Getting Started on Facebook

Gather Content for Facebook Page

Facebook Cover Image

Upload a cover photo to your Facebook page; the dimensions are 851 x 315 pixels.

Cover photos cannot include:

- Price or purchase information, such as "40% off" or "Download it at our website".
- Contact information such as a website address, email, mailing address, or information that should go in your Page's "About" section.
- References to Facebook features or actions, such as "Like" or "Share" or an arrow pointing from the cover photo to any of these features.
- Calls to action, such as "Get it now" or "Tell your friends".

Covers must not be false, deceptive or misleading, and must not infringe on third parties' intellectual property.

Facebook Profile Picture

Use a clearly branded profile picture. Use a high-quality image that scales from 180 x 180 pixels to 32 x 32 pixels thumbnail image. Your profile picture follows your business or organization on Facebook as a thumbnail image in news feed stories, ads, and featured stories.

TotalSnap button image

Use clear imagery that reflects the content for your navigation button (eg. Contact Us). The button image is 108 x 70 pixels. This image is what your customers will click on the Facebook business page to view your TotalSnap content.

Written Content

There are many areas in which you can add valuable content like creating Facebook Notes. However, to start off we recommend covering of the basics:

a. **About** – The about section of your Facebook page is where you can enter a descriptions about your business and its products and services. Note: your written content is used to help increase your search engine ranking.

b. **Contact Info** – Enter you contact information so that you fans know where you are located and register with Facebook places. This will enable your fans and customers to "Check In" to your business on Facebook.

Create a Facebook Business Page

1. Go to www.facebook.com
2. Scroll to the bottom of the Facebook page
3. Click [Create a page]

Facebook © 2012 · English (US)   About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

4. Choose the category that best suits your Business (eg. Local business, Brand/product, Artist, Community/cause)
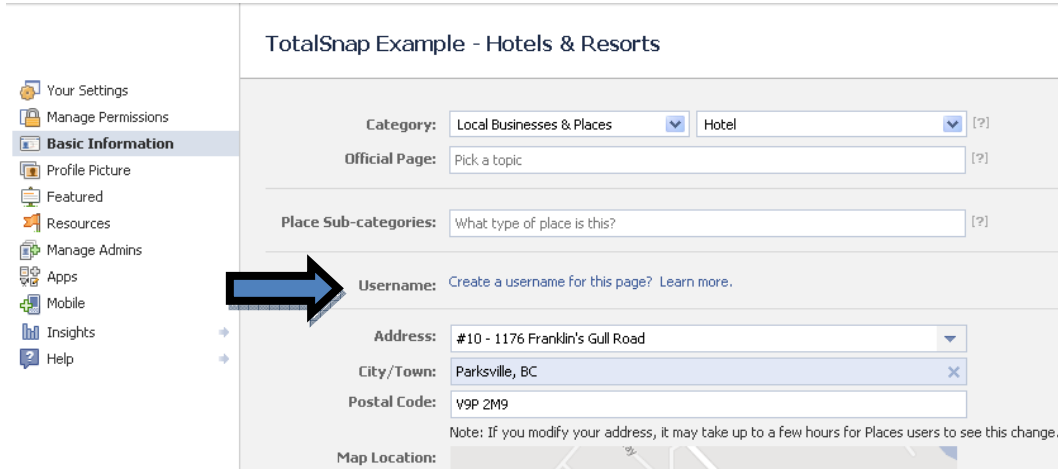5. Complete required fields for chosen category

Create a Page
Create a Facebook Page to build a closer relationship with your audience and customers.

Local Business or Place
Join your fans on Facebook.

Choose a category
Business or Place
Street Address
City/State
Zip Code
Phone   Get Started
☐ I agree to Facebook Pages Terms

Company, Organization or Institution

6. Click [I agree to terms]
7. Click [Get Started]

Create Custom Facebook User Name

1. Click on [Edit Page] button
2. On the left side bar, choose Basic Information
3. Edit the user name field

3. Click on [Save Changes] button

Note: If you have created multiple Facebook Business page; then you will have to have a minimum 25 people that have liked your page before you can create a custom name.

Facebook Page Overview

Admin Panel

Now
January
2011

2009
Founded

10

9

Facebook Marketing Solutions
871,814 likes · 18,324 talking about this

✓ Liked | Message | ⚙ ▾

Website
We share news and best practices for marketing Facebook. This Page is run by Facebook employees.

LOVE

871k

14 ▾

About | Photos | Likes | Welcome | API Developers

Highlights ▾

📝 Status | 📷 Photo | 📋 Ask Question | 📖 Milestone

Write something...

6

230 Friends
Like Facebook Marketing Solutions

+221

Facebook Marketing Solutions
February 16

7

Case Study: Cathay Pacific
The airline explains how campaigns like its "Travel the World in 80 Days" on Facebook is enabling the brand to share its story with nearly 30 million friends of fans.

Vatsal Mehta commented on Facebook Marketing Solutions's video Platform for Marketers – Open Graph tags.
August 6, 2011

8

Platform for Marketers – Open Graph tags
Open Graph is the foundation to any Platform implementations you might consider. Watch this video of Vatsal Mehta, one of our Partner Engineers, to understand the value of Open Graph tags and how to implement them.

▶

▶

Like · Comment · Share   📄 47

👍 120 people like this.

💬 View all 15 comments

Kelly Summers Would you be interested in sponsoring my blog? It is currently featured in four different publications and it would be awesome.
February 20 at 1:09am · Not Spam   ✕

Zach Miller Nice going! Love all your videos Mike. Keep it up!
February 20 at 9:41am · Like · 👍 1

Write a comment...

Unlike · Comment · Share

👍 You and 219 others like this.

💬 View all 33 comments

1. **Cover Photo** - *Capture the essence of your business and showcase your product or service.*
2. **Profile Picture** - Use a logo that people associate with your business.
3. **Page Title, Likes, and People Talking About This** - *Glance at your high-level stats such as the number of Likes, People Talking About This, and Check-ins.*
4. **About** - *Tell the world who you are with basic information about your business (i.e. your mission, brief description, and founding date).*
5. **Views and Apps** - *Your photos, events, and TotalSnap app are found here. Change the order so people see what matters to you first. Additional views and apps can be found by clicking the drop-down arrow.*
6. **Composer** - *The best way to reach your audience across Facebook and drive engagement is by posting regularly to your Page.*
7. **Pinned Post** - *Anchor the most important story to the top of your Page for up to seven days.*
8. **Friend Activity** - *People will see how their friends interact with your Page.*
9. **Date Selector** - *People can navigate to different sections of your Page timeline.*
10. **Admin Panel** - *View notifications, respond to messages, view Page Insights, and edit Page content.*

Facebook Page Posting Best Practices

Facebook connects people to their friends and the things they care about. People have always relied on friends to help them make purchasing decisions and discover new things, and one of the ways they can do this is through posts made to your Facebook page wall. We will examine the 5 different types of Facebook page posts (photo, link, question, event, and text) and provide you with the best practices to achieve success. We review each type of Facebook page post separately in detail and provide Do's and Don'ts, technical specs, and provide examples of both good and bad posts. The good examples used in this guide are of real advertisers featured by Facebook as a best practice for each type of page post. The goal of this guide is to help you to create posts that are both beneficial to your business as well as the customers who interact with them.

Facebook's Photo post philosophy…

Photos are a great way to deliver a message about your business. Images are engaging and can evoke emotions not easily produced by text alone. The most engaging images on Facebook are those that depict real people, real things, and real life situations. Because such photos appear authentic and closely resemble images posted by individuals, they have the ability to trigger much deeper emotional responses than images that are digitally manipulated and contain large amounts of text.

Facebook Recomends: "When choosing images for photo posts, recall what makes any content on Facebook worth engaging. The last photo you interacted with likely made you laugh, reminded you of a personal memory, evoked a sense of awe, or catered to an interest."

Facebook's photo best practices:

a. Photos should include real people and real things. The most engaging content on Facebook is content that most people can relate. User sentiment research has shown that the emotions triggered by images of real people, real situations, and real objects are more lasting and more compelling than those that include words or text.

b. Text or text overlay is prohibited. Facebook people react negatively to content that they perceive as inauthentic or impersonal. Since text is rare in photos from friends, text in brand photos triggers negative emotions in people. Instead of introducing text in your images, choose photos that send a message or tell a story on their own without words.

c. Brand logos should be used sparingly. Since brand logos already appear as the profile logo on most Pages, brand logos should not take up more than 20% of any photo. Brand logos should be used only when deemed extremely relevant to the image itself. Consider including a photo of your product in action instead of overlaying your brand logo on an otherwise unrelated image.

d. Keep it simple. People should be able to tell what your image represents without having to scan your photo for minor details or read fine print. The simpler the image, the clearer your brand message will be.

e. Focus on quality. It's a simple thing, but make sure that your photo is of high enough resolution to represent your brand in a positive light. Basic screenshots are often low quality, can appear grainy, and may cheapen the effect of your post.

Post a Photo...

Use To

- Increase awareness
- Promote a new product
- Drive conversation about a topic

Do's

- Be engaging, since an eye-catching photo is essential to draw people's attention. But make sure that the photo relates to your business.
- Use a photo that is at least 168x128px and maintains a 16:9 aspect ratio. Facebook automatically scales photo to for wall post thumb nail image.

- Include critical information in the first 90 characters of your comment about the photo; Facebook truncates the text until the user clicks on post to read more.
- To drive customers to your main website, use a URL in the text of your post comment.

Dont's

- Avoid photos that can be used as stand-alone ads. You should use the photo to complement the messaging in your post's text comment, not replace it.
- Don't post the exact same photos on other third party and social media websites.
- Don't include text or text overlay promoting, as it is prohibited by Facebook.

Good Examples

- Body copy: 90 characters, remainder truncated (Clicking the truncation will open up the full post)
- Images are scalable and clear.
- Text comment relates to Photo in post.

Bad Examples

- Images are unclear, unrecognizable, and/or have been stretched out.
- Images don't use high resolution or maintain a 16:9 aspect ratio.
- Images are text-heavy or contain text overlay.
- Text is longer than 90 characters.
- The text comment is irrelevant to the image in the post.
- The text used in the comment does not give customers critical information.

Post a Link...

Use To

- Drive people to take action and visit an external website (e.g. Industry Reports)

Do's

- Select an image for link to match the context of your text comment.
- Explain why link is relevant to your business

Dont's

- Don't include URL in the text of your post. (Note: 'Backspace' can be used to delete the URL of the link, and the link will still appear.)

Good Examples

- Body copy: 90 characters, remainder truncated (Clicking the truncation will open up the full post)

Bad Examples

- Link is included in the URL of the Post. (Note: 'Backspace' can be used to delete the URL of the link, and the link will still appear.)
- Text is longer than 90 characters.

Post a Question…

Use To
- Collect opinions about something related specifically to your business
- Drive conversation about your business
- Drive lightweight engagement

Do's
- Keep your questions short and concise.
- Ask questions that are general enough that most people could answer.
- Make sure that your question is one that could only be asked by your business.
- Include your business's name or product in the question itself.
- Include an option that requires no background knowledge. This allows any person to express their opinion via a vote even if they aren't yet familiar with your business.
- When asking a "quiz" question (for example, "In what year was our company founded?"), keep in mind that people will be looking for the correct answer. Be sure to message where/when the correct answer can be found.

- Only check the "Allow anyone to add options" box if you want to allow user generated responses and you're positive it will result in a better post.
- Tie your question back to a greater business initiative (e.g. post a question after you post a video or photo as a follow-up to collect feedback).

Dont's

- Don't use if your goal is to drive traffic offsite or app installs; the goal of a question is to stir up conversation about your business on Facebook.
- Don't check the "Allow anyone to add options" box unless it will be beneficial for you (e.g. gathering product ideas or useful feedback).
- Don't include answer options that are too specific or niche, as they may limit votes and organic activity.
- Don't ask generic questions that are not unique to your business.

Good Examples

- Specs: Up to 2 answers plus "See More" option, or 3 if there are exactly 3

Bad Examples

- Question is not unique to the business; it is generic and can be asked by several other businesses.
- People have the choice to "Add an option", and it won't help gather product ideas or useful feedback.
- The business's name is not included in the question itself.

Post an Event…

Use To

- Promote an upcoming event. Keep seasonality in mind (Christmas, Valentine's Day, etc.)
- Create stories about friends coming to your event.

Do's

- Use event posts for events that take place at a physical location, or for events that have a genuine premiere time that people should know about.
- Include an image and date. This image should be square to maximize use of the space.
- End the campaign when the event is over.

Dont's

- Avoid using events as a reminder for people to check updates, fill out a form or make a purchase that can be completed at any time.
- Don't create this post type if your event spans a long period of time. Use an ad type that drives people directly to the desired completion page where they can find out more information about it.

Good Example

- Body text copy: 90 characters, remainder truncated (Clicking the truncation will open up the full post).
- Included both image and body copy from Event created on the Page.

Bad Example

- There is no image, date, or time marked in this event.
- Text is longer than 90 characters.

Post Text...

Use To

- Speak to your customers in situations where they need less visual stimuli to engage.

Do's

- Use this type to make simple announcements to a well-targeted audience.
- Use a well-known quote or phrase that is inherent to your brand. "Inside jokes" work best.
- Make sure your message is brand relevant and unique.
- Ask your audience to fill in the blank when appropriate to encourage participation.
- Ask yourself, "Is the message I'm writing in the body memorable?"
- Ask yourself if the message is strong enough without a photo or video.

Dont's

- Avoid using messaging so general that any brand could replace your message with their name.

Good Example

Jasper's Market
Come to Jasper's to get the best
chevre with truffles from Goat Hill
now!

👍 Like This Page

- Body copy: 150 characters, remainder truncated (Clicking the truncation will open up the full post))

Bad Example

Jasper's Market
Our Recipe Maker allows you to
make yummy entrees in just
minutes! Get access now. You will
be able to make them for all your
family members in just ...

👍 2 · 💬 1 · Like

Write a comment...

- Text is not memorable, and people are unclear what they are supposed to take away from it.
- Text is not simple or unique; people do not feel compelled to engage with the post.
- Text is longer than 150 characters.

Add TotalSnap page to Facebook Business Page

1. In TotalSnap editor, click [Add TotalSnap to Facebook] at the top of the page. * If you have more than one business page you can choose which one from the drop down.
2. Set up the TotalSnap application in Facebook
   a. Click on the TS TotalSnap tab on the left side bar

b. You may have to turn off secure browsing by clicking continue

c. Click on the [configure] tab above your TotalSnap page

d. Add your TotalSnap website domain address (URL)
* Note: if you copy it from the address bar remove the http://jack-of-trades.net/ and or the www. So you just have the domain name (jack-of-trades.net)

e. You can check the boxes of your TotalSnap pages you want to show in facebook. Home / Contact / Photo Gallery, Goods & Services / Promotion- (the parameters for this are set in your TotalSnap editor under the Facebook Tab).

3. Change the TS (TotalSnap icon) tab name

a. On your Facebook Wall click on [edit page] button on the right

b. On the left side bar click [Apps]

c. Click on [edit settings] on the TotalSnap application
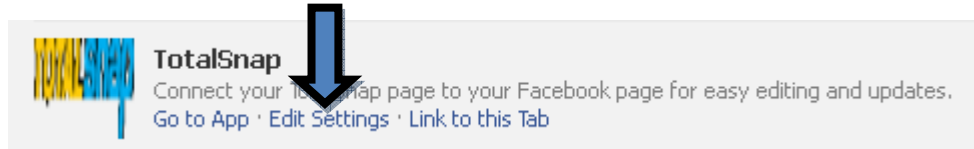
d. Add the new title for your TotalSnap page in Facebook. If you leave the box blank it will use the default name "TotalSnap".

4. Choose which page opens when people go to your facebook business page (wall / TotalSnap etc).
   We suggest your TotalSnap page for the ease of finding your business information. Your visitor can then check out your other pages.
   a. Click on edit page in facebook while you are on your wall page
   b. Click on [Manage Permissions] on the left
   c. Choose the TotalSnap page from the [Default Landing Tab] drop down menu
   d. Click [Save Changes]

Facebook Contest Page

Why Should My Business Run a Contest on Facebook?
✓ To promote seasonal specials and or products
✓ To increase your exposure to potential customers; increase fan base
✓ To add value to following your business on Facebook
✓ To engage users and increase activity on your page
✓ To collect potential/existing client information

Facebook contests are a great way to increase the number of people who like your Facebook page, find out information with regards to your company's fan base, and get more people talking about your business. Of course you can use this feature to create a form that does not involve a contest like creating a custom contact form for any purpose you desire. Contests are one way of enticing visitors to communicate with others about your products and services.

Rules for Running Contests
You are responsible for compliance with the legal regulations governing the promotion/contest and all prizes offered in relation to the promotion/contest. Please note that compliance with Facebook's Guidelines for running promotions/contests does not constitute the lawfulness of a promotion. Promotions/contests are subject to many regulations and if you are not certain that your promotion

complies with applicable law, please consult with an expert. Hosting Nation Data Inc. will not be held responsible for any legal liability related to a client promotion.

Facebook Contest Guidelines:

1. Promotions on Facebook must be administered within Apps on Facebook.com, either on a Canvas Page or a Page App.
2. Promotions on Facebook must include the following:
   a. A complete release of Facebook by each entrant or participant.
   b. Acknowledgment that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.
   c. Disclosure that the participant is providing information to [*disclose recipient(s) of information*] and not to Facebook.
3. You must not condition registration or entry upon the user taking any action using any Facebook features or functionality other than liking a Page, checking in to a Place, or connecting to your app. For example, you must not condition registration or entry upon the user liking a Wall post, or commenting or uploading a photo on a Wall.
4. You must not use Facebook features or functionality as a promotion's registration or entry mechanism. For example, the act of liking a Page or checking in to a Place cannot automatically register or enter a promotion participant.
5. You must not use Facebook features or functionality, such as the Like button, as a voting mechanism for a promotion.
6. You must not notify winners through Facebook, such as through Facebook messages, chat, or posts on profiles (timelines) or Pages.
7. Definitions:
   a. By "administration" we mean the operation of any element of the promotion, such as collecting entries, conducting a drawing, judging entries, or notifying winners.
   b. By "communication" we mean promoting, advertising or referencing a promotion in any way on Facebook, e.g., in ads, on a Page, or in a Wall post.

WARNING: Facebook will suspend your Facebook Account and Business Page privileges if you are found to be in violation of their promotion/contests guidelines.

Configure your Contest page

You must have already set up your TotalSnap website to be your Facebook business page. If not, review our TotalSnap Facebook Configuration Guide on how to set it up.

There are two locations you need to set this up.
- Go into your TotalSnap Tool Panel and set up the content in the "Social Media" tab.
- Log in to your Facebook and use the TotalSnap Facebook App configure the tab.

TotalSnap Tool Panel:

The second option in the "I want to change" dropdown in the "Social Networking" tab is labeled "Facebook Contest Page". Selecting this option takes you to a form where you can configure a contest page, or customized contact form, specifically for Facebook.

The finished Facebook contest page is made up of several components in the following order:
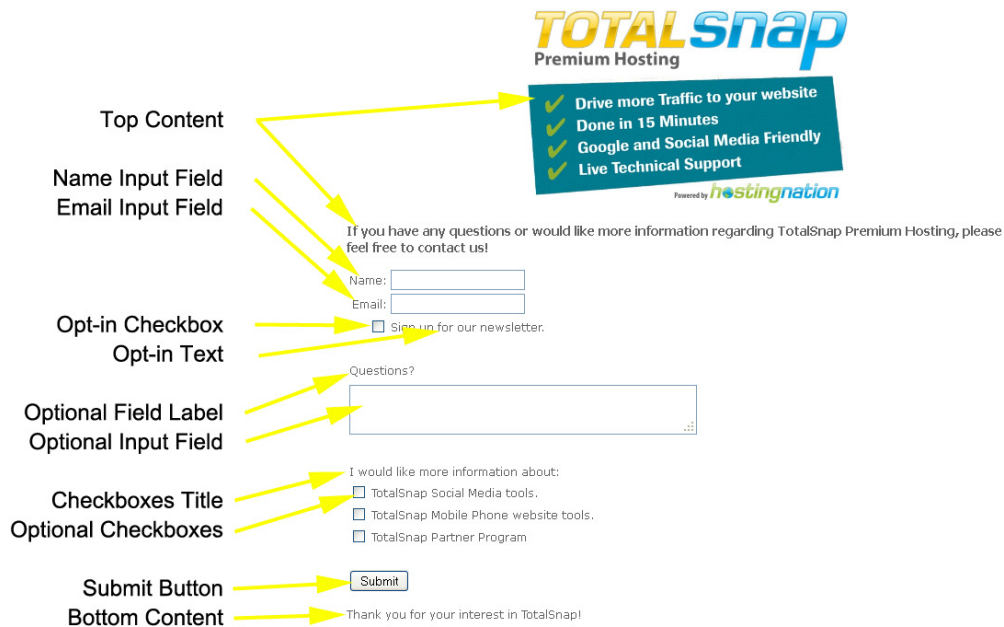
There are four sections in the "Facebook Contest Page" area accessed by selecting one of four options in the "I want to change" dropdown. The first option is "Labels".

The "Labels" section allows you to specify what text will precede each of your input fields. Any field that you don't want to use should be left blank. Blank fields will not show in your Facebook contest page.

The second option in the "I want to change" dropdown list is "Top Content". Selecting this option will display a content editor exactly the same as the one used for editing page content. Content specified here will display at the top of your contest page.

The third option in the "I want to change" dropdown list is "Options". Selecting this option will display a series of 10 fields. Each field will display to the visitor as an option that they can check.

The option fields will display to the user as a series of checkboxes that they can select.

The final option in the "I want to change" dropdown list is "Bottom Content". Selecting this option will display a content editor exactly the same as the one used for editing page content.

Content specified here will display at the bottom of your contest page.

Using the various options contained in the "Facebook Contest Page" section you can build a wide variety of contact forms and custom Facebook content.

Facebook Comments

Adding Facebook Comment Boxes

The "Facebook Comments" option is available to both the columnar and horizontal gallery layouts. Consider how much room is available on the screen taking into account your image description text and the Facebook comment controls when deciding what gallery layout to choose. Often the best idea is to try both and look at the end result to see what works best. By Checking the box labeled "Facebook Comments" on the "Navigation & Meta Data" tab of the TotalSnap Tool Panel, will enable your visitors to comment on your individual gallery entries. TotalSnap will automatically display the Facebook comment system below each of your images.
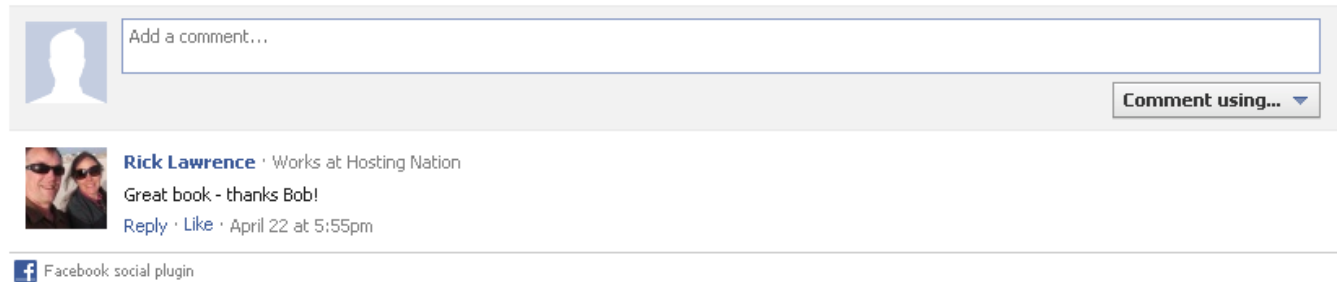
Configure Facebook Comment Moderator Settings

The Facebook comments option is a great way to get people talking about your products and services. Naturally there is always a chance that someone will post an inappropriate or unwanted comment. You will want the ability to remove such comments. You will need to enter your Facebook ID into the field labeled "Moderator Facebook ID". Once configured, you only need to log into Facebook and visit any of your TotalSnap gallery pages. You will see a "Moderator View" option for any comments. *Note that it can take several minutes or more for Facebook to update the moderator status after you have entered the moderator Facebook ID.

> **Tip: The Facebook ID Number can be found on your Facebook profile URL address, on your profile picture URL address, or on your notes URL address. Click on profile tab on top of your Facebook page. Look at your browser address bar on the top, there will be id=xxxxxxxxxx. That xxxxxxxxxx is your ID number. If you cannot find it on your profile, then click on your profile picture, and find it in the address bar.**

Clicking "Moderator View" will show each comment with a checkbox beside it. As the moderator you can check any checkbox, then click the "Hide" button. This will hide the corresponding comment from view. You also have the option of banning a user from commenting on the link again. To ban a user, click the "Moderate" link under the corresponding comment.

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Click the "Ban User" option. If you receive a particularly good comment, you can select the "Boost" option from the moderator menu and push the comment to the top.