

Getting Started with Facebook

July 19, 2009

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Getting Started on Facebook

Creating a Personal Page

This is just a basic overview of the key things to do once you create a Facebook account. Detailed instructions on how to do each of these items can be found on Facebook's New User Guide (http://www.facebook.com/help/new_user_guide.php). Also make sure to explore the websites listed under "Explore Resources" at the end of this section for a wealth of how-to and strategy information.

Select a Facebook Username

As of June 12, 2009, at 9:01pm, Facebook started allowing users to choose a username for their Facebook account, so they can have an easy-to-remember URL for their Facebook profile (www.facebook.com/averyh, for example).

Go to <http://www.facebook.com/username/> to select your username.

Set Up a Profile

- Click "Edit My Profile" in the left channel of your profile page (or click the "Info" tab at the top of your profile page)
- Click on Basic Information, Personal Information, Contact Information, and Education and Work to edit these areas
- Add a profile picture (<http://www.facebook.com/editpicture.php>)

Specific details on how to do each of these tasks can be found at http://www.facebook.com/help/new_user_guide.php#/help/new_user_guide.php?guide_section=set_up_profile.

Find Your Friends, Colleagues, and Other Contacts

- **Friend Finder** asks you for your email address and password. Facebook then checks the emails in your address book to see if any of them match people who currently have profiles on Facebook. You can then select the people to whom you'd like to send friend requests (friendships on Facebook need to be confirmed by both people).
- **Name Search** is located in the upper right. Simply enter the name of the person, group, organization, page, company, etc. that you're trying to find and hit enter. You can also search by a person's email address.
- **Classmates Search** allows you to search by high school or college. You can also narrow searches by class year. To find classmates, rollover "Friends" in the top menu and select "Find Friends." Search for Classmates is an option at the bottom of the page. NOTE: you can only search schools listed in your profile. If you don't include school information in your profile, the tool will not display. To search on a school and find classmates, enter the school name in the name search box, hit enter, and then click on the "People" tab in the results area.
- **Coworker/Search** is an easy way to find your coworkers who are on Facebook, as well as people you know from previous jobs. To find coworkers, rollover "Friends" in the top menu and select "Find Friends." Search for Coworkers is an option at the bottom of the page in the same list as Classmates Search. NOTE: you can only search on company names using this tool for companies you list in your work history. To search on a company and find people, enter the company name in the name search box, hit enter, and then click on the "People" tab in the results area.

Create Friends Lists

Facebook allows you to categorize your friends, creating filters for what each list of friends can and can't see. This is particularly useful if you're concerned about letting business associates see more personal posts. The same friend can be on multiple lists.

Setting Up a List:

- Mouse over the "Friends" link at the very top of the page, and click on "All Friends"
- Click "Create New List" at the top of your "All Friends" list (a popup box appears)
- Enter a name for the list, such as "Women in Consulting"
- Select all the friends you want to be on that list (you can do this by typing in names or click on the pictures in the popup box, selecting as many friends as you want to be in the list)
- Click "Save" once you've added everyone you want to include in the list (the list will appear in the left channel on your Friends page, with the name you gave it)
- Click the "X" to the right of their entry to remove someone from a list
- Click "Delete List" to delete a list

Using Lists:

- Send a message to everyone in that list at one time by typing the name of the list in the "To" field of your Facebook message (under Inbox)
- Invite an entire list to join a group, become a fan of a page, or attend an event from within those applications
- Filter the updates that appear on your home page from friends (a good resource for this is on Tech for Luddites at <http://www.techforluddites.com/2009/03/using-the-new-facebook-home-page-pt-2.html>)
- Exclude certain friend lists from seeing specific (or all) updates:
 - Mouse over "Settings" and click on "Privacy Settings"
 - Select an information type, such as Personal Info
 - Click the down arrow and then select "Customize" from the list
 - Under "Except These People" type in the name of the list you want to exclude
 - Click "Okay"
 - Click "Save Changes"

Participate

It does you no good to open an account if you aren't going to participate. Participating can be as simple as reading your friends' updates on your home page. It's a great way to keep up with everyone, and it allows you to build relationships with your colleagues, often on a different level than anything previously possible. Other ways to participate beyond "listening" include the following:

- Spend some time listening to your friends to see what they chat about.
- Enter status updates in the "What's on your mind?" section.
 - You can keep these completely professional, but "building relationships on a different level" will require you to bring your personality into your updates.
 - Comments about the sunset, pictures of your kids 5th grade graduation, current work projects, events (personal and business), news, movies you like, random thoughts and feelings are just a few of the varied topics published by other professionals on their personal profile pages.
 - Link to websites, articles, and YouTube videos that you like.

Explore Resources

- Mashable Facebook Guides <http://mashable.com/category/facebook/>
- Tech for Luddites Facebook Posts <http://www.techforluddites.com/facebook/>
- FACEBOOK FAIL: How to Use Facebook Privacy Settings and Avoid Disaster <http://mashable.com/2009/04/28/facebook-privacy-settings/>

Creating a Fan Page

According to Facebook, they “created Pages when we noticed that people were trying to connect with brands and famous artists in ways that didn’t quite work on Facebook. [With Pages,] not only can you connect with your favorite artists and businesses, but now you also can show your friends what you care about and recommend by adding Pages to your personal profile.”

Why Create a Page

- If you don’t have a Web presence, it offers you an easy way to create one. And beginning June 28, 2009, you can create a custom URL, such as www.facebook.com/NHWG.
- For individuals who are leery of connecting with colleagues and patients via their personal profile (because they don’t want to share personal information), a Page offers a way to interact with them on Facebook without friending them via your personal profile.
- A Facebook Page is an easy—and inexpensive way—to implement social media for your business, enabling you to interact with patients and the general public online. Fans can write messages on your Page wall; and patients can leave reviews, too.
- Updates to your Facebook page appear on the walls of your fans who allow updates to display on their pages, opening the door for greater awareness of your services.
- Like a personal profile, Pages incorporate applications, including photos, news, discussions, reviews, events, video, notes, and more, allowing you to share a host of different content with clients.

How to Create a Page

- Go to <http://www.facebook.com/pages/create.php> (Facebook makes it really hard to find this start page on their site)
- Click either Local; Brand, Product, or Organization; or Artist, Brand, or Public Figure, then select the business category that best matches your service or product
- Enter the name of your page
- Click that you’re authorized to create the Page
- Enter your full name as electronic signature (note, this is your full name as it appears in your Facebook profile)
- Work on the “left channel” (these are all links or tasks in the left channel of your page)
 - Add a photo of your logo or something related to your business in the graphic area (click on the question mark image to add your own image)
 - Write something about your page, by clicking on “Write something about [your page name]”
 - Become a Fan
 - Add other admins, if more than one person will be managing the page
 - Edit the page, which includes settings, wall settings, mobile, and all the applications that are by default a part of your page based on the type of business you selected initially (note, you edit a particular component by clicking on the pencil icon to the right of the item you wish to edit)

- To browse other application options, click the pencil to the right of “More Applications,” and then click “Browse More” (see 8 essential Facebook apps for business at <http://mashable.com/2009/05/13/facebook-brand-apps/>)
- Add the basic and detailed information under the “Info” tab (the more detailed you are, the better your page will be).
- Add photos or videos, post news, include upcoming events—share as much information as you can to create a robust “site”
- Publish your page by clicking on the red “publish this Page” link at the top of the page
- Begin publishing to your wall immediately and continue doing so often

How to Maintain Your Page

- You can access all of your pages from <http://www.facebook.com/pages/manage> (again, Facebook doesn’t make it easy to find this page).
- It’s important that you regularly check your page to see what fans have posted and respond appropriately and if applicable.
- Regularly post items on your wall, add photos, enter new events, etc., so that your page is dynamic and regularly engaging fans. (Don’t bombard them, though.)
- Remember that the posts shouldn’t be all about your company. You should share information that your fans will find useful, offer guidance, answer questions, etc. Make the page about your fans and their needs.

Pages vs. Groups: How to Choose

Deciding between a Group and a Page can be a confusing decision. There are very distinct differences between Groups and Pages, but the simplest differentiator is Groups are more equivalent to a private club, while Pages are more akin to a public profile or small website that’s indexed by search engines. A Page also functions very much like an individual’s Facebook profile.

Pages	Groups
<ul style="list-style-type: none"> • Indexed by search engines 	<ul style="list-style-type: none"> • Not indexed by search engines
<ul style="list-style-type: none"> • Not tied to individual personal profile, rather it’s viewed as a single entity 	<ul style="list-style-type: none"> • Tied to the administrator’s identity—posts show as coming from the administrator, not the “group,” and are attached to the administrator’s personal profile
<ul style="list-style-type: none"> • Can host applications, and thus provide more content 	<ul style="list-style-type: none"> • Can’t host applications, and is limited to photos, links, videos, discussions, and wall posts
<ul style="list-style-type: none"> • Access restricted only by age and location 	<ul style="list-style-type: none"> • Greater control over participation through permissions
<ul style="list-style-type: none"> • Can’t send email blasts, but like personal profiles, updates made to the page appear in feeds on fans’ pages—there’s no limit on how many fans can receive updates nor on the number of fans a page can have 	<ul style="list-style-type: none"> • Can send email blasts to members’ inboxes as long as there are less than 5,000 members
<ul style="list-style-type: none"> • Can only be created by a real public figure, artist, brand, or organization, and may only be created by an official representative of that entity 	<ul style="list-style-type: none"> • Groups can be created by any user and about any topic

How to Create a Page Without a Personal Facebook Account

You can create a page without a personal Facebook account by creating a business account. To get started, you must first create a Facebook page, which you can do at: <http://www.facebook.com/advertising/#/advertising/?pages>. Once you enter the required information, Facebook will ask you to log into an existing Facebook account or create a new one. Select "I do not have a Facebook account," and enter your email address and date of birth. Please note that managing multiple accounts is a violation of Facebook's terms of use; if they determine an individual has more than one account, they reserve the right to terminate all of the person's accounts. So, if you're going to create multiple pages, create a personal account first and manage them via that account.

Facebook Pages Resources

- Facebook Pages/Public Profiles Fan Page: <http://www.facebook.com/FacebookPages?sid=a109de944bd8fa94a1a4faaa419d6cb3&ref=search#>
- Facebook Pages step-by-step guide: <http://www.facebook.com/FacebookPages?sid=a109de944bd8fa94a1a4faaa419d6cb3&ref=search#/advertising/?pages>
- Start page for creating a Facebook page: <http://www.facebook.com/pages/create.php>

Additional Reading

Many of the articles that are listed here were gleaned from my social networks on LinkedIn, Facebook, and Twitter—a lot from Twitter. If nothing else, social networks are great for sharing information.

- Facebook 101: How to Use Facebook for Fun and Profit, and Not Lose Sleep Over It (WIC)
<http://www.womeninconsulting.org/site/apps/nlnet/content2.aspx?c=jhLKOPELOf&b=4496255&ct=6611105>
- New Facebook Pages: A Guide for Social Media Marketers (Mashable)
<http://mashable.com/2009/03/04/new-facebook-pages/>
- 7 Tips to Getting Started on Facebook for New Businesses (Social Media Today)
<http://socialmediatoday.com/school/95991>
- Five Tips for Optimizing Your Brand's Facebook Presence (Mashable)
<http://mashable.com/2009/04/01/optimize-facebook-page/>
- 8 Essential Apps for Your Brand's Facebook Page (Mashable)
<http://mashable.com/2009/05/13/facebook-brand-apps/>
- 30+ Apps for Doing Business on Facebook (Mashable)
<http://mashable.com/2009/01/22/business-facebook-apps/>
- Update on Bug Alert: Missing Boxes Tab on Facebook (Tech for Luddites)
<http://www.techforluddites.com/2009/04/update-on-bug-alert-missing-boxes-tab-on-facebook.html>
- Killer Facebook Fan Pages: 5 Inspiring Case Studies (Mashable)
<http://mashable.com/2009/06/16/killer-facebook-fan-pages/>