



Facebook: A Beginner's Guide

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A Beginner's guide to Facebook

How to use Facebook to promote your business

You have probably heard a lot about Facebook but like anything, until you know how to use it, it can seem daunting. This guide will give you a brief overview of Facebook, how to get set up, what to post about and how to increase your number of likes.

So let's start at the beginning. Founded by Mark Zuckerberg in 2004, it was initially for his fellow Harvard students but gradually spread to other colleges and is now for everyone over the age of 13 with a valid email address. There are now over 1.4b active users with \$222B in market capitulation.

Facebook is a great meeting place for similar minded people and it is where you can share information about your business. Treat your Page as an extension to your business by tailoring your messages to your clients' needs and interests e.g. you can share updates or run a special offer or launch your new collection of goods or services. And by using analytics on your Page, you will have a better understanding of your customers and run more successful marketing campaigns.

DEFINITIONS

Facebook as many of the other social media platforms has its own language. Here are a few definitions to help you start:

Profile: This is your personal profile which you will need before you can set up your Business Page. It is against Facebook's Ts and Cs to use a personal account to represent your business. However you can have your own separate profile page.

Page: Your Business Page is where you will Post comments

Group: is a page created for an organisation or business to promote its activities. For example a health club could start one and its members could then join the Group and post their thoughts on a wall and interact through discussion threads.

Posts: the comments that you make

Likes: this is the equivalent of a friend on your profile page or in Twitter language, a "follower"

SETTING UP AN ACCOUNT

Now you have decided to take the plunge and create a Facebook account, where do you start?

1. Go to www.facebook.com and follow the instructions
2. Set up a new profile: add your name, an email address and password. As with all passwords, use a mixture of upper and lower case, symbols and numbers.
3. Don't use your profile page but from there set up a business FB page or group.
4. On your Page, upload a photograph of yourself or your brand logo – 160 X 160 px is a good size
5. You can also add a cover image with an image 851 X 315 px
6. Write a profile of your business
7. Include a link to your website. You want to make it as easy as possible for people to find your website from your Facebook Page

Set up Baqqa

1 About 2 Profile Picture 3 Add to Favourites 4 Preferred Page Audience

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

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*Tell people what your Page is about...

Website (e.g. your website, Twitter or other social media links)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

http://www.facebook.com/ Enter an address for your Page...

Need help? Skip Save Info

POSTING

OK, so you have set up your Facebook account, but what should you post about and when?

1. Style

Unlike Twitter which limits the number of characters to 140, Facebook allows you to write longer articles, so make the most of it. Make your business come alive and be authentic, enthusiastic and interesting. Think about your target audience – what would they be interested in? Experiment with

different types of posts, ask questions and start a discussion. Your objective is to get people to start talking. Also, it's a good idea to upload an image to make your Post stand out – use a png file format for graphics (jpeg for photos) and add your logo to it.

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With more people accessing your website from their mobile or tablet, make sure you are not losing out to the competition <http://bit.ly/1c4lvvj>

Year	Desktop	Mobile
2007	1,100	400
2008	1,250	600
2009	1,300	700
2010	1,400	950
2011	1,450	1,100
2012	1,500	1,300
2013	1,600	1,500
2014	1,700	1,700
2015	1,750	1,800

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From 21st April, Google has changed its algorithms to favour sites that are mobile-friendly on mobile searches. This means that if your website is not...

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5 people reached Boost Post

Like Comment Share

Write a comment..

Press Enter to post.

2. Content

Before you start posting, write out a profile of your perfect customer and think what they have in common e.g. their age, where they live and how your business can help them. Create a home for them to chat because if you don't someone else in your line of business will!

- ❖ Clients want to see how others have benefitted from your products/services so if your clients are happy with what your business has done for them, ask them to post a few lines and if appropriate, upload a picture
- ❖ Always have a reason for the post and think about what action you want from your user
- ❖ Unlike Twitter, it's not good practise to repeat your content on Facebook

3. When?

- ❖ You should aim to post at least 1 article a week preferably more but be consistent. It doesn't look good if you post several articles in one week but then nothing for 2 months. You could also link your Facebook Page to your blog so that every time you post a blog on your website, it automatically appears on your Facebook Page.

ACQUIRING LEADS

Provided you know your intended audience, Facebook can be excellent platform for acquiring the right leads and clients. However, don't create an ad straightaway - wait until you have 8-10 pieces of content. The idea is to make your successful Posts into successful promotions. When you notice that a Post is getting a lot of interest, promote it to reach even more people. Also there are some golden rules to follow:

- ❖ What are you looking to achieve from your ad?
- ❖ Use Page Insights to understand who responds to your messages and target your adverts and promoted posts to them

- ❖ Try out different images and headlines and see what works. (Read our article on [A/B Testing](#) to find out more) This way you will be able to maximise the impact of every post and advert and remember that Facebook automatically pushes your budget on the advert that's performing the best

AND FINALLY...

enjoy it! And make sure that you link your Facebook page to your website and all of your other social media sites. If you have any other Facebook related questions or would like us to manage your Facebook account for you, just get in touch 01722 671971 or by email hello@baqqa.com

