



The Instant Business Guide to *facebook*

by Nadia Thompson (Bioteams Design)

1. What is facebook?	facebook is a free social networking website in which members can keep up-to-date and connected with friends, family, work clients and colleagues 24/7. See also LinkedIn and twitter .
2. Two different ways to get started with facebook for business.	<p style="text-align: center;">Do you already have a facebook account?</p> <div style="display: flex; justify-content: space-around;"><div style="text-align: center;"><p>No</p><p>↓</p><p>Set up a personal profile <u>for business use</u> to manage and grow your business contacts:</p><ol style="list-style-type: none">1) Go to www.facebook.com2) Go to the sign up section and fill in your personal details and create a password.3) Add a profile picture, add comments, upload pictures, links, videos and start adding contacts4) REMEMBER to use it only for business purposes</div><div style="text-align: center;"><p>Yes</p><p>↓</p><p>If you already have a facebook account and you don't wish to use it for business purposes you can set up a fan page <u>just for your business</u>:</p><ol style="list-style-type: none">1) Go to www.facebook.com2) Click on 'create a page for a celebrity, band or business'3) Choose 1 of the 6 different options for the type of business you are e.g. Local business or place, brand or product etc.4) Fill in the blank fields to get signed up5) Add comments, upload pictures, links, and videos and start suggesting your fan page to other members.</div></div>



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<p>3. How can facebook help my business?</p>	<ol style="list-style-type: none">1. Creating a facebook profile can increase your business network, as you can invite and communicate with other members and invite them to join your facebook network.2. Every time you exchange business cards or email somebody you can add them to your facebook network to create a closer relationship.3. Facebook is a free way to keep your network up-to-date with your latest innovations, events or offers e.g. by posting up your latest offer or links to events.4. Post a good professional (not inappropriate or corny) picture of you or your business on your profile – then your facebook page is effectively your public CV online.5. If you already have a website and/or a blog you can put a link to it on your profile and also put your facebook link on your website6. Facebook email allows you to communicate your network (see below for the differences between facebook mail and ordinary email).7. Download the facebook app to your mobile phone so you can constantly keep connected and up-to-date wherever you are (the app runs on iphone, blackberry and android smartphones).
<p>4. How can I protect my privacy on facebook?</p>	<ul style="list-style-type: none">• Business fan page: Don't make your business fan page completely private as this will make it harder for members to view it and use it for business purposes only.• Personal profile: customise the privacy settings so some information remains private and can only be viewed by your friends. To do this go to the drop down menu at account on the top right hand corner of your profile and click on privacy settings where there is a list of options to choose from. Also make sure you don't post any personal details on your wall. This includes obvious stuff like your mobile phone number but also less obvious stuff such as your location – especially if you work from home.• Don't invite anybody to join your network if you have any doubts about them – you need to protect your network as well as yourself.



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<p>5. How is facebook mail different from email?</p>	<ul style="list-style-type: none">• Members are more likely to read your messages as facebook is designed for one-to-one communications (as well as hosting your web profile and public wall)• Your messages won't get stuck in email spam filters• Facebook is best for short messages – for long message (e.g. with attachments) it is better to use email
<p>6. Common Mistakes – 3 things NOT to do with facebook for your business.</p>	<ol style="list-style-type: none">1. DON'T forward spam via facebook as this will annoy your members and could get you reported.2. DON'T ask for favours from new friends too soon in your facebook relationship – build the relationship first and be patient!3. DON'T send out messages to your whole network (this will feel like SPAM to them)
<p>7. 1-week plan for <i>hitting the ground running</i> with your facebook for business account.</p>	<ol style="list-style-type: none">1. Set-up your profile page and have a colleague give you feedback on it2. Set-up privacy settings3. Invite 10 business contacts to join your network (start with your business card collection and then your top email contacts)4. Send out one-to-one emails to each of those contacts who accepts you invites5. Join a couple of facebook business groups which are relevant to your interests6. Download the facebook application to your smartphone and try it out7. Put a link to your facebook profile page in your email signature (and on your next business card)
<p>Further reading about facebook for business.</p>	<ol style="list-style-type: none">1. Facebook 101 for Business: Your Complete Guide - http://www.socialmediaexaminer.com/facebook-101-business-guide/2. 32 Ways to Use Facebook for Business - http://gigaom.com/collaboration/32-ways-to-use-facebook-for-business/3. How to use Facebook to promote your business - http://www.smallbizpod.co.uk/blog/2010/03/08/how-to-use-facebook-to-promote-your-business/