

Advanced Facebook for Business - Workshop

Looking at some Facebook Facts:

Take a look at [UU Facebook Statistics](#)

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](#)

The screenshot shows the Facebook Help Center interface. At the top, there is a dark blue header with the text 'facebook HELP CENTER', a search bar containing 'Search the Help Center', and a 'Back to Facebook' link. Below the header, the 'Basics' section is highlighted in a light grey box. To the right of the 'Basics' header, there is a language dropdown menu set to 'English (US)' and a link for 'Expand All · Share'. The main content area is divided into several sections:

- Learn About Facebook**: Includes links for 'About Facebook', 'How to Sign Up', and 'Glossary of Terms'.
- Manage Your Account**: Includes links for 'Privacy', 'Account Settings & Deletion', 'Friends', 'Disabled Accounts', 'Account Warnings', 'Your Facebook URL (web address) or Username', and 'Accessibility: Using Assistive Technology'.
- Explore Popular Features**: Includes links for 'What's New on Facebook', 'Profile/Wall (Timeline)', 'News Feed and Home', 'Ticker', and 'Chat'.
- Additional links**: 'Top Questions', 'New Features and the Facebook Blog', 'Editing Name & Profile (Timeline) Info', 'Keeping Your Account Secure', 'Login or Password Issues', 'Billing Questions', 'Interacting with Ads', 'Photos', 'Videos', 'Tagging', 'Search', and 'Location Services'.

Build Your Brand

Facebook for Business

[Learn how to grow your business with Facebook](#)

Pages

[A place for people to learn about your business or brand](#)

Insights and analytics:

[Track your page performance](#)

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
 - [Pages Help](#)
-
-
-
-

Edit Page Settings

- Your settings
 - Manage Permissions
 - Basic Information
 - Profile Picture
 - Featured
 - Resources
-
-
-
-

Getting to know the Facebook Page Environment

- Your landing page is your wall by default
- To edit page, click on “Edit Page” to see options
- Getting to know the page menu

Creating your profile

- Basic Info
- Profile Picture
- Featured Pages

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](#)

[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.](#)

Apps - [Apps FAQ Page](#)

Default Apps based on your category

- Photos
- Video
- Links
- Events
- Notes
- Discussion Boards & Reviews (deprecated)

Add Apps for more functionality (with caution)

- FBML
- My Apps for advanced users

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:

Like button: To publicly share and connect with content from other websites. [Learn more.](#)

Send button: To share a link and optional note as a private Facebook message, Facebook Group post, or email. [Learn more.](#)

Comments box: Publicly comment on another website using your Facebook account.

Activity Feed: What your friends are liking, commenting on or sharing on a site.

Recommendations: Most liked content among your friends on a site.

Visit the [Facebook Developers pages](#) for more on Social plugins.

Ads and Sponsored Stories

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