

Facebook Tips

As a business person, professional behavior on **Personal Facebook Pages** is of great importance. Tips below outline areas of your personal page that you should clean up and keep track of:

- Fill out your profile and use a real photograph of yourself
- Un-tag inappropriate photographs
- Remove inappropriate Wall Posts, and never post anything you have to think about twice
- Adjust your privacy settings accordingly to control who sees what
- Tag people and businesses in your posts with the "@" symbol (@InfoPathways) would create a link to the InfoPathways Facebook Fan Page, for example)
- Never create a Business Fan Page with a Personal Profile Page
- Categorize your connections (Family, Friends, School, Work, etc.) to make future messages and event invitation easier to send out to specific groups.

When creating a **Business Fan Page**, similar rules should be followed as those stated above. As a Business Fan Page admin, you should also consider the following tips:

- Suggest your Fan Page to your Work-Related contacts
- When posting to your Fan Page, click on the little lock icon to decide who will see your post
- If someone posts a negative comment against your company/brand, before removing it, consider if responding to solve the problem will be the better solution
- Create a Like Button (developers.facebook.com/docs/reference/plugins/like/) for your website/blog/etc.
- Once you have 25 or more followers, create a Vanity URL (www.facebook.com/username/) for your Fan Page
- If using Constant Contact for your Email Marketing, add a "Join Newsletter" Feature (www.facebook.com/ctctjmml) to your Fan Page
- If more than one person in your organization is allowed to have access to the page, add them as another administrator of the page

If you are ever lost on Facebook, use Facebook Help (www.facebook.com/help/). They answer many good questions and have helped us many a time!

Do you need help setting up your Facebook Fan Page?

Give us a call at (410) 751-9929! Set up of your Facebook page is a minimal cost.
We can also provide training for you and your team.