5 sections which include notifications, messages, new likes, insights and page tips. Each of these sections provides useful information in an easy-to-reach place at the top of your page.

### **\* Pages can now pin posts for 7 days**

Highlighting the more important content you've posted and allowing it to garner more exposure is called pinning. It always appears at the top of a page's timeline with a flag in its top-right corner. Pinning is done by simply selecting "edit" on a piece of content from your page and then selecting "pin to top."

# Setting up Your Facebook Account

If you don't have a Facebook account, you might just feel like the last person on earth. Facebook helps you connect with others such as friends, clients, customers and companies. Most people recommended using a personal account even if you plan only to use Facebook to promote your business.

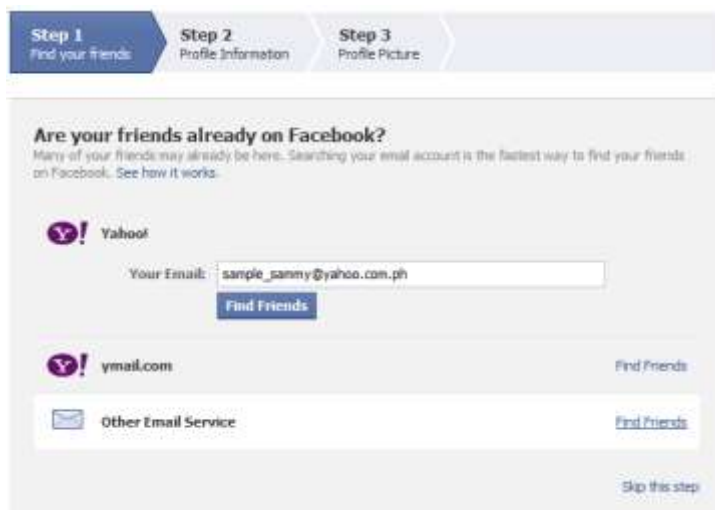
The first thing you have to do is to create your Facebook Login. You will need a valid email address to register as a new user to Facebook. Go to the Facebook site (Facebook.com), and you will be asked for your first and last name, email address, password and date of birth. You can give a false birth date but remember your email address must be valid. After filling out the information, click the "Sign

Up" button.



The image shows the Facebook Sign Up form. At the top, it says "Sign Up" and "It's free and always will be." Below this are input fields for "First Name", "Last Name", "Your Email", "Re-enter Email", and "New Password". There is a "Select Sex" dropdown menu and a "Birthday" section with "Month", "Day", and "Year" dropdowns. A link "Why do I need to provide my birthday?" is present. A green "Sign Up" button is at the bottom. Below the button, it says "Create a Page for a celebrity, brand or business."

After clicking the sign up button, you will be taken to a page where you can find friends, set up your profile information and set up a profile picture.



The image shows the Facebook "Step 1: Find your friends" screen. At the top, there are three steps: "Step 1 Find your friends", "Step 2 Profile Information", and "Step 3 Profile Picture". The main heading is "Are your friends already on Facebook?" followed by the text "Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook. See how it works." Below this, there is a "Yahoo!" section with a "Your Email:" field containing "sample\_sammy@yahoo.com.ph" and a "Find Friends" button. There is also a "ymail.com" section with a "Find Friends" link. At the bottom, there is an "Other Email Service" section with a "Find Friends" link and a "Skip this step" link.

# Setting up Your Profile

Creating a Facebook Profile that shows your personality is always a good idea because this will encourage people to want to be your friend. Personalizing your profile includes the following:

Setting up your profile picture

Adding in your favorites

Updating your bio

Photo Albums

Your workplace

Your Alma mater(s)

Hometown

Adding your family members

Updating your marital status

And what relationship with people are you looking for.

You can add as much information as you want, but always keep in mind that you'll need to be aware of your privacy settings or keeping some of your information private.

## **Your Wall**

On setting up your profile, you will have your own page called "wall". When people search for you or click on your name, the page that others will see is your wall. This is where your photos, updates, posts will appear.

## **Inbox**

This is where you can access all your private messages. You can see it in the top left corner of the page.

## **Notifications**

You will also see the notification icon in the top left corner of the page. When someone comments on something that you have posted, and it will appear in red with the number of notifications.



## **Friend Request**

In the Friend Request area you can see everyone who has requested to be your friend. It's up to you whether you want to accept requests or decline them.

# Creating A Facebook Fan Page

On the 30th of March 2012, Facebook announced that all business pages on Facebook will convert to the new page design whether you like it or not. You will need a personal profile to create a Facebook fan page. Then at the bottom of your page click on the "create a page" link.

---

[About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

This will take you through the process of naming your page, creating basic elements and adding information about your business. Just choose and click on your business type.



After choosing a category, naming your brand and clicking on the Facebook Pages Term, you're ready to get started. You will be asked to upload profile picture and provide some basic information about your brand. You can always skip this step. You need to like your page before you can edit anything so that when people visit your page, they will see that at least one person has been there before.

Facebook will guide you all the way in setting up your Facebook Page. What's different about the recent Facebook Fan Page is that Timeline provides more tools for documenting your brand. You can add a cover image that acts as a banner. You can also choose life events and activities, map places you've been and feature your most important information.

# Customizing Your Facebook Page

The first step is to add a cover photo of 815 x 315 pixels that will describe your business. Your cover photo should not contain advertisements of your product such as promotions, discounts, phone numbers and links to your website.

Choose an image that fits 180 x 180 pixels. Your profile picture now appears near the lower left corner of your cover image. The new profile picture can be used in creative ways by making it a cutout of your cover photo.

Below your cover image are your thumbnails. To add a thumbnail for an app you frequently use, click the arrow button to the right of the thumbnails, then click on the thumbnail that has a plus sign on it. Choose the app you want to include. You can move or remove the thumbnails from the featured area.

You can use timeline publisher to post past or current events. Just click life event and click on the general type of event you want to add and then click the item in the resulting menu that most clearly describes the event. A dialog box will appear. You need to enter the requested

details, especially the date on which the event occurred. When you're finished, click Save.

Another way is to scroll down the timeline to year or month of the event and then mouse over the vertical line. Click on the plus sign that will appear. A floating publisher will appear in which you can post your event.

You can post status, photos or videos to your Facebook page. Just click in the "What's on your mind?" box and type in your entry. In posting photos or videos, click photo/ video and then click Upload Photo/Video, use webcam or create photo album.

# Promoting Your Facebook Fan Page

Here are some important tips to remember when promoting your Facebook Fan Page:

***Always put your fan page URL in your email signature*** - This allows the email recipient to click back to your fan page.

***Personalize your Fan Page URL*** - This promotes your business fan page. Customizing your fan page url can make it unforgettable for the fans.

***Write a blog post about your new fan page*** - By sharing your fan page link to your blog and your blog's link to your fan page, you can create traffic for both your blog and your fan page. Always give your readers compelling reasons why they should join your page.

***Invite your friends to join*** - Select your friends as well as your relatives and send them an invitation to like your page. Reach out to friends that you know are influencers or interested in your products or services.

**Use QR Codes** - Short for Quick Response Code, you can create a QR code for your fan page that will convert your facebook likes into leads.

**Put a tag in your YouTube videos** - Some people recommend including a link to your fan page at the end of every video you make.

**Try Social Ads** - The good thing about facebook advertising is that it can be very well-targeted. You can target your ads toward different audiences and demographics at minimal expense.

**Tag famous fan pages** - Be sure to tag top brand fan pages while sharing interesting news and other items. This makes your post appear on the brand page you tagged so fans can also read it.

**Leverage your email contacts** - Always include your page URL in your email signature for business correspondence, for customer support, customer status updates and other automated messages.

**Use targeted keywords in a Google Adwords ad**- Direct people to your fan page by using a keyword-based ad. It's like a facebook ads x 10.

**Promote your Page on Twitter** - Share status updates, links, photos, notes and events with your twitter followers directly

from your Facebook Page. You can link your page to your twitter by simply going to this page:

<http://www.facebook.com/twitter/>

**Ask your fans to post a link** - People will love to help out especially your friends and relatives. You can ask them to post a link to your fan page on their personal profile.

**Add a like box** - You can place this in your website or blog's sidebar. Make sure that you set the options to include Face pile so that your readers will know which of their friends already liked the page.