

Social Media Tips

Facebook Fan Page Marketing Tips & Tactics

First things first, if you don't already have a Facebook fan page, you can create one here: <http://www.facebook.com/pages/create.php> It's important to note that you should create the page while logged in to your normal, personal Facebook account. That way, you will be made an "admin" of the page automatically.

Tips to get more fans:

1. The most important thing you can do to up the "likes" on your page is to **be active (and interactive)**. Post often — at least every business day — and always reply to any comments or questions people post on your page. In your settings, you can choose to receive an email any time someone posts on the page. This way, you won't miss a thing.
2. If you have other associations or businesses you work with that have fan pages, you can **"favorite" these pages** and ask them to "favorite" yours in return. Go to that fan page, and at the bottom left of the page, click on "Add to my page's favorites." You should then see this page show up on the bottom left of your own page. You'll also be able to tag them in posts (below).
3. **Leverage your personal friends on Facebook:**
 - a. Post updates from your personal page where you "tag" the fan page by typing the @ sign before its name. This way, your friends see that the page exists and can click on the link to go to it. Start with an initial post that says "Introducing my fan page..."
 - b. For a short period of time, consider posting all business-related updates twice: once from your personal page (tagging the fan page) and then from the fan page. Don't overdo this, however, because you will eventually alienate your friends and fans with double posting.
 - c. As an alternative, when you post things on the fan page, click "share" to re-share them from your personal page.
 - d. From the fan page, click on "Invite friends" (right side) and pick and choose which friends to invite.
4. **Set goals** for how many fans you want to have, by when. Regularly check in with the status of your goal and let this feed your marketing drive.
5. **Track how people are using your page** with the "Insights" feature. When you download the Insights as a spreadsheet, you get a very good idea of what's working and what's not.
6. Make sure that there is a link to your fan page on your **email signature**.
7. Put a **Facebook icon on your web site** that links directly to your page (good place to start: <https://developers.facebook.com/docs/plugins/>)
8. If you have content on your web site or blog, **install a "like" widget** so it's easy for people to share it.

9. Once you have more than 25 fans, you can **choose a “shortened URL”** by going to “Edit page” then “Resources” then “Select a username.”

Ideas for Facebook content:

1. **LANDING TABS:**

Consider hiring a designer to create a customized “landing tab” for you. For an example of what I mean, see: <https://www.facebook.com/wholefoods> It’s a special page that shows up before people “like” your page. You can have it say anything and use any design you want. You could, for instance, have a “coupon” for first-time clients. If they “like” your page, they get the discount. **No Joke Marketing does a great job.** Email me for an introduction to these smart ladies!

2. **POLLS:**

In the status update area, choose the option “Question.” Polls get people interactive with your page.

3. **EVENTS:**

Any time you are hosting an event, it’s a good idea to set the event up on your Facebook fan page by going to “Events” on the left side. If you do not see this option, go to “Edit page” then “Apps” then “Events.” Click on “Edit settings” and click “Add.” When you go back to the page, it should appear on the left. When you create an event:

1. Use your company name in the event, since people will see it out of context.
2. Use any information you have in the “Details” section — and make it readable.
3. Add a profile picture.
4. Select guests from your list of personal friends.
5. Encourage anyone else who is participating in the event to write on the event wall (I find direct emails to be the best approach for this).

4. **DAILY STATUS UPDATES:**

1. Reminders about upcoming events
2. New products
3. New staff/partnerships/people involved with the business that you want to introduce
4. Daily deals or specials
5. Links to relevant content
6. Announcements about blog posts or articles you’ve written
7. Any other news
8. Pictures!
9. Videos!