



Introduction

For the past seven years, Red Jeweled Media has helped small and mid-sized businesses grow using the power of PR, social media and marketing.

During this time our team has collected these best practices in how to successfully manage a small business Facebook page. These tips have been culled from years of experience in managing Facebook pages for enterprising companies like yours!

We thank you for your interest in downloading this guide – and we hope these tips help you and your company find success navigating and maximizing your Facebook presence.

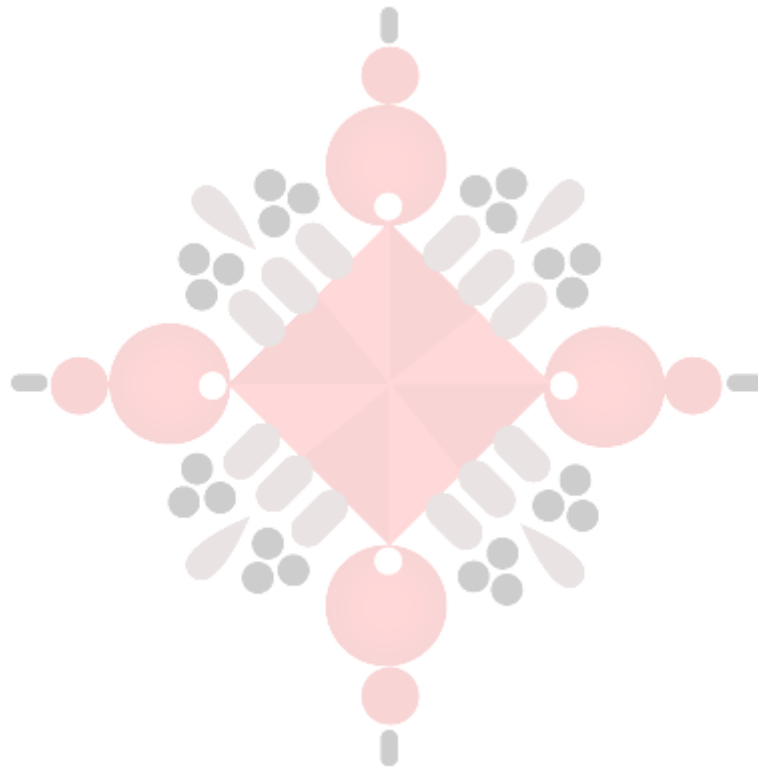
Sincerely,

Jenny Finke

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15 Best Practices in Managing a Small Business Facebook Page

{updated March 2012 to reflect new timeline changes}



By Red Jeweled Media
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1. Use Featured Likes.

A simple way to make your Facebook page shine is through Featured Likes. This is where you freeze specific pages in the “Featured Likes” box inside your Facebook Page. While you may “like” many different companies, generally there are a handful of companies that you want shown prominently on your homepage. Depending on your company, be sure to “feature” Pages that complement your business. A bridal company might “feature” its preferred vendors (florists, DJs, hotels, etc.). A retail business might “feature” brands it carries. A consulting business might “feature” useful tools that someone in its industry can use. Remember, this is prime space on your Facebook homepage, so use it strategically!

To create “Featured Likes,” go to the Admin panel, click on “Manage” then “Edit Page”. Along the left sidebar click on “Featured” and then “Edit Featured Likes.” Simply put a checkmark next to the companies you want to freeze as your “Featured Likes” on your Facebook homepage. You can change your Featured Likes as often as you like too, good news!

2. Use Good Visuals and Branding.

A good Facebook business page should match your company’s brand. Use the same colors and images present on your website site. You can create a custom cover image that spans the top of your page (851x315 pixels) that can showcase your company too. The cover image is the first thing people will see when they visit your page. The image should be a unique image that represents your brand identity. For example, if you are a restaurant you might choose to use an image of your signature dish. Facebook policy says that images should not contain information about sales or events, any of your business contact information, or prompt visitors to “Like” your page.

Remember, Facebook gives you the opportunity to be creative and offer exciting visuals to your fans and non-fans (all cover images are public, which means anyone across the Internet visiting your Page will see it). Facebook has several rules about what can and cannot be included in the cover photo. To learn more, read this article, [“PR and Marketing Pros: Thou Shall Not Make this Facebook Page Mistake”](#) on the Red Jeweled Media blog or find it here:

<http://www.redjeweledmedia.com/blog/bid/127830/PR-Pros-and-Marketers-Thou-Shall-Not-Make-this-Facebook-Page-Mistake>

3. Give Deals.

Some companies will disagree, but research supports the idea that deals highly incentivize fans to join your online community. According to a Fleishman Hillard survey about digital moms, 86% of moms say they follow a brand in order to get a deal or coupon. 86%!!! You don’t have to give away the store, but a small incentive will invite your fans to first connect with you. Then, once they’re a fan, you can do various promotions, events, and activities to get them to stay and play.

What's really cool about the new Facebook timeline is that you can pin and highlight posts at the top of your Facebook homepage. This is great news for anyone who feels they posted something important, but that the post got pushed down in their newsfeed. You can *pin* your most important posts to the top of your page (for up to seven days), which means you can choose what posts you want fans to see first. If you are running a contest or having a sale, pin these posts to ensure the information stays top of page and top of mind. Similarly, you can *highlight* posts which will make the post run the full width of the Timeline. While these posts won't move to the top of the page, it visually implies to a visitor they should stop and read the post.

4. Make It Fun.

If it isn't fun, then it isn't worth it. This sentiment is shared by millions of Facebook users around the globe. If Facebook wasn't fun, why would anyone be on it? Companies should strive to make their Facebook business pages a place where the fun happens for their customers 24/7. Consider hosting contests or sweepstakes tailored to your fans and their definition of fun or consider conducting regular polls or surveys. (You know what your fans like best; if you don't experiment a little to see what resonates and what doesn't.)

5. Let 'Em Socialize.

The kiss of death is a Facebook page that disallows customers to comment or voice their opinions. According to the Fleishman Hillard survey mentioned prior, 46% of moms say they follow a brand in order to give a brand feedback. Customers want a say in how your business is run. If the feedback is productive and constructive, you should encourage and allow it. It's always good to have a standardized social media policy in place that defines your "commenting policy" so you can easily manage (and sometimes police) comments without hesitation.

6. Lay Off the Hard Sell.

Business owners always ask me how much money they can make off their social media. I find this question the kiss of death. No one joins a Facebook page to be given the hard sell. No one wants to constantly hear how fantastic you think your company is or to be prompted to buy something every day. To be successful on Facebook, remember these rules: Entice. Nurture. Engage. Once you're doing these things, then you can look for ways to subtly monetize your fan base.

Remember, your fans are the first people who want to hear about your promotions and exciting events (and that counts towards monetizing your fans), but they are the last people who want to be given the hard sell every single day. Think of your Facebook page as a way to create meaningful and lasting connections with your customers who will support you over time on their terms, not yours.

7. Be Authentic.

Make sure your posts sound like a real person posted them and the comments come from a real person who can relate to your target audience. The person running your Facebook page should be someone who is versed in communications, as well as someone who understands (and oftentimes empathizes) with your customers too. A way to turn off fans is by automating your Twitter posts to come to your Facebook page. Posts riddled with @ signs and #hashtags don't look authentic at all.

8. Have a Plan.

It can get to be overwhelming to think of something interesting to post on your Facebook page every day. That's why having a plan in place can help guide you. Your plan will depend on your company, but we like to assign days of the weeks to different types of posts. For example, we may feature a product carried by that store on Monday, while we'll feature a "Did You Know" tip on Wednesday, a customer opinion poll every Friday, and a customer feature over the weekends.

Also, consider making your posts timely. Breaking news gets shared the most. Holiday or seasonal posts make great fodder for discussion too. For example, a company that offers rental properties might be able to offer tips on lawn care in the summer and holiday décor 101 in time for the winter holidays. A company that provides tax services can share changes to tax code year round, and information about tax deadlines leading up to tax day.

9. Be Current.

You've seen those Facebook pages that haven't seen a cricket chip in weeks or even months. The sign of a disorganized company is one that doesn't nurture its Facebook Page. If you're going to put a page out there, make sure you're keeping it current; otherwise, take it down so it doesn't make you look bad for being disorganized and irrelevant. Try to post something at least once daily but don't beat yourself up if you miss a day here and there. The goal is to try to be consistent. Use tools like SocialOomph or HootSuite to cue up posts when you can't be available to do so yourself.

10. Promote Your Page.

Twenty-three fans do not make a Facebook page! You want to have a solid fan base that truly represents the size of your company. To boost your fan count, consider promoting it. Here are some promotional ideas:

- Include a "like" button directly on your website. See the Red Jeweled Media homepage to see an example of how we do it.
- Include your Facebook URL in your email signature and business cards.

- Send an enewsletter to your customer email list and ask them to “like” your page. Better yet, give them an incentive to do so (reveal a coupon code, enter a contest, etc.)
- Purchase Facebook ads. Facebook ads are highly targeted and therefore very powerful for finding new fans and ultimately, new customers.

11. Network with Other Pages.

Consider ways to network with other pages that complement your business. You can tag another Page when you post something, share another Page’s post with your fans, or host cooperative contests or sweepstakes to encourage your fans to “like” each of your pages.

12. Make It Viral.

Fans love to share Facebook pages with the friends they love. Make your page shareable by offering interesting content (breaking news and humor gets shared the most). Another way to make your page viral is to offer sharing incentives when you host contests and sweepstakes. A photo contest may require individuals to share their entry with others to solicit votes. A sweepstakes may allow entrants to earn additional entries when a friend enters too. Social media is meant to be, well, social, so make it that way as much as possible. Just remember to keep it simple – complex sharing requirements are a huge turn off in our busy, digital world.

13. Treat Your Fans Right.

Remember, Facebook and social media is all about nurturing your relationships with your fans and customers. It’s not about making a hard sell or being overtly promotional. It’s about connecting with your fans. Listen to them. Engage with them. Have fun with them. And most of all don’t worry about how much money you’re going to make off your fans; rather let the customer relationship happen naturally. As the famous Elvis song goes... “Wise men say, only fools rush in!”

14. Fangate.

Fangating is a process of only allowing your fans to see specific content. It can be a great incentive for someone to “like” your page, especially if they’re truly interested in your brand. However, with the new Facebook timeline, you can no longer create a default landing page that requires fans to “like” your page in order to see more. While fangate pages of the past didn’t prevent a user for going to a company’s Wall or Info pages, it gave the impression you had to click “like” to see more. It created an easy way for companies to rack up more “likes.”

If you want to fangate your entire Facebook page, you can only do so through a direct link to that page through a URL. This means the user has to click on a link from another place to go directly to that “tab” of the fan page. For example, if you’re running a sweepstakes or contest,

you can include a link to that specific “tab” within an email you send to your newsletter list, or through a hyperlink on the website, clickable banner image, or another clickable element.

To identify the URL for a specific “tab” on your Facebook page, go to the page with the “fangate” app on it. Then log yourself out of Facebook and you’ll reveal the URL of the page in your browser. It might look something like:

http://www.facebook.com/MomsChoiceMatters?sk=app_112053162216760&app_data=dlt-1.

Remember, you can only fangate a welcome page, sweepstakes, contest or a coupon code when using a third-party app. You’ll want to use a trusted third party app such as Woobox, Wildfire, North Social or Offerpop, depending on what tab on your Facebook page you’d like to fangate.

15. Keep Your Profile Page Up-to-Date

This may seem like a no brainer, but you’d be surprised to know that few business owners pay attention to this page. They simply create the page and then forget about it. The profile page should be dynamic and current. We recently update our tagline and added an 888 number. Such updates should be reflected in your profile page. People visit your profile page often to get a quick snapshot of your business – don’t disappoint them with outdated information or annoying jargon.

THERE’S MORE! If you’re confused about the new Facebook timeline, we have a blog post for you to read, [“What Does the New Facebook Timeline Mean For Your Business Page?”](http://www.redjeweledmedia.com/blog/bid/127711/What-Does-the-New-Facebook-Timeline-Mean-for-Your-Business-Page) You can click on the link or find it at <http://www.redjeweledmedia.com/blog/bid/127711/What-Does-the-New-Facebook-Timeline-Mean-for-Your-Business-Page>



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