

Getting Your Facebook Page Up and Running!

By now, you have a Facebook page for your business, but now what? Remember that Facebook can be used for customer service, PR, sales, appointment bookings – the list goes on!

Monitoring Your Facebook Page

Facebook is a platform for attracting new clients to your business while maintaining relationships with current clients. It encompasses three main aspects: listening, engaging, and measuring:

- Listen to what your clients have to say, be it a compliment, request or complaint, and respond accordingly.
- Engage not just by responding to the activity of others, but by providing your own useful, interesting content (i.e. appointment openings, promotions, tips, etc.).
- Measure how responsive your clients are to your activity, and analyze what works and what doesn't to improve engagement and activity next time.

Users and Admins:

Now that you know what to look for when monitoring your page, you'll need to know how to use your page. You'll first need to assign at least one administrator. You can do this by clicking "Edit Page" near the top right. You'll then see a link on the left that says "Manage Admins." Click here and follow the steps. Once an admin, you'll be yourself (from your personal page) everywhere else on Facebook, but you'll become your business page when on the page itself, allowing you to post and comment as the page.

Getting Started

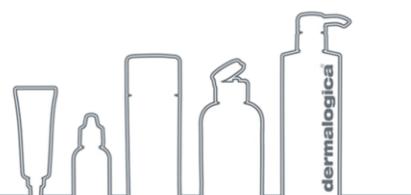
Everything is in place – now what do you do? Start by posting to your wall. The "wall" is the page where your most recent activity can be viewed. You can post to your wall by writing a lone status update or attaching a photo, link or video with a status. You can also upload photos, videos, and more. Here are some basic dos and don'ts for operating a Facebook business page:

Do:

- Engage your page daily, and respond to all activity.
- Make sure everyone knows your business is on Facebook. Talk about it, send e-blasts, put it on your business cards/website/product prescription sheets, etc.
- Address any negative feedback immediately, and if needed, contact the client via private message.

Don't:

- Post irrelevant or spammy content.
- Repeatedly post the same content, even if it's useful. If you have information that needs to be repeated, change the wording so it's different than before.
- Post too frequently, i.e. multiple times daily.
- Mix business with anything personal.
- Delete and/or ignore negative feedback.



Facebook Insights

Facebook offers analytics for fan pages, and we recommend you make full use of these reports. To check this, click “View Insights” near the top right of your page. You will have access to information about demographics, activities, page views, and more. You can use these reports and insights to gain an understanding of your fans, and you can adjust as needed.

You’re on your way!

For additional help with your Facebook business page, you can always search the Facebook Help Center, which you can find by clicking “Account” at the top right of your page. Once you get your page officially up and running, you’ll find that it

