

# Facebook Business Guide: Max out your Facebook reach without spending a cent!

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## **What is Facebook?**

Upon typing this introduction in November 2012, everyone knows about Facebook, to a certain extent depending of your experience with it. Yet even people who have never been using it or people with very little computer literacy have heard the word. To sum it up briefly, Facebook is a social medium that enables interaction in various ways among users. As a company, association or a product, you can also create your own profile in order to reach for users that show interest in you.

Facebook started as a rather simple tool that has been adding new features over time, rendering it somewhat intimidating to inexperienced users and newcomers. A vast majority of its uses is intuitive or provided with helpful tutorial, however in order for you to avoid making basic mistakes or embarrassing errors, this guide is here to help you get an overview of the big picture and make the best of your future Facebook page.

## **Why use Facebook?**

Being free for most of it, it is a quick and easy way to expend your Internet presence, getting a few links to your website for SEO purposes and, last but not least, it can potentially connect you to a growing 901 million users (as of April 2012).

As such, most if not all major brands, celebrities and other notable products developed a Facebook page, aiming for the highest amount of Likes and "talking about" rates.

Most of Facebook is free of charge with the exception of some premium advertisement. Even without spending anything, you can still make Facebook a valuable tool of communication and marketing.

Attain a new level of interaction within a few minutes with our Facebook business guide.

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## Starting on Facebook

### Create an account

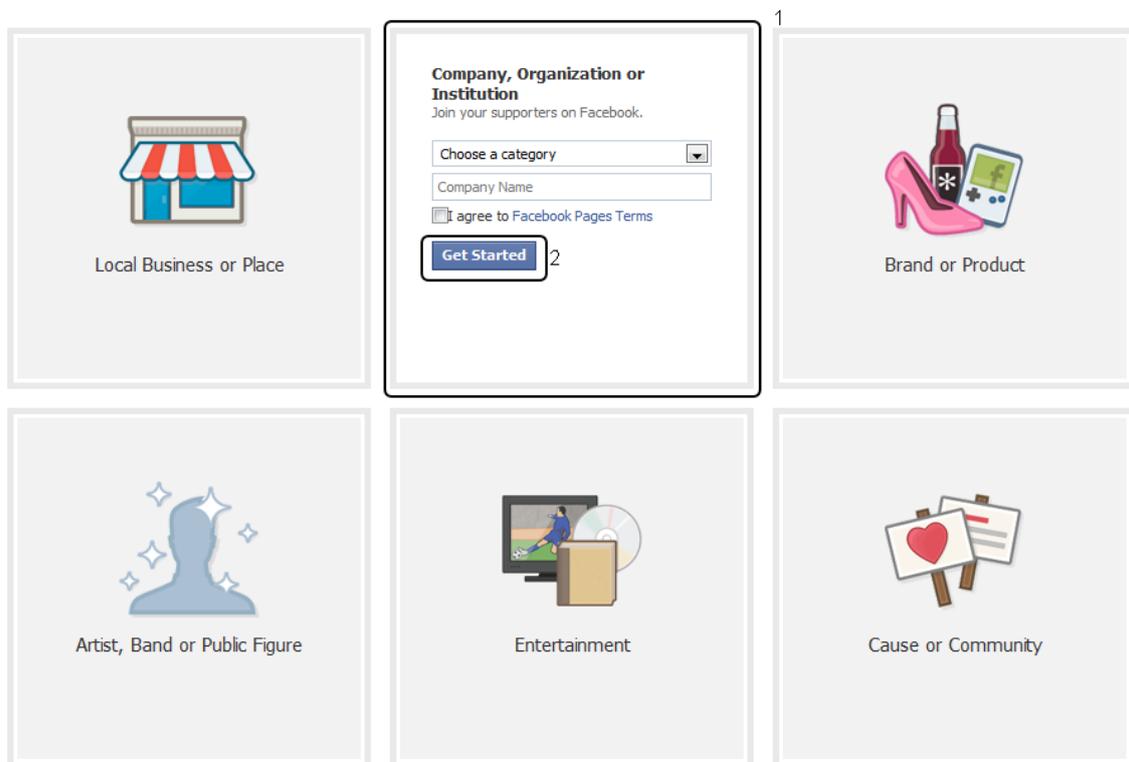
To create a Facebook account, go to <https://www.facebook.com/> and select the language of your convenience (1). Fill out the form (2) and click "sign up." (3)

The image shows a screenshot of the Facebook sign-up page. At the top left is the Facebook logo. To the right are fields for 'Email' and 'Password', with a 'Log In' button and a 'Keep me logged in' checkbox. Below the logo is a headline: 'Facebook helps you connect and share with the people in your life.' followed by a world map with orange person icons connected by dashed lines. To the right is the 'Sign Up' section with the text 'It's free and always will be.' and a form with fields for 'First Name', 'Last Name', 'Your Email', 'Re-enter Email', 'New Password', 'I am:' (with a 'Select Sex:' dropdown), and 'Birthday:' (with 'Month:', 'Day:', and 'Year:' dropdowns). A 'Sign Up' button is at the bottom of the form. Below the form is a link: 'Create a Page for a celebrity, band or business.' At the bottom of the page is a language selection bar with options: 'Deutsch', 'English (US)', 'Español', 'Português (Brasil)', 'Français (France)', 'Italiano', 'العربية', 'हिन्दी', '中文(简体)', '日本語'. Below the language bar is the footer: 'Facebook © 2012 · English (US)' and a list of links: 'Mobile · Find Friends · Badges · People · Pages · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help'. Three red annotations are present: a box around the language bar labeled '1', a box around the sign-up form labeled '2', and a box around the 'Sign Up' button labeled '3'.

Then follow the step-by-step process to enhance your page, find your friends and customise your profile. This part being unrelated to the business aspects of Facebook, we will not go into details regarding that side of Facebook. In order to create your business page, it is not mandatory to have a personal account. If you choose to do so, then click on "Create a Page" on the log-in page (1).



You are now to choose what type of page you are creating: business, celebrity, organisation, etc. Click on one of the six icons that fits your page then fill out the fields (1). In that guide, we will take the case of a "Company, Organization, or Institution." When you are done, click "Get started" (2).



For the next step, you can choose to proceed directly by logging in with your own Facebook account. If you do not have one, you will have to give a few contact details such as an email address (1) and your date of birth (2). When you are done, click on "Sign Up Now!" (3).

**Create a Facebook Account**

I already have a Facebook account  
 I do not have a Facebook account

Email: johndoebabla@hotmail.com 1

New Password: ..... [?]

Date of Birth: Mar 10 1980 2  
Please enter your own date of birth. Why is this required?

Security Check:  
Enter both words below, separated by a space.  
Can't read the words below? Try different words or an audio captcha.



Text in the box: agravai perfect. What's this?

I have read and agree to the Terms of Use and Privacy Policy

3

Problems signing up? Check out our help pages

Facebook will now have sent an automatic email asking you to confirm your registration. Simply click on the link (1) provided.

### Action Required: Confirm Your Facebook Account

Facebook Add to contacts  
To johndoebabla@hotmail.com

Hey there,

You recently registered for Facebook. To complete your Facebook registration, follow

<http://www.facebook.com/c.php?code=1296329120&email=johndoebabla%40hotmail.com> 1

You may be asked to enter this confirmation code: 1296329120

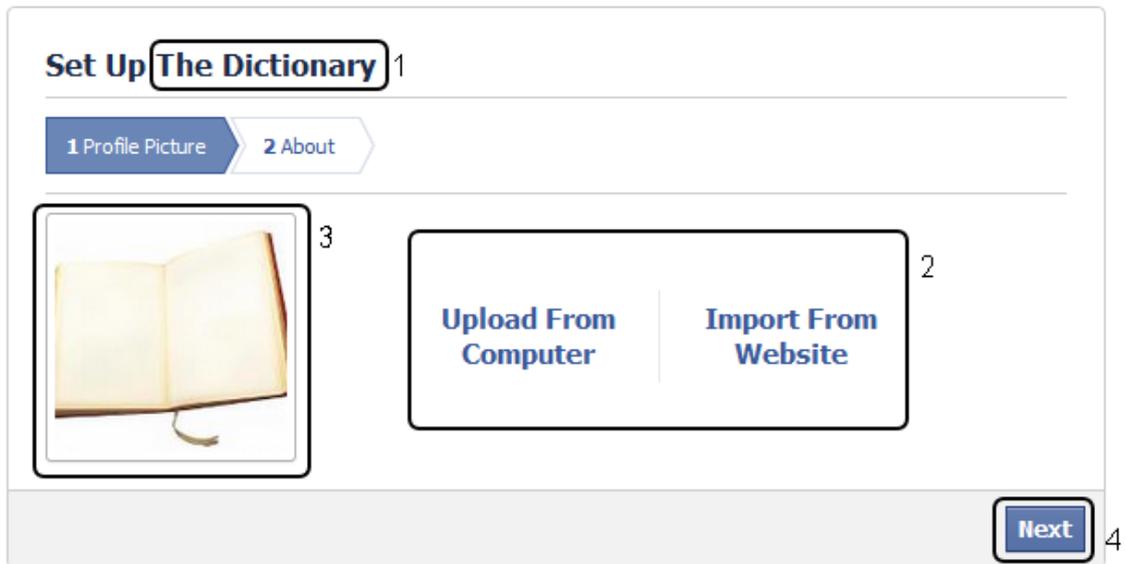
Facebook helps you communicate and stay in touch with all of your friends. Once you

Thanks,  
The Facebook Team

You Facebook page now officially exists!

## Create a page for your business

You will be redirected to the first steps necessary to the creation of your page by clicking on the link sent to you via email. The name of your company appears on the top screen (1) and you can choose a picture to represent your company. You have the option to either upload a file from your computer or import existing pictures from your website (2). Once this has been done, you can preview the result (3) and click "Next" if you are happy with it.



You should now add some information about your company - keep it short and simple (1) - as well as your website (2). You can add as many websites as you wish. Once you are done, click on "Save Info." (3)

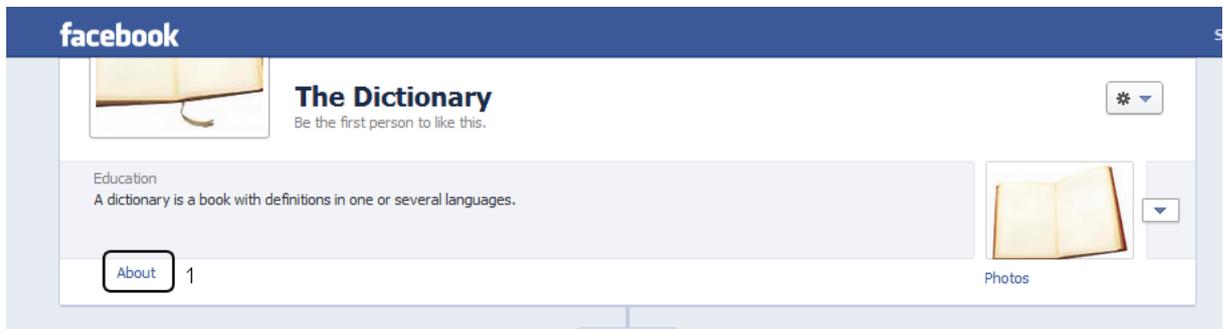


You can now see the interface of your page, visible to you and any other Facebook users:



### Adding details about you

You should now enter some further details about your company (or product) by clicking on "About" (1)



Click then on "Edit" to access your "Basic Information" page. You can change the category and type of page you selected earlier on if you made a mistake or if your business took a new direction (1). You can also redirect users to an existing "Official Page" on Facebook.

Likewise, you may change the name of your page if you have second thought (2).

Then, you should mention the date your company was founded (or when your product was created). This is important for your Timeline - see Indirect Marketing section. (3)

You have the opportunity to add your physical address (4), I would recommend to put at the very least a city and country.

Then this is really about you (5): tell your (future) users about yourself in "About", "Description", "Mission" and "Awards". As shown on the screenshot, you can modify the text you previously entered in the "About" field.

Products (6) is rather self-explanatory, it is useful to give a simple and accurate description, especially if your product is not obvious or well-known.

Finally, you can give some extra contact details (7) to make it easier for users to reach you. When you are happy with your content, click "Save Changes" (8).

**The Dictionary** View Page

**Category:** Companies & Organizations Education [?]  
**Official Page:** Pick a topic [?]

**Username:** Create a username for this page? [Learn more.](#)

**Name:** The Dictionary

**Founded:** May 1985

**Address:** Address  
**City/Town:** Hamburg, Germany  
**Postal Code:**  
Note: If you add a valid address, users will be able to see and check in to your page using Facebook Places. It may take a few hours for our system to process the address.

**About:** A great dictionary!  
**Description:** A dictionary is a book with definitions in one or several languages.  
**Mission:** Gather as many words in as many languages as possible!  
**Awards:**

**Products:** Dictionaries

**Phone:** Phone  
**Email:** Email  
**Website:** http://www.yourwebsite.com

**Save Changes** **Close**

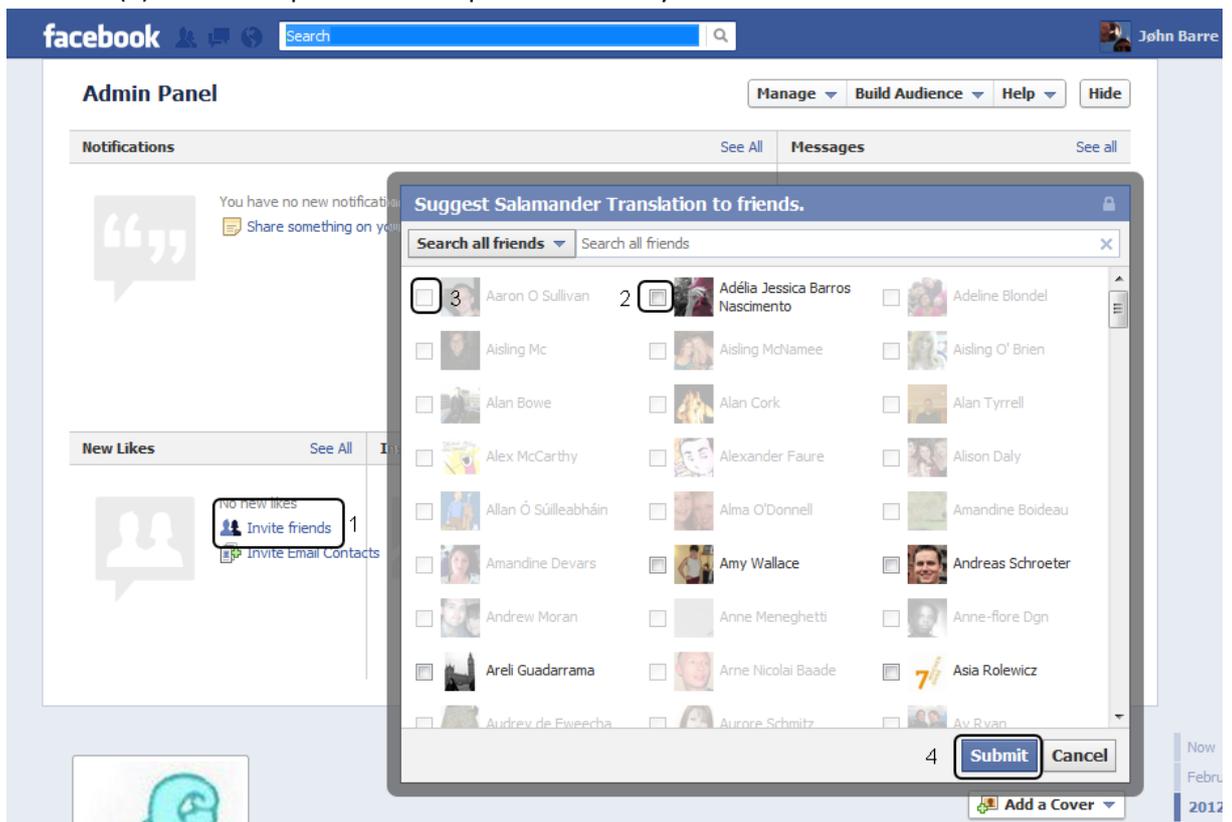
## Adding new pictures

You can change your current picture or add extra ones to make your page more appealing. You simply need to click either on your profile picture (1) or on the photo icon (2). The procedure is the same one that you followed when you uploaded your first picture.



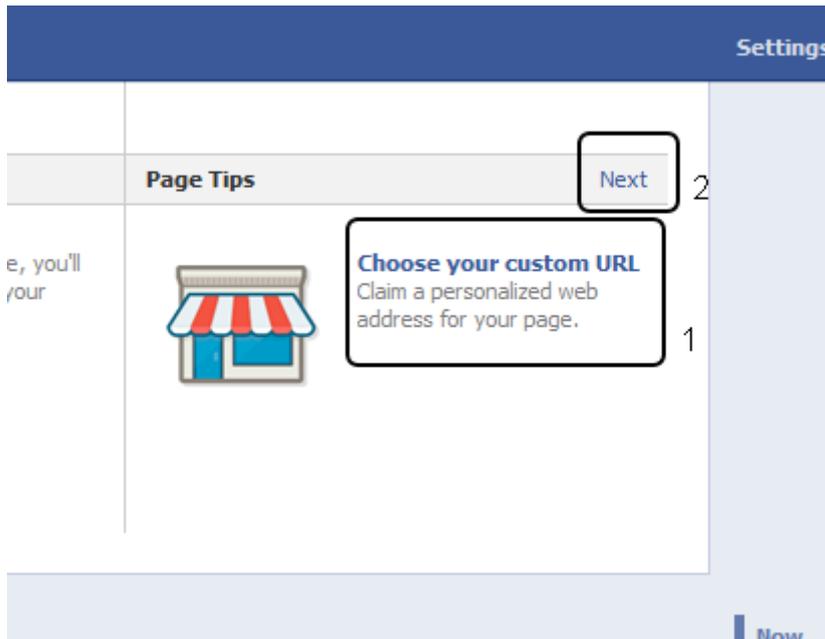
### Inviting your friends to like your page

The easiest people to convince to like your page are your friends. If you already have a personal Facebook account, you can send an invitation to all your friends and thus have a few likes to begin with. Click on "Invite friends" and you will see a window pop up. Tick the people you wish to send an invitation to (2). Note that greyed pictures (3) are users you either already sent the invitation to or who already liked your page. When done, click "Submit" (4). You can repeat the same procedure with your email contacts.



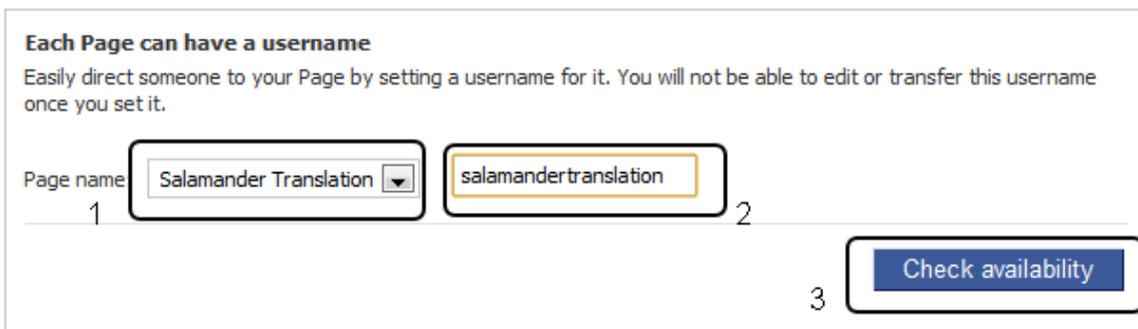
### Customise your URL

On the admin panel from your page, you have the option to customise your URL (1). If you cannot see it, click "Next" (2) to display the window.



It might happen that Facebook asks you to verify your account with a mobile phone number. If you see such a screen, simply follow the steps indicated.

Select now the page you want a customised URL for (1) - if you happen to have more than one. Enter the text of your choice (2) , ideally a relevant one, easy to remember and optimised for search engines. **Note that your URL (page's username) cannot be changed once set.** Choose carefully. When you have, click on "Check availability" (3). If your username is available, then a window will pop up and ask you to confirm your choice. Click "Confirm" and your new URL will be similar to facebook.com/chosen-username.

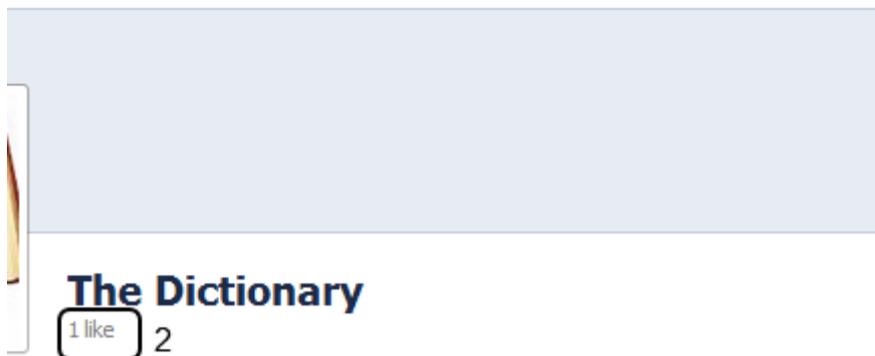
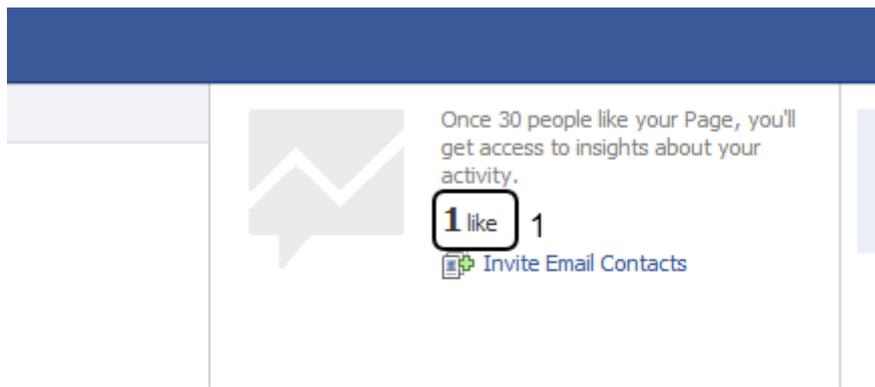


[Learn more](#) about Facebook usernames.

## Facebook slang

### Like

A "like" has become some sort of measurement unit. In popularity, but in reliability and influence as well. Anyone with a Facebook account can like almost anything - a page, a product, an article - the list is virtually endless. In the case of a business page, the goal is to gather as many likes as possible, token of a quality business page. You can check how many Likes you have in the admin panel (1) or underneath your page title (2). The number of Likes is a public figure and anyone can see it.



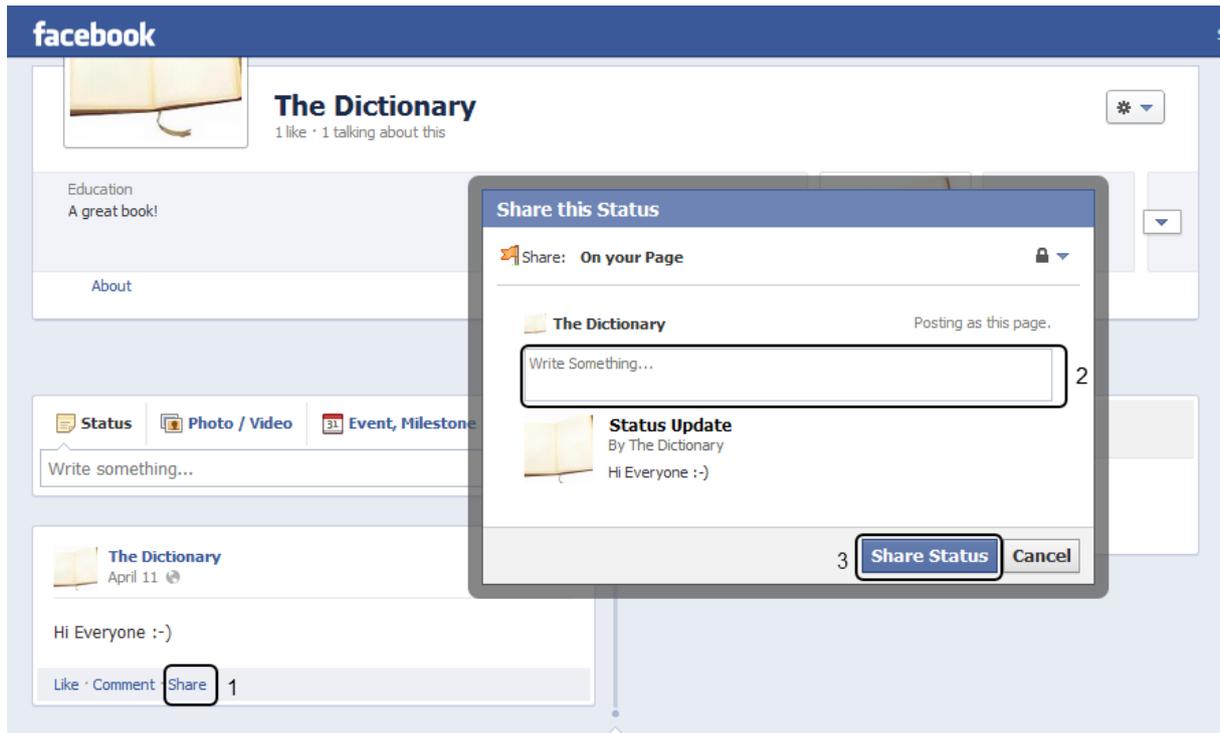
Likes also apply for posts. Whenever you share a message on Facebook, other users have the opportunity to like (1) it.



Similarly to the amount of likes your page receives, the more likes your posts get, the better, for they increase your exposure.

### Share

To share a post means to publish it on your own Facebook wall. It has positive effects as it increases the amount of Facebook users, including some that may not have yet "liked" your page to hear from you. To do so, click on "share" (1) to get a pop up window. The post will be displayed as seen, to which you can add a comment of your choice (2). When you are satisfied with your text, press "Share Status" (3).



### Comment

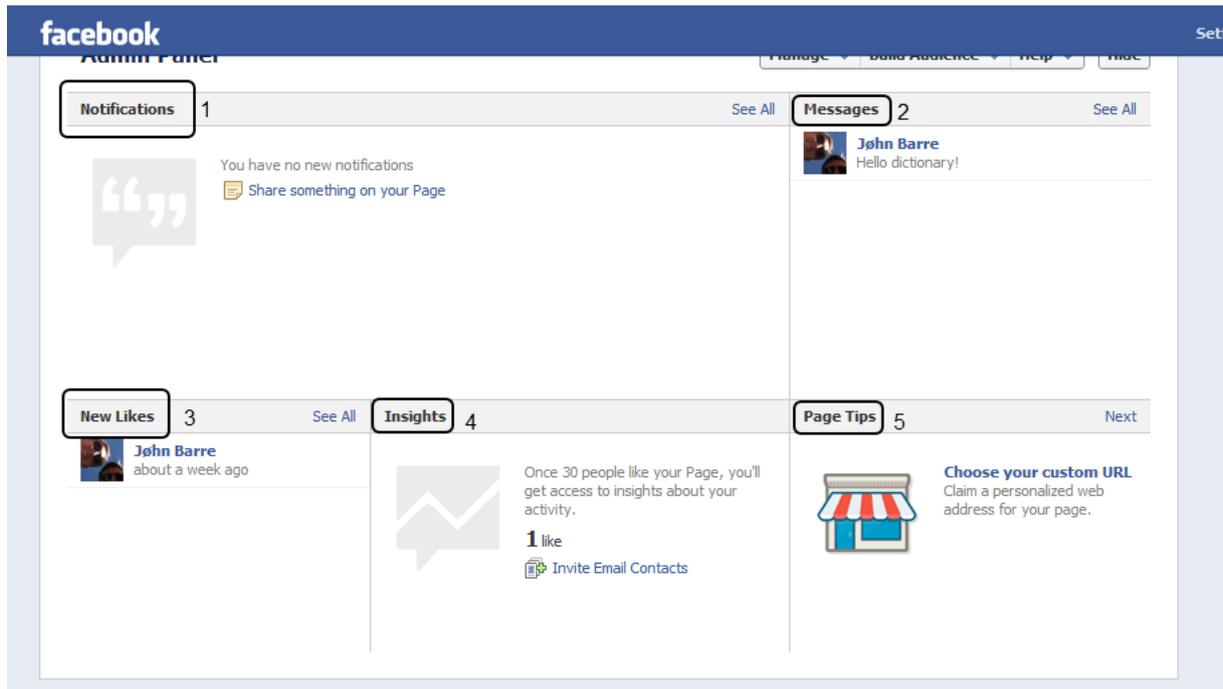
Comments are one of the key functions of Facebook. Interaction is a valuable occurrence as it increases your popularity as a business and gives you feedback from your users. To enter a first comment to a post, click on "Comment" (1) underneath and start typing your message in the field (2). Press enter to publish it. Comments can be added to one another to form a discussion.



### Admin Panel

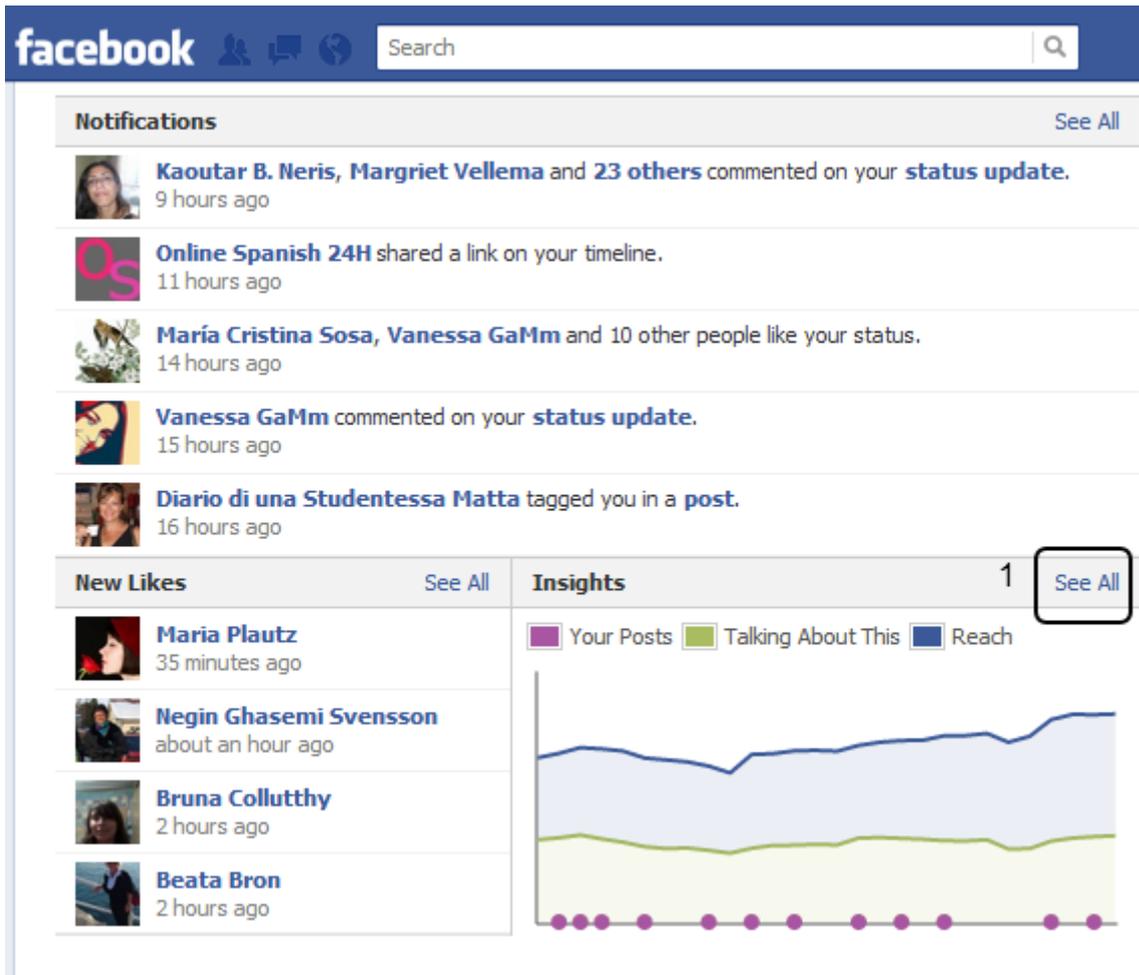
The admin panel is located on the top of your page (if you cannot see it, click on "Admin Panel" in the top right corner). The admin panel is only visible to your page's admins and helps you manage your page efficiently. It displays your notifications (1), messages (2), new likes (3), Insights (4) and some tips (5).

Check the relevant paragraph for each of those to learn more about them.



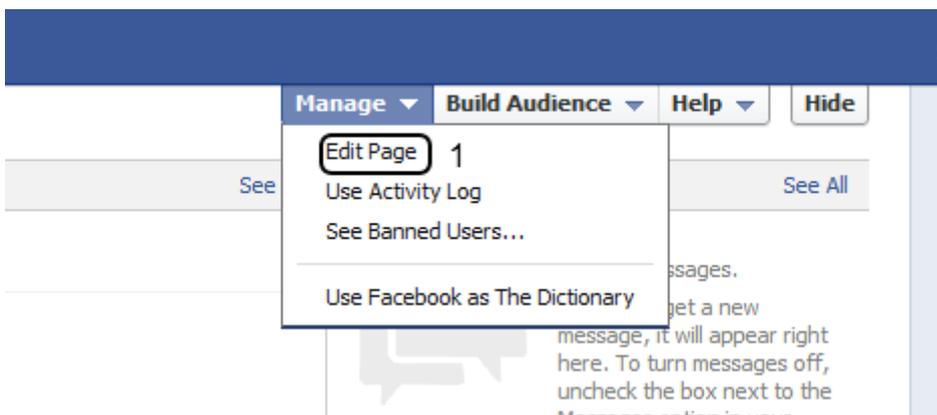
## Insights

Insights become available as soon as you gather 30 likes or more. They can be checked from the admin panel, on the lower central part. Click on "See All" (1) to read more of them. Detailed explanations can be found in the "Insight" chapter.

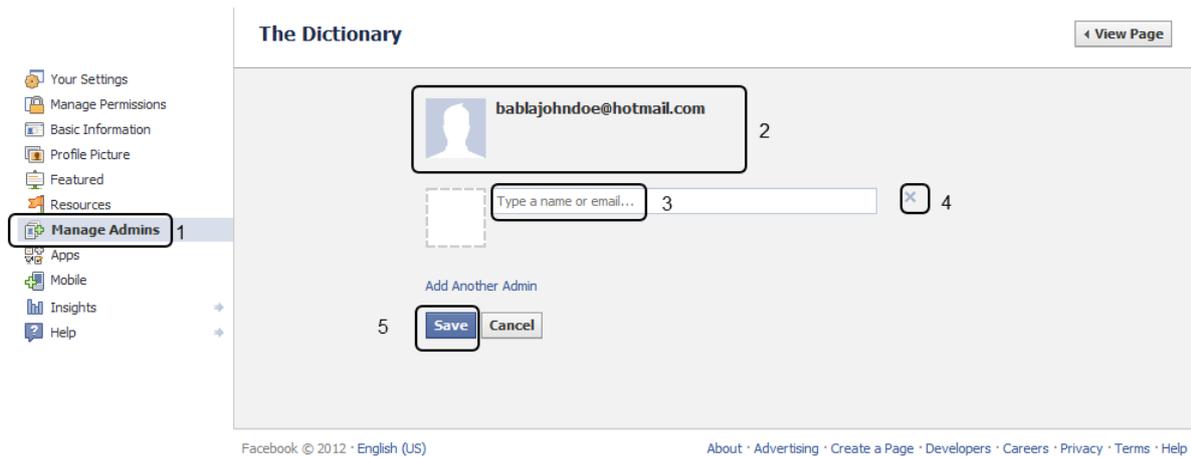


## Admins

"Admins" - administrators - are the users in charge of the Facebook page. The creator of the page is the admin by default and can add or remove as many admins as he wishes. Each admin needs to have its own Facebook account and have the same powers. To manage your admins, click on "Manage" on the Admin Panel, then "Edit Page" (1).

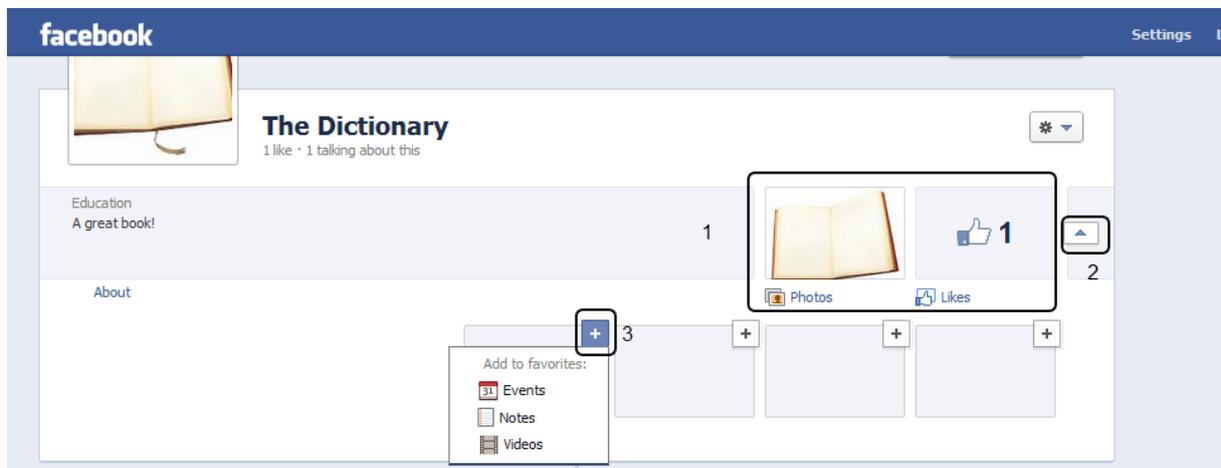
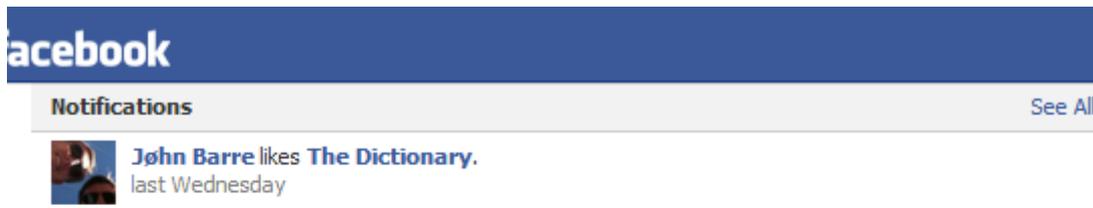


On the left menu, select "Manage Admins" (1) to display the list of current admins of your Facebook page (2). Add a new admin by searching its name or email (3). Should you wish to remove an admin, click on the x button next to its profile (4). When you are done, click "Save" (5).



## Notifications

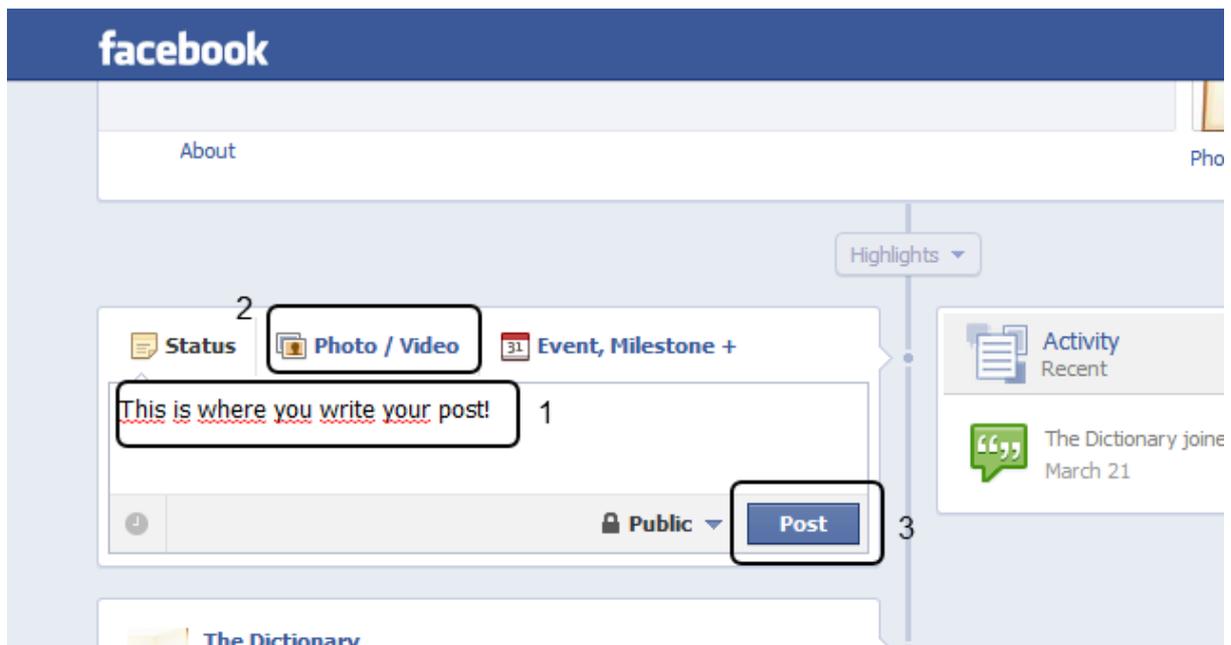
Notifications appear on the top left corner of your admin panel. It reports all new activities on your page - new likes, new comments, new shares, etc. It is a useful tool to monitor the activity and ensure the communication with your users is up to date.



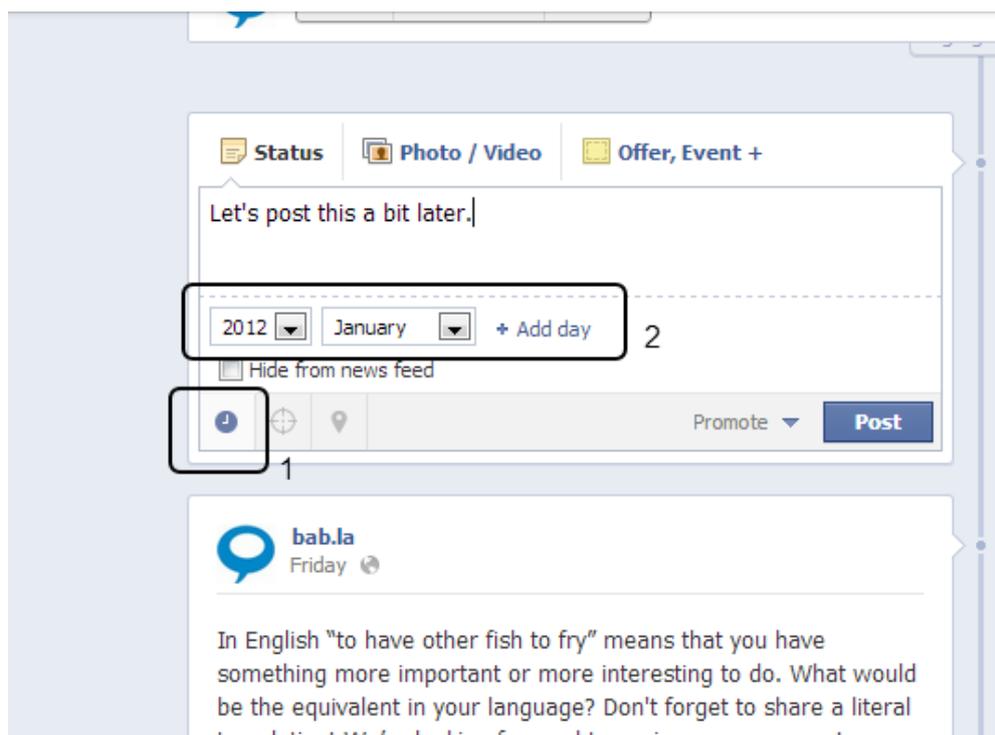
## Basic commands

### Posting

Posting means writing a message on your Facebook wall that can be read by all users. It is your primary means of communication. Right below your profile header, the top left box of your stream allows you to write a new post (1) by clicking on the indicated field. You can add a picture or a video to illustrate your words (2) if deemed relevant. When you are happy with your post, click on "Post" to share it with the other users (3).



You also have the possibility of scheduling your posts to a chosen time by clicking on the clock icon (1) and then determining the exact date and time (2). Click on post when you are ready.



You can manage and view scheduled posts by clicking on "Edit Page" and then selecting "Use Activity Log".



### Commenting

Commenting means adding a message to an existing post. It can be done by users as well as admins (see "Facebook Slang"). Click on "Comment" below a post (1), enter your text and press enter (2).

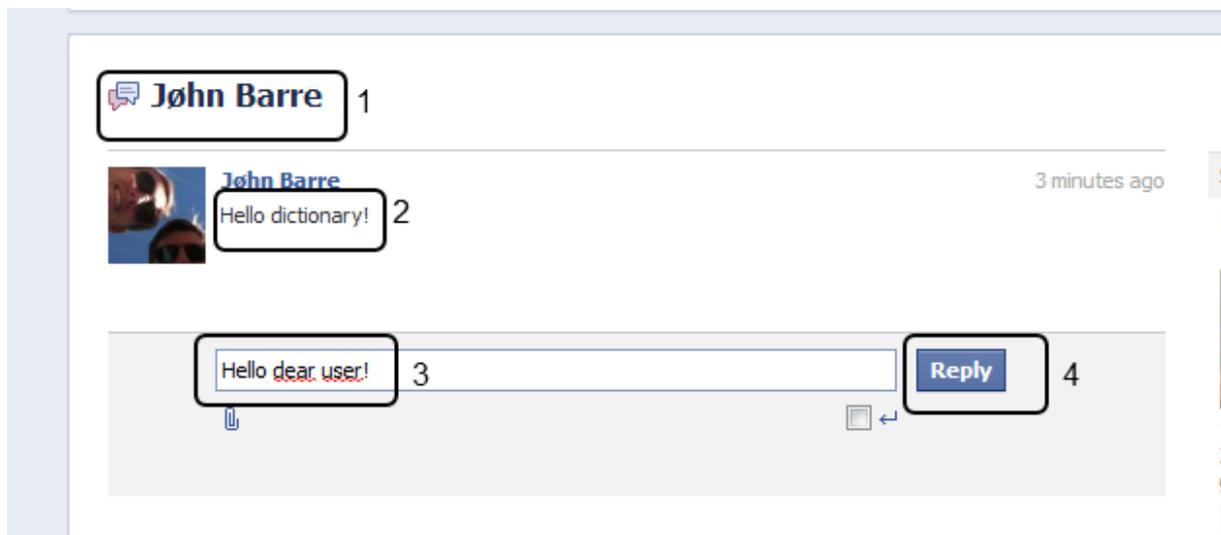


### Messages

Messages are private emails sent between users via Facebook. As a business page, you can also send and receive messages. They appear in the top right corner of your admin panel (1) and you can read them by clicking on an email (2).

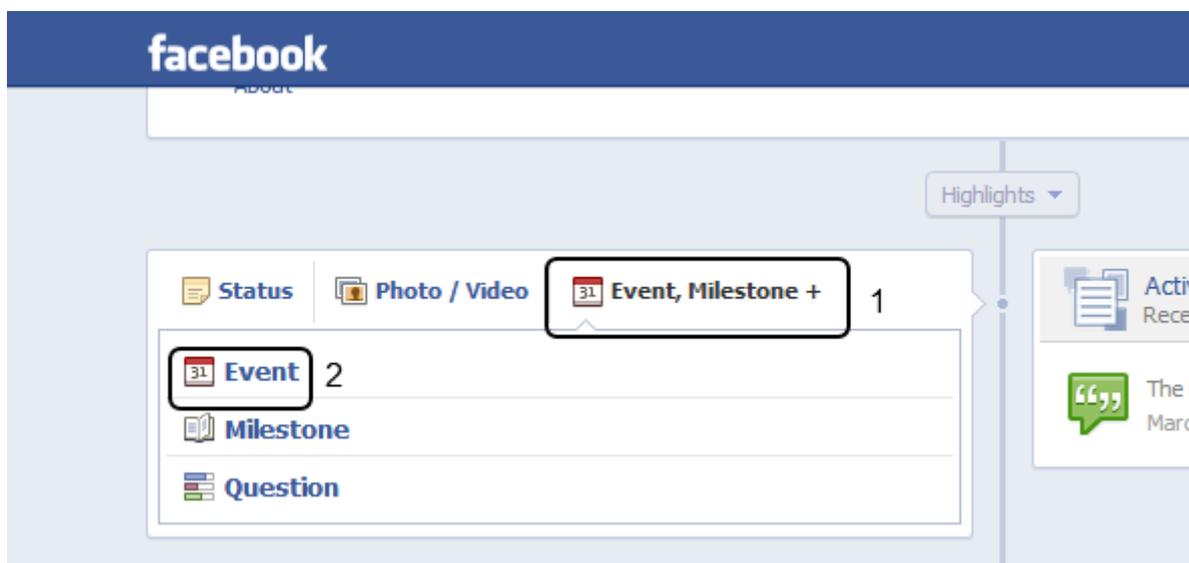


You are then redirected to the message itself. It displays the name of the sender (1) and its message (2). You can type your answer in the field below (3) and then click "Reply" (4) when you want to send it.

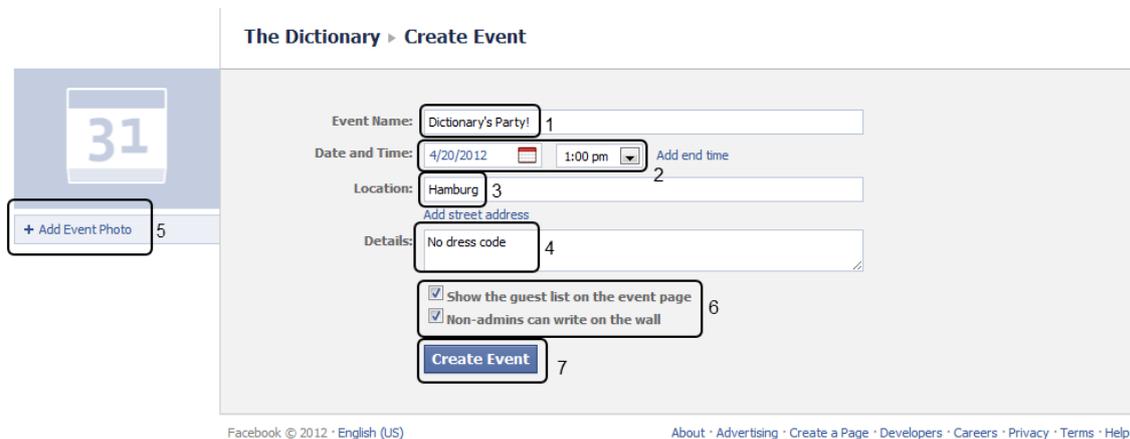


### Create an Event

Facebook offers the possibility to let users know of a particular event (party, gathering, etc.). Below your profile header, click on "Event, Milestone +" (1) to let more options scroll down and click on "Event" (2).

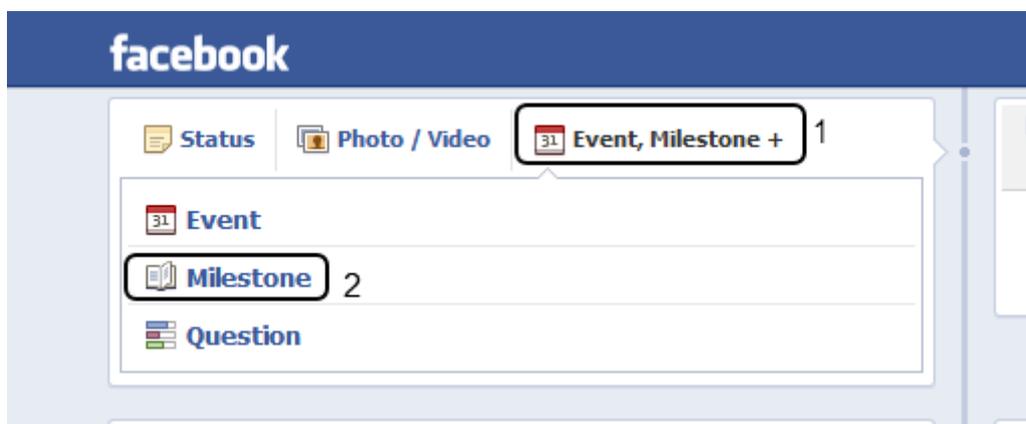


You are redirected to a new tab that will let you fill out your event's details, such as the name of the event (1), the date and time (2), the location (3) and extra information(4). You should also upload a picture to make it more appealing (5). Finally, choose whether you want the guest list to be public and whether guests can post on the event's wall by ticking the relevant options (6). When you are done, click on "Create Event" (7).

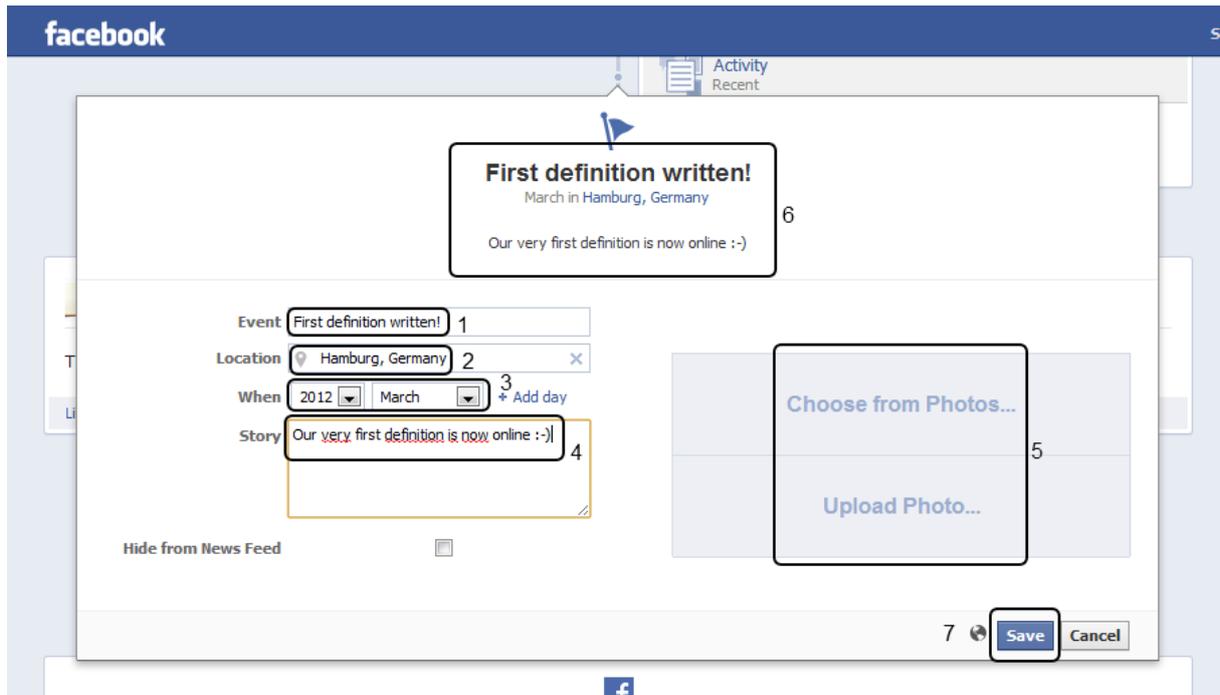


### Add a milestone

A milestone is similar to an event; it is a significant episode of your business. Together, milestones create some sort of historical background. To add a milestone, click on "Event, Milestone +" (1) and then "Milestone" (2).

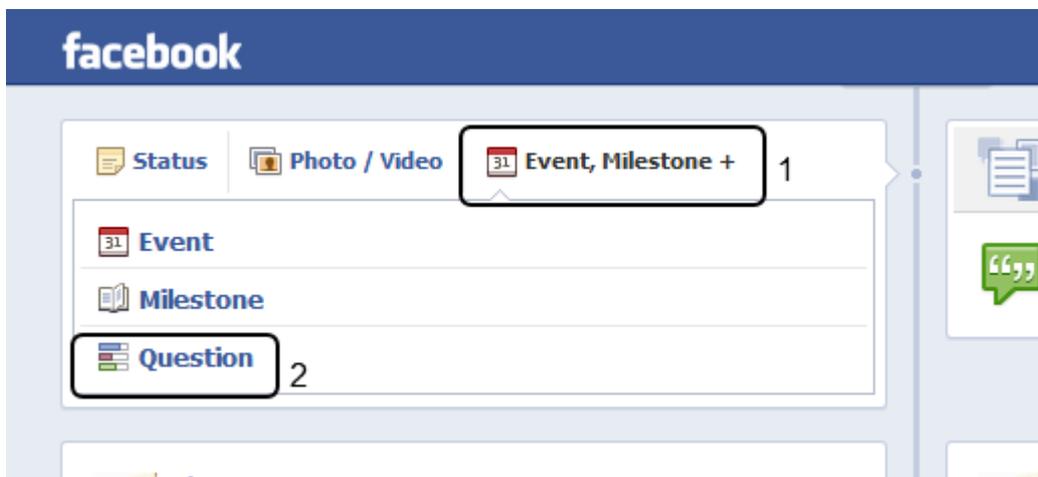


A pop-up window will appear. Similarly to the creation of an event, you need to enter the title of the event (1), its location (2), the date (3) and a few details about the story (4). Add then a picture that illustrates best the event (5) and see how it will look like on top of the screen (6). When you are done, click "Save" (7).



### Ask a Question

Instead of using the regular comment feature to ask a question, you can make it in a nicer looking way that will make your question displayed like a poll. Click on "Event, Milestone +" (1) and "Question" (2).



You can now type your question (1) and some possible answers by clicking on "Add Poll options" (2). Add as many as you want. You can also let users add their own answers (3) if you do not wish to enter an exhaustive list. When your poll is ready, click "Post" (4).



## Insights

### Graphs

You can view your detailed insights by clicking on "See All" (1) in the admin panel. You can only unlock it when you have gathered at least 30 likes.



The top numbers display some basic figures such as the amount of likes or the rate of people talking about you. The graph below gives you an overview of how your weekly reach has been and how many people are talking about you, as well as when you posted something new over a given period (in the example below about a month) The posts are marked as purple dots, while the rate of people

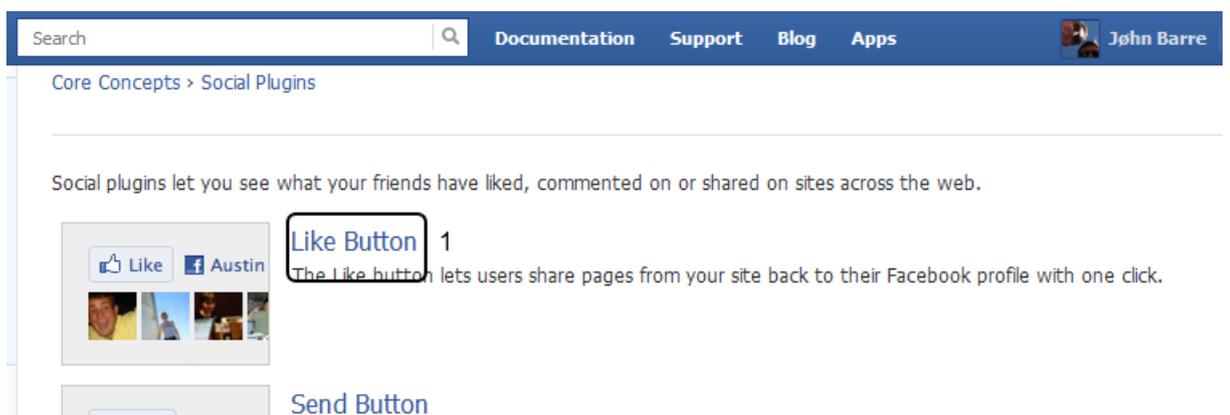
talking about you is represented by the green line and the weekly reach by the blue line. By hovering the cursor over one of these dots, you will get the exact numbers for a given date.



## Likes

As explained previously, the amount of likes matches the amount of users in touch with your page, who also see your posts on their own wall. The more users like your page, the more people you are likely to reach.

In order to attract more people to your Facebook page, Facebook has a range of social media Plug-ins available on the [Facebook Developers page](#). These enable you to promote your page directly on your primary website, making it more user-friendly for your visitors to like your page. While we will not review each plug-in, the most basic one is the like button (1).



Follow the step-by-step guide provided by Facebook Developers on how to install it in order to receive a result similar to the one below, directly on your website:



## Reach

Reach corresponds to the number of unique users who have seen your post. The weekly reach is the sum of the reach brought from your posts in the last seven days. In a nutshell, the more often your users are on Facebook, the higher the reach gets.

### What should you aim at?

## Talking about

Users talking about you do not actually need to say a word. According to Facebook, almost each and every form of interaction accounts for the talking about, i.e. liking a post, commenting on a post, posting on your wall, etc. A very active Facebook page with committed users will reach a high talking about, while an inactive page, even with a very large quantity of likes, will perform very poorly.

### What should you aim at?

Collecting likes is a onetime action, keeping the talking about high means entertaining your audience on a regular basis and getting it involved. Each page is different and building up the talking about rate takes different strategies, depending on the topic, product, language and other factors. In a previous study, we drew statistics of the estimated talking about you should expect to reach depending on your number of likes. Read more on: <http://blog.bab.la/2012/04/17/how-to-tell-whether-your-facebook-marketing-is-crap-average-or-great/>

## Virality

Virality is a rather obscure term that Facebook explains as “The percentage of people who have created a story from your Page post out of the total number of unique people who have seen it.” Creating a story in that context means liking, sharing or commenting. A high virality rate is consequently the result of a highly interactive page.

### What should you aim at?

Since only the page admins have access to the virality rates of their pages, it is difficult to assess what kind of figure you should be aiming at. To have a better idea, we conducted an anonymous survey over the last few weeks, compiling the data of several business pages to find out what virality was reached on an average. You can read more about it.

## Using your Facebook business page

### Posting

#### How often should I post?

Having users liking your page is a good thing, however you should not expose them to massive posting that will only result in them hiding you from their timelines at best, unlike the page at worst. We choose to post three times a week - on Mondays, Wednesdays and Fridays - as we deem this pace to be regular enough to keep our users entertained and up-to-date with news, without them being over exposed to our brand. Remember: quality over quantity!

#### Posting a message

Posting some text is usually the easiest and fastest way to communicate on Facebook, however it is also the one the most likely to be overlooked as posts is rampant on Facebook. Your message must be appealing at first glance: keep it short and simple, use capital letters on a word that would catch attention, do not write more than 2 to 3 lines, etc. If there is a large number of users whose native language is not English, write your text in a way that will be widely understood, i.e. no complex structures, figurative speech or rare terms. A welcoming text will translate into more interaction, hence higher virality.



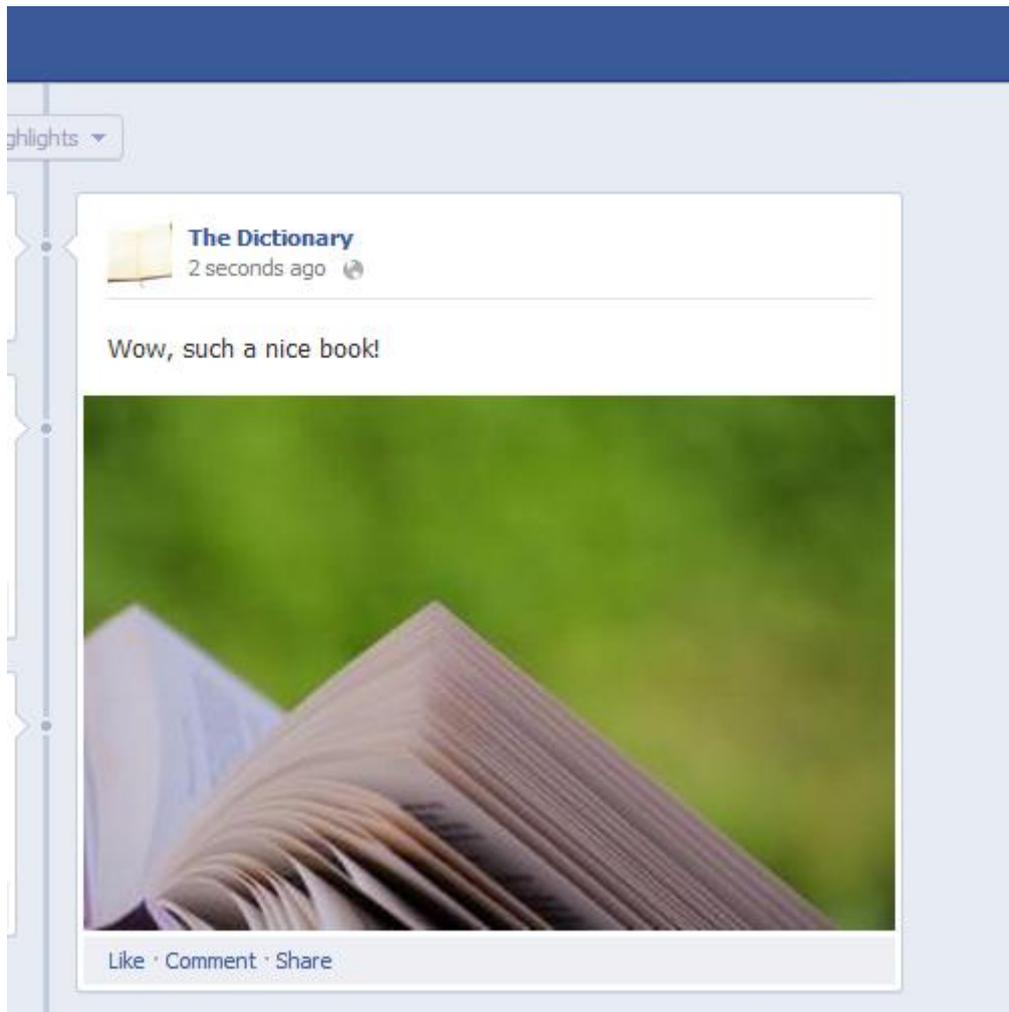
#### Posting a video

Just like messages, a video has typical pitfalls that need to be avoided. First of all, do not assume that a video will get more attention than a textual message. Some users will not take the time to watch it through, some will not be in the right place to watch it, some will not have the required software or Internet connection. The key to a successful video lies in several aspects. Firstly, use a first-hand video. If your content is not exclusive, it is likely that your audience has already visualised the video elsewhere and will not bother a second time. Then you need a catchy headline, 3 or 4 words that should intrigue users. Be provocative, enigmatic and/or daring. Think of a title that would make you click on the video. Finally the video itself must be short, if not it takes too long to load and too much time to watch, losing users along the way.

#### Pictures and Albums

Pictures are possible the ideal medium for high reach/virality - not as demanding as videos and yet more entertaining than text. However, just like videos, there is hardly any point in posting pictures that are not yours. Give your audience exclusive content that they will not have seen elsewhere.

Pictures should also be catchy: fun, easy to understand and entertaining. If you are creating an album, do not upload hundreds of pictures - 5 to 10 will do.



## Communicate

### Interacting with your audience

Having the opportunity to interact so directly with your audience is a great advantage of Facebook and you should not overlook it. While you can write to them and reach users, it is important to take into consideration that users can reach you as well, in a much more direct, informal and public way than, for instance, via email. As a result, you should pay close attention to all forms of messages that are meant to be for you - posts, direct messages, etc. The notification system (1) and the control panel in general will help you track these. Make sure you do not ignore any genuine attempt to communicate.



## Replying to queries

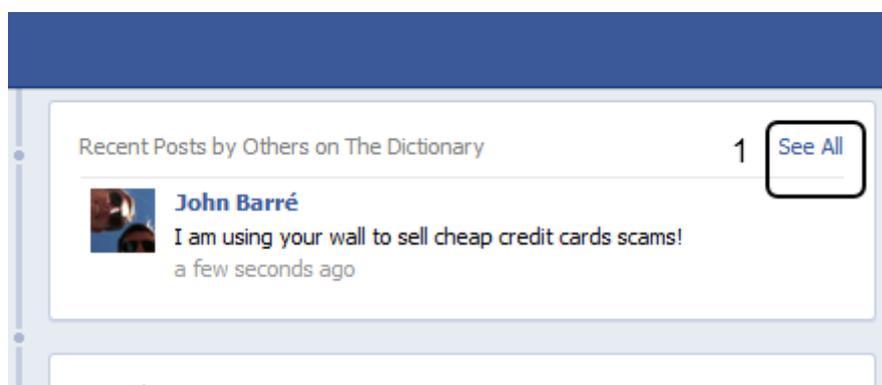
As your popularity increases and the amount of users accordingly, you will receive more and more posts on your wall and direct messages in your inbox. You should answer each of them within the shortest delays, usually one working day, eventhough faster is better. Facebook is a far more laid back means of communication than emails, phone calls or letters, however remember to be friendly and efficient. Do not use long forms of politeness, but remain courteous. Use a friendly tone, but not a silly one.

You will also need to learn to be selective. Some posts are obvious spam messages that are not to be replied to, others can lead to a non-professional conversation. Keep in mind this page is your business page, you should not start private conversations with your clients or users.

## Moderate posts (delete, hide & report)

When it comes to irrelevant posts that only pollute your page, you have the option to filter them.

On top of your Timeline, right below your picture, you can see "Recent Posts by Others", which is a gathering of all the latest posts on your wall. Click on "See All" (1) to browse through them and moderate the ones that need it.



A pop-up window opens with a full lists of these posts. Click on the x sign next to the one you need to moderate (1) and a list of options appear. As you can see, all posts are "allowed" (displayed) by default. If you deem a post somewhat controversial or that you need to ask someone else before deleting, you can hide it (2) for the time being. The post still exists but it cannot be seen by users.

If you are certain you want that post gone for good, click directly on "Delete..." (3). Finally, if you think the user is a fake account for the only purpose of spamming Facebook, you may want to report that account by clicking on "Report/Mark as Spam..." (4).



### Control answers submitted to your posts

Whenever you post something new, this will trigger comments. If not, you are doing something wrong. These comments however need to be read through, answered if need be and sometimes deleted. Let's assume you have just posted a text that asks for opinions: you will soon get users speaking their minds in a nice way but also undesired posts of two types. The first one involves spammers that can be easily identified as they usually post a link. Even Facebook will detect those and won't make the answer public until you have confirmed it is not spam. The second type is more problematic in a way that some real users might post offensive, unpleasant or provocative messages. Then it is up to you to decide where you draw the line and what you leave public or delete.

### Editorial line

#### Choice of tone & mood

The choice of tone and mood is rather important as it gives a human aspect to your business page, giving it some personality to it. Choose it carefully and try to stick to it - consistency is a virtue to embrace. While you can opt for any tone that takes your fancy, social media and Facebook in particular tend to be a rather laid back virtual space where formality feels somewhat out of place. Check out how other brands write to their audience as a source of inspiration, then come up with your own tone. Being authentic is a good way of catching attention.

Do not choose long and formal forms of address, your post needs to be short and to the point. Your audience should think of you as a real person behind the screen, but also a friend: if you make your audience comfortable, it is more likely to interact with you. It would be also considered perfectly acceptable to use smileys, however be careful not to fall in a style too loose that could be difficult to understand, i.e. bad grammar, excessive use of abbreviations, irony, ambiguous structure, etc.

#### Admins, roles & management

As an admin, you are an figure of authority, like moderators in forums. You should set the example; users usually act accordingly to how you do. If you type messages in a grammatically correct way, the

chances of receiving replies of similar quality are a lot higher. It is also a matter of respect for users reading you and image you give. If your communication is of a low level, your name comes across as a cheap one. Therefore, admins bear the responsibility of ensuring good communication, not only in its form but also in its content.



As anything you post remains online, even if you delete it, you must give your message great care. Should there be more than one person in charge of Facebook, it may be a good idea to concert together before posting, eliminating mistakes or inaccuracies that might have slipped in.

#### **Example of a successful editorial line: Skittles**

The candy brand Skittles may not be the most sold sweet in the world, however it is known for their outstanding popularity on Facebook - a quick glance at their number of likes and talking about rate will confirm my statement. Skittles decided to choose a rather quirky style that met a phenomenal success. The background picture (1) is a definite direction toward the fun factor, the pictures regularly shared stage Skittles bonbons in rather uncanny situations (2), finally the comments and jokes Skittles writes are somewhat farfetched (3), yet often hilarious. ("Skittles are the root of all awesome.")

The secret behind it is not related to the product itself - sweets are not appealing enough by themselves to generate such a craze. The whole Facebook communication campaign made them fun; users want to be part of it. Skittles gives its users what they want: fun pictures to see, short likable comments and many activities. Skittles also has its very characteristic style: a second degree excessively narcissist tone, never serious, sometimes not even really making sense. A daring choice and yet extremely fruitful.

The screenshot shows the Skittles Facebook page. At the top, there's a navigation bar with the Facebook logo, a search bar, and the user's name 'John Barré'. Below this is a large image of a swimming pool filled with Skittles candy, with a small Skittles logo inset on the left. The page header for Skittles shows '22,030,686 likes · 90,568 talking about this' and a 'Liked' button. Below the header are tabs for 'About', 'Photos', 'Likes', 'Skittles', and 'Rainbow'. A 'Highlights' dropdown is visible. The main content area features a post creation box with 'Post' and 'Photo / Video' options. Below it is a post from Skittles, 16 hours ago, titled 'Skittles-Covered Microphone (3 photos)'. This post is highlighted with a box labeled '2'. It shows three images of microphones covered in Skittles. The post has 143 shares, 5,885 likes, and 191 comments. Below this is another post from Skittles, dated 31 May via Publisher, with the text '22 million fans? I finally have enough for my flash mob music video. Everyone start dancing.... NOW!' and 11 shares, 2,163 likes, and 152 comments. On the right side, there are sections for '11 Friends Like Skittles' with a '+2' button, 'Recent Posts by Others on Skittles' with three posts from Sage McCoy, Txx Zerofourfive, and Taqiyyah Rasheedah Shereef, and a 'Likes' section with two users: Trey Songz and Trale Lewous.

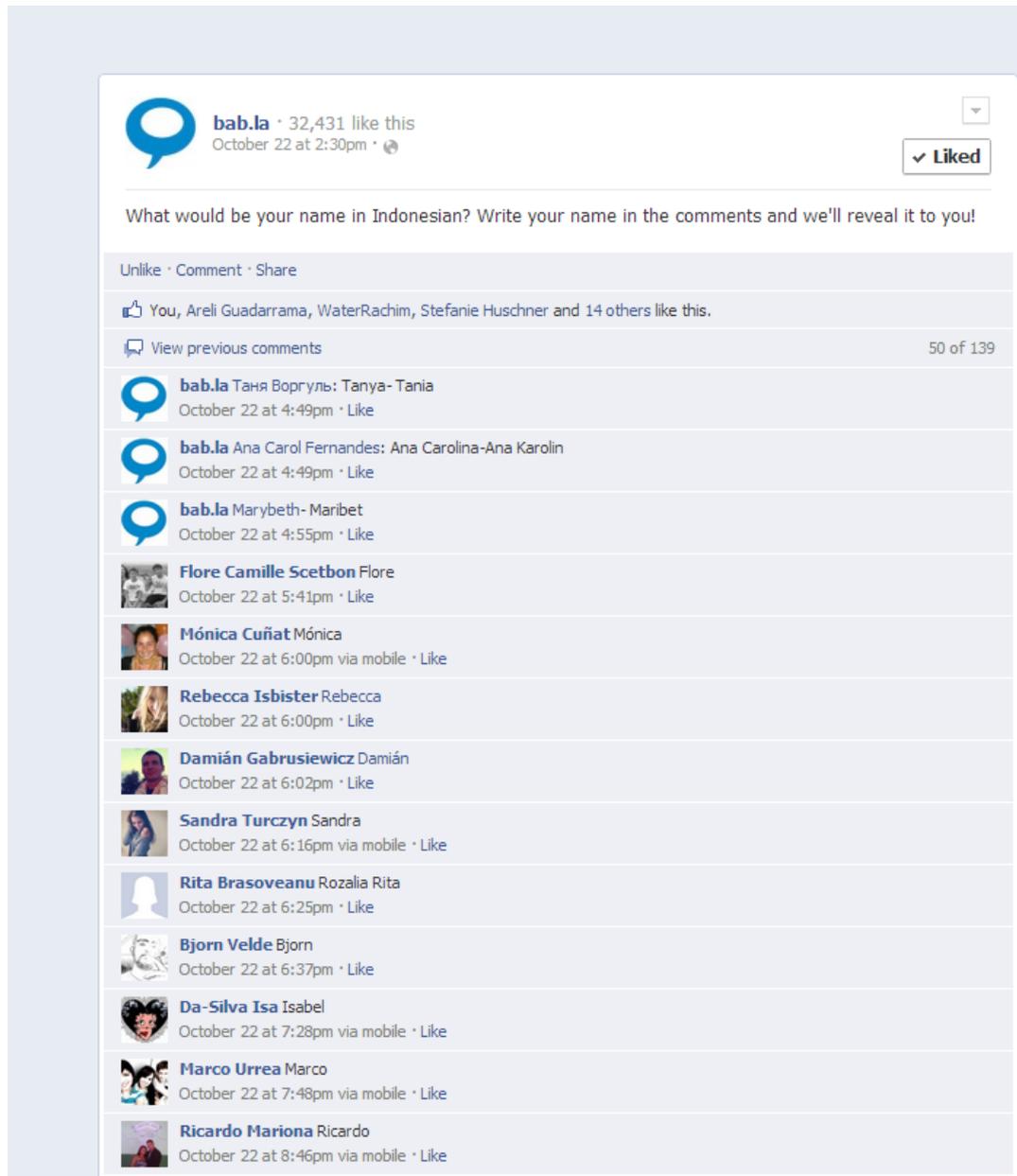
## Examples of games & activities

### Successful game: name game

With the exception of a few names, Facebook business pages do not build up by themselves and will require you to provide some entertainment to your users. One way of doing it is to organise mini events and activities. First, they need to be fast and easy to understand - users spend little time reading posts. Then it needs to catch attention: the reader needs to feel at first glance it can derive

something fun from you. This will drive more likes, shares and comments that increase your Facebook statistics and your exposure to other users.

One successful game we have had was the "name game", which consists of asking people to post their names in the comment to get it "translated" into a different language, the language changing over time.



Why does that game meet such a big success? For one, it's very easy to understand. Then, it's also a game that includes absolutely every user: they all have a name. Finally, we are giving users something original and personal. Users have hardly anything to do and receive a lot in return, while they increase participation and interaction rates on your page: a win-win situation.

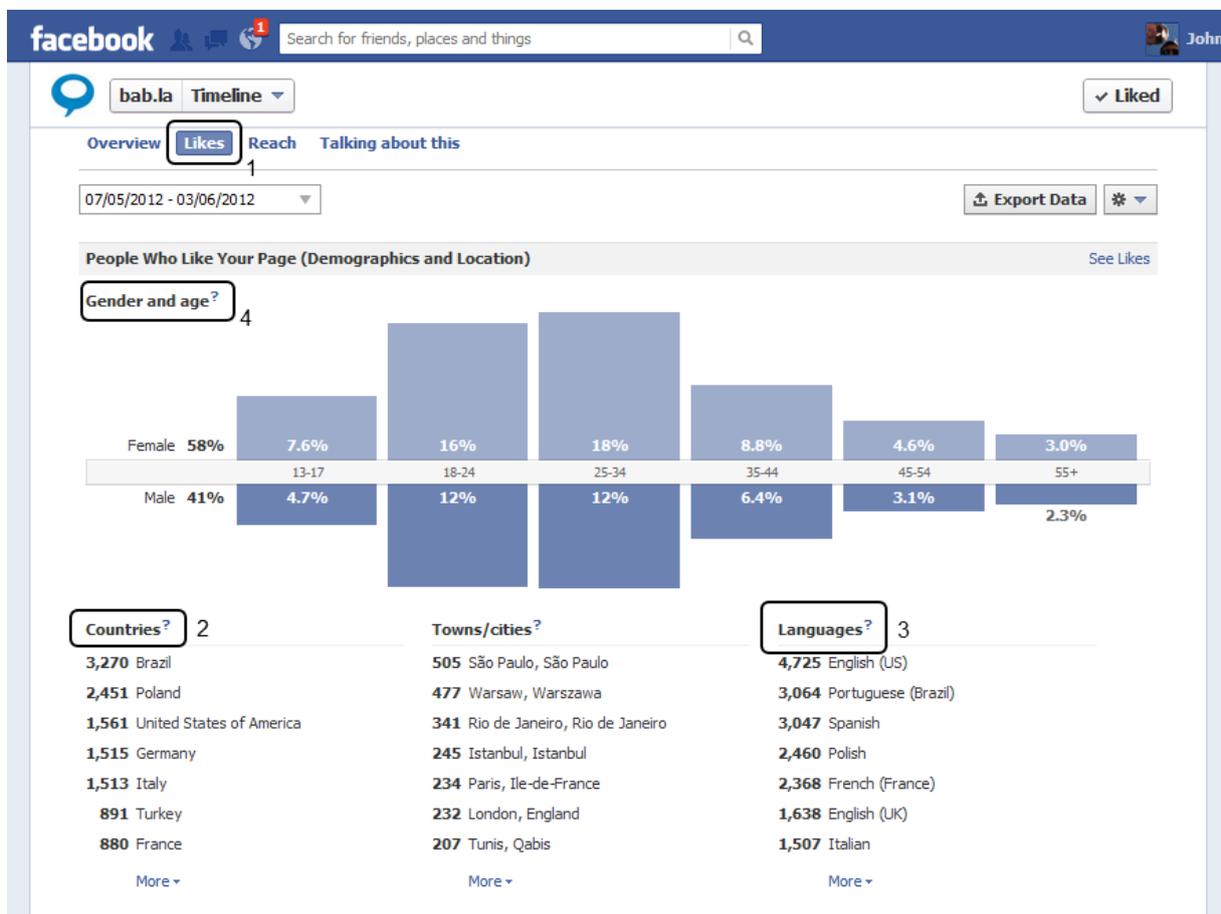
### Choosing how and when to do it

The how and the when of your posts are essential and have a significant influence on whether it will be a hit or a flop. The how has already been discussed previously: a short post with easy rules and promising fun. Do not lose your readers by explaining extensively how to play as nobody will read it

through. Capitalise key words that may catch attention and stick to a simple structure: subject, verb, complement.

As for when you should post it, you need to think who your audience is. If you have a national audience, then you only have little to take into account: you probably write when users are awake. However, if your page is international, then you should consider when is the best window to post as you want as many users online as possible. To find out, go to the insight of your admin panel. Click on "Likes" (1) to read statistics about your users. There are many interesting pieces of information on this page, but let us focus on the audience - the country (2) they live in is already an indication of where you are the most popular, however you can also check the language their settings are in (3). In our example, Brazil and Poland are the top 2 countries, however American English is the prevalent language, a logical choice for us is then to use English to communicate, not to mention it is widely understood.

The page you are on has further interesting information (4) that you will probably want to check, broken down per "Likes", but also "Reach" and "Talking about this".



We choose to post in the afternoon, around 3:30 pm - a good compromise between Europe, north and south America where we have a large amount of fans. If your users happen to be concentrated in one country, you should still consider when your posts are most likely to be read. At what time of the day are people using Facebook? Before work at 8 am? After lunch at 1:30 pm? A study from [Christina Warren](#) showed that 3 pm is the most active time on Facebook and that Wednesday is the day of the week when most discussions happen.

## Marketing on Facebook

### Direct marketing

#### Announcing new products

When you have a new product, service or any kind of update, you ought to use Facebook to communicate it to users who like you. If they took the time to like your page, they are likely to be eager to hear updates from you, especially if it is exclusive news. It is a good way of starting the promotion and marketing of your product, not only because it is free, but also because these users are quality testers: they know your brand, your products, like them and give valuable, critical feedback. However you must keep these announcements sparse and present them in an entertaining way: advertisement will only catch users attention if it is of good quality.

#### Redirecting users to your website

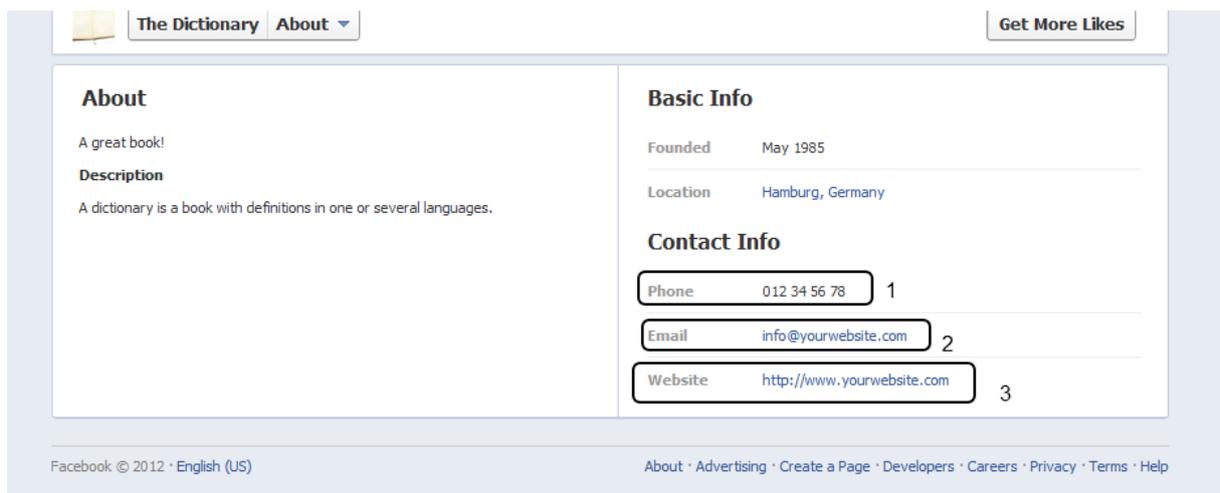
Even if Facebook is not a very good platform for links, it is still tempting to place links on it every now and then, but again, only if it is relevant to your readers. Would you follow a page that posts its own URL three times a week? Quite unlikely.



Nevertheless, you should use your page as to provide users with your contact details, if you have not done it yet. Click on "About" (1) to edit your contact details.

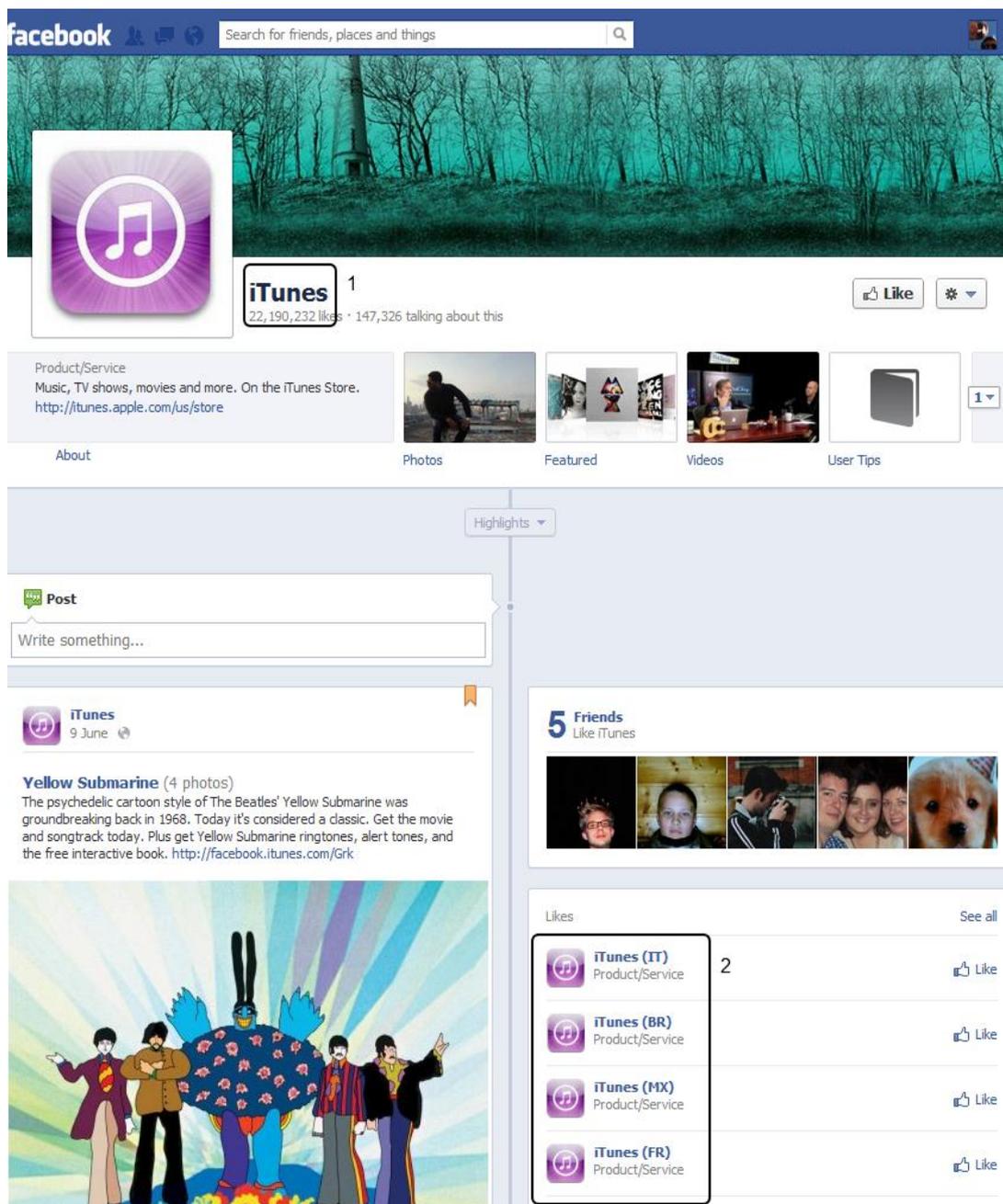


You can fill out several fields in that section, including your phone number (1), your email address (2) and, most importantly, your website (3). Not only is it another link added to your SEO resources, it is also essential for users who do not know you very well yet to find out more about you.



### Liking related pages

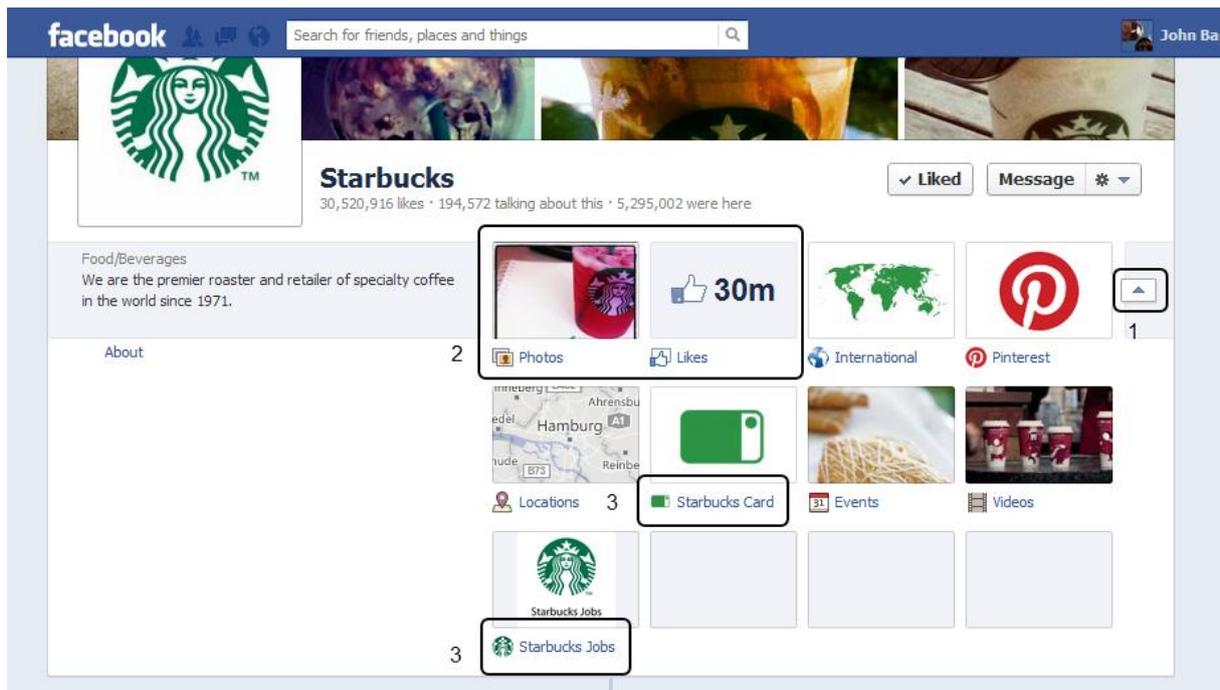
Without supporting directly your website, your Facebook page has a way of its own to push other pages forward by liking them as well. From the user perspective, it is a nice touch as it reveals some of your tastes, but also recommends similar products that you may be interested in as well. You can also use that feature to your own benefits, as does iTunes (1).



Being a multinational product, iTunes has a main page - in English - but also a localised page per region/language, i.e. iTunes France, iTunes Italy, Mexico, etc. To give those smaller pages a kick, iTunes liked them and they appear in a very good location on the page (2), making it easier for iTunes likers to like iTunes even more.

### Using an app for a product (Starbucks's card)

You might have already notice there are some boxes called "Apps" next to your "About" section. Simply click on the little arrow icon (1) to see them all. By default, you have "Likes" and "Photos" (2), which speak for themselves. You also have the possibilities of customising your own ones (see <https://developers.facebook.com/docs/> for more information). In the example of Starbucks, they added some extra content on separate pages to advertise jobs and Starbucks vouchers (3). It looks neat and tidy and makes it easier for the user get information without having to browse away from Facebook.



## Indirect marketing

### Organising an activity that involve the use of your product

While you should not think of your Facebook page as an advertisement board, it does not mean you should not focus on your company, one way or the other. After all, this takes time and it should bring you something in return. Therefore, most or all of your posts should revolve around your field of activity, even if it is in an indirect manner. As a language portal, [bab.la's page](#) posts questions and games related to languages. It does not necessarily involve the use of any of the language product we offer, yet it pushes the audience towards that direction, taking into account their tastes and inclines. Such examples include asking users' preferences or opinion regarding a language (which we nicknamed "BQQ game"), finding equivalents of idioms (1) and comparing their literal translations in English (Idiom game) or posting a picture taken in a given city and challenging users to guess that city, among many other.



These do not bring direct traffic towards your website, but in addition to reminding the world you are still active, you keep your audience's language learning projects alive, resulting in more visits on your website or purchases from your store.

Facebook is also a way of jazzing up your image and giving it a human side. A few pictures of the personnel, a homemade short video showing your office - people like to know you are more than a logo and some html coding. Moreover, it makes it easier for users to remember who you are; a step ahead from your competitors.

### Example of Wording launch

As we launched the [Wording](#) product, we decided to let our Facebook users to know about it. However, rather than a plain announcement that would have, at best, gathered a couple of likes, we shared the news under a different angle (see picture).

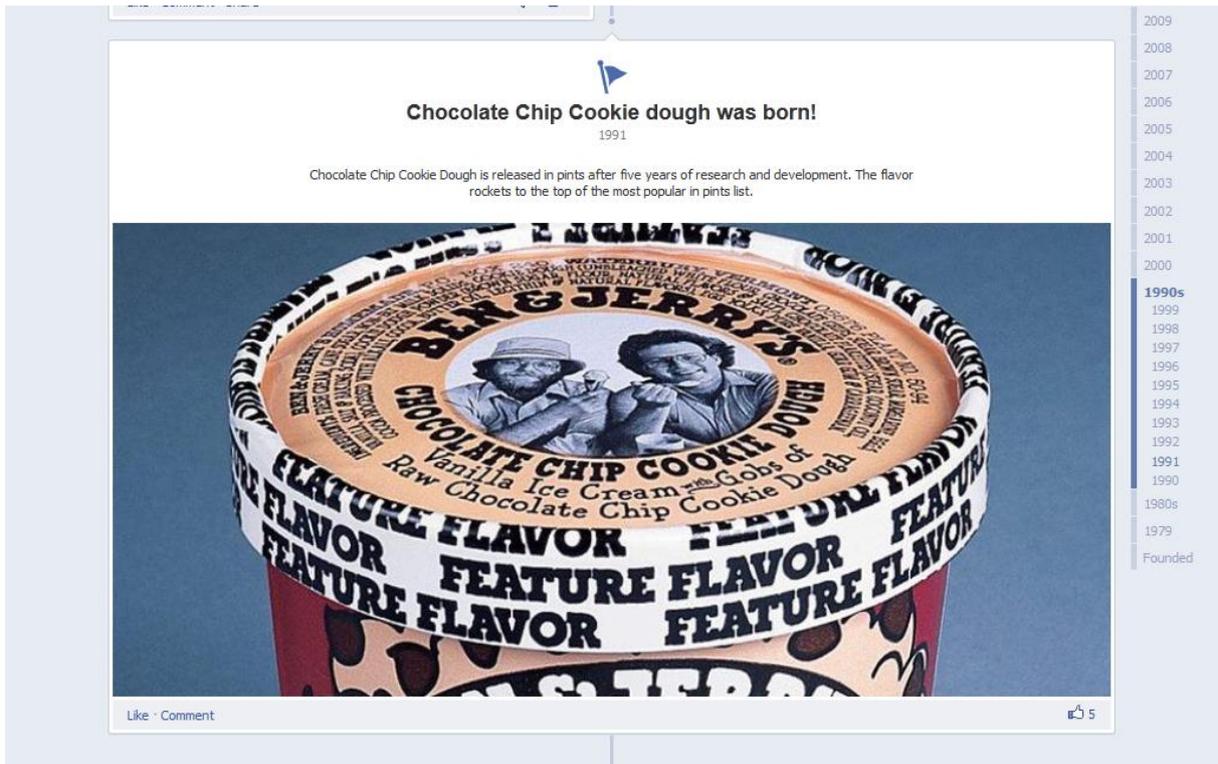


Rather than merely breaking the news and describing the features Wording offers, we gave an example of how you can "hijack" it to other uses. Even it is not the product's primary purpose, it is a fun way to make people try it and learn how to use it, much more effective than long explanations that reach a minority of users.

### **Timeline (ex. Ben & Jerry's posting the launch of new flavours)**

The notorious Timeline is one of the latest features introduced by Facebook - for now. As novelty usually is, it was generally frowned upon for making Facebook more complicated and less user friendly. It nonetheless remained as such and even extended to pages. With a whole range of new functions, you ought to make the best of it.

In a nutshell, the timeline allows you to retrace the history of your company - even before Facebook existed! Which is what [Ben & Jerry's](#) did, using documents, pictures and articles dating from the seventies and the eighties. It also used the Timeline to highlight the release of some flavours. All in all, the Ben & Jerry Facebook page is half a family photo album, half museum of the ice cream brand. It is entertaining and interesting to read, leading unavoidably to having some ice cream. Smart move!



## Coordination with other social media

### Twitter

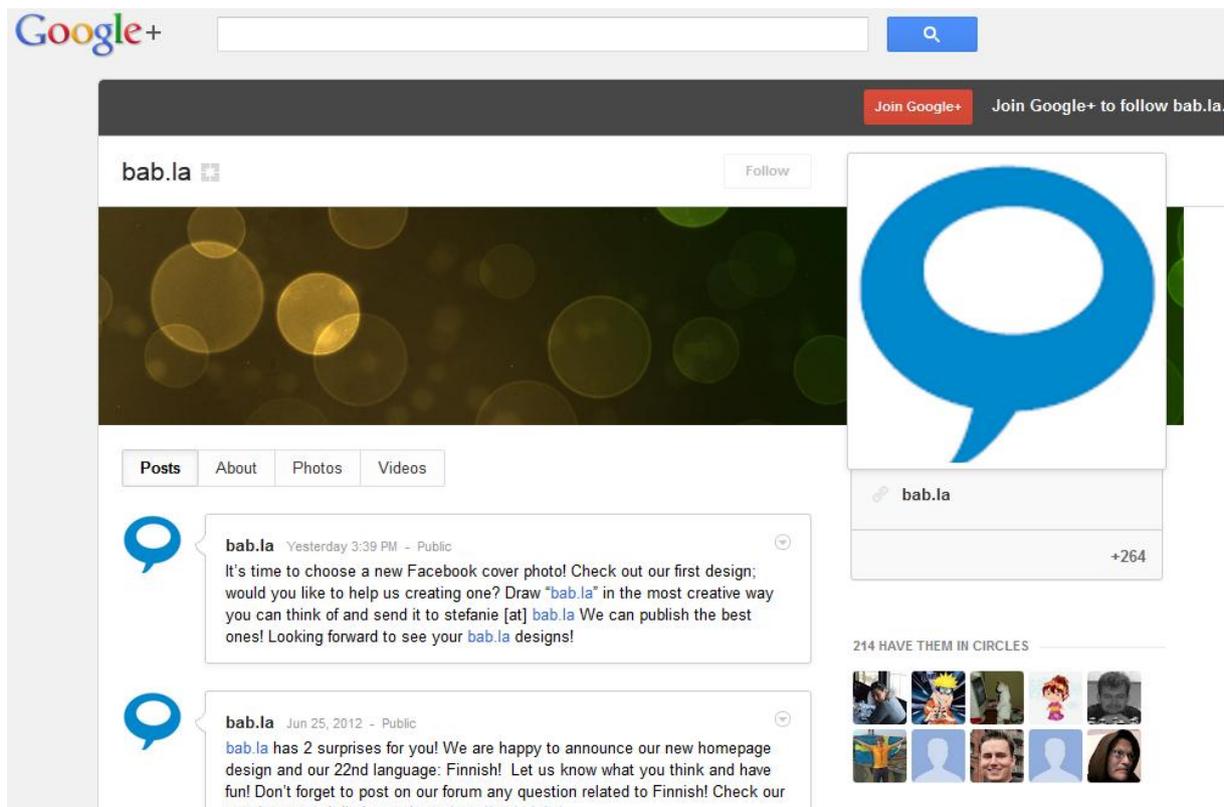
Twitter is a micro blogging website with a different scope than Facebook. It is more restrictive as far as posting goes, for videos and pictures but also for text: everything you tweet must fit within 140 characters. Furthermore, Twitter has a more "serious" aura than Facebook does, it therefore acts quite differently than Facebook and you should have your own Twitter guidelines as far as the content is concerned. See our [Twitter business guide](#) for more details.



Yet, it would be a wise decision to keep your Twitter audience update about the whereabouts of your Facebook activities - it is little time invested and ensures consistency between both channels. You can also collect a few extra likes that way, which is not to be looked down upon.

### Google +

Like Facebook, Google +, also known as G+, is a social media platform resembling Facebook in several points except for the terminology used. Being rather new (launched in 2011) the success and weight of Google + is still being debated, as is the unofficial code of conduct - is it a professional platform or rather an entertainment media? The question remains open. Due to its similarities with Facebook as far as the interface is concerned, we decided so far to merely replicate the same activities, updates, etc. from Facebook on Google +.



The reason behind this choice was to not spend too much time on another social medium, while still having an active profile for users willing to receive updates every once in a while. From a different perspective, a Google + account can have positive repercussions as far as SEO is concerned.

### Other social media

There are many, many social media networks available out there and it is up to you to decide whether you want to spend time creating a profile and building up an audience on them. Having an account, even inactive can be nonetheless a good way of increasing your Internet presence, even if it is only by a little. Among the most popular social networks, you have LinkedIn or Xing for the very work-oriented ones, but also YouTube, Pinterest and Flickr for visual supports. You ought to take into account the market you aim at - while some are extremely popular according to their rankings, it does not mean that they are everywhere and you should carefully investigate what the trendiest network are in those regions. The choice is yours and you will find a detailed list [here](#) of most social media websites.

## Facebook in 10 points

- Proofread your posts twice before publishing them
- Be truthful and honest - hiding behind your screen does not mean you're hidden.
- Don't lose your cool - Facebook should reflect the fun side of your business.
- Stay tuned - Facebook is constantly evolving. Fill out the new fields, use the new features, etc.
- Limit the amount of people having access and delegate responsibility thoroughly.
- Keep an active page - you should post something every so often and reply to users messages.
- Keep track of your stats to see how your audience has evolved.
- Jot down which posts are popular and which ones are not - focus on successful posts.
- Never think of Facebook of an ad board
- Find out about the latest trends on specialised websites - [allfacebook.com](http://allfacebook.com), [Mashable](http://Mashable.com), [allfacebook.de](http://allfacebook.de) (in German), [insidefacebook.com](http://insidefacebook.com), etc.