Chapter 3: Using Facebook Features

In This Chapter

✓ **Delegating Facebook tasks**

✓ **Marketing with Facebook**

✓ **Creating a Facebook event**

✓ **Exploring Facebook tools and applications**

✓ **Exploring the Facebook blog**

✓ **Keeping track of the people who like your page**

*I*n earlier chapters, you find out how to create a Facebook account, create a Facebook business page, and use basic Facebook features to commune with your Facebook fans. After you get the hang of using Facebook, you can use it to help market your business even more, by creating Facebook events, using Facebook applications, and much more.

In this chapter, we show you how to fine-tune your Facebook experience for your business and your marketing goals.

Adding Administrators to Your Facebook Business Page

As with any other social media outlet, using Facebook is work that takes another slice of the available hours in your workday. If you have a business partner or are part of a large organization, you can delegate your Facebook tasks by creating additional administrators. When you create them, they can log in to your Facebook business page and take some of the load off your back.

To add an administrator to your Facebook page, follow these steps:

1. **Ask an associate to like your page.**

   Have her log in to her Facebook account, navigate to your business page, and then click the Like button.

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

   Your Facebook page appears in the Web browser.

3. **Scroll to the People Like This section and then click See All.**

   The people who like your page appear in a separate window, shown in Figure 3-1. Notice that the Make Admin button appears next to each name.

4. **Click the Make Admin button next to the name of the person who likes your page who you want to promote to administrator.**

   A dialog box appears, asking you to confirm that you want to promote the person's status to administrator and warning you that he will have the same control over the page as you do, as shown in Figure 3-2.

   REMEMBER

   Perhaps Facebook will someday institute options to limit the permissions level of each administrator, such as the (wonderful!) option to limit a person who likes your page to making only wall posts. For now, be absolutely certain that you want to give this person full control over your page.

5. **Click the Make Admin button.**

   Your associate now has the same control over the page as you do, except they cannot appoint new administrators or delete the page.

Figure 3-1:
Promote a friend who likes your page to an administrator.

Figure 3-2:
You're about
to give your
associate
the same
powers you
have.

Using SEO to Get Your Facebook Business Page Noticed

Many businesses are using Facebook as a second home page, and that second page can be used to drive the people who like your business to their Web sites. But how do you get people to notice your Facebook business page?

Follow these tips to optimize your Facebook page for search engine optimization (SEO):

✦ **Use keywords in the information about yourself or your business.** When you write information about you or your company below your avatar, pepper it with the keywords people would use to find a company or service similar to yours on the Internet. Be as specific as possible while still creating a description that's grammatically correct and well written.

Pull out the list of keywords you acquired for your Web sites, as described in Book II, Chapter 2.

✦ **Use the Info tab on your page to include more keywords and metadata about your business.** When you create a page for a business, you can include a company overview and a mission statement. If you create a

page for a public figure, you can include personal information and interests. Add keywords to the text in the sections that people would use to find a similar business or service. Remember that each tab has a unique URL, which makes it easy for you to add your Facebook URL to an e-mail signature or create a link on one of your other Web sites.

✦ **Add URLs in your wall posts.** Whenever you write something on your wall, add a link to a page on your site where users can find more information. The additional link adds relevance to your Web site in a search and gives your business page more relevance — number of links is one criterion search engines use in ranking pages.

You can add a URL by clicking the Link icon underneath the Publisher text box. No search engine can see a URL you enter in this way. Always add URLs directly in your wall posts, for SEO purposes.

✦ **Embed hosted videos.** If you have videos at a hosting service such as YouTube or Vimeo, use the Facebook Markup Language (FBML) application to create a new tab and then embed a couple of videos in your page. A URL serves as another inbound link to your Facebook page. For more information on FBML, see the later section "Creating a custom tab for your business page."

✦ **Add keywords to photo captions and event listings.** When you add photos to an album on your Facebook page, to an album on your page, include keywords in the captions you create for your photos.

   • If you're a wedding and event photographer posting a photo of a recent event, include your name in the caption as well as the town and city in which you live. You can also add keywords when you post an event on your Facebook page.

   • If you're announcing a webinar, include keywords related to the subject of the event as well as any applicable URLs.

✦ **Create more inbound kinks for your business page.** Search engines rank pages according to the number of inbound links they have. Whenever you create a blog post, be sure to include a link to your Facebook business page. You can also include links to your Facebook page on your Web sites and include the link in other social media outlets you use, such as Twitter.

✦ **Draw as many people to like your page as you can.** When a Facebook user likes your page, this information is listed on the fan's page complete with a reciprocal link to your business page, which acts as another inbound link for your page.

✦ **Encourage fans to comment on your posts and like them.** When a fan posts a comment or clicks the Like icon, Facebook links the user's name with your business page, which gives the page, in essence, more relevance and popularity.

Using Facebook As a Marketing Tool

When you create a Facebook business page with the intent of marketing your business, your first goal is to find a group of people to like your page. Then you engage in a conversation with them. This strategy gives you a steady base of fans whose numbers increase as you make more relevant posts to your page.

In addition to marketing to the people who like your page, you can increase your presence on Facebook by advertising, promoting your page from your Web sites and other online media, and creating a group, as we show you in later sections of this chapter.

Advertising on Facebook

Advertising on Facebook is similar to advertising on Google: You create ads and then allocate how much money you'll spend on the campaign. It is, in essence, a bidding war — he who allocates the highest number of bucks has his ad posted most frequently. Facebook claims that your ad can reach as many as 400 million Facebook users. (That's a *lot* of people.) Any advertising guru can tell you that frequency is the name of the game. If the 400 million people see the ad once in a blue moon, you don't get good results. However, if you can increase your ad budget, your ad is shown more frequently.

When you log in to your account, Facebook teases you with a projected facsimile of your ad in the right corner of any tab except the wall, as shown in Figure 3-3. Of course, you're the only person who can see it until you create and place the ad.

Figure 3-3: Facebook shows you what your ad can look like.

The Facebook ad process is fairly simple. Follow these steps:

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

   Your tricked-out Facebook page appears.

2. **Click Promote with an Ad.**

   The Design Your Ad page appears, as shown in Figure 3-4. When you create an ad for a page, people who view the ad can become fans by clicking the ad or visiting your page directly from the ad.

3. **Choose an option from the Facebook Content drop-down menu.**

   If you have more than one Facebook page in your account, it appears on this menu. The title has, by default, the same name as your Facebook content.

   You can also promote your Web site or product rather than your Facebook page. Click the I Want to Advertise a Web Page link.

4. **Accept or modify the default body text (the information that appears under your avatar).**

   You're creating an ad, and basic marketing principles tell you that an ad should satisfy a need or solve a problem. Tell potential fans how they can benefit by following you. You are limited to a maximum of 115 characters for your ad.

Figure 3-4: Promote your Facebook page.

REMEMBER

Be sure to include a call to action at the end of your ad, such as asking the viewer to order online or call the number at the end of your ad.

5. **If you want an image with your ad, click Browse.**

   You can browse for an image on your hard drive and upload it. It must be 110 x 80 pixels, the maximum size for a Facebook ad image.

6. **(Optional) In the Targeting section, choose a location.**

   You can target an ad for the entire United States or limit the ad to a state or province or city. Limiting an ad to a city lets you choose to show it to users within a given radius of the city. Facebook uses IP addresses to determine user locations. (Talk about fine-tuning.)

7. **(Optional) Choose options in the Demographics section.**

   You can target an ad to a certain age group, send an ad to people on their birthdays, target the gender of ad recipients, and do much more.

8. **(Optional) Enter information in the Likes & Interests area.**

   For example, enter **photography** if your page is about photography.

9. **(Optional) Choose parameters in the Education & Work area.**

   In this area, you determine the education level of ad recipients. You can also enter information in the Workplace field to display the ad to people working for a specific company or organization.

10. **(Optional) Enter the information you want in the Connections on Facebook section.**

    You can target users who are connected by an event, page, group, or application. You can also target users who aren't connected to a page, event, group, or application. You can also target friends of connections.

11. **Click Continue.**

    The Campaigns and Pricing section appears, as shown in Figure 3-5. Notice that the estimated reach is displayed on the right side of the page.

12. **Choose an option from the Currency drop-down menu.**

    Choose the currency of the country in which you live.

13. **Enter a value for your daily budget.**

    This value represents the maximum amount you spend each day for targeted ads. The minimum bid per day is $1.00.

14. **Choose a Schedule option.**

    You can run ads daily beginning on the date you fill out the form until you cancel. You can also choose to run your ad during specified dates, which is a wise choice when you're testing the waters or advertising an event.
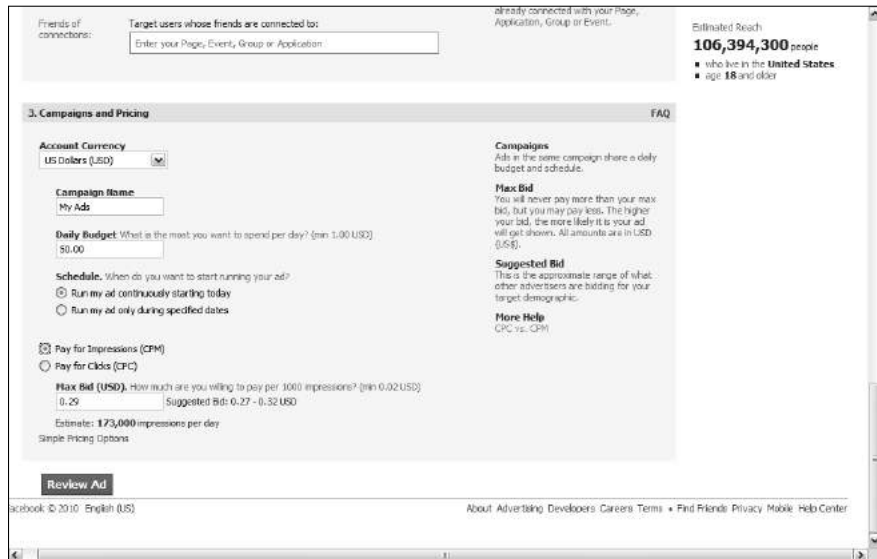
Figure 3-5:
Determining a budget for your campaign.

15. **Choose whether you want to pay per impression or pay per click.**

    If you choose to pay per impression, the per-impression charge is applied to your account every time someone sees the ad. Your other option is to incur the pay-per-click charge every time someone clicks the ad.

    This amount is the maximum you're willing to pay per 1,000 impressions or per click. Facebook suggests a value based on the demographics you specify. If you enter a higher value, your ad appears more often than those from advertisers who bid lower.

16. **Click Review Ad.**

    The Review Ad page appears, as shown in Figure 3-6. At this stage, you see a preview of what your ad will look like. You also enter your credit card information.

17. **Enter your credit card information and click Place Order.**

    Your ad campaign is under way after Facebook accepts your ad. Alternatively, if you don't like the way the ad looks, click Edit Ad to change any parameter, including the budget.

If you decide to cancel one or more of your Facebook ads, visit www. facebook.com/advertising and click the Manage My Ads link. You can select an ad and then cancel it.

Figure 3-6:
Review your
ad before
plunking
down your
hard-earned
cash.

Creating a Facebook group

Creating a Facebook group is another way for you to market your page and
your company. When you set up a Facebook group, people who are inter-
ested in the topic can join the group. Someone who hasn't clicked the Like
button on your business page, or a customer, may become one after seeing
your words of wisdom on your group page.

When you create a group, you create another Facebook entity, another way
for people to find you. Facebook users might not find your business page,
but if you find a niche about a popular subject that hasn't been filled and
you then fill that niche by creating a group, you have a powerful tool to
attract people to your business page and perhaps become paying clients.
Setting up a Facebook group is easy: All you have to do is find a niche and
create a group for that niche, and then start posting interesting material.

To create a Facebook group, follow these steps:

1. **Log in to Facebook and navigate to your Facebook page.**

2. **In the Search text field at the top of the page, enter the name of the
group you want to create and then click Search.**

A list appears, showing all results for your search query.

3. **Click Groups.**

If you see a page with no results, you can create a group with the name
you want.

4. **Click Home.**

   Your News Feed appears.

5. **Scroll down to the Groups section and click See All.**

   All groups of which you're a member are listed, as shown in Figure 3-7.

6. **Click Create Group.**

   The Create a Group page appears, as shown in Figure 3-8.

7. **Enter a name and description for the group.**

   You already researched the name — now all you need to do is enter a description of what the group is all about and give people a reason to join it.

8. **Choose an option from the Group Type drop-down menu, and then choose a subgroup from the second drop-down menu.**

   If no type fits the group you want to create, choose the closest match for the group you envision.
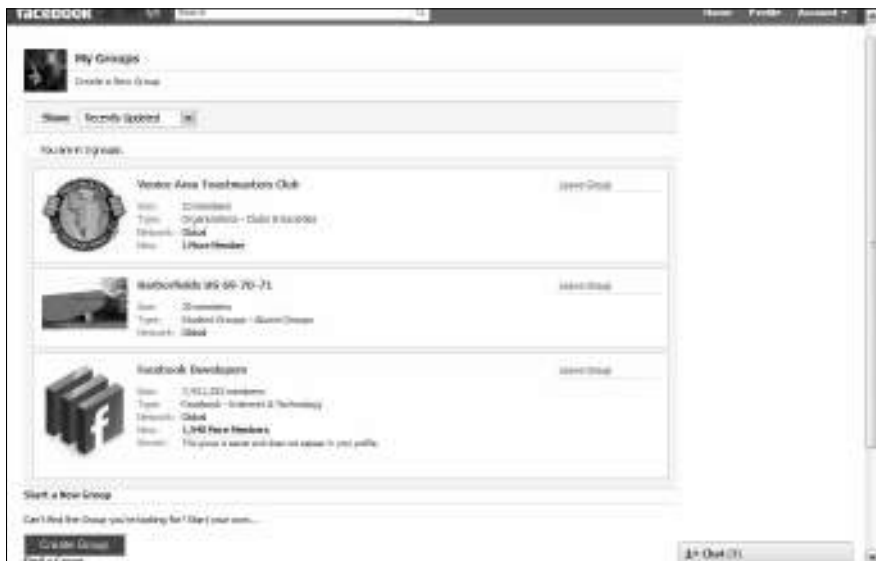

Figure 3-7:
A groupie can create a group (novel concept).

Figure 3-8:
Creating
your own
group.

9. **Enter any other information you feel is imperative.**

    This step is entirely at your discretion.

    Include a link to your Web site, rather than an e-mail address. If your group takes off, filling in an e-mail address might not be a good idea because your inbox may floweth over.

10. **Click Create Group.**

    The page labeled Step 2: Customize appears, as shown in Figure 3-9.

11. **Choose options to customize your group.**

    You have more options than the law allows — almost. You can choose whether to allow anybody to write on the wall, allow people to upload videos, allow members to post links, and much more.

12. **Click Save.**

    The Publish to Your Wall and Your Friend's Home Pages? box appears, as shown in Figure 3-10. Accept this option and the news is posted on your friends' News Feed.

Figure 3-9: Customizing your group.

Figure 3-10: Publish this puppy.

13. **Click Publish.**

    A message box indicates that your group is created. At this stage, you can invite friends to join your group, as shown in Figure 3-11.

    They can, of course, invite *their* friends to join your group, and soon you have a homogeneous family of friends grooving together in the group of their choice.

14. **Click the Invite People to Join link on the left side of your group page.**

    The Invite Friends dialog box opens.

15. **Choose which friends you want to invite.**

    You can start exchanging information with other members when they join. At this stage, the page is sparse. You have to change your avatar picture, write something on the wall, or add a description, for example, as shown in Figure 3-12.

Figure 3-11: Invite Facebook friends to join your group.

After your page is set up, you can do pretty much everything you can do with a business Facebook page. Click the links on the left side of the page to send a message to all members. You can also promote the group with an ad, and edit group settings to determine whether members have certain rights such as posting photos to the group page or leaving messages on the page. You can also create a group event.

After you fill a popular niche by creating a Facebook group, you have to roll up your sleeves and start creating compelling content that will entice people to join your group. Update the group regularly using your Facebook tools. You can post photos and videos on your group page, ask group members questions, and create a poll, for example.

Use the Events tab to post information about an event that will be of interest to the members of your group. Your business is of interest to the group, so this is a great place to post information about an event your company is hosting.

Creating a Facebook event

If your Facebook group or company is holding an event, you can announce it on your Facebook group or business page. A group can be an Internet event such as a webinar or an event at a live location. For example, the Ford Motor Company lists car shows. If you appear at trade shows, give speeches, or demonstrate your product, creating an event on your Facebook Fan page is another way in which you can promote the event.

To create an event on your Facebook page, follow these steps:

1. **Log in to Facebook and navigate to your fan page.**

2. **Add an Events tab, if you don't already have one.**

   See Book V, Chapter 2 to find out how to add a tab to your business page.

3. **Click the Events tab.**

   Your events are listed, or you have a clean slate if you have no events, as shown in Figure 3-13.

4. **Click Create Event.**

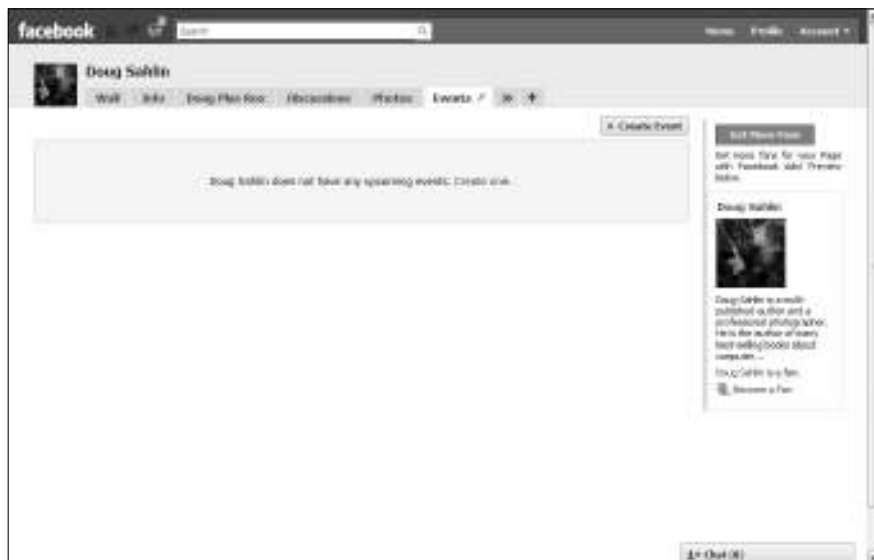   The Step 1 Create Event page appears, as shown in Figure 3-14.

Figure 3-13: Adding an event to your Facebook page.

Figure 3-14:
Just the
facts,
ma'am.

5. **Enter the event information.**

   The minimum required information is the event title. Add a street address or a URL if the event is online. Enter the starting and ending time as well.

6. **Click Create Event.**

   The Step 2 Add Details page appears, as shown in Figure 3-15.

7. **Fill in the event details.**

   You can upload a picture, choose an event category, add a description, choose event options, and more.

8. **Click Save and Continue.**

   The dialog box labeled Publish to This Page's Wall and Fans' Home Pages? appears. From this dialog box, you publish the event information to your fans' wall feed.

Figure 3-15:
Adding
event
details.

9. **Click Publish.**

   The Step 3 Invite Friends page appears. Choose the friends you want to invite to the event and add a personal message.

10. **Click Send Invitations.**

    Your invitations are sent, and the event is published.

Using the Facebook blog

You can post to the Facebook blog, but you may also find it a useful tool for finding information about Facebook. You can also search the blog for posts of interest. Facebook members can post comments to blog posts. If you're interested in seeing what's new on Facebook, fire up your favorite Web browser and navigate to `http://blog.facebook.com`.

Using the Discussions Tab

A discussion is another powerful way to create some lively banter on your group page. For example, if you've created a group about digital photography, you can start a discussion about which image-editing application filters are best for enhancing images.

You can create a discussion by following these steps:

1. **Log in to Facebook and navigate to your business page.**

2. **Click the Discussions tab.**

   The Discussions tab appears.

3. **Click Start New Topic.**

   The Start New Topic page appears (see Figure 3-16).

4. **Enter a topic for the discussion.**

5. **Enter text for the post.**

   An interesting question is a good way to pique the interest of your page visitors.
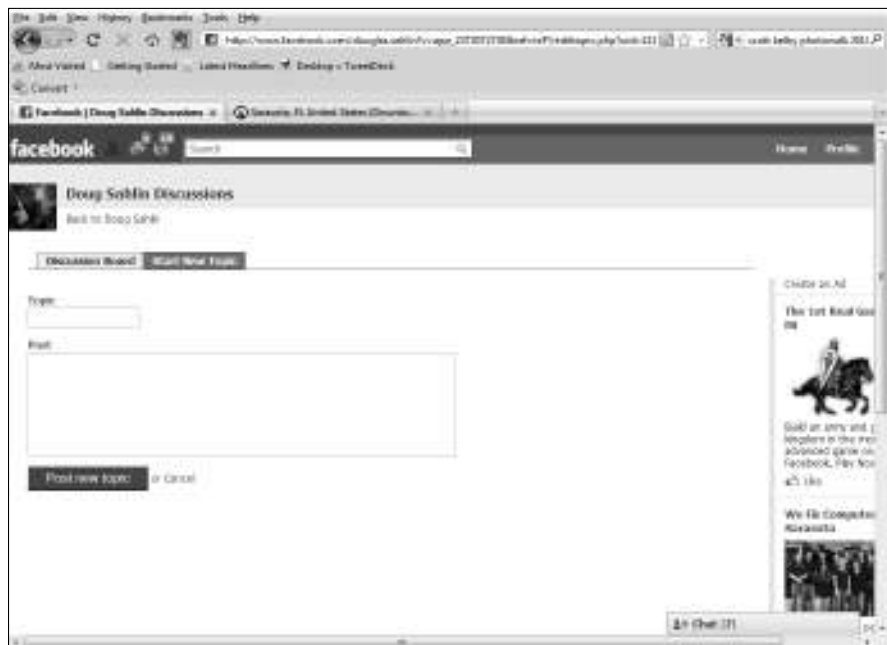

Figure 3-16: Adding a discussion to your Facebook page.

6. **Click Post New Topic.**

   The topic is displayed by topic title at the top of the Discussions tab.
   To view a topic, visitors click the link to display the topic, display any
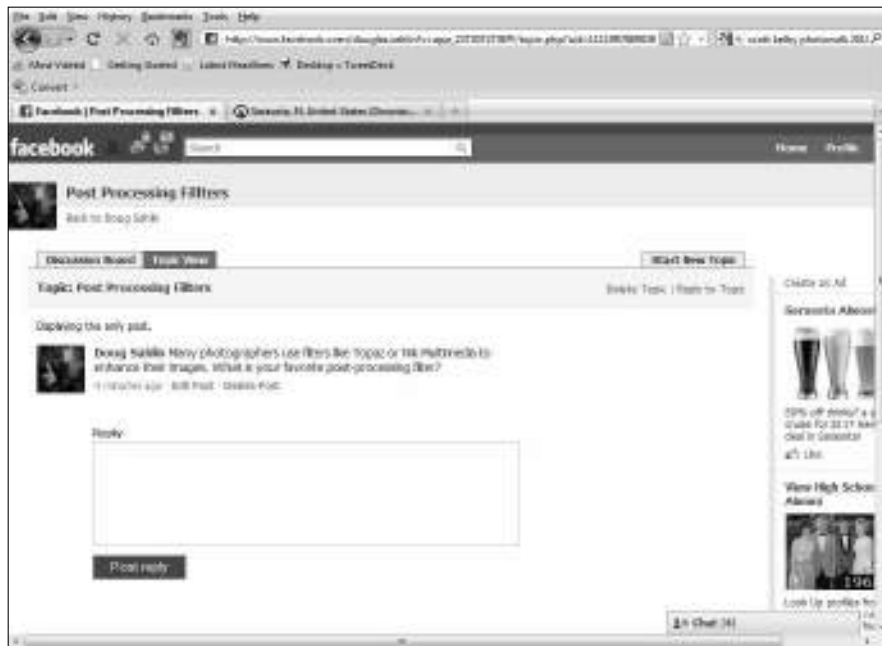   already posted replies, and add their own (see Figure 3-17).

Figure 3-17:
Visitors can
view and
reply to your
discussion
topics.

If you give people who like your page the right to post to it, they can start
a discussion by clicking the Discussions tab and following the steps out-
lined in this section. You can reply to topics posted by people by selecting
the topic, reading their post, and then clicking the Reply button. You can
manage topics by clicking the Edit Page links and then clicking Edit in the
Discussion Boards section, which is in the Applications setting.

Using Facebook Tools and Applications

Facebook has a tool or an application for just about every need. For exam-
ple, to find out what your fans think about a piece of information you can
use in your marketing, you can create a Facebook poll — and you know how
pointed a poll can be. You can create custom tabs on your Facebook busi-
ness page, which enables you to do things like add copy from your blog
to a tab, embed hosted videos in a tab, and more. In the next sections, we
explore some of the most useful applications available for Facebook.

Creating a Facebook poll

You're creating new marketing material, and you have ideas about the information you should include. But you can also easily consider ideas from your Facebook fans by creating a Facebook poll.

To create a Facebook poll, follow these steps:

1. Log in to Facebook and navigate to your business page.

2. Navigate to the following URL:

    www.facebook.com/apps/application.php?id=138079047824&ref=ts

The Poll Daddy Polls page appears, as shown in Figure 3-18. If you haven't added this application to your profile, you see an option to do so. Choose the applicable button before advancing to Step 3.

3. Click the Create a New Poll tab.

The Create a New Poll page appears, as shown in Figure 3-19.

4. Enter a question for your poll.

Create a question that suits your business.

5. (Optional) Select the Add Image check box.

Selecting this option reveals a text field and a Browse button. Click the button to upload an image from your hard drive. You know the drill.

Figure 3-18:
Creating a poll.

Figure 3-19:
Filling in the blanks.

6. **Enter the answers for your poll.**

   The default number of answers is three, but you can add additional answers by clicking Add Answer.

7. **In the Poll Language section, choose a language from the drop-down menu.**

8. **From the drop-down menu, choose an option in the Just for Friends or Everyone? section.**

   Accept the default answer and make your poll public.

9. **Choose an option in the section Where Do You Want to Post This Poll?**

   You can post the poll to your wall, which is your private profile, to a Facebook group to which you belong, or to a Facebook page you've created. If you choose the second or third option, a drop-down menu appears, from which you make a choice. The following steps show you how to publish the page to your wall.

10. **Click Next Step.**

    The Post To Wall box appears, as shown in Figure 3-20. You also have the option to add a link on your page profile wall. The information you enter in the text field shows up on your wall as the poll title.

Figure 3-20:
Publishing
the poll.

11. **Click Publish.**

    Your poll is published.

You can follow up on your poll at any time by logging in to Facebook and navigating to the Poll Daddy Polls page. Click the My Polls link to see how people who took your poll voted.

Adding your blog to Facebook

If you write informative posts for a blog that would be useful for people who like your Facebook page, you can easily add your posts to your page. Then you don't have to write the same material for two different venues.

To import your blog into Facebook, follow these steps:

1. **Log in to Facebook and navigate to your business page.**

    Your business page appears in your Web browser.

2. **Navigate to the Notes application.**

    It's at `www.facebook.com/apps/application.php?id=23474718568`.

The Notes page opens, as shown in Figure 3-21. Your blog appears by way of the Notes application.

Figure 3-21:
The Notes
fan page.

3. **Click the Add to My Page link.**

   A dialog box appears asking you the page to which you want to add the application to.

4. **Click Add to My Page next to the avatar for your fan page, and then click Close.**

   The application is added to your page, and the dialog box disappears into deep cyberspace.

5. **Navigate back to your fan page.**

6. **Click Edit Page and then scroll until you see the Notes app.**

7. **Click Edit.**

   The Notes settings appear (see Figure 3-22).

8. **Click the Import a Blog link.**

   The Import a Blog dialog box appears.

Figure 3-22:
Editing
the Notes
application.

9. **Enter the URL to your blog's RSS feed in the Website Link field. See Figure 3-23.**

   You can find this information by clicking the orange RSS feed icon on your blog page. If you don't syndicate your blog, turn to Book II, Chapter 1 to find out how.

Figure 3-23:
Yet another
dialog box.

10. **Select the check box that tells Facebook you have the right to post the content and that the content isn't illegal or obscene.**

11. **Click the Start Importing link.**

    A preview of your latest blog post appears, as shown in Figure 3-24.

Figure 3-24: A preview of your blog post.

12. **Click the Confirm Import button.**

    Your blog is imported, and the Notes application is ready to grace your page.

TIP

To display your blog directly on your page, add a Notes tab. Click the plus sign (+) next to the last tab and then choose Notes from the drop-down menu. Your blog posts appear on the Notes tab on your wall, with the newest posts appearing at the top of the page.

TIP

You can use the Networked Blogs application (apps.facebook.com/blognetworks) to follow syndicated blogs. This app can be added as a tab on your Facebook business page. You can follow as many as five blogs. You can also add your blog to the network and follow it with the application. The application doesn't post the feeds of blogs you follow — it shows buttons for each blog you follow. Visitors to your page click the button, which opens the feed on the Networked Blogs page.

Creating a custom tab for your business page

When you use Facebook to market yourself or your business, you want to put your best foot forward. When people visit your Facebook page, the default view is the wall. People who like your page can glean information from your words of wisdom, but if you have a lot of interaction with them, the wall can be a busy place. Rather than let fans land on your wall, you can create a custom tab that tells them about you or your business, similar to the home page of your Web site. Furthermore, you can use Facebook options to have your custom tab appear whenever someone visits your page.

To create a custom tab, follow these steps:

1. Log in to Facebook and navigate to the following URL:

    www.facebook.com/home.php#!/apps/application.php?id=4949752878&ref=ts

The Static FBML page appears, as shown in Figure 3-25. The Static FBML application lets you enter Hyper Text Markup Language (HTML) or Facebook Markup Language (FBML). If you know how to use HTML, you can write the code in the Static FBML application to insert images and text on a tab.

2. Click the Add to My Page link.

A dialog box listing your Facebook pages appears.

Figure 3-25: The first step to create a custom page.

3. **Click Add to Page next to the avatar for the page for which you're creating a custom tab and then click Close.**

   The application is added to your page.

4. **Navigate to your fan page.**

5. **Click the Edit Page link.**

   The options you can edit appear.

6. **Scroll down until you see the text *Static FBML* and then click Edit.**

   The Edit FBML page appears.

TECHNICAL STUFF

7. **Enter the title of your custom tab in the Box Title field, and then enter the page text in HTML format in the FBML field.**

   If you don't know HTML, ask your Web designer for help.

   Figure 3-26 shows the HTML to insert an image in the Static FBML application.

8. **Click the Save Changes button.**

   Your changes are saved.

9. **Click the link to return to your main page.**

   The link has the page name and is in the upper left corner of the dialog box.

Figure 3-26:
Editing the
Static FBML
application.

10. **Click the plus sign (+) icon and choose the name you gave to the Static FBML application in Step 7.**

    The tab appears on your page. At this stage, you can drag the tab to a different position. However, the Wall and Info tabs always appear before any other tabs. A tad more work is required to make this tab the default option that everyone sees when they land on your Facebook wall.

11. **Click the Edit Page Link.**

    The editable settings appear.

12. **Click Edit in the Wall Settings section.**

    The section expands and shows the options you can modify, as shown in Figure 3-27.

13. **Choose a tab from the Default Landing Tab for Everyone Else drop-down menu.**

    Visitors to your business page now see your custom tab, shown in Figure 3-28.

Figure 3-27: Editing Wall settings.

You can create other custom tabs by using the Static FBML application. Follow these steps:

Figure 3-28:
A custom
landing tab.

1. **From the Wall tab of your business page, click Edit Page.**

   The list of options you can edit appears.

2. **Scroll down to the custom tab you created with the Static FBML application.**

3. **Click Edit.**

   The settings for the custom tab you just created appear.

4. **Click Add Another FBML box from the bottom of the dialog box.**

   FBML 1 appears beneath the custom tab you just created.

5. Click Edit and follow Steps 7 through 13 in the previous step list.

TIP

The custom tabs you create with the Static FBML application appear in the Boxes tab. Click the plus sign (+) to the right of the last tab and choose Boxes. Click the Pencil icon to edit your tab. Choose Move to Wall to move the custom tab to the left column on the wall.

Finding other Facebook applications

Facebook has a plethora of applications, some created by Facebook and some created by third parties. In this chapter, we cover only the tip of the proverbial iceberg. You can explore other applications that may be suited for your business page by following these steps:

1. **Log in to your Facebook account and then navigate to your business page.**

2. **Click Edit Page.**

   A list of settings you can edit appears.

3. **Scroll to the bottom of the page and then, in the More Applications section, click Browse More.**

   A treasure trove of Facebook applications appears, as shown in Figure 3-29.

4. **Scroll the applications. When you see one you like, click the icon and then add the application to your page.**

Figure 3-29: Exploring other Facebook applications.

Creating a Custom URL for Your Business Page

You can create a custom URL for your fan page when you accumulate more than 25 fans. A custom URL is like branding, because it has the page name associated with it. You can send the custom URL as part of your e-mail signature and use it with your other social media. For example, it's much easier to use www.facebook.com/mypage rather than http://www.facebook.com/#!/profile.php?id=100000152015309.

To create a custom URL for your business page, follow these steps:

1. **Log in to Facebook and navigate to `www.facebook.com/username`.**

   If you've set up a personal page and you have more than 25 friends, a message box indicates that your username has been set. You also see an option to set a username for your business pages, as shown in Figure 3-30.

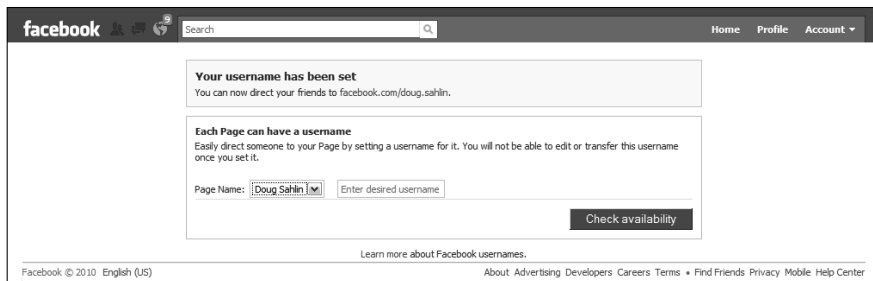**Figure 3-30:** Creating a custom URL for your page.
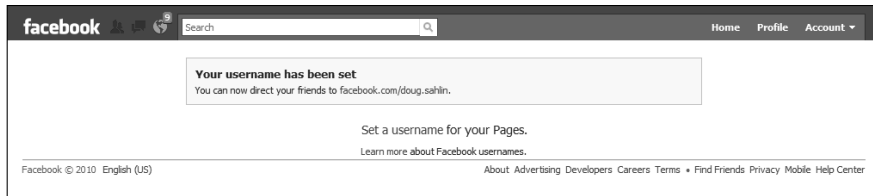
2. **Click the Set a Username link for your pages.**

   The section labeled Each Page Can Have a Username appears.

3. **Choose from the drop-down menu the page for which you want to set a custom username, as shown in Figure 3-31.**

Figure 3-31: Creating a custom username for your page.

4. **Enter a username and then click the Check Availability button.**

   If the name is available, a message box appears and says so. Follow the prompts to specify the custom username. You can then use the custom username to direct people to your page.