

Chapter **1** Getting Started with
Facebook Fan Pages

Perspectives on Facebook

from Awareness, Inc | Creators of the Social Marketing Hub

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Introduction

Facebook has 500 Million users, spread across every continent, and the user base is growing by the hour. The platform has grown to become an all-in-one solution for enterprise marketers looking to connect with audiences quickly and easily. With this tool brands can advertise, hold conversations, share content and present an organization in an easy-to-manage, structured environment.

Better still, companies say Facebook marketing works. "Facebook is the most effective social networking platform for brands to get their marketing messages across to consumers, say 80% of companies." (Source: Sense Internet Study.)

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-Sense Internet Study, 2010

Statistics provided by Facebook illustrate why enterprise marketers are managing more and more of their programs through Facebook:

- More than 500 million active users
- 50% of active users log into Facebook in any given day
- Average user has over 130 friends
- People spend 500 billion minutes per month on Facebook
- About 70% of Facebook users are outside the United States
- There are over 160 million objects that people interact with (pages, groups and events)
- Average user is connected to 60 pages, groups and events
- Average user creates 70 pieces of content each month
- More than 25 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

For enterprise marketers, the question has moved beyond, "should we be on Facebook?" to "How can we optimize our Facebook presence?" We view 2010 as the year of Facebook page optimization, and expect to see more organizations pushing the limits of what they achieve with Facebook marketing.

Getting Started

Optimize Facebook Marketing with Fan Pages

As an enterprise marketer, you have already decided Facebook is worth your time. You have established a presence for your brand and now you are looking to extend that presence and drive deeper engagement. A Facebook fan page (sometimes referred to as a “LIKE” or “fan” page) is the perfect place to start.

However, before jumping into Facebook pages with both feet, it is probably worth taking a step back to ensure what you currently have set up on Facebook is effective. Now is the time to make necessary tweaks.

Facebook Best Practice:

A best practice, employed by many organizations, is to create a Fan Page while logged out of Facebook so it's not associated to an individual profile. To do this click the “create a page” link on the homepage once you have logged out and follow the instructions. Be sure to use generic email address when creating the page.

Facebook Profiles, Pages, Groups and Communities

To start, we will run through a quick overview on Facebook profiles, pages, groups and communities. This should help you decide whether you are utilizing the best “channels” within Facebook.

Facebook User Profiles

A Facebook user profile is the account that gets created when a user first signs-up. The user profile allows users to add basic information about themselves, photos and videos, and customize their profile using different applications that are available within Facebook. User profiles are not traditionally used by businesses for marketing purposes, but may be created (and then not leveraged) for the sole purposes of creating a generic administrator profile that is used to create brand-centric pages.

User profiles allow users to:

- Update a status to communicate with friends
- Share links and content with others
- Comment on friends' walls
- Upload photos and videos
- Customize security settings
- Approve/disapprove access to friend requests

Facebook Pages

A Facebook page (the fan or like pages fall into this category) is very similar to a user profile however, it is meant for businesses, brands, organizations and artists/bands. Businesses set up a Facebook page to build a long-term relationship with loyal users around a brand. If a page is setup by someone within the organization that fan page is tied to a specific user profile. Facebook recently made a change allowing individuals to create pages without needing a user profile. To do this, simply log out of Facebook and click the “Create a Page” link on the homepage and follow the corresponding instructions. Be sure to use a general email address when creating the page to make sure the profile does not get associated to one individual. Once the page has been created it can be set for multiple administrators.

Facebook Pages have the following traits:

- Indexed by Google
- Have multiple administrators
- Capture visitor data
- Messages all fans (via updates)
- Allow user restriction by age/location
- Event creation
- Add applications (not something that can be done with groups)
- Add custom tabs

	Name	Category	Fans
1.	Starbucks	Retail	11 100 829
2.	Coca-Cola	Consumer products	8 739 825
3.	Skittles	Consumer products	7 301 353
4.	Oreo	Food beverage	7 251 799
5.	Red Bull	Pharma	7 052 557
6.	Victoria's Secret	Fashion	5 493 232
7.	Disney	Film	4 928 374
8.	Converse All Star	Fashion	4 229 450
9.	Pringles	Food beverage	4 215 152
10.	Victoria's Secret Pink	Fashion	3 917 009

Top Facebook Brand Pags July 2010, Source: Facebakers.com

Facebook Groups

A Facebook group can be setup by anyone who wants to promote and organize people with a similar interest or cause.

According to Facebook, “Groups and pages serve different purposes on Facebook. Groups are meant to foster group discussion around a particular topic area, while pages allow entities, such as public figures and organizations, to broadcast information to their fans. Only the authorized representative of the entity can run a page.” A group is much more interactive, allowing anyone to post content (comments, videos, links, photos) within the group. Members of a group are much more likely to take an active role and participate on a more frequent basis.

There are different types of groups that can be created. Open groups are groups that anyone is able to join. Closed groups are groups where a user must be granted access by the administrator. There are also secret groups and only people that know the URL for the group may join.

Highlights of Facebook groups include:

- User engagement and contribution
- Ability to send private messages to group members
- User approval and pre-selection
- Ad-free environment
- Event creation

Facebook Communities

Facebook communities are new and were introduced by Facebook in an effort to curb user-created pages that dilute the channel for the major marketing brands using Facebook. In other words, community pages are a new type of page can be created by any user for the purpose of discussing any topic, company or brand. This leaves the “official pages” (as Facebook calls them) for the real businesses paying money to leverage the Facebook channels.

Community pages enable users to see what people are saying about the things that matter to them, and discover the friends and people who share their interests. Community pages do not generate stories in the news feed, and will not be maintained by a single author. In addition, where available, Facebook displays content that Facebook has licensed from Wikipedia.

Attributes of a Facebook community page:

- Looks and feels like a “fan” or “like” page
- Do not generate News Feed stories
- Not maintained by a single author
- May include licensed content from Wikipedia

Based on the definitions of Facebook user profiles, pages, communities and groups, you are now able to determine which fit best for your business and, how you wish to communicate with your customers.



Getting Started with Pages

If you have decided that the Facebook page is right for you and your business – and in light of the fact that many organizations are abandoning their group page in lieu of a “fan” page – what follows are general instructions on how to setup and manage a Facebook fan page.

Sign up for a generic Facebook Profile

When creating fan pages on Facebook, the first administrator (i.e., the creator of the page) is administrator for life. Therefore, if/when the administrator moves on, even after an amicable split from an organization, there could still be issues with controlling the page. You will be asked to name your page during the setup process. Establish a name that resonates with the brand or organization. Also, spend time up front understanding whether a group or page is a better fit for you.

Details to help you choose – *group or page?*

- Pages are accessible by the general public – they are searchable and can be seen by anyone even if they are not registered or logged in.
- Pages allow for applications and the opportunity to supply more in-depth information.
- There is no way to e-mail fans using a Facebook page – notifications go to the updates tab. If you are planning on only inviting people who are registered Facebook users you know then you should start a group instead of a fan page.
- Notifications to those in your group will appear in their Facebook Inbox like an e-mail. If personal communication is your goal, forming a group is a better option.



Claim a Vanity URL

The Facebook fan page vanity URL is a key piece to cross-promoting your fan page with the world on your cards, website, receipts, or wherever it is important to have something short and memorable for people to easily recall. A sample is <http://www.facebook.com/SMMBestPractices>.

To create a vanity URL:

- Go to <http://www.facebook.com/username/>.
- Click “Set a username for your Pages.” It is not obvious on the page. Look just below where it prompts you to set/change the URL for your personal profile.)
- Select the page from the drop down for which you want to set a vanity URL.
- Type the name into the text box to the right of the page selection drop down.
- Click “Check Availability.”
- WARNING - THE NAME YOU CHOOSE CANNOT BE CHANGED
- Click “OK.”
- Done.

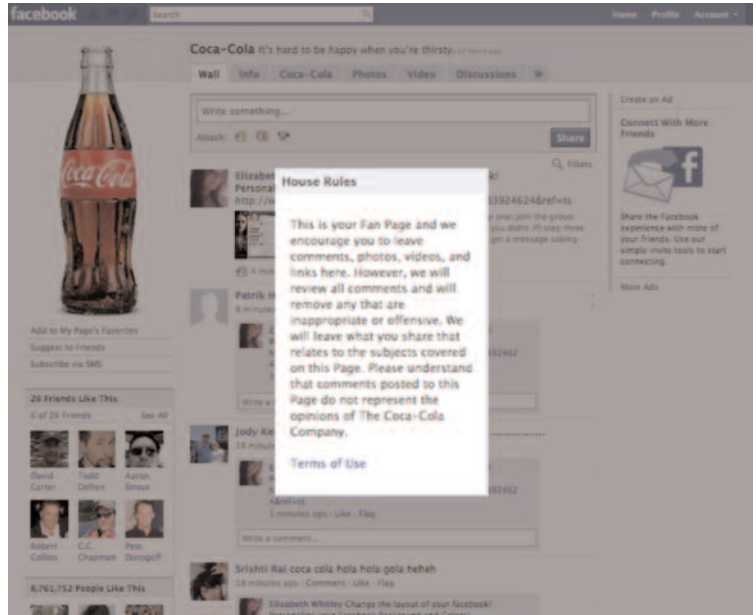
Page Administrators

Choose administrators who are directly affiliated with your brand or department. The administrator should set up and assign multiple administrators to protect your business from organizational changes and to promote internal use of the page.

Social Media Policies

Include your brand's social media disclaimer (if you have one) somewhere in your page. If you are looking for someplace to host the disclaimer, you can add the “Extended Info” application to your page. It acts as a perfect destination area for disclaimer content.

- Follow Facebook’s established terms and conditions. There are MANY rules and the standards on Facebook are constantly changing. Be aware that sometimes this may seem like a moving target.
- Establish a set of discussion board rules and post on the discussion board (i.e., administrators reserve the right to remove offensive/inappropriate content).



Ways to Utilize the Extended Info Tab

The Extended Info tab allows you to add additional information about your page beyond the default fields Facebook offers. A major difference with this tab is that you can embed photos and videos in a field. This tab has a share feature that encourages you to let your friends know whenever you’ve posted a new field.

Unlike the standard info tab, you cannot edit or add fields directly on your Facebook Page, but rather you have to go to the application’s page.

Profile/Avatar Image

Use an image that reflects your brand and persona. Facebook enables the use of a large profile image (50x50 pixels). A program such as Irfanview allows you to size images correctly and to-scale.

Managing Pages

Managing a busy page can be a large, full-time task. Use discretion when addressing negative comments and provide constructive feedback when possible. Never be defensive in your interactions.

Remove a post if deemed inappropriate or spam according to your brand’s Social Media Policies. Respond to questions or statements made by your fans by posting content on your own Wall – essentially, you want to drive all conversation through your fan page whenever possible.

Engaging Friends/Fans

Encourage open conversation and allow your fans to freely post content and photos on wall posts and discussion boards.

Highlight new features when applicable. Talk specifically about how to use new features and ask others to share their experiences with any new features.

Utilize Facebook's many applications to make your page more dynamic. Add photos, videos, discussion boards, RSS feeds and more.

IN CONCLUSION

If you are looking for more information on managing a Facebook fan page, we would suggest reading our, “10 Tips for a Solid Facebook Fan Page” eBook available [here](#).

Now that you understand the different communication “channels” available within Facebook, you can easily see why Facebook has been called the “Web’s most powerful platform” for marketers. (Source: Thought Labs Co-founder, Cappy Popp)

If you find that, after managing your brand’s profile and fan page for a period of time, you have a need to converse with your fan page members more personally, then the next phase of leveraging the platform would be a natural migration toward using Facebook groups.

And, although we do not recommend you create and manage community pages for your organization (since they are intended to be the unofficial pages created by users), we do recommend managing any brand conversations that happen in the user generated Facebook communities.

Chapter 2 in the Facebook series will be available shortly. Please check back soon for your complimentary download.



The Awareness Social Marketing Hub

The Awareness Social Marketing Hub helps marketers publish, manage, and measure their marketing across key social media channels, and helps marketers engage with users around that content. The Hub has support for the most important social marketing channels in use by enterprises today, including Foursquare, Facebook, Twitter, YouTube, Flickr, and branded online communities.

The Awareness Social Marketing Hub offers some groundbreaking benefits to enterprises that are looking to get serious about social media marketing. Benefits include:

- Control your social media publishing with enterprise-grade permissioning, workflow, and audit controls
- Centralize your social media strategy and execution to coordinate product, business unit and corporate messages
- Use social media to engage throughout the entire customer life-cycle
- Engage and interact directly with the people who are talking about your social marketing campaigns
- Measure success across social media channels

For more information see <http://www.awarenessnetworks.com/why-the-hub>





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About Awareness

Awareness builds social marketing management software for marketers leveraging multiple social channels to engage with customers, build their brand, and increase revenues. Built upon Awareness' expertise deploying more than 200 communities and social media projects for the world's biggest brands including Sony, JetBlue, Kodak, ASOS.com and AIRMiles, The Awareness Social Marketing Hub helps marketers publish, manage, and measure their marketing across key social media channels, and helps marketers engage with users around that content. The Hub has support for the most important social marketing channels in use by enterprises today, including foursquare, Facebook, Twitter, YouTube, Flickr, and branded online communities. More information can be found at: <http://www.awarenessnetworks.com>