

Facebook Timeline FanPage Basics

How To Get Started

Brought to you by Patric Chan

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Intro:

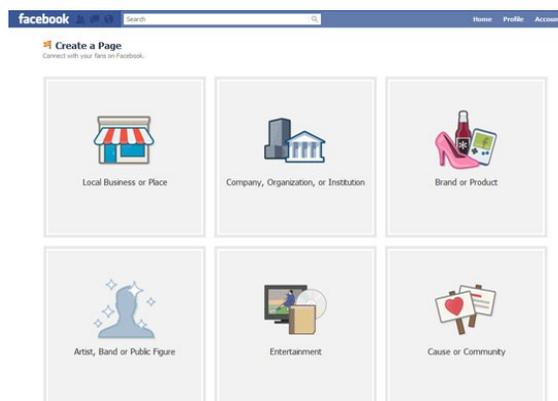
The purpose of this guide is to help you get started to create your own Facebook Fanpage and some tips to get the optimized result. If you're a local business or have a website, it is very important to start your Fanpage today!

Facebook Pages - Quick Start Guide

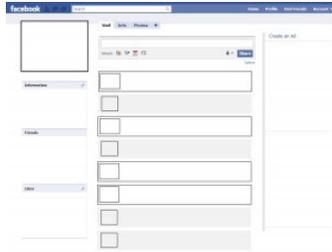
Here's a guide to help you set up your Facebook fan page quickly.

1. First make sure you're signed into your Facebook profile page. Then go to the "Create a Page" area on Facebook here:

<https://www.facebook.com/pages/create.php>.



2. Choose a category that your page will fall into. You'll have six choices, but as a business you'll probably fall into one of the first three: local business or place, company organization or institution, or brand or product. The category can be changed if you decide later on to switch it.
3. Choose a name for your page, but choose carefully. This cannot be changed.
4. You now have a Facebook page! Unfortunately, it doesn't say too much and looks like a blank landing page, empty and void. You'll need to take the next steps in order to customize it.



5. Upload your profile picture and again, choose carefully. While you can change this regularly, it will be shown with every wall post and every action you take in Facebook while signed in under that name.
6. Fill out as much as you can in the “About” section. Use it to welcome new customers, and give them a brief overview of what your company is about.
7. If you have other pages, use the “Likes” showcase feature to display them – it’s specifically for showing what other pages you like. You can also utilize this by liking the pages of industry associations and professional organizations that you belong to.
8. Start posting! Use status updates to welcome new members, promote new products, and get the conversation started.
9. Start promoting your page to get Likes.
10. As you get more comfortable with Facebook pages, implement iframes and other apps that will make it unique and stand out from the crowd.



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7 Tips For Creating the Best Facebook Page for your Small Business

Having a Facebook page is essential for any small business today, and is a great tool for reaching out to customers and getting direct feedback. And while you'll need to get a picture and some basic information up in order to get started, you'll need to do a bit more than that in order to make it the *best* Facebook page your customers go to that day.

1. Remember That Friday Is Picture Day.

Small business Facebook posts that have a picture with them are clicked 54% more of the time than posts that are text only. And even with the popularity of video, pictures are still clicked on 22% more than their moving counterparts. Also, posting them before noon will give them a 65% better chance of being clicked, rather than waiting until after 12:00 p.m. Generally, the worst days of the week of publish status updates are Saturday and Sunday.

2. Talk About Them, Not You.

Nobody goes to a business' Facebook page to hear all about how great the business is, their complete history, and the training courses their staff attend. These things are great and may have a place somewhere on your page; but this kind of content should not appear all the time. Customers want to hear about themselves – how you can help them, if you have information that is interesting to them. If not, they're going to find a company's page that does. Always remember to think about what your customer wants to hear, rather than what you want to tell them.

3. Old Is Out, New Is Neat.

If you're still talking about those "new" website upgrades you made in 2009, your customers have lost interest. Or if you keep rehashing old industry news, they'll get bored of hearing the same thing again and again. Instead, look for new products that you can talk about (but not all the time,) and actual news that's happening – right now – in your industry. That will keep people coming back, and people liking your page so that they too, can keep in the know.

4. Personality Wins, Every Time.

If it's a choice between your page, which is filled with facts, statistics, and links with little description as to what they are, and a page that actually interacts with its visitors, replies to comments, and addresses questions and concerns, they're going to go to the latter every time. Make sure that you're not only interacting with your visitors, but that you're doing so in a way that's actually human and actually shows who you and your company are.

5. It's Still About Page Ranking.

Remember that Facebook doesn't generate top results and page ranking it Google – it generates great results! And, some experts even say that in five years, more people will be “Facebooking” to find information rather than “Googling” it. Either way, because you'll get such high search results, it's important that you use keywords in your status updates, on your wall, in your information section, and anywhere else you can.

6. Use A Profile Picture – And A Cover Picture.

As of March 2012, Facebook is changing over to the much talked about Timeline format. With this new style, you can have both a profile picture, which is much smaller than before, and a cover picture, which is much bigger than before. The best news in all of it is that it gives you a chance to give people two images of your company and brand when they visit, and not just one. Make sure you always take advantage of these features, and that you change them regularly.

7. It's Okay To Be Vain.

At least in the way of your Facebook page's URL. When you first create your page, you'll be given a somewhat long and awkward URL link – hard to remember, and hard to promote. Get 25 Likes though, and you'll be able to go into your profile, into your username page, and change the URL of your page to what's called a “vanity URL.” So your Facebook page address could go from being www.facebook.com/pages/MycompanyABC/5454878545412.co, to something much simpler and cleaner, www.facebook.com/MycompanyABC.com.

11 Fast Answers to the Most Frequently Asked Questions about Facebook Pages

When it comes time to create your Facebook page, you might feel overwhelmed at the sheer amount of questions alone that you have. Take heart knowing that lots of people have those same questions, and we've got the answers. Here are the most frequently asked questions about Facebook pages.

1. How Can I Get A Vanity Username?

You need to have 25 Likes before you can switch to a vanity name. After that you can go <http://facebook.com/username> or the Facebook Help section.

2. How Can I Post On My Page Using My Profile Name?

Sometimes it makes sense to post as you, and not your company. To do it, go to "Edit Page" then "Your Settings" and uncheck the "Posting Preferences." Save your changes and when you want to go back to posting as the company, just go back and check the box.

3. How Can I Suggest Friends?

You can go into the Admin section and find the "Suggest to Friends" feature here. Or, you can go the route Facebook is trying to encourage page owners to take, and that's sharing the post through the link of the bottom left of the page.

4. Does It Increase My "Likes" When Another Page Likes My Page?

No, only personal profiles will be counted as actual "Likes." However, other pages liking you will do a bit to drive traffic to your page, as it will show up on their page's wall when they like you.

5. How Can I Run A Contest On Facebook?

Unfortunately, it's not just a matter of throwing basic instructions up on the wall and getting participants. Facebook has become pretty strict rules about contests, and you must adhere to their guidelines by creating your own app through iframes.

6. Why Don't Tags Always Work?

Ideally, every time you tagged a person in your status or in a photo it would work. But it's Facebook, full of quirks and kinks, and this is one of them – sometimes tagging doesn't work. To try again, restart your browser, switch your browser to Safari or Chrome, and trying logging out of Facebook and then back into it.

7. Do I Have To Switch/Create My Page In The Timeline Format?

Yes. In the press release announcing the new format Facebook announced that on March 30, 2012, all Facebook pages will be converted to the new design.



8. How Can I Make Changes To My Timeline Facebook Page?

A lot of settings in Facebook have changed, and the editing area is one of them. To edit your page click on the “Admin Panel,” click “Manage,” then click “Edit Page.” You can then make any changes you want.

9. What Should I Use As My Cover Photo?

Anything other than advertising, promotions, coupons, deals, or anything else that is direct selling. Facebook has explicitly stated that these types of photos are not meant for marketing purposes, and it carries penalties for those that do.

10. How Can I Pin A Post?

Being able to pin posts is a great new feature that came with the Timeline. It allows you to pin a status at the top of your wall so it stays for up to seven days, rather than being moved every time you post something else. To pin a post, click on the pencil and select the option.



11. What is highlighting a post?

Highlighting a post is yet another feature brought by the Timeline and it lets you post a status across two different columns. You can do it by clicking the star icon and selecting the option; but you can't both highlight a post and pin it.

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Resources:

[PagePressApp](#) - It's a Facebook app that 'connects' Wordpress blog's content to a fanpage. Basically, the app will enable the content posted on a Wordpress blog to appear on a fanpage automatically.

[PageTabApp](#) - This cool app allows you to easily create a professional looking landing page that can be added to your Facebook Fan Page without any technical skill. Just use the webpage editor to create the design and content that you want to display on your Fan Pages -- including using images, videos and audios to make your page more lively and attractive!

[FB App Secrets](#) – The course to show you how to make money from Facebook by creating simple apps for free!