



## How-To Guide -- Facebook

The social networking site, Facebook, is used by more than 150 million people to share information online, so it is no surprise that registering for a Facebook account has now become a standard practice for business promotion. Creating a free Facebook Page is just one of the ways to showcase your organization's best features. As fans view and interact with your Page, their activity will appear in the News Feed in a sort of word-of-mouth promotion, spreading to an even wider circle of friends.

To register for a Facebook account, simply go to [www.facebook.com](http://www.facebook.com) and see the line under the 'Sign Up' section on the right that says, "Create a page for a celebrity, band or business." Upon clicking on that link, choose the category that your organization most closely associates with, and create your page name. The page name will most likely be the name of your business. After assigning yourself as the representative of the business (by checking the given box), click the "Create Official Page" button.



Once the required information is filled out (such as email address and password), you can officially begin creating and customizing your Page.

### Follow along with these steps to get your Facebook Page up and running in no time:

- 1. Upload a Photo:** The first thing you'll want to do is add a profile picture by clicking on "upload a photo" near the top and browsing for your company's logo. By uploading the logo instead of any other image, the Page will be recognizable and will maintain consistency with the rest of your promotions.
- 2. Add Information:** By clicking on "Add information to this Page," which is underneath the profile picture section, you can begin entering details about your organization such as your organization's business hours, contact information and mission statement. The fields available will depend on the Page category that was originally chosen. The more information you can include, the more beneficial the Page will be to those who interact with it. Also, make sure to include a link to your company's official Web site for further information.
- 3. Add Applications:** By creating a business Page, several applications are automatically available in addition to the Info tab such as a Wall tab, Photos, Videos, Discussion Board, Notes and more. These all create ways for you to immediately interact with your fans, share information and promote your business. By choosing the small Edit option by the title of each application, you can easily add or remove information as needed until you are happy with overall Page appearance. Besides the basic applications, many other applications are available to you. You can [view other pages in your category](#) for more ideas.
- 4. Publish Your Page:** Once you have the basic information set, click the "Publish this Page" link to share your Page and begin promoting your organization. You may continue to add or remove information and edit custom settings to choose who is allowed to view your information. Link to your Facebook Page from other Web sites by using the "[Find us on Facebook](#)" badge, and share it with your friends by clicking the "Share" button to the left of the Info or Wall tabs.
- 5. Maintain Your Page:** Businesses that have the most success with social media sites remember to continuously update their Pages with company or industry news, photos and upcoming events. By keeping your Page active, you will increase the visitors to your Page and keep your audiences engaged.