

## What is a Facebook Profile?

Plain and simple, a Facebook Profile is a personal account on Facebook. When you sign up for Facebook you get a Profile. This is a place where you can add friends and family members, communicate on a personal level, and share photos, videos, and life updates. Everyone who joins Facebook gets a Profile, and you can only ever have one under your name.

## What is a Facebook Page?

A Facebook Page is a business account that represents a company or organization. A Facebook page allows businesses to promote specials and contests to followers who have engaged with their page by “liking” it. Having a Page also allows businesses to use Facebook advertisements. There is no limit to the number of Pages you can manage.

People who follow your Facebook Business Page WILL NOT see or be able to access your Personal Facebook Profile.

## Facebook Page vs Facebook Profile— Which one should I use for business?

Using a Facebook Profile for business is a violation of Facebook’s Terms of Service. If you use your profile to share content for profit or not using an individual’s name, Facebook can delete it. However, **you do need a Facebook Profile in order to create a Facebook Page**, or you can convert your existing Profile to a Page.

## Why should I use a Facebook Page for business?

Facebook pages, unlike Facebook profiles, allow small businesses to quickly build a following without any limitations. Profiles force you to send a friend request before you can make connection, which can be problematic as people are hesitant to hit ‘accept’ if they don’t already know you. Pages, on the other hand, only require a “like” to start that relationship with a fan, prospect or client.



## Facebook Insights

Which Facebook post is the most engaging? How is your page performing? This template includes a page summary snapshot, Top 10 posts, Fan demographics and more.

### Facebook Page

Click to select a social network

Create Report

Being able to track and measure results is another reason why you should use a Facebook Page for business. Facebook Insights allow you to track the positive impact and results of your social media efforts. To improve those results, a Page also allows you to take advantage of Facebook Ads and launch contests. Think of your Page as a microsite that you can use for commercial purposes and to directly engage with customers.

## What are some Facebook Page best practices?

- Create a strategy: Knowing what your goals are, how you're going to position yourself, and what your tone of voice will be on Facebook is the first thing you need to do before you hit the 'Create Page' button.
- Build out your page: Make sure you include a link to your website, have high quality images, and make sure you thoroughly fill out the 'About' section.
- Be engaging: Nobody likes being "sold" anything online. Instead, showcase your product in a proactive and fun way to organically encourage engagement. And be sure to reply to all of your customers' comments.
- Have a content schedule: Knowing what kind of content you're going to share and when you're going to share it is key to making sure you get the engagement you desire. Posts can be created in Facebook and scheduled to go out at particular times and dates, alternatively use a 'Dashboard' program such as Hootsuite to schedule your messages for all of your social media accounts in advance from the one place.

## Creating your Facebook Profile (personal)

If you don't have a Facebook account, you can create one in a few steps:

Go to [www.facebook.com](http://www.facebook.com).

If you see the signup form, fill out your name, email address or mobile phone number, password, date of birth and gender. If you don't see the form, click Sign Up, then fill out the form.

Click Sign Up.

To finish creating your account, you'll need to confirm your email or mobile phone number that you used to create the account:

To confirm your mobile number, enter the code you get via text message (SMS) in the Confirm box that shows up when you log in.

To confirm your email, click or tap the link in the email you got when you created the account.

Start to build your Profile following the steps which Facebook will take you through:

- upload a 'cover' photo (the large picture at the top of your profile)
- upload 'profile' photo – this is the 'icon' people will see when you post
- add details about yourself (IMPORTANT: visit settings to edit privacy preferences ie: chose not to display your date of birth etc and who can see your posts)
- connect with other friends who are on Facebook as the first step to growing a following on your Business Page is to invite your Facebook friends to LIKE it.

### Personal Facebook Profile (Timeline View)

Cover Photo

Profile Photo

Write your post here

Posts you have made appear here

Select who sees your post

sponsored ads usually based On your recent web searches

The image shows a Facebook profile for 'Lin MacDonald-Worthy'. Annotations include: 'Cover Photo' pointing to the large background image; 'Profile Photo' pointing to the circular profile picture; 'Write your post here' pointing to the text input area; 'Posts you have made appear here' pointing to the post creation area and the 'the athena network' post; 'Select who sees your post' pointing to the 'Friends' dropdown menu; and 'sponsored ads usually based On your recent web searches' pointing to the 'Vintage Dresses Sale' ad on the right.

### Personal Facebook Profile (Home Page View)

Shortcuts where you can find your groups & Pages you admin and other features including settings OR access from dropdown menu here

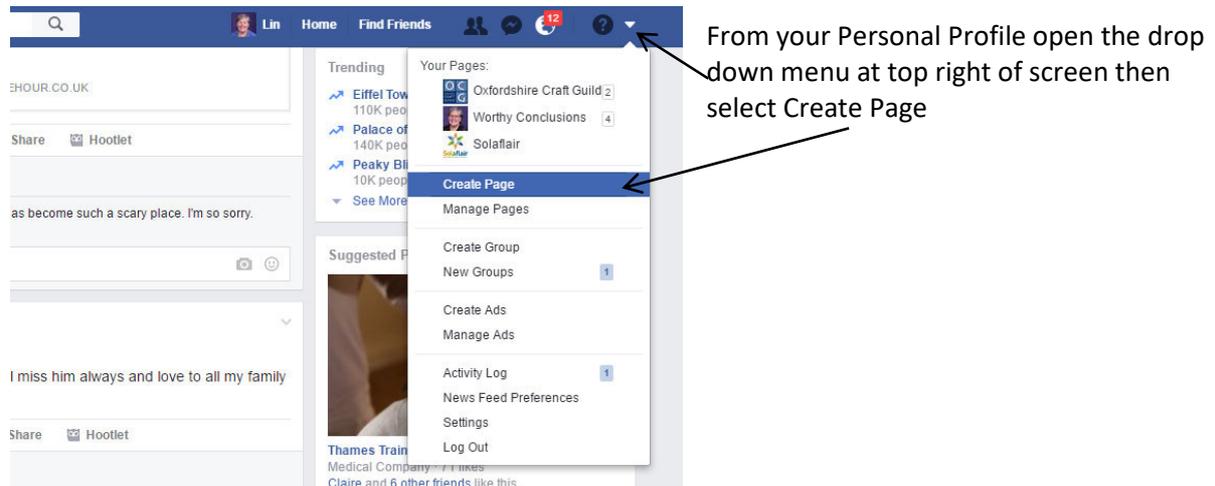
You can also write your post here

See posts by friends Like, comment or share them from here

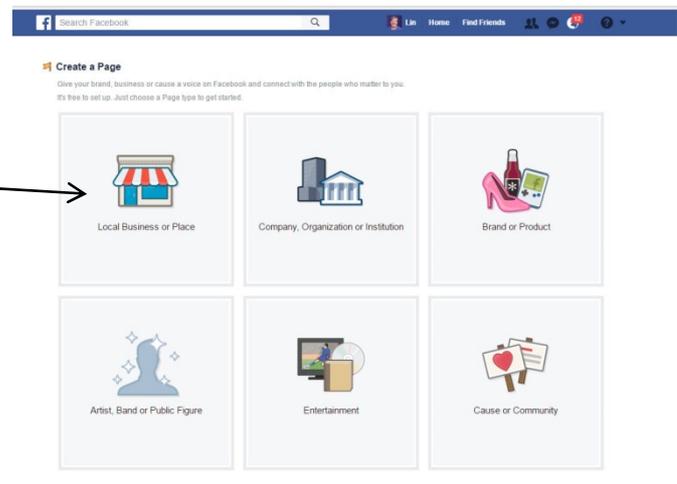
The image shows the Facebook home page. Annotations include: 'You can also write your post here' pointing to the 'What's on your mind?' text box; 'See posts by friends Like, comment or share them from here' pointing to the post interaction buttons (Like, Comment, Share); and 'Shortcuts where you can find your groups & Pages you admin and other features including settings OR access from dropdown menu here' pointing to the top navigation bar.

## Creating Your Business Page

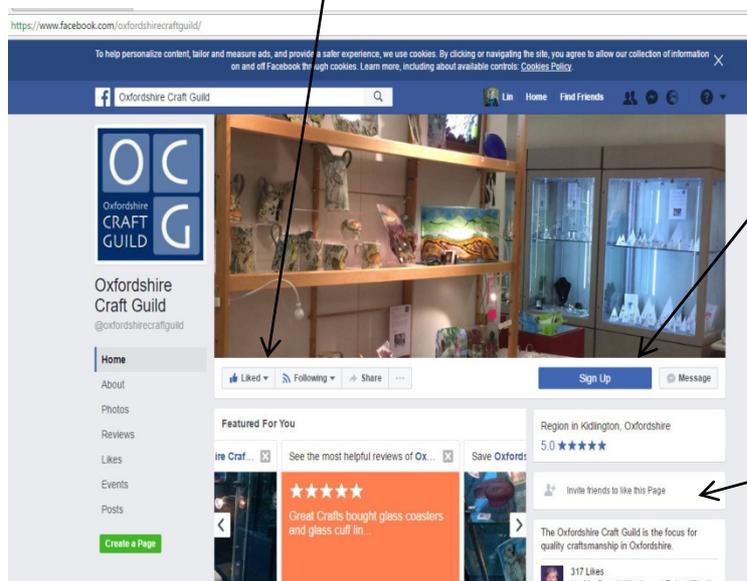
Although you can create a Business Page without having a Personal Profile pages created in this way DO NOT have full functionality and defeat the object of having a Business Page.



Select the type of Page you want (Local Business works best) then follow the steps Facebook takes you through



This is the OCG Facebook Page as visitors see it. From here they can LIKE the page, SHARE it with their own friends and SIGN UP to our mailing list



From here invite your personal friends on Facebook to LIKE the page

## Posting on Facebook Business Page

Click in the dialogue box and write your post

Add a photo or video

Publish instantly by clicking here

OR

Schedule updates as far ahead as you wish

Whether it's content related to your industry or updates on what your business is doing, stay in touch with your audience with Facebook posts. Use short, fun-to-read copy and eye-catching images to get attention

When your post is published, you can bring more attention to it by pinning it to your Page or embedding it in your website. When you pin a post, it will remain at the top of your Page so it's the first thing people will see. Embedding a post means it will appear on your website.

To embed a post:

- Go to the post you want to embed click in the top right of the post and select Embed Post
- Copy and paste the code that appears and add it to your own website or web page
- Note: If you embed a post onto a website but then change the audience from Public, you'll no longer be available to view the post on the website.

If you have a smartphone or tablet you can Download the **Facebook Pages Manager app** to your mobile device to create posts for your business from anywhere. It's a great way to share up-to-the-minute updates and photos with your audience.

### Using Hashtags

Hashtags turn topics and phrases into clickable links in your posts on your personal Timeline or Page. This helps people find posts about topics they're interested in. To make a hashtag, write # along with a topic or phrase and add it to your post. A hashtag must be written as a single word, without any spaces For example:

*Delighted that we are now featured on the Experience Oxfordshire website #ExperienceOxfordshire*

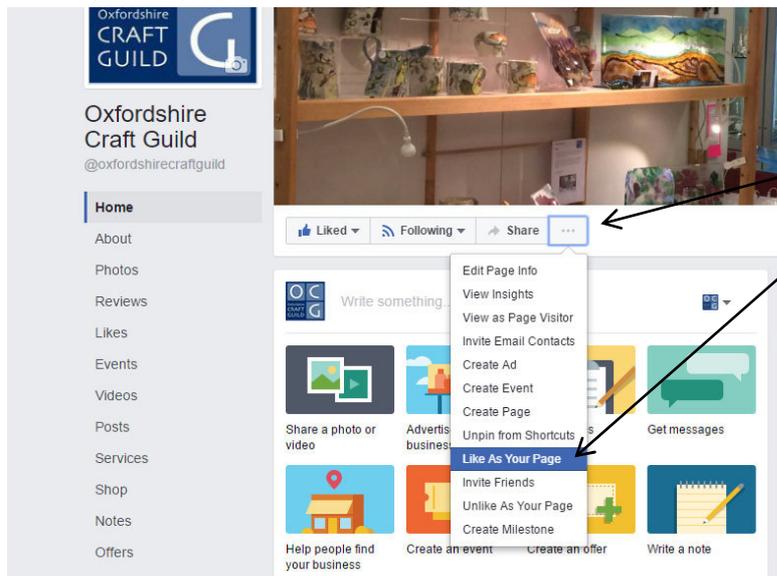
*Meet #OCGmember Judith Berger etc .....*

When you click a hashtag, you'll see a feed of posts that include that hashtag. You may also see some related hashtags at the top of the page. You can also search for a hashtag using the search bar at the top of any page.

### Growing your Page Likes (1) – 'LIKE' other Pages

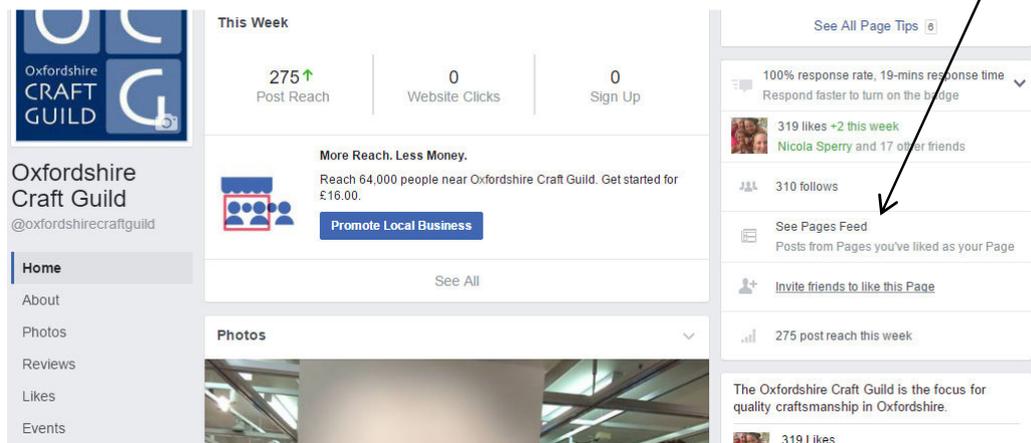
Facebook is a bit like being in the school playground – “you like me and I'll like you”

It's a good strategy to find Pages of galleries, arts/craft organisations, other makers. In addition to liking their Page as yourself you can also make your own Page like theirs. This enables you to follow them and engage with them as your Page. More often than not they will follow you back which extends your reach out to their own followers.



The 'more' icon here brings up a drop down menu, select 'Like As Your Page'

One you have Liked a Page you will find all of their posts here, from here you can comment. Like or share to your own Page

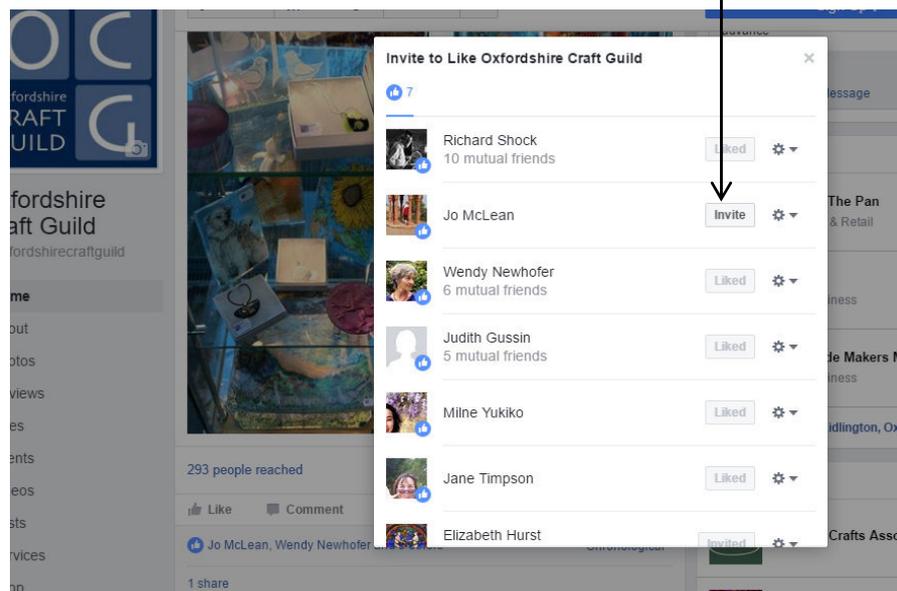


## Growing your Page Likes (2) – inviting 3<sup>rd</sup> parties

Very often when someone has shared your post people who follow them will also comment . Here we can see 7 people have 'Liked' the post . By clicking on this blue line we can now open a new window and see if they are all followers of our Page.

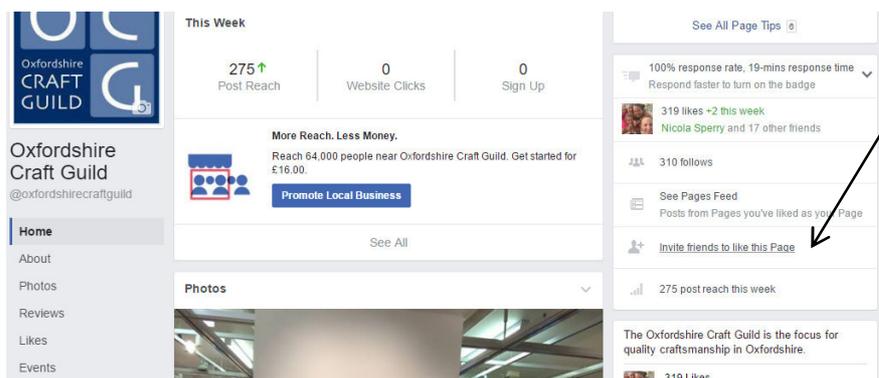


Anyone not following will have an INVITE button by their name. Click here and Facebook will send them an invitation to LIKE your Page.



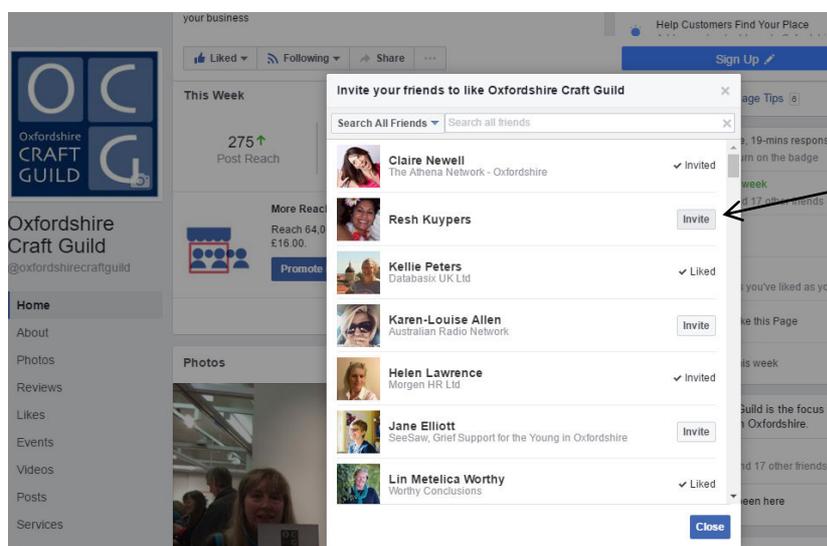
### Growing your Page Likes (3) – inviting your personal Facebook friends

In a similar way you can also invite your personal friends to LIKE your Page. Select 'Invite your friends' here



Again a new window will open and you will see a list of your own Facebook friends.

You can see who already LIKES your Page



Who you have already invited and others who you can still invite

This a guide to assist you getting started with a Facebook personal Profile and Business Page  
This is NOT a comprehensive guide on how to use Facebook