

How to set up a Facebook Business Page

Before you begin, you must have a Facebook account. If you don't already have one, go to www.facebook.com and sign up for an account under your name.

1. Go to <http://www.facebook.com/pages/create.php> to create the fan page for your organization.
2. Select the kind of business or organization you represent.
3. Enter the name of your page. **IMPORTANT** – once you have more than 100 fans, you are not allowed to change the name of your page.
4. After you are taken to your new page, move your mouse over the graphic box on the upper left side of the page (it's the gray box with the big question mark in it). A drop down menu that says **Change Picture** will appear. Upload a logo or photo – whatever makes sense for your organization.
5. In the upper right corner, click on the **Edit Page** button. This will take you to the Administrative Dashboard for your Page where you can make edits.
6. Under the Manage Permissions tab, if you don't want your page to be visible to the public yet, select "Only Admins can see this page." That allows you to make changes before launching the page and making it searchable within Facebook. Once your Page is ready to be launched for the public, make sure you remember to unselect that option.
7. Under Basic Information is where you will enter all the details about your business. The more information you include, the better – make it easy for people to learn about your business right on Facebook, without needing to click on a bunch of links.
8. Under the Manage Admins tab, you can add other people to your Business Page so that they can help you manage the content.
9. Be sure to click the Save Changes button when you have finished entering information in a particular section.
10. You are now ready to begin posting status updates, sharing photos, and telling people about your business! All of that can be done from the "Wall" on your main page.

We recommend updating your page at least 3-4 times per week to stay active (but probably not more than 3-4 times per day unless there is a special event happening). Also, once you have 25 fans, you can obtain a unique Facebook URL for your business. Go to www.facebook.com/username to set it up.

10 Do's and Don'ts of Facebook

1. Do be a human, don't be a robot.
2. Do interact with your fans, don't let others hijack your page.
3. Do moderate and guide discussions, don't get into fights.
4. Do communicate with your fans regularly, don't overshare.
5. Do be relevant, don't stray too far off topic.
6. Do communicate clearly and thoroughly, don't expect people to read between the lines or always click on a link.
7. Do share lots of photos, videos and insights, don't share personal information.
8. Do give people a reason to "take action", don't ask people to do things that are unreasonable.
9. Do give your fans a nice variety of content to consume, don't post content for the sake of posting content.
10. Do build a robust page, don't clutter your page with irrelevant materials.