

Establishing Your *Facebook* Presence

Using Facebook as a Tool
to **Build** your **Business**

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What is Social Networking?

- ◎ **Social Networking** is the grouping of individuals into specific groups.
- ◎ **Social Networking** is popular online because, the Internet is filled with millions of individuals who are looking to **connect with each other** and to **expand** their social universe through a **common interest**.

Why Online Social Media?

- **Social Media** is handy, because:
 1. It enables folks to seek similar interests and then meet them in real life activity settings.
 2. **You can create Groups, Send out invitations and Invite like-minded people to your Page.**

Why Use It?

- It is available for anyone with an **internet connection**.
- Once you've **set up** an **account** and entered in your **basic profile info**, you can basically sit back and let the social networking activity come to you.

How does it work?

- **The Social Networking website** searches what you've typed into your **profile** information and **makes** friend suggestions, page suggestions and **group** suggestions for you to **build** your social networking community.

Why is it so Popular?

- **Online social networks are open-ended and easy to use.**
- Once you've set up a **social network account** and entered some **basic profile information**, you can basically sit back and let the social networking activity come to you.
- The Social Networking website searches out what you've typed into your **profile information** and **makes friend suggestions, page suggestions and group suggestions** for you to **build up and create your social networking community**.
- **It's FREE and connects you and your cause or company to your Target Audience.**

Social Networking Benefits

- The '**friends**' that you *can* make.
- **Reconnecting** with people from your past.
- **Around the world access.** This means that although you are in the United States, you could develop an online friendship with someone in Denmark or China or California.
- Anyone from anywhere in the world, **13 years or older, can become a member.**
- Once inside an online community, you can begin to **create your own network of friends** and **eliminate** members that do not share common interests or goals.

How Can You Use Social Media?

- ◎ **Virtual Gallery.** Social media is built for images.
- ◎ **Build an active Fan Base.** Stay in touch and communicate by sending posts.
- ◎ **Events.** Let your fans know about your special events, activities and classes.
- ◎ **Promote.** Enhance or promote your "brand" or "event".

Facebook

- ◉ **Facebook can be a great way to spread the word about your Event.**
- ◉ **Communicate with regular Posts.**
- ◉ **Upload Photos to make it fun.**
- ◉ **Use your friends to help build your social network.**
- ◉ **Give people a good reason to visit and revisit your page.**

Facebook as a Business Tool

- **Facebook.** Create an Event, start a Group, build your fan base.
- **Promote.** Promote your page with a FB ad.
- **Create Call-to-Action.** A Button that you can create to Shop, Book, Contact, Use an App, Play a Game, Sign Up or Watch a Video.

Facebook Vocabulary

- **Friending or Friend Me.** Approving and accepting a friend request.
- **Network.** People that you know from your life:
 - High School, College, workplace, hobbies, activities, hometown.

Facebook Vocabulary

- **Like or Liked.** Clicking **Like** below a post on Facebook is an easy way to let people know that you enjoy it without leaving a comment. Just like a comment, the fact that you liked the post is visible below it.
 - For example, if you click **Like** below a friend's video:
 - People who can see the video will be able to see that you liked it.
 - A story will be posted on your Timeline that you liked your friend's video.
 - The person who posted the video will get a notification that you liked it.
 - **If you Like a Page. Your friends see that you Liked that Page and they may click to Like it too.**

Facebook Vocabulary

- **Status / News Feed / Most Recent.** **Status.** How are you feeling? What are you doing? What is on your Mind?
 - A **time stamped** tickertape of your activities on Facebook. When your friends visit your profile, they will be able to see what you've been up to, or what's coming up in your life.
 - **Comment.** Answers to Wall posts that everyone in your network can see and read.
 - **Places.** Location of where you are doing what you are commenting on.
 - **Like.** Thumbs up.

Facebook Vocabulary

- **Messages.** Facebook email Inbox. Send and receive messages directly to whomever you are sending that message to. Inbox messages can only be read between the sender and the recipient(s).
- **Chat.** Instant Messaging specifically within the Facebook community.
- **Notes.** Small texts and mini messages.
- **Poke.** Let your friends know you're thinking about them, without saying a word. When you send a poke, the recipient gets a notification that they've been poked.

Facebook Vocabulary

- **Profile.** Your personal space on Facebook. This is where your friends can contact you directly, view and interact with your applications, and where you can upload photos, and edit information.
- **Tag or Tagging.** “Tag – you’re it!”. Highlighting a text or flagging a page or marking a photo.
 - Whenever you or a friend posts a photo to Facebook, you have the option of identifying the people you know in the photo, be it yourself, or someone in your immediate group of Facebook friends.
 - The folks that you tag will get a notification that they have been tagged and that photo will appear on their Wall and on your Wall.

Facebook Vocabulary

- ◉ **Notifications.** Comments. Likes. Accepting of friend requests. That you've been tagged in a photo.
- ◉ **Apps.** Fun interactive games and programs created by programmers to specifically run within Facebook.
- ◉ **Pages.** Webpages within Facebook that are created by companies, organizations, musicians, politicians, clubs, TV shows, etc... That are specific to topics.
 - Facebook members 'like' a Page to become fans of that Page.
 - **Discussion Board.** This is an area where a Page's fans can engage in topic-based dialogue. Usually the topics are questions posed by the Page administrator to spark conversation and interaction.

Build Your Profile

- **The more populated you make your Profile the easier it will be for Facebook to find your 'friends'.**
- **Complete ALL Profile fields**
 - Basic Information, Personal Information, Contact Information, Education & Work, Pages, Groups
- **Upload a Profile Picture.** Make it easier for friends to identify you as being the real you. In addition, the picture you select is another way to express who you are to your friends and family.
- *** Save Changes ***

Privacy Settings

- **Business Page Settings are different from Personal Page Settings.**
- **To access your Business Page Settings**
 - >
 - **Login to your Business Page**
 - **Click Settings**
 - **Make sure your Page is Published and visible to everyone**
 - **That anyone can post to your Page timeline and people can contact your Page privately**

Settings

● Post Attribution

- You want to post as IDS not as yourself

● Notifications

- Personally I prefer my notifications to be turned off – but in the beginning you may want to see every time there is activity on your page

● Page Roles

- Folks must first be your 'friend' before they can manage your Page
 - They can be an Admin, and Editor, Moderator, Advertiser or Analyst

Privacy Settings

- ◎ **Apps.** These are Apps that are connected to your Facebook account.
- ◎ **Featured.** These pages are shown on your page and rotated. These are pages that you like as your business self. They are called recipricol links.

How can FB Work for You?

- ◎ **Facebook** can be used to enhance or promote your "brand" or "cause".
- ◎ **Facebook is Mobile** and Facebook, Facebook Business Pages and Messenger App are available in both Apple App Store and Google Play Store.

Example 1. Create

◎ **Create.** You have an upcoming Event...

1. Create a Group, a Page or an Event.
2. Let your Fans know by inviting them to your Group, Page or Event.
3. Post updates.

Example 2. Share

◎ **Share.** Passing your Event along...

1. One of your fans 'likes' your post.
2. And then **Shares** it with *their friends* via Twitter, LinkedIn, Facebook, Google+, and Pinterest.

Example 3. Connect

- ◎ **Invite Your Friends to Like your Page.** Friends are very important. You can see which friends have liked your business page. I have 459 page likes, but only 111 of them are Friends.
- ◎ **Friends are needed to grow your business.**

Example 4. Promote

◎ **Get More Page Likes.**

- **Create an Ad** by clicking on **Promote your Page.**
- **Choose your Audience**
 - **Location**
 - **Interests / Search Engine Optimization**
 - **Age**
 - **Gender**
- **Choose your Budget**

Example 5. Call-to-Action

◎ **Create a Call-to-Action Button.**

- **Add a button to your Page that takes people directly to your App or Website**
- **Choose a Button**
 - **Book Now**
 - **Contact Us**
 - **Use App**
 - **Play Game**
 - **Show Now**
 - **Sign Up**
 - **Watch Video**

Hammerized on Social Media

Bonnie Hammer

- ◎ <http://www.facebook.com/HammerizedProductions>
- ◎ <http://www.linkedin.com/in/bonniehammer>
- ◎ <http://hammerizedproductions.wordpress.com/>
- ◎ <http://www.hammerized.com>
- ◎ <http://www.pinterest.com/hammerized/>

Classes on Social Media

Facebook Class

- ◎ **The Glenridge on Palmer Ranch**
- ◎ **Mar 4th – Mar 18th / 9:30-11:30a**

Available for Private Lessons or Small Classes

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