Module Three:
Facebook for Beginners

By Tracy Ray
Personal page

VS

Business page

What’s the difference?

Personal = Fun, Family, Friends

Business = Monetary Gain
Personal

• Your real name
• People FRIEND you

Business

• Your business name
• People LIKE your page
• Run ads
• Target an audience
• Sell your product
Connect with friends and the world around you on Facebook.

- See photos and updates from friends in News Feed.
- Share what's new in your life on your Timeline.
- Find more of what you're looking for with Graph Search.

Sign Up
It's free and always will be.

First name

Last name

Email

Re-enter email

New password

Birthday

Why do I need to provide my birthday?

Female

Male

By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.

Create a Page for a celebrity, band or business.
Click create page
Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.

Local Business or Place

Company, Organization or Institution

Artist, Band or Public Figure

Entertainment

Cause or Community

Brand or Product

Choose a category:

- Food/Beverages
- Furniture
- Games/Toys
- Health/Beauty
- Home Decor
- Household Supplies
- Jewelry/Watches
- Kitchen/Cooking
- Office Supplies
- Outdoor Gear/Sporting Goods
- Pets/Garden
- Pet Supplies
- Phone/Tablet
- Product/Service
- Software
- Tools/Equipment
- Video Game
- Vitamins/Supplements
- Website
- Wine/Spirits
You can change this information later. Don’t sweat it!
Set Up Imajean Relationship Coaching

1 About  2 Profile Picture  3 Add to Favorites  4 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.
Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

I'm a Relationship Coach specializing in blended families and divorce recovery

http://ImajeanRelationshipCoaching.com

Is Imajean Relationship Coaching a real business, product or brand?
This will help people find this business, product or brand more easily on Facebook.

Will Imajean Relationship Coaching be the authorized and official representation of this business, product or brand on Facebook?
This is a legally binding statement regarding the authenticity and representation of this Page.

Need Help?

Save Info

Use keywords in your description.
Include your website address.
This number indicates # of characters left to use.
Answer yes to these two questions.
Use a real image of yourself

Click Next
Set Up Imajean Relationship Coaching

1 About  2 Profile Picture  3 Add to Favorites  4 Reach More People

FAVORITES

- News Feed
- Messages
- Events

Add your Page to your favorites to easily access it anytime.

Add to Favorites

Skip
Welcome to Facebook, Imajean.

1. Search your email for friends already on Facebook.
   People on Facebook find an average of 20 friends and Facebook Friend Finder. Have you found all of your friends?
   - Your Email
   - Email Password
   - Find Friends
   - Facebook won't store your password.

2. Get to know your privacy settings.
   You control how you share your stuff with people and apps on Facebook.
   - Take a Privacy Tour

Who should see this?
- Public
- Friends
Set Up Imajean Relationship Coaching

Create an ad to get more people to like your Page.

Sample ad

Imajean Relationship Coaching
Product/Service
Sponsored

Location
If left blank, your ad will be delivered to United States.

Interests
Add 4-10 interests...

Age
21
No max

Gender
All
Men
Women

Daily budget
$10.00 Est. 11-44 likes per day

Schedule
Run this ad continuously
You’ll spend your daily budget everyday until you stop your ad. Learn more.
Choose when this ad will end

Currency
(USD) US Dollar

Promote Page
Skip
Only those who manage your page (Admins) see the Add a Cover button.

This phrase says, “You are posting, commenting and Liking as Imajean Relationship Coaching. Change to Imajean Coache.”
Click on “Add a description”.
Fill out the space with as much information as you want.
I included a brief description of Imajean’s practice using keywords like ‘divorce’, ‘remarriage’ and “blended family”, an invitation to Like the page, a mention of her eBook and a link to her website.
50 likes

Reach a new milestone

100 Likes

Promote Page

Invite your friends to like Pink Pigeon Media

Jack Sheppard

Mikael Kessler

Ashley Sassy-nett

Kathy Houts Switzer

Invite

Invite

Invite

Invite
Things to post to Facebook Business page

1. Quotes
2. Questions
3. Links to your website
4. Links to your blog posts
5. Links to reputable, helpful articles that are related in some way to your practice
6. Link to your eBook or any other product you might sell
7. Freebies (like a free session) or copy of your eBook
8. Memes
9. Opt in form from your email service provider
10. Invitations to your next speaking engagement, or teleseminar or to buy your eBook or subscribe to your blog

Memes are visually appealing pictures with text.
"The secret to getting ahead is to get started." ~ Mark Twain
Add the date and time for the post to drop.
Accessing Your Business page

Login to Facebook
You will land on your personal profile newsfeed by default

Select your page from one of two places

From the listing on the left hand margin

OR

Click the little triangle in the upper right hand corner of the screen.
Your page will be listed among the dropdown menu items.
ONLINE RESOURCES

Online Sources:

Canva.com A tool for creating banners, ads, posters and other cool stuff on social networks.
Hootsuite.com A post scheduling tool.
MorgueFile.com for free images
Resources to get you started using social media: http://pinkpigeonmedia.com/affiliate-resources/
Keyword Tools SEOBook.com and UberSuggest.org

Need more in-depth help?
Get 1-on-1 Consulting with me!

Overwhelmed? Don’t let that stop you from moving forward! I can help you get to the next step!

We can dig deeper into keywords, blogging, setting up a blog, using Facebook, Twitter or other Social Media topic.

Find out more here: http://pinkpigeonmedia.com/consultation/
Q & A

Q: My main concerns are about privacy (personal) and privacy of individuals (possibly clients) who might be posting? For example, I sometimes do not want the world to see all the family photos in which I am "tagged"!

A: Set your privacy settings to on for the following: Review tags people add to your own posts before the tags appear on Facebook? Any time you are tagged, you'll receive a notice that you must approve before it can appear on your timeline.

Choose this. Set to 'On'.

Timeline and Tagging Settings

<table>
<thead>
<tr>
<th>Who can add things to your timeline?</th>
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</thead>
<tbody>
<tr>
<td>Who can post on your timeline?</td>
</tr>
<tr>
<td>Review posts friends tag you in before they appear on your timeline?</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Who can see things on my timeline?</th>
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<tbody>
<tr>
<td>Review what other people see on your timeline?</td>
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<tr>
<td>Who can see posts you’ve been tagged in on your timeline?</td>
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<tr>
<td>Who can see what others post on your timeline?</td>
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</table>

<table>
<thead>
<tr>
<th>How can I manage tags people add and tagging suggestions?</th>
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<tr>
<td>Review tags people add to your own posts before the tags appear on Facebook?</td>
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<tr>
<td>When you’re tagged in a post, who do you want to add to the audience if they aren’t already in it?</td>
</tr>
<tr>
<td>Who sees tag suggestions when photos that look like you are uploaded?</td>
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Q: Can I set up a Facebook Coaching page before I have a Coaching website?

A: YES! Don’t let the lack of a website stand in your way of using Facebook! You can get started right away on social networks without a website.

Q: Facebook, as far as I know, does not allow a personal FB presence and a purely business FB presence (I hear that they are free to delete the account without warning in this case). If we have a personal page and want a business page we are supposed to feed that business page off from that. But I want my personal life separated clearly from my business for reasons that are excellent but I won’t go into them here.

A: Keeping the two separate is easy to do without creating an entirely separate personal profile. From the module you see a clear distinction between the Facebook profile and the business page. In fact, you could create many Facebook business pages, all separate, that never appear connected in any way to your personal profile.

I am the administrator of a dozen pages none of which appear linked in any way to my personal profile page.
Q: If you have one profile page built up, what's the best way to split that into two pages, one private for family and close friends, and one public? Without losing photos, etc.?

A: There is no way to split a personal profile page with one personal and one private unless you create a second personal profile page altogether. There are settings that give you the power to select what your Friends can see and a setting to require you be notified when you’re tagged to approve of a photo on your timeline.

When you post anything in the status bar, you have the option to select the “Friends” box that offers a dropdown menu of selections. Select “Custom” to get very specific about who can see the post.

When you select “custom”, you can decide exactly who sees what.
**Q:** What is the main goal of having a FB page (what benefits do you reap)?

**A:** Because Facebook is well respected by Google and other search engines, having a business Facebook page makes you much easier to find online. And because of Facebook’s credibility, if you use your name as your business name, your Facebook page will likely show up on the first page of a search result when someone does a search of your name.

It's a quick easy way to keep your brand in front of potential clients and to be easily found online.

To see what other coaches are doing, Google the term “Life Coaches on Facebook”. There are a number of coaches at the top of the page that are doing a terrific job using Facebook for their practice.

**Q:** What is important to know about privacy concerns with relation to Facebook? What's a good book about having a business Facebook page?

**A:** The latter part of this question is answered above. Privacy is a huge concern. And like you tell your kids, don’t post anything you don’t want shared with the world. That’s the easy part you already know.

The fact is, privacy these days is almost non-existent. None-the-less, it’s still important that you take the time to go through each of Facebook’s settings to be sure you’ve made the choices that are right for you. Business page settings are different than personal page settings. So you’ll want to explore both sets of questions from your respective pages.

On your business page, you’ll be asked if you want to allow posts by other people on your timeline. If you want to limit who sees your posts or block profanity among other restrictions.
On a business page, having significant restrictions can work against you. You want to prompt engagement, not stifle it. So unless you end up with a problem (like unsavory posts from an outsider) I would keep your business page as open as possible, allowing comments and posts by others and only changing that if you begin to have trouble. You have the option to “report trouble” and to block any user you wish to block. I’ve never had the need to do so.

Settings on a personal page are another matter. I keep my own personal page quite private. Only Friends can see my timeline and I have to approve tags before a photo I’m tagged in can post on my timeline. We cannot control what anyone else chooses to do on his or her timeline, even if they want to post a photo of us, but I can hide a post I’m tagged in on my own timeline. You can remove a tag however, the post will remain on Facebook, it just won’t link to your profile. You have the option to report a foul post to Facebook. Good luck with that.

Here’s a great post that outlines the details of tagging very nicely: Facebook Tagging

**Q:** Should my personal Facebook page be used?

**A:** Not as a business page. Facebook has restrictions on using a personal profile page for monetary gain. To generate income on Facebook, you must have a business page. Besides, a business page has some bells and whistles you don’t get with a personal profile page. For one thing, your number of Likers isn’t limited but your number of Friends is. You can buy ads to promote your product and even sell on Facebook (according to their guidelines), none of which is permitted on a personal profile page.

**Q:** I want to change the name of my FB page for my coaching business.

**A:** Go to your business page, click Settings > Page Info > Name.