



You can't ignore making a business presence on Facebook. The key is linking to your website which gives you the control you want to present your business. It's pretty easy.

1. Create a **personal** Facebook account. You **must** have a personal page before you can have a business page.

a. Copy and paste this into your browser and skip to step 4:  
<http://www.facebook.com/help/?page=904#!/pages/create.php>

2. Upper right corner you'll see "**Account**" – click it, then click "Help Center".

3. Bottom category "Ads & Business Solutions" – click- "Pages for Businesses" at the next screen choose <http://www.facebook.com/help.php?page=904>

Admins: Creating, administering, and editing your Page, next screen:

**How can I create a Page?** Click to expand this heading you'll find a click "**here**"

4. If you aren't a musician, choose: **Brand, Product, or Organization**

5. **Page Name:** two approaches – for keyword advantage you can tweak your business name to include a keyword. *ex. www.brendasimon.com* My Facebook page is *Brenda Simon Web Design*  
OR keep your business name as is. You can NOT undo or change it later without deleting the page and losing the value of postings and your fans.

6. **URL** = website address: [brendasimon.com](http://www.brendasimon.com)

7. **Logo:** use your website banner, if you don't have a proper logo. At your website: Put your cursor on the banner - **right** click – select "Copy". Minimize your browser (upper right corner on PCs to the left of the red "X" you'll see a "minus" sign). On your Desktop – **right** click – select "Paste". At Facebook where it asks for a logo you'll see a "Browse" button. The dialog box that opens lets you navigate to your Desktop where you saved the banner – click on it, then click "Upload". Once uploaded you can move the small square to select the part of your banner you want to be seen. Since Facebook uses a perfect square and most banners are wider than tall this can be disappointing. (If you know how to crop in a graphic program of any kind you can trim your banner yourself for a better result.)

8. Post something on your Wall: "We're proud of our service...please drop by our website." Be SURE and use the "Link" button beneath your post to create an active live link back to your website. The simplest way: Open a new window in your browser – go to your website. In the address window (*where you would type "www.target.com"*) select the entire address (*you want the "http://www." included*) – right click – select "Copy", back to Facebook click on the Link beneath your posting right click – select "Paste".

9. Used to be “Become a fan”, now is “**LIKE**” your own page. On your business page – lower left below Fans and/or “People Who Like This page”. Click “Like” – the only change you’ll see is that turns to “unlike”.

10. **Invite friends.** On your business page: Left side below your logo: “Suggest to friends”. Everyone in your personal page comes up – invite all, ask them to post. Only Facebook accounts can Become a Fan. You can invite others from your email program, but they have to join Facebook.

11. In order for fans postings to be viewable with your own postings: On your business page “Wall”, look below the Wall posting rectangle – you’ll see a blue “Share” button below that: “OPTIONS” – click and allow Everyone to post.

You’re finished. You do need to post and get others to post to drive your page. An active page hits the News Feed on Facebook and factors into people finding you. You can link to pages on your website when you post. It’s always good to point to your website. Don’t drive yourself crazy – find a comfortable stride and consider it one more marketing tool – with no cost. Remember Facebook DOES include outside websites in its searches. It is presumed they give preference to those ON Facebook.

Check out Facebook ads. They are a far better bargain than Google, and the nature of Facebook means your ads will appear to the demographics you are seeking. You define your demographics and Facebook already has the data on the 100+ million who have joined.

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