# Advanced Facebook for Business - Workshop

## Looking at some Facebook Facts:

Take a look at UU<u>Facebook Statistics</u>

Check out Facebook Facts

History of Facebook shown in the Facebook Timeline

The official Facebook Fan Page on Facebook

A glossary of Facebook Terms

Start at the Facebook Help Centre with the Basics

## Get an email account

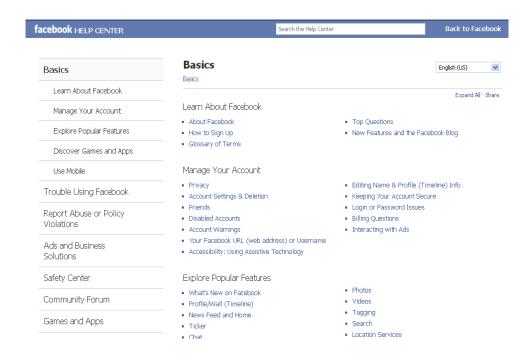
Try Gmail: Get a Gmail Account

#### Get a Facebook account

Click here to Sign Up for Facebook

## Start by Logging in to Facebook

Click here to Log in to Facebook



Build Your Brand	
Facebook for Business	
<u>Learn how to grow your business with Facebook</u>	
Pages	
A place for people to learn about your business or brand	
Insights and analytics:	
<u>Track your page performance</u>	
Mobile	
Update your customers on the go	
Promote your page	
with Sponsored Stories	
Create a Page / Choose Category	
- Create your Facebook business Page click here	
- Choose the category that most applies to your business	
- Choose your username carefully / Can't be undone	
- <u>Pages Help</u>	
Edit Page Settings	
- Your settings	
- Manage Permissions	
- Basic Information	
- Profile Picture	
- Featured	
- Resources	

Getting to know the Facebook Page Environment	
<ul> <li>Your landing page is your wall by default</li> <li>To edit page, click on "Edit Page" to see options</li> <li>Getting to know the page menu</li> </ul>	
Creating your profile	
<ul><li>Basic Info</li><li>Profile Picture</li><li>Featured Pages</li></ul>	
Resources Tab of Edit Page Menu	
Develop your page  Best practices guides to make your Page engaging	
Connect with people  Advertise on Facebook	
Select a username	
Tell your Fans Use social plugins	
Link your Page to Twitter	

Additional resources	
Pages Help Center	
Davidanar Hala	
Developer Help	
Best Practice Guide for Marketing on Facebook	
Brand Permissions	
Upgraded Pages FAQs	
Since yet another rebirth of Page functions by Facebook,	
new features have become available. Read about them here.	
new reactives have become available. Nead about them here.	
Apps - Apps FAQ Page	
Apps - Apps + AQ + age	
Default Apps based on your category	
- Photos	
- Video	
- Links	
- Events	
- Notes	
<ul> <li>Discussion Boards &amp; Reviews (depreciated)</li> </ul>	
Add Apps for more functionality (with caution)	
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
- FBML	
<ul> <li>My Apps for advanced users</li> </ul>	
Visit the Apps About Page for details on Apps	

Social Plugins	
Social Plugins are used to enhance communication with other websites. Social Plugins main help page	
The main social plugins include:	
<b>Like button:</b> To publicly share and connect with content from other websites. <u>Learn more</u> .	
Send button: To share a link and optional note as a private Facebook message, Facebook Group post, or email. Learn more.	
<b>Comments box:</b> Publicly comment on another website using your Facebook account.	
<b>Activity Feed:</b> What your friends are liking, commenting on or sharing on a site.	
<b>Recommendations:</b> Most liked content among your friends on a site.	
Visit the <u>Facebook Developers pages</u> for more on Social plugins.	
Ads and Sponsored Stories	
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Facebook Ads is a paid service which gives the advertisers control over the ad campaign. For more information visit:	
Ads and Sponsored Stories help pages	

## Other resources

http://www.facebook.com/MaverickDesign - Resources on Facebook Apps for Pages

http://www.facebook.com/press/info.php?statistics – a look at Facebook Statistics

http://www.facebook.com/press/info.php?factsheet - Facebook Facts

http://www.facebook.com/press/info.php?timeline – Facebook Timeline

http://developers.facebook.com/ - Developers Facebook

http://www.facebook.com/developers/createapp.php - Create App