

Chapter 2: Getting Around on Facebook

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You have a Facebook page. Now what? That you're reading this book means that you're using social media as a marketing tool. The next step after creating a Facebook business page is to put some content on it. You have a few ways to interact with potential clients on Facebook:

- ◆ Create interesting posts and put them on your wall.
- ◆ Add images and videos to your Facebook page.
- ◆ Respond to a thread of comments from a post on your business page.

Like other social media, it's all about the conversation. Facebook is another venue for you to get your message out to potential clients and interact with them. Whether you're a multimillion-dollar business like Ford Motor Company or a wedding photographer, you can reach out to clients and potential clients using the various tools Facebook offers.

In this chapter, we show you the basic steps for putting content on your Facebook page, acquiring people who like your page, and then interacting with them. A Facebook business page without people who like it is like a bagel without a hole — it just ain't right. If you're ready to start populating your Facebook page, read on, intrepid social media marketer.

Adding Messages on Your Page

The wall on a Facebook page resembles a blog: You have to post frequently to keep friends (personal page) or people who like your page (business page) coming back and eventually turn them into paying clients.

The information you post should be useful and not a blatant advertisement. You can use a wall post to announce a new product, but don't use a Facebook post like a sledgehammer to beat your followers over the head. In fact, you should use a little bit of salesmanship in your wall posts. Pique the visitor's curiosity, but don't use a hard sell.

For example, you can tell people about a problem you solve with a new product or service. At the end of your post, leave a link to your Web site page, where people can find more information. If your message piques the curiosity of someone who likes your page, she's sure to click the link.

To add a message to your wall, follow these steps:

- 1. Log in to your Facebook account.**
- 2. Start entering text in the “What’s on your mind” text field at the top of your wall.**
- 3. Add information to your post.**

Click one of the icons at the bottom of the post to add a link to a Web page, a photo, an event, or a video.



Figure 2-1:
Creating a post on your wall.



When you add a photo or video to a wall post, it's also added to the applicable tab, which enables viewers to see the content after newer posts appear at the top of your page.

4. Click the Share button.

Your post is added to the wall.

Make sure your post contains no grammatical or spelling errors before you share it with the world. You cannot edit a post. If you made a mistake or created a post that ruffled someone's feathers, your only option is to remove the post entirely. Pause your cursor over the post until a Remove button appears. Click the button to permanently remove the post.

Adding Images and Video

You can add photographs and video to your Facebook page. If you're a wedding photographer, for example, you can showcase your fan page with the best pictures from your most recent gigs. If you have a video of a recent event or a demonstration of your product, add it to your Facebook page. The only limitation on content is your imagination.

Adding a Photos or Video tab

Facebook lets you conveniently organize photos and videos on tabs, which helps people who like your page to easily find this content. To add a Photos or Video tab to your Facebook fan page, follow these steps:

- 1. Log in to your Facebook account and navigate to your business page.**
- 2. Click the Plus Sign (+) icon to the right of the last tab on your page.**

A drop-down menu appears with a list of tabs you can add to your page, as shown in Figure 2-2.

- 3. Click Photo.**

A Photos tab is added to your page. If you're adding photos to a business page, you probably already have the Photos tab.

- 4. To add a Video tab to your page, click the Plus Sign icon again and click Video.**

Your business page now has Photos and Video tabs, as shown in Figure 2-3.



Figure 2-2:
Adding
Photo and
Video tabs
to your
business
page.



Figure 2-3:
A place to
store your
Facebook
photos and
videos.



You can change the order in which tabs appear on your page. Click a tab and drag it to the location you want. If the tabs you want to appear on your profile are collapsed, click the right-pointing double arrow next to the last visible tab on your profile to display the hidden tabs and then drag a tab to its new position.

Uploading photos to a Facebook album

You can create a photo album for just about any purpose, such as to showcase employees, products, events, or portfolios. Whenever you need to segregate photos on a Facebook page, an album is the answer. You can upload images files in GIF, JPEG, or PNG format. File size doesn't make a difference because Facebook resamples the images to a smaller size.

To create a Facebook album, follow these steps:

1. **Organize the album images on your hard drive.**

Store in a folder all the images you want in one album.

2. **Log in to your Facebook account.**

3. **Click the Photos tab.**

The Photos tab expands. (If you have no Photos tab, see the earlier section “Adding a Photos or Video tab.”) Initially, all you have is an album for profile pictures with one photo in it, shown in Figure 2-4.



Figure 2-4:
The Photos tab.

4. Click the Create a Photo Album button.

The Facebook Photo Uploader dialog box appears. This Facebook plugin lets you upload multiple images (you must have Java installed on your computer). Download it by clicking Download and following the prompts. If you prefer to upload images by using the standard Facebook photo uploader, click Cancel.

The Add New Photos page appears, as shown in Figure 2-5.

5. Enter a name, location, and description for the album:

- *Name:* Choose a logical name that helps people who like your page easily identify which images appear in the album.
- *Location:* This is where the photos were taken. If a location isn't applicable, leave this field blank.
- *Description:* This additional information is used to identify the type of images stored in the album.

6. Click the Create Album button.

The album is created and the Upload Photos page appears. Figure 2-6 shows the simplified version of the Facebook uploader, which lets you upload five images at a time.

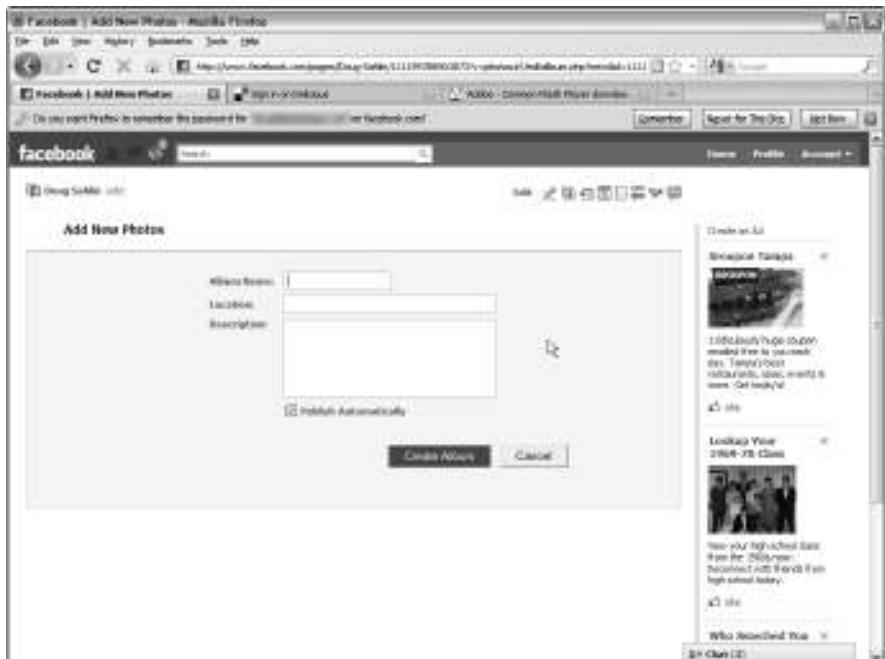


Figure 2-5:
Creating
an album
into which
you store
images.



Figure 2-6:
Now it's
time to
upload
photos.



7. Click the Browse button.

The File Upload dialog box appears.

If you have a camera phone and want to upload images from it, click the Upload Photos Straight from Your Phone link, at the bottom of the Upload Photos page.

8. Navigate to a file and click Open.

The file is added to the upload queue.

9. Repeat Steps 7 and 8 for other images you want to upload.

The standard Facebook uploader limits you to five photos. If you need to upload more than five images, you have to repeat these steps to upload them. If you decide to go with the plug-in, you can upload a folder of files.

10. Select the check box that says you have the right to distribute the photos and that they don't violate the Facebook terms of use.

If you don't select the check box, you cannot upload the images. If you select the check box and you have no right to distribute the images, you run afoul of the copyright laws, which isn't a good thing.

11. Click the Upload Photos button.

The Uploading Photos page appears. Don't close your browser window until the upload is complete. A spiffy little series of flashing blue bars keeps you amused while the photos upload. After the photos are uploaded, the Edit Album page appears, as shown in Figure 2-7.

12. Create a caption for each photo in the album.

You can add a fairly lengthy description, but the best method is to create a short caption that describes what's in the photo.

13. Click a person in the photo and enter the person's name.**14. Decide which photo serves as the album cover, and then click the This Is the Album Cover radio button.**

A thumbnail of this photo is displayed in the Photos tab as the album cover.



Figure 2-7:
Adding
captions to
your photos.

15. Click the Save Changes button.

The changes to your album are saved and the Unpublished Photos dialog box appears.

16. Click Publish to publish the photos to your wall and profile now, or click Skip to add more photos to the album or perform other edits, such as organizing photos.

Editing your photos and albums

After you publish an album, you still have the opportunity to fix any mistakes you made in the captions, change the album cover, organize the order in which your album images appear, and delete any photos you accidentally uploaded.

To change the order your images appear in an album, follow these steps:

1. Click the Photos tab on your page and hover the cursor over the album you want to edit.

A Pencil icon appears, which is your clue that you can edit the album.

2. Click the Pencil icon.

The Edit Album page appears, which has five tabs:

- *Edit Photos*: Change any captions, delete photos, or change the album cover.
- *Add More*: Add photos to the album.
- *Organize*: Change the order in which the photos are shown in the album.
- *Edit Info*: Change the album name, location, and description.
- *Delete*: Delete the album.

3. Click Organize.

Thumbnails of the images in the album appear, as shown in Figure 2-8.

4. Click the Reverse Order button.

This step reverses the order in which the thumbnails are displayed in the album.



Figure 2-8:
An
organized
album is
a thing of
beauty
and a joy
forever.

5. Drag a thumbnail to change its position in the album.

This step lets you arrange images in order of importance, or by the time at which a photo was taken.

6. Click the Save Changes button.

Your album is organized.

7. To delete a photo, select the Edit Photos tab, and then select the Delete This Photo check box.

You can't undo this action, so think twice before deleting a photo.



Adding video

If you own a video camera, you can post videos on your Facebook business page. You can post videos of recent events, tutorials on how to use your product, and much more. Use your imagination to think of new and interesting ways to use video in conjunction with your social media marketing efforts.



If you're already creating video Web logs, or *vlogs*, for a video hosting service such as YouTube or Vimeo, you already have a finished product for a Facebook page video.

To upload a video to your Facebook page, follow these steps:

- 1. Log in to your Facebook account.**
- 2. Click the Video tab on your page.**

The Video tab appears. If you have no Video tab, check out the “Adding a Photos or Video tab” section, earlier in this chapter.

You have two options for video: Upload a video or record a video using a webcam attached to your computer. If you have a good webcam, experiment with recording a video directly to Facebook. The remaining steps describe how to upload a video you’ve already created.

- 3. Click Upload.**

If you want to record a video right now, click the Record button.

The Upload File dialog box appears, as shown in Figure 2-9.

- 4. Click Browse.**

The File Upload dialog box appears.



Figure 2-9:
Uploading
a video to
Facebook.



5. Navigate to the video file you want to upload and click Open.

The file you upload must be smaller than 1024MB and less than 20 minutes long. After you click Open, the file starts uploading.

Video files are large, and sometimes even humongous. Be prepared to wait a while for your video to upload. Now isn't the time for impatience.

After the file uploads, you can enter some information, such as the title of the video, as shown in Figure 2-10.

6. Enter information about the video.

You can add the names of people in the video, enter a title for the video, and enter a description of the video.

7. After adding the information you want, click Save Info.

Your video is ready for viewing. It's posted on your wall (shown in Figure 2-11 and is also available from the Video tab.



Figure 2-10:
Adding
information
about your
video.



Figure 2-11:
A video uploaded to a Facebook wall.



If you aren't crazy about the thumbnail image Facebook chooses for your video, click the Video tab and then click the Pencil icon to edit the video. In the Choose a Thumbnail section, use the arrow keys below the default thumbnail to navigate the thumbnails and choose one you like.

Finding People to Like Your Business Page

After you have a couple of posts under your belt, you can start getting people to like your Facebook page. The best place to start is with the people you know. Send an e-mail to everyone in your address book with a brief message and a link to your Facebook page. Not everyone is likely to be a Facebook member, but the fact that you are may entice them to join, and, of course, to like your page. Tell your friends to tell their friends about your business page. If you're on Twitter, send a tweet to your followers with the link to your Facebook page. You can also get people to like your page using Facebook resources.

If you have a personal account with Facebook in addition to your business page, you can ask your friends to like your Facebook page by following these steps:

1. Log in to Facebook.

Your personal page opens by default.

2. Open your business page.

If you have created a custom URL for your page, use this to navigate to the business page. Alternatively, you can type your company name in the search field and then click the icon to open your business page.

3. Click the Suggest to Friends text link directly beneath your avatar.

Your Facebook friends appear in another window.

4. Click the friends to whom you want to send an invitation.

A check mark appears near the friend's avatar, as shown in Figure 2-12.

5. Click the Send Invitations button.

Your invitation is sent to your friends.

After you send the invitation to your friend, be sure to ask them to recommend your business page to their friends. In addition to asking friends to like your Facebook page, you should promote it in your other online media as well. Include the URL to your fan page in your e-mail signature and any other correspondence you send. You can also send an e-mail to everyone in your address book to announce your Facebook page. Another possibility is an online press release. You can also add a badge to your Web site that, when clicked, directs your site's visitors to your Facebook business page. We show you how to add a Facebook badge to your Web site in the next section.



Figure 2-12:
Sending an
invitation to
friends.

That's just the tip of the iceberg for getting your Facebook page noticed. In Chapter 3 of this minibook, we show you how to use search engine optimization (SEO) to get your page noticed.

Responding to your comments

When you add a post to your wall, people who like your page can comment on your post. When your page becomes popular and you have lots of people leaving comments, you can't respond to every comment; you just won't have time. But you can add your two cents to the thread. Social media is all about being part of the conversation. When you find some interesting comments, add your own to the thread.

To add your comments to a post that has received comments, follow these steps:

- 1. Log in to your Facebook account.**
- 2. Review your comments.**

You should review your comments daily, if you can. If you get some bad press, react to it immediately.

- 3. When you see a comment thread you want to respond to, place the cursor in the text box at the bottom of the page and start typing, as shown in Figure 2-13.**



Figure 2-13:
Responding
to a
comment.

4. Click the Comment button.

Your comment is added to the thread.

Managing comments and wall posts

Most comments from people who like your page are supportive, interesting, and (possibly) amusing. But occasionally you receive a comment from a bad apple. In this case, you can manage comments. You can also manage posts on your wall.

If you disagree with a statement a user has posted, click the Delete button to remove the comment from your wall.



While moderation is a good thing to do, you don't want to develop a reputation for censoring comments. Think twice before you delete a comment from your wall or have a user banned from your page.

If the comment goes a little further than mere disagreement, you can have the user banned from your business page. To report a user for a violation of the terms of use or for making negative comments, follow these steps:

1. Log in to Facebook and navigate to your business page.**2. Review comments to your posts, as shown in Figure 2-14.**

Notice the two options below each comment: Delete and Report.

3. When you find a comment that's negative, or spam, click Report.

A Report dialog box appears, showing the name of the user you're reporting. All reports are confidential.

4. Choose an option from the Reason drop-down menu:

You can report a user for attacking the page owner or group or for leaving an advertisement or spam.

5. Accept the default Banning option.

This option bans the user from your Facebook page and removes all content he has posted.

6. Click Submit.

Note that if Facebook thinks you're reporting someone because you disagree with her statement, no action is taken.



Figure 2-14:
Reporting
a user to
Facebook.

Facebook creates a wall post by default every time something happens on your page. You see a new post whenever someone likes your page or you change your information, for example. If you want to remove any wall post, including comments, follow these steps:

- 1. Log in to Facebook and navigate to your business page.**
- 2. Place the cursor over the post or item you want to remove from your wall.**

The word *Remove* appears to the right of the post. It's a link that lets you remove the post.

- 3. Click Remove.**

The Delete Post dialog box appears, asking whether you're sure you want to delete the post.

- 4. Click Delete.**

The entry vanishes into cyberspace and beyond.

Using a Page Badge to Promote Your Business Page

If you have a Web site or a blog, you can add a Facebook badge to your site to promote visitors to your Facebook business page. This is a helpful way to cross-promote your fan page.

To add a badge to your Web site, follow these steps:

- 1. Launch your favorite Web browser and navigate to www.facebook.com/facebook-widgets/index.php.**

The Facebook Badges page appears. You have options to create a badge with your Facebook profile and contact information, create a badge to show off your Facebook photos, create a badge to show the pages you like, or create a badge to promote your page.

- 2. Click the Page Badge link.**

The Page Badges page appears (see Figure 2-15).



Figure 2-15:
Creating a
page badge.

- 3. Choose the source for your badge.**

If you have an existing Blogger or TypePad account, click the applicable link and you're redirected to the applicable site. Follow the prompts to sign in and add the badge to your site. If you have your own domain, click Other that opens a window with HTML. Paste the code into your Web site. If you don't know how to edit Web pages, ask your friendly Web designer to help you.

4. Add the badge to your Web site.

Your Facebook badge is visible to everyone who visits your site (see Figure 2-16).



Figure 2-16:
Promoting
your
Facebook
page from
your Web
site.

Chatting on Facebook

If you have a personal Facebook page in addition to your business page, you can use the Facebook Chat window to chat with friends in real time. You cannot, however, chat with a person who likes your page unless he also happens to be a friend of your personal account. The Chat dialog box is available whether you're on your personal page or your business page. You can only chat with people who are your friends and not people who like your page. If a business associate in a distant market is a friend on Facebook, you can use the Chat dialog box for brainstorming.

To chat with your friends on Facebook, follow these steps:

1. Log in to Facebook.

A chat window is visible in the lower right corner of your Facebook page.

2. Click Chat.

The window pops up, revealing friends who are now online, as shown in Figure 2-17.



Figure 2-17:
With whom
do you want
to chat?

3. Click the name of the person you want to chat with.

The window changes to reveal the name and icon of the person with whom you want to chat.

4. Type something and then press Enter or Return.

Your message is sent to your friend. Your friend hears a noise that sounds like a pop to notify her that someone is tugging her chain — er, sending her a message. When your friend responds, her text appears below yours.

5. Continue the conversation until your fingers become cramped or you see the early warning signs of carpal tunnel syndrome.

Chatting on Facebook can be fun. But you can also use it to get more people to like your business page. If the person with whom you're chatting is a friend of your personal account but hasn't clicked the Like button on your business page, send her the URL for your business page. If she likes your page, ask her to suggest your business page to her friends and business associates.