

Using a Facebook Page to Promote Your Organization

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Table of Contents

Introduction 2

Benefits of Facebook Pages 2

Creating a Page 4

Signing in to Your Page 4

Using the Admin Panel..... 5

Updating Your Page’s Profile Picture, Cover, and Description 5

Posting Updates to Your Page’s Timeline 6

Deleting Posts from Your Page’s Wall..... 7

Moderating Your Page 7

Liking Other Pages 7

Working with Facebook Insights..... 8

Deleting Your Page..... 9

Introduction

The main way that organizations use Facebook is through Pages. The Facebook Page provides a way for organizations and businesses to build brand awareness; interact with customers and clients; and release information about products, services, events, and promotions.

By the end of this guide you will be able to:

- Create a Page for your organization or business.
- Manage your Page.
- Use Facebook Insights to learn about your customers.

Benefits of Facebook Pages

A Facebook Page is like a personal profile, but for an organization. A Page contains an about section that describes the organization and a Wall where the Page admins can post updates and other people can leave comments. Photos and videos can also be uploaded to a Page. Facebook users can become fans of a Page by liking it. When someone likes a Page, they receive the Page's updates in their news feed.

A Facebook Page provides a way for organizations or businesses to communicate directly with customers. Updates about products, services, and promotions go directly to people who are interested in the company. With a Facebook Page, you are more likely to reach the people who are inclined to purchase your products or services.

Posting regular updates to your Page's Wall reminds people of your products or services in a way that doesn't feel like an ad. For example, the Page for a tea company may post, "It's chilly today, so I'm drinking pomegranate green tea to keep me warm. What tea do you like on a cold day?" Such an update seems personable and friendly, but it's really an ad—for the pomegranate green tea and for any other tea people mention when they comment on the post.

With a Facebook Page, you can get other people to do your marketing for you. When someone comments on or shares one of your updates, this appears in their friends' news feeds.

Facebook users can post questions and comments to your Page's Wall and you can address them directly and publicly. It's a chance to show good customer service.

Facebook also provides demographics about your fans and statistics about your Page, called Insights. I'll discuss Insights more below.

Furthermore, you can advertise your page or company on Facebook, and target your ads based on location, gender, age, and interests.

Creating a Page

1. Log into your Facebook account.
2. Click the **Like Pages** link located on the left-hand navigation bar in the news feed.
3. Click the **Create Your Own** link located on the right-hand side near the top of the page. Facebook then presents you with six options. Select one that best represents your organization.
4. Choose a category that best represents your organization, type your organization's name into the box, read and agree to the terms, and click **Get Started**.

Facebook then takes you through four steps to complete your Page's profile. If you skip any steps, you can go back and fill in the information later on:

1. In the first step you **upload a photo** to represent your organization.
2. In the second step, you **add a description** of your organization and a website; you can add multiple websites such as the main site, the Twitter page, the blog, etc.
3. In the third step, choose a **unique web address** for your page so that it is easier for people to remember and find. Think this over carefully because unlike the other info, you cannot change this later.
4. In the fourth step, Facebook asks if you want to create ads to promote your Page. This is not required.

Signing in to Your Page

To update or edit your Page:

1. Click on the arrow in the top right corner of Facebook.
A drop-down will appear.
2. Click on your Page's name.

You will now be using Facebook as your Page. This means that any updates, likes, or comments will be attributed to your company's Page and not to your personal profile.

Using the Admin Panel

On the top of your Page is the Admin Panel. The Admin Panel includes:

- **Notifications:** if someone posts a comment to your Page or likes one of your posts a notification will appear here.

Note: People can post comments to a specific update you've added to your Wall, or they can post a general comment that will show up in a box on the right side of your Page.

- **Messages:** if someone sends a private message to your Page, it will appear here.
- **New Likes:** when someone likes your Page, their name and a link to their profile appears in this box.
- **Insights:** once 30 people have become fans of your Page by liking it, Facebook will display Insights. These are statistics about the number of visits to your Page and demographics of your fans.
- **Edit Page button:** located next to the Admin Panel title, click this button to update your Page's information, add Page Admins, and moderate your Page.
- **Build Audience button:** from this button, you can send emails, inviting people to "like" your Page. You can also create Facebook ads for your Page.

Updating Your Page's Profile Picture, Cover, and Description

Change you Page's profile picture:

1. Place the cursor over your profile picture.
An "Add/Edit Profile Picture" button will appear.
2. Click the button to change your profile picture.

Add a Cover: a cover is a banner that will appear at the top of your Page. To add or change your cover, click on the "Add a Cover" link. This is located on the right-hand side of the page across from the profile picture.

Change the Page's description:

1. Click on the “Edit Page” button at the top of your Page.
2. Select “Update Info.”

Posting Updates to Your Page’s Timeline

Underneath the Page’s profile picture is a box that says **Status, Photo/Video, Event/Milestone**. This is where you post updates to your Page.

In the status box, you can **type a message or add a link**. To add a link, copy and paste a URL into the status box. Another box will appear with the website’s title, an image, and a description of the website. Click on the website’s description to change it. Keep in mind that Facebook will only display the first four lines of the description. You can also type a message in the status box above.

Underneath the website description are little arrows. Click the arrows to choose an image to represent the website.

To upload a photo or video to your Page, select **Photo/Video** from the menu above the status box.

The **Events/Milestones option** allows you to create an event or post a milestone. Event is the more useful of the two options. If you select Event, Facebook will display a pop-up box where you enter the information about your event. Facebook will create a separate Page for your event where people can RSVP.

Deleting Posts from Your Page's Wall

To delete a post:

1. Place your cursor in the top right corner of the post.
A pencil icon will appear.
2. Click the pencil icon and select delete.

If you want to remove a comment someone left on your wall:

1. Place your cursor in the top right corner of their comment.
An "x" will appear.
2. Click the "x" to remove the comment.

Moderating Your Page

To automatically block comments containing offensive words:

1. Click the **Edit Page** button at the top of your Page and select **Manage Permissions**.
2. Choose an option from the **Profanity Blocklist** menu to block comments that use offensive words.
3. To block comments with specific words not covered by the Profanity list, type them in **Moderation Blocklist** field.

Liking Other Pages

You can create connections between your organization and other organizations by liking their Pages. They may like you back, which gives your Page more visibility.

If you are signed in as your Page and "like" another Page, the "like" is added to your organization's page, which means their updates will go to your Page's news feed and not your personal one.

Working with Facebook Insights

Facebook Insights provides data about your fans and page views. It shows how people are engaging with your Page.

You can see an overview of your Insights in the Admin Panel in the form of a graph that displays your posts, total reach, and the number of people talking about your page. To see further details, click the “See all” link above the graph.

Along the top are tabs that display different data sets.

The Overview tab shows:

- The **total number of likes** and if it has increased or decreased.
- The number of **friends of fans**, which are the people you can potentially reach through fans sharing or liking your updates.
- Your **weekly total reach**, which is the number of people who have seen any of your Page’s content.
- The number of **people talking about your Page**, which refers to the number of unique users who have liked your page, commented on or shared one of your posts, or mentioned your page in a status update.
- **Page Posts** are located below the graph on the Overview Page. This tells you the **Virality** of each post. Virality is determined by the total number of people who have seen your post divided by the number of people who have liked the post, commented on it, or shared it.

Insights reveal which updates your fans find most interesting. This enables you to better target your updates and attract new fans. Watch for spikes and drops in your stats to determine what is working and what isn’t.

To see **demographic information** about your fans, click on the “Likes” tab on the Insights Page. This information can help you with marketing.

Deleting Your Page

1. Click on the **Edit Page** button near the top of your Page.
2. Select **Manage Permissions**.
3. At the bottom, click the **permanently delete page** link.