

Join the conversation (Part 1)



How to set up a business account on Facebook and engage with customers & prospects

Right now around the world, millions of consumers are engaging with businesses through social media.

If you're not involved in the conversation then you're really missing out...

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Why we wrote this guide:

Hundreds of new social media accounts are created every minute and with the average user spending 20 minutes a day on Facebook, it makes absolute sense that businesses of all sizes are beginning to make social media an integral part of their marketing efforts.

This guide is designed to show you the basics of setting up shop on social media for your business.

1. Jargon guide: The language of social media

- Admin:** A Facebook user who is given control of a Facebook business page and can make changes to it. An admin can also appoint other users to be co-admins of a page.
- Comment:** Users can comment on photos, videos and status updates of Facebook pages.
- Cover Photo:** The photo that appears at the top of your profile or page, larger than a profile picture
- Fan/likes:** A Facebook user who has liked a business page.
- Favourites:** A section on the side of your home page that has your favourite pages and groups.
- Friends:** Personal connections of a Facebook profile user. Friends updates will appear in your news feed.
- Friend Request:** When another Facebook user contacts you to become Facebook friends. This allows you to access each other's status updates and photo albums.
- Interact:** Liking, commenting, or sharing a post.

- Like:** When a page or an individual posts an update other Facebook users can choose to like that status as a means of approval. This is symbolized by a virtual thumbs-up.
- News feed:** This is where status updates from all your connections and pages that you like are fed through too.
- Profile/ Timeline:** Your profile is a collection of your photos, stories and status updates.
- Reach:** The amount of people that see your post on Facebook.
- Share:** If you see an update that you would like to share with friends you can click share to do so. You can also share content such as videos, articles and photos from around the internet by copying a URL into your status update box.
- Status update:** When a user posts a comment in the update box this is known as a status update. The comment, photo, video or link is then fed into friends, or subscribers, news feeds.
- Tagging:** By using the @ symbol you can tag a user or page into a status update, which means that other users can click the name and follow it through to another site.

2. Setting up a Facebook page

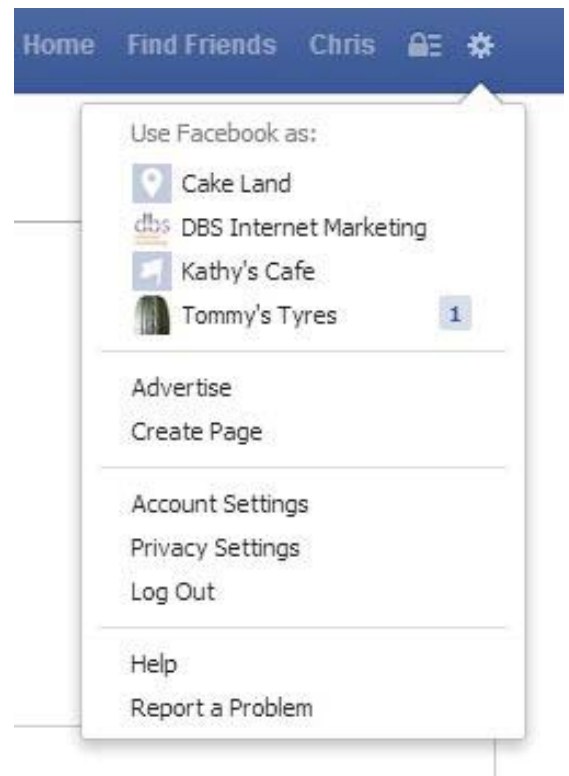
Facebook **pages** help businesses, organizations and brands to **share** content and connect with their audiences. We'll show you all the basics of creating your own business **page** - using our fictional friend Tommy as an example.

TIP: *To set up this page, Tommy must already have created a Facebook **profile**, as without a **profile** he won't have access to create a **page**. **Profiles** are for individuals and **pages** are for businesses.*

Tommy runs an MOT garage and sells used tyres. He has a handful of loyal customers but is struggling to attract new ones. Tommy's friends suggested he sets up a Facebook **page** so he can interact with potential customers, promote special offers and so his more loyal customers can recommend his services to their friends.

Let's get started with setting up Tommy's Tyres on Facebook.

After logging in, we need to click on this cog on the far right → select create **page** from the drop down list and choose a category.



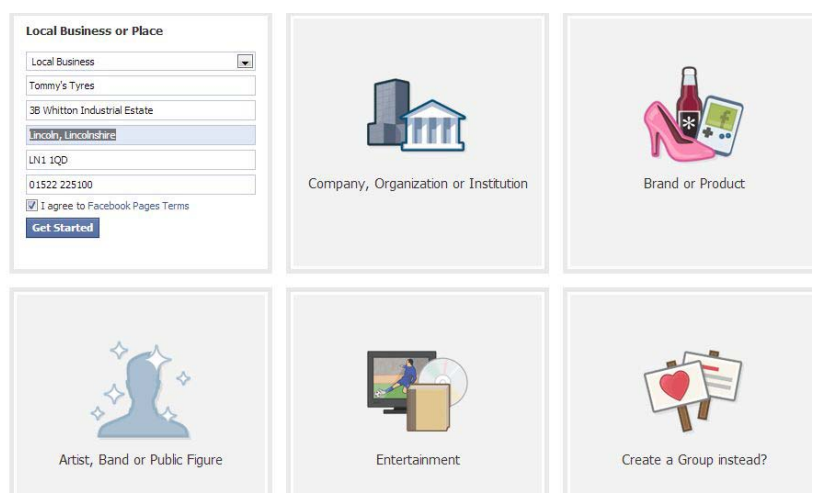
3. Choosing a category

Next, we need to decide which category Tommy's Tyres belongs to.

If Tommy owned a restaurant or a nail salon then choosing the "local business or place" category would be the best option, but if he represented a chain of restaurants then he would be better suited to a company, organization or institution **page**.

TIP: *Select whichever category you think best suits your brand. Choosing the wrong category can confuse potential and existing customers, especially if there is another company that shares your name.*

Customers will use Tommy's Tyres **page** to find key information like the company



telephone number and address. We're going to fill those in and click 'get started.'

4. Adding information

Next we need to enter more information describing Tommy's **page** and come up with a brief description of the business. We want people to visit Tommy's website as well as his Facebook so we add his website URL too.

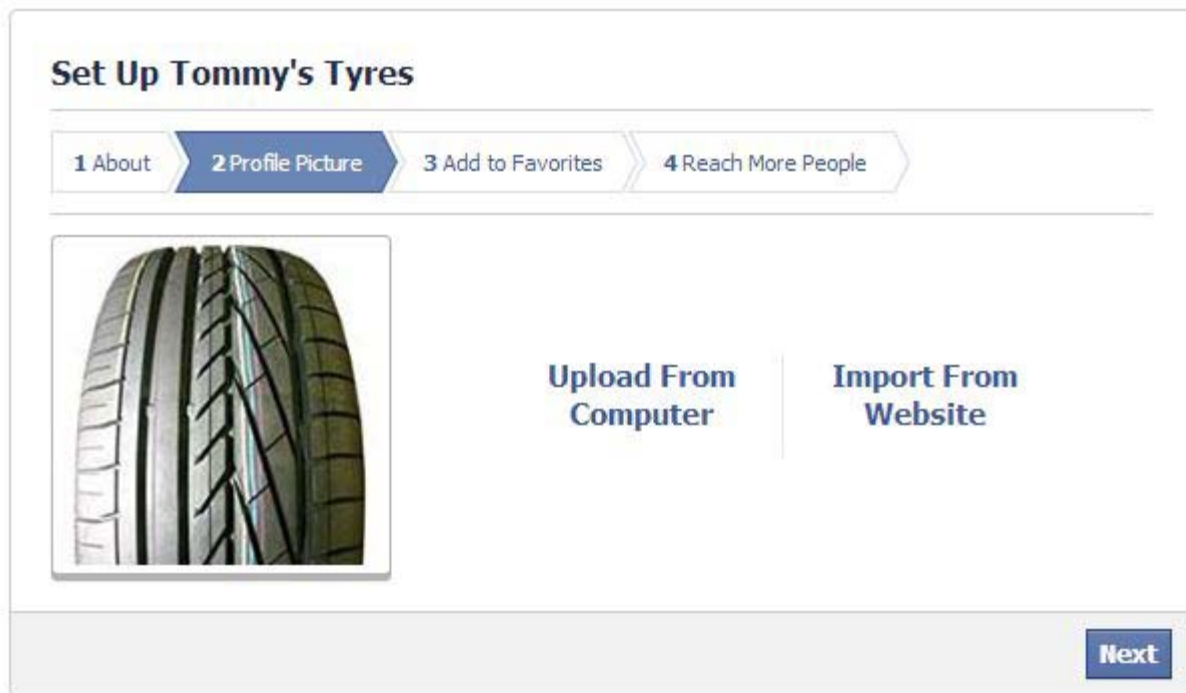


The screenshot shows a Facebook page setup form titled "Set Up Tommy's Tyres". At the top, there is a progress bar with four steps: "1 About" (highlighted in blue), "2 Profile Picture", "3 Add to Favorites", and "4 Reach More People". Below the progress bar, there is a heading "Set Up Tommy's Tyres" and a sub-heading "Add categories, a description and a website to improve the ranking of your Page in search. Fields marked by asterisks (*) are required." The form contains several input fields: a category field with "Tyre fitters and MOT testing", a description field with "Supplier of new and used tyres in Lincoln. We also provide MOT testing and a great cup of tea while you wait.", and a website field with "Website (ex: your website, Twitter or Yelp links)" and an "Add Another Site" button. At the bottom, there is a question "Is Tommy's Tyres a real establishment, business or venue?" with radio buttons for "Yes" and "No" (selected). A "Need Help?" link is on the left, and a "Save Info" button is on the right.

It's important to direct traffic back to your branded online destination; this could be your Facebook **page**, your Twitter profile or your website – wherever a potential customer can find the most information about your services.

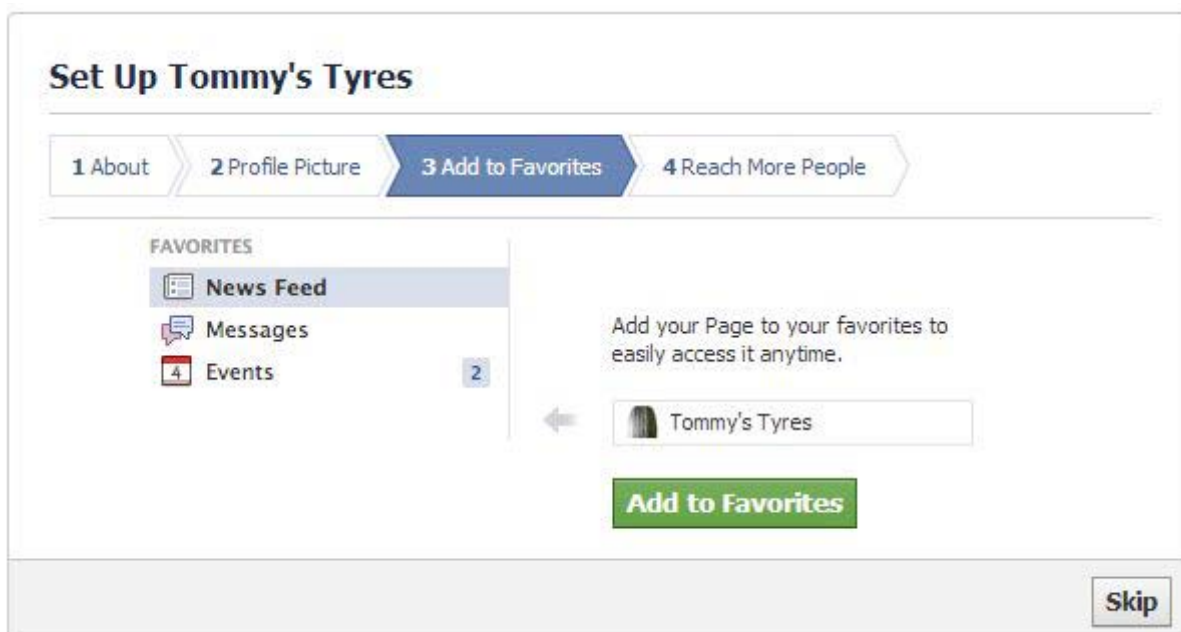
5. Profile picture

So, in order to attract more people to Tommy's Tyres, we will need to add a photo (called a **profile** picture.) This will make his **page** more recognisable. Tommy suggested a Tyre.



TIP: A **profile** picture will appear everywhere you post content. When you post a **status**, Facebook users will see your picture in their **news feeds**. If you choose a photo that is recognisable they will be more likely to stop and read what you have to say.

Using photos that Tommy sent us by e-mail we can click upload from computer → select the photo we want and hit next to proceed and choose our **profile** picture.



By clicking this green button we can add Tommy's Tyres to our **favourites** section on our personal home page.

TIP: When logged into a personal Facebook **profile** you will be able to see all your favourite pages on the left hand menu.



After clicking skip, we get to see Tommy's **page** for the first time. It has all the essential information but still looks a little bare, so let's see how else we can decorate the **page**.

6. Finishing touches

As you can see we have already selected a **profile** picture and written a description, but this grey area at the top can also be filled with a decorative photograph, called a **cover photo**.

Simply click add a cover and upload a photo that you think sums up your brand and your company values. We asked Tommy for some creative input and he suggested more tyres...



There we go, now that the **page** looks a little more appealing Facebook **fans** will be more likely to **like** his **page**.

TIP: *Think of your cover photo as the display in your shop window. Now, the only thing left to do is create a **post** and invite some **friends** to **like** Tommy's **page**.*

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7. Inviting friends

When we use the cog to select Tommy's Tyres we are presented with the Admin Panel. Let's use it to invite some friends to like our **page**.

TIP: *You can use the admin panel to invite friends to **like** your **page**. You can also see recent **updates** you have made, receive messages from fans and see how much **reach** your **posts** got.*



Community [?]
Supplier of new and used tyres in Lincoln. We also provide MOT testing and a great cup of tea while you wait.

About Photos

Highlights

Status Photo / Video Event, Milestone +

Write something... **Post**

Activity Recent

Invite Your Friends to Like This Page [See All](#)

Type a friend's name... **Invite**

	Joanna Maplethorpe	Invite ×
	Thomas Hounsell	Invite ×
	Julie Priestley	Invite ×

The invite friends section of the insights panel shows us a list of friends fed in from our personal **profile**. Once we click invite they will receive a notification asking them to like Tommy's **page**. Once they accept they will be registered for further updates from Tommy's Tyres (which will appear in their news feeds.)

Admin Panel [Edit Page](#) [Build Audience](#) [Help](#) [Hide](#)

Notifications [See All](#) **Messages** [See All](#)

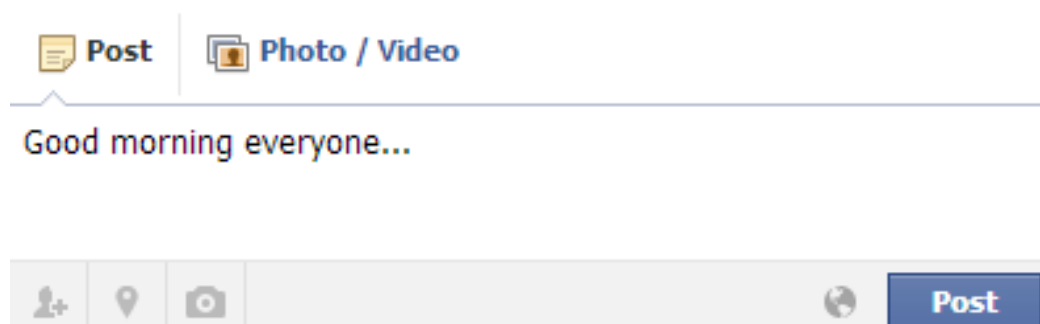
Chris Coleshaw likes **Tommy's Tyres** on Tuesday

No new messages.
When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your admin settings.

TIP: The Average Facebook user likes a total of 40 **pages**. With 1.15 billion users, no matter how niche your **page**, chances are you will find someone who wants to subscribe to your updates.

8. Posting content

Now that we have invited some of our friends to **like** Tommy's **page** we need to create some content for them to interact with.



This **status update** is okay but it doesn't offer anything of value to our **fans**.

Tommy doesn't need to be the world's best writer to engage **fans**. **Facebook** gives him the option to attach photos and videos to a **status**.

TIP: You can use the **status update** box (above) to post links. Simply copy and paste a URL code into the box and the link will appear below your **post**. Link shorteners can be used to make long URL's less unsightly.

We can add video, links and photos to posts. Let's try attaching a photograph to our **status update**.

Click photo/video → choose file and find a suitable photograph to use.



Tommy's Tyres

Hi everybody, thanks for liking our new Facebook page. To celebrate we're knocking 50% off MOT's till Sunday. How does £20 sound?



Like · Comment · Share · a few seconds ago ·

This post should be much more effective in terms of its **reach**. It's an interesting photo that doesn't distract from the text and should draw in **fans** to interact.



TIP: Content can be everything from **status updates** with news and facts to photos, videos and opinion polls. Variety is the key.

The aim of the game is to post content that people will want to interact with. **Likes, comments** and **shares** (or interactions as they are known) will appear on content as above.

Writing appealing content can seem like a huge task and a serious investment in time; in fact a recent poll showed that 62% of companies decided to outsource their content marketing to external businesses, but with so many consumers choosing to learn about companies through social media, isn't it about time they learned about yours too?

Click [here](#) to read more handy tips from [DBS Internet Marketing](#), including:

[Twitter: How to set up a business profile](#)

For more information on how to turn social media and content marketing into enquiries, call DBS Internet Marketing on 0800 988 8366.

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