

Facebook Pages for Business



Instructor:
Laura Christianson
www.BloggingBistro.com
425.244.4242

Workshop handouts, slideshow & other goodies at
www.bloggingbistro.com/facebook



<http://www.gettyimages.com/Search>

Social Media **SNAPSHOTS**

- Over **80%** of all Americans use a social network.
- Nearly **23%** of Americans' online time is spent on social networks.
- **91%** of online American adults access some form of social media each month.
- **98%** of 18-to-24-year-olds access social accounts monthly.

Sources:

1. [Nielsen 3Q 2011 Social Media Report](#)
2. [Experian 2011 Social Media Consumer Report](#)
3. Social Media Examiner: <http://www.socialmediaexaminer.com/26-promising-social-media-stats-for-small-businesses/>

50% of **small business owners** reported gaining **new customers** through social media – most notably through **Facebook** and **LinkedIn**.

SOCIAL MEDIA GROWTH

SOCIAL MEDIA ADOPTION BY SMALL BUSINESS HAS DOUBLED FROM 2009 TO 2010

61% OF SMALL BUSINESS OWNERS NOW USE SOCIAL MEDIA TO ATTRACT NEW CUSTOMERS

61%

75% HAVE A COMPANY PAGE ON A SOCIAL NETWORKING SITE

75%

45% EXPECT THEIR SOCIAL MEDIA ACTIVITIES TO BE PROFITABLE WITHIN THE NEXT 12 MONTHS

45%

THE NUMBER OF PEOPLE WHO ARE VISITING SOCIAL MEDIA SITES HAS INCREASED BY

24% OVER THE LAST YEAR



Sources: Media Bistro. Infographic by Crowdspring:

http://www.mediabistro.com/alltwitter/small-business-social-media_b14294

Social Media Examiner: <http://tinyurl.com/6qa2yzy>

WII-FM



What's **In It For Me?**

Laura's 90/10 Rule

**90% = Give away
great content**

**10% (or less) =
Promotional content**





845 Million
Monthly active users

The average

facebook

user...

...Logs in **3-4** times **per week**.

...Spends **20 minutes** on his or her account during each visit.

...Connects to **80** pages, groups, and events.

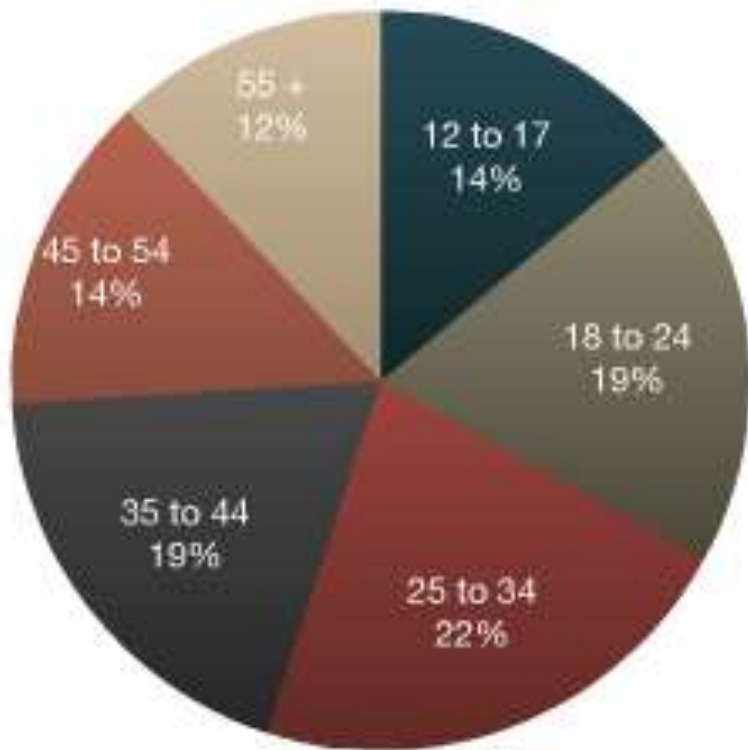
...Posts **90** pieces of content each month.

Sources:

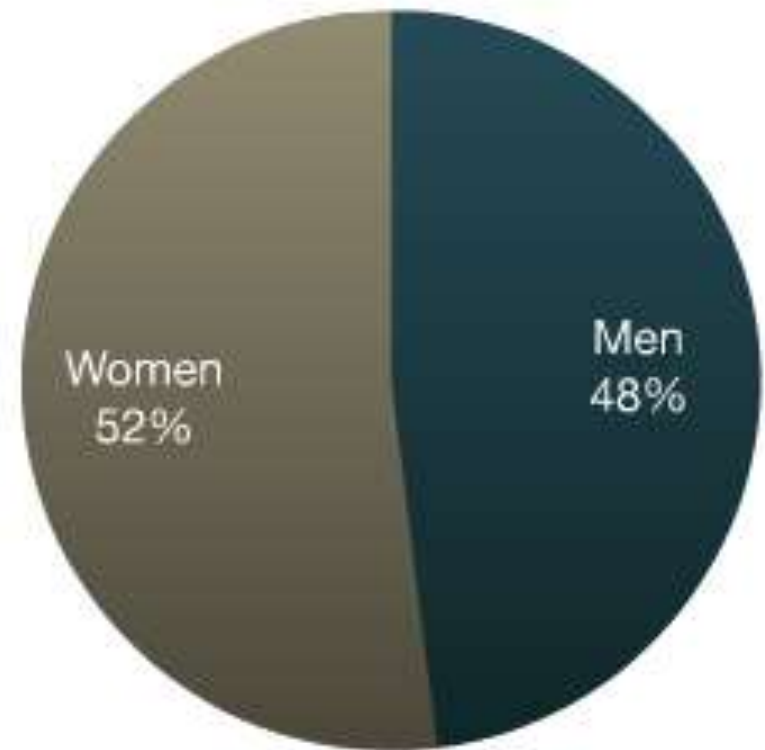
1. [Nielsen 3Q 2011 Social Media Report](#)
2. [Experian 2011 Social Media Consumer Report](#)
3. Social Media Examiner: <http://www.socialmediaexaminer.com/26-promising-social-media-stats-for-small-businesses/>

Facebook user demographics

Age



Sex



Source: The Social Habit 2011 by Edison Research: <http://ht.ly/5KqUJ>

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Americans spend more time on **Facebook** than any other U.S. website.
- Users are mostly younger (**13-34**)
- Fastest growing demographic: **35+**

➤ **350 million** users access Facebook via their **mobile devices**

➤ **60 million** users engage with Facebook **apps** through their mobile phone

➤ People who use Facebook on their **smartphones** are **twice** as active as non-mobile Facebook users



<http://facebook.com/press/info.php?statistics>
<http://thenextweb.com/facebook/2012/02/09/facebook-60-million-users-access-apps-through-a-mobile-device/>

Updated Feb 9, 2012



**“Facebook is
the people from
high school that you
didn’t like now trying to
re-friend you.”**

~ Chris Brogan

Personal Profile

- Friends are requested & mutually accepted
- 5,000 friend limit

Official Page

- One-way (fans like your Page)
- No fan limit

facebook

- Personal info
- Network with friends, relatives, long-lost classmates

- Business info
- Solicit and interact with prospects and customers



Personal Profile

The average user
has **130** friends

Official Page

The average user
has **310** fans

30-40% of a brand's
Facebook fans are **real-
life friends** who likely **live
nearby**.

Source:

1. Dennis Yu, CEO of [BlitzLocal](http://tinyurl.com/bmzoqah), <http://tinyurl.com/bmzoqah>

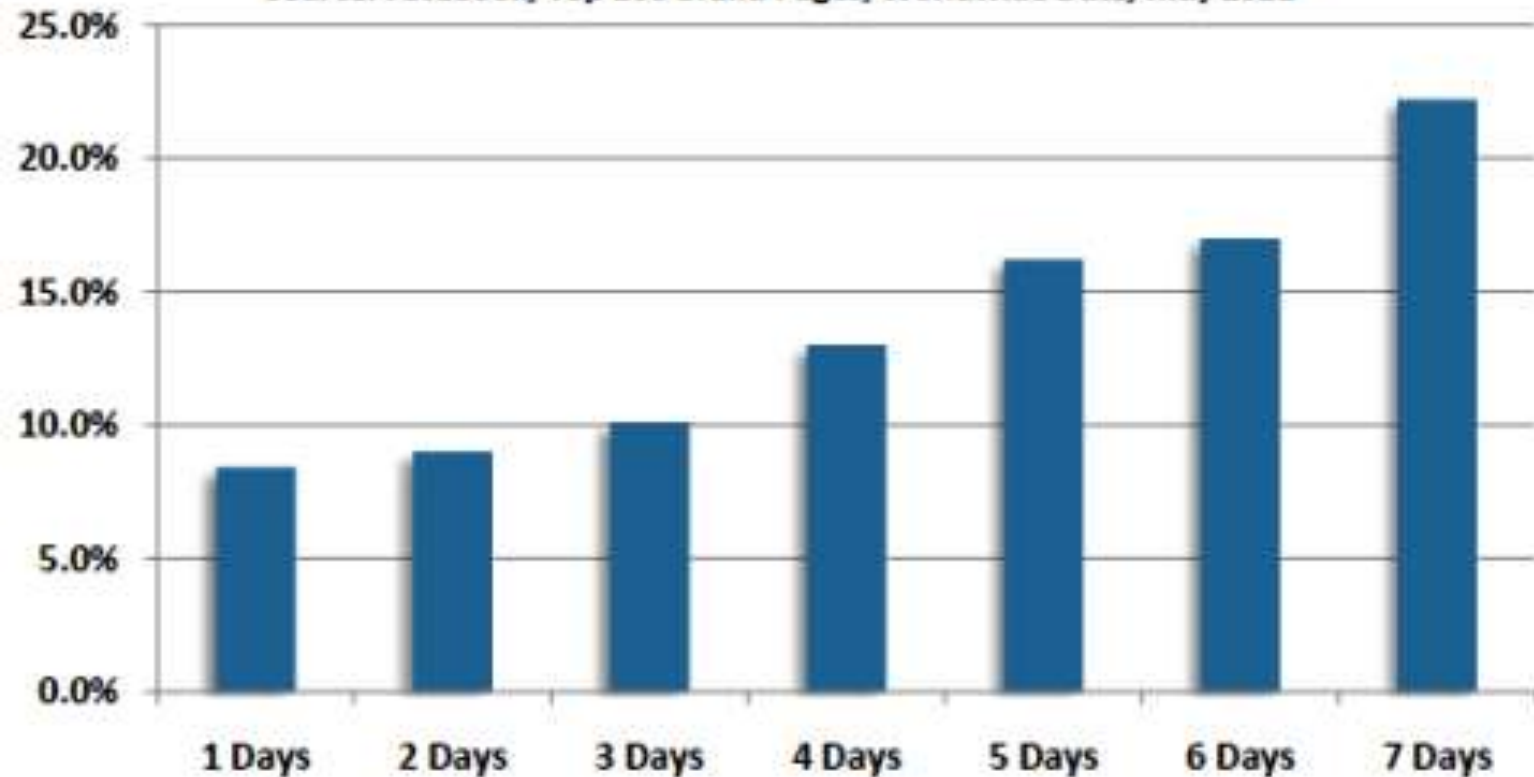
Profiles are for **PEOPLE**

1. Thou shalt **not** use your personal profile for your own commercial gain.
2. Thou shalt **not** send or otherwise post unauthorized commercial communications on Facebook.

Business brands that post at least **once every day** will reach **22%** of their **Facebook fans** in a given week.

Facebook Fan Pages: Cumulative Reach as a Function of Post Frequency (# of Days per Week)

Source: Facebook, Top 100 Brand Pages, Worldwide Data, May 2011



Sources:

Comscore Study - <http://tinyurl.com/43lp6xa>

Social Media Examiner -

<http://www.socialmediaexaminer.com/26-promising-social-media-stats-for-small-businesses/>

Facebook Factoid:

As many as **90%** of people who click “Like” will **NOT** return to your page.



Blogging Bistro, LLC

718 likes · 28 talking about this · 2 were here



Small Business

Like us and get a daily social media tip. Blogging Bistro's menu (<http://www.bloggingbistro.com/>) includes custom website creation, content writing, social media coaching.

About



Photos



Newsletter Signup



Read Our Blog



Pinterest-Infographics



6

How will you **use** Facebook?

1. Raise brand awareness
2. Enhance customer service
3. Build e-mail list
4. Drive traffic to your website and/or blog
5. Build community
6. Sell products/services
7. Promote ideas/ideology
8. Increase the number of first-time clients by _____%
9. Get media attention
10. Establish your business or organization as the leading authority

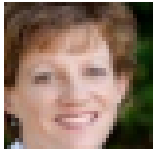
How will you **engage** with fans?

Group updates into broad categories:

1. Tips
2. Photos
3. Videos
4. Links to outside sources
 - a) My own website/blog
 - b) Other sites/blogs/articles I recommend
5. General conversation related to my brand
6. Promotional
7. Exclusive offers to fans
 - a) Discounts, coupons
 - b) Facebook ads

Facebook Factoid:

Updates of **88 characters or less** get **66%** higher engagement.



Blogging Bistro, LLC

2 seconds ago 

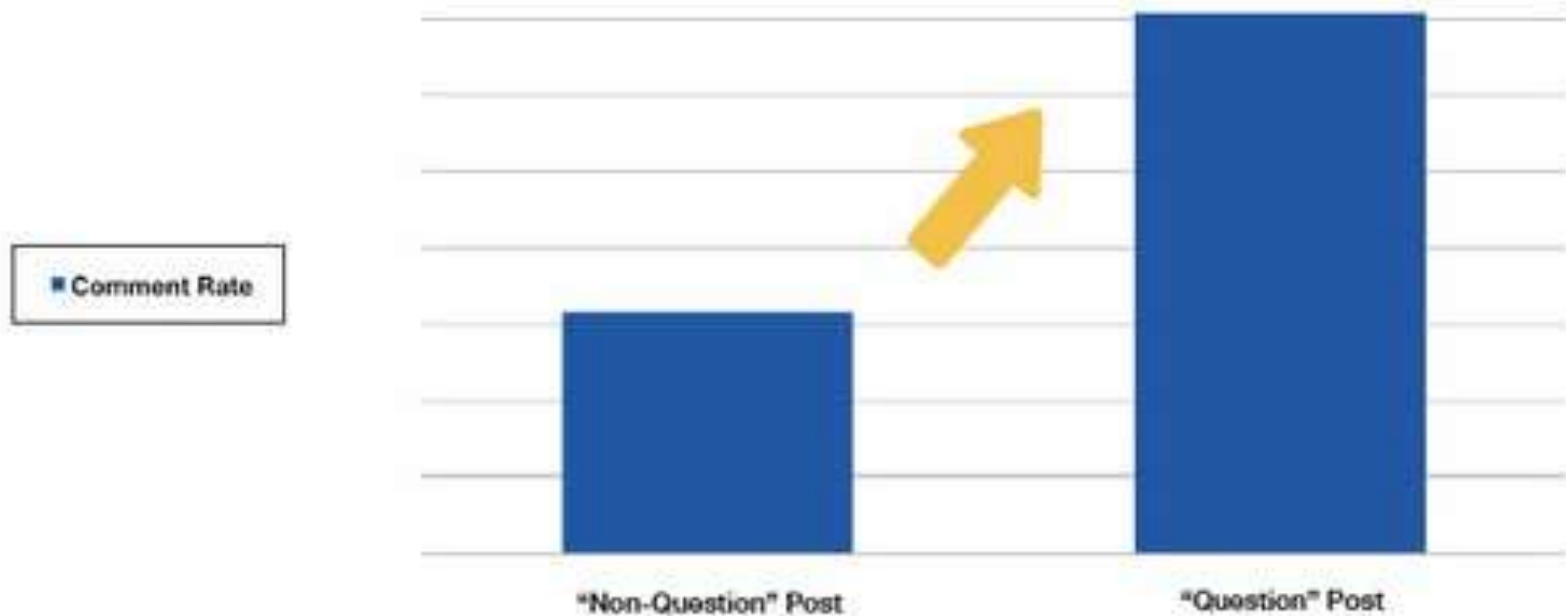
This Facebook status update is 88 characters. Ideal for short attention spans, isn't it?

Like · Comment · Share

Posts that get the highest engagement

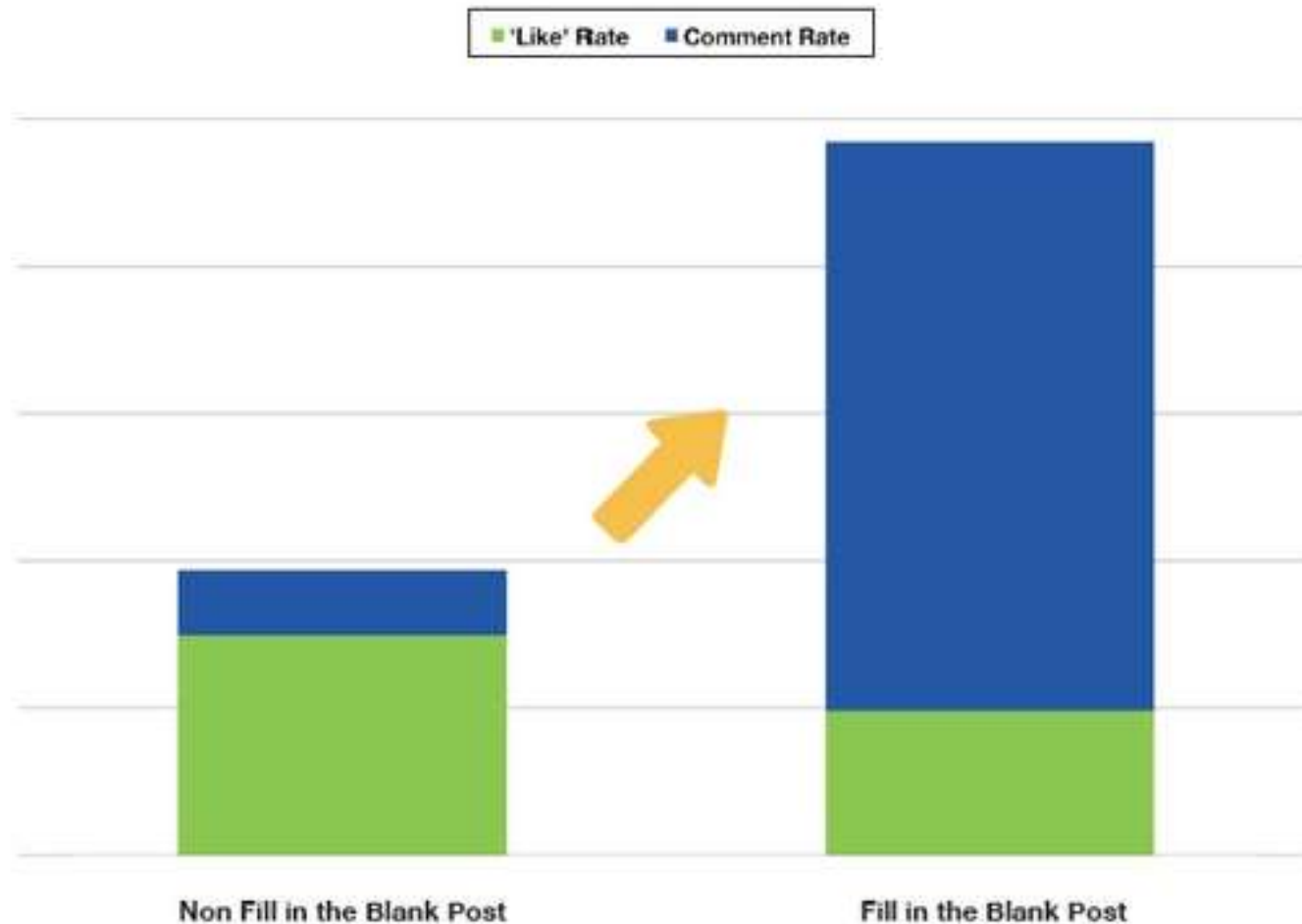
Ask questions to spark dialogue –

“question” Posts generate Comment rates **double** that of “non-question” Posts.



Posts that get the highest engagement

Fill in the blank Posts receive 9 times more Comments than other Posts.



- Post the **latest** news
- Include a **local** angle



Atlantic Veterinary Hospital shared a link.

Yesterday

A great article about our graying pets and why senior preventive care to keep the healthy is so important.

**The
Seattle
Times**

Dogs and cats may hit senior years earlier than expected

seattletimes.nwsourc.com

How we think of and care for aging dogs and cats may be changing.

Like · Comment · Share

Photos in updates show up in people's Newsfeeds more often than text-only posts.



Rich's for the Home

Yesterday

If you love hardwood furniture, you won't be able to resist indoor-outdoor furnishings built from Ipé (EE-pay) wood, by Jensen Leisure. Photos of what's new for 2012 on our blog:
<http://www.richshomeblog.com/blog/2012/04/hardwood-indoor-outdoor-furniture-from-jensen-leisure.html>



<https://www.facebook.com/Richsforthehome>

Add a **YouTube app** and Comments box



Toll Booth Saddle Shop

YouTube ▾

Like



Harold Hero Horse Episode 54

10 views

Harold and JR try to figure out the theft of the brass horse from under the The Toll Booth Saddle Shop sign.

www.tollboothsaddle.com

tollboothsaddle.equiteampro.com/

https://www.facebook.com/tollboothsaddle/app_57675755167

Feature your fans



Oreo shared a link.
Yesterday

Have an Oreo Moment captured in a photo or video? Submit it below – along with the date it was taken – for a chance to have it shared with 25+ million Fans!

Oreo Moments Gallery
oreo.ly

<https://apps.facebook.com/oreomomentsgallery/>

Share your favorite Oreo photos, videos and stories with us, and we'll share them with the world.

Get Started ▶

Gallery **My Moments** Looking for something specific? **Search**

View: Photos Videos Stories Category: All ▾ 1 2 3 4 ... 11! ▶▶

The gallery displays 15 photos of fans having fun with Oreos, including people eating cookies, posing with Oreo faces, and dogs wearing Oreo hats.

OPEN Forum®

TIPS AND ADVICE
by small business experts

Grow your business with practical advice and real-world insights from OPEN Forum® experts.

LATEST INSIGHT TO GROW YOUR BUSINESS

Share



Turning Dealfind Into One of the Biggest Deal Sites in Canada

April 10, 2012 - When the daily-deals business model became popular a few years ago, Gary Lipovetsky and Michael Tulman jumped at the chance to turn their

local...

[Read More >](#)

EXPERTS



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Founder
Mashable

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Anita Campbell
Founder
Small Business Trends

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Keep people
interacting
with your brand

https://www.facebook.com/Open/app_140970329261787

...Integrate your **blog** as an **iFrame app**



...Integrate your **Pinterest** boards

<http://iframehost.com/util/installtab/305927716147259>



Bloggging Bistro, LLC Pinterest-Infographics

Social Media Infographics
49 pins



Facebook Infographics &...
32 pins



Twitter Infographics & T...
9 pins



Pinterest Infographics & ...
14 pins



LinkedIn Infographics &...
7 pins



YouTube Infographics & ...
3 pins



Google+ Infographics & ...
6 pins



Blogging Infographics an...
6 pins



Content Marketing Infog...
13 pins



https://www.facebook.com/blogggingbistro/app_305927716147259

Make it easy for people to **stay** on your page and **contact** you

Banez Insurance Agency ▶ Get a Quote



Insurance Agent · Stockton, California

Like our agency! Press the Like button above!



FARMERS

Welcome to my Agency



Our goal at the Banez Insurance Agency has always been to provide top of the line service for all our clients. We will be there every step of the way through all of life's events and changes. Whether it is purchasing a new home, a new car, birth of a new child, children going to college, or any other event that life has for us. We will try our best to educate you to make sure you understand completely what you have and what you are given...So give us a shot and we will try our best to satisfy all your insurance needs.

Auto | Home | Life | Business



Get a Free Online Quote

Select an Insurance Type:

Auto Insurance

Enter your Zip Code:

Get Your Quote

Blogging Bistro, LLC ▶ Contact

Consulting/Business Services · Snohomish, Washington · Edit Info

Contact Form

Admin

Customize My Form



Blogging Bistro

PO Box 1254
Snohomish, WA, 98921
United States

Phone: 425.244.4242



Name*

Email*

Phone

Message*

Website

Your Business Name (if applicable)

Type the word for verification*

74LHSX

Send Message

Get your free form now.

Peak Posting Times

WHEN DO PEOPLE SHARE?



Peak Hour

Peak sharing occurs at 9:30am EST every day.



Peak Day

Wednesdays are the peak days for sharing.



75% in 1 Day

75% of clicks occur within the first day of a share.

WHEN DO PEOPLE CLICK?



Source: Search Engine Land - <http://searchengine.land.com/infographic-how-when-when-people-share-content-100539>

Like others' Pages

You thought *your* hair was cool

Coming Summer 2012



Woodland Park Zoo

39,431 likes · 2,067 talking about this · 189,623 were here



💰 \$\$ (10-30) · Zoo/Aquarium
📍 5500 Phinney Ave. N, Seattle, WA.
☎ 1 206.548.2500
🕒 Closed now, reopens tomorrow 9:30 am.



Photos



Events



Map



Top Fans



Likers (fans) receive all your status updates

Like others in your niche



**The
Everett
Clinic**

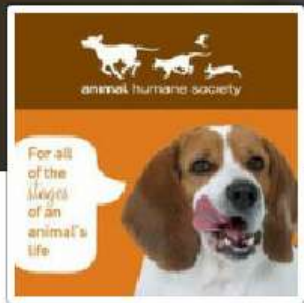
The Everett Clinic

655 likes · 18 talking about this · 160 were here



<https://www.facebook.com/TheEverettClinic>

Personalize your brand



Animal Humane Society

18,041 likes · 379 talking about this



Non-Profit Organization

To engage the hearts, hands and minds of the community to help animals.



Photos

 18,041

Likes



Sit Stay Shop



Newsletter Sign-up

About

<https://www.facebook.com/animalhumanesociety>

Use your company **logo**



Mozilla Firefox

8,587,470 likes · 101,596 talking about this



<https://www.facebook.com/Firefox>

Visitors should know who you are, at-a-glance



<https://www.facebook.com/target>

Visitors should know who you are, at-a-glance



Marines

2,151,580 likes · 53,964 talking about this



Government Organization

Welcome to the United States Marine Corps' official page managed by active-duty Marines. This page is your link to what's happening in the Corps.



Photos



YouTube



Likes



RSS/Blog



About

<https://www.facebook.com/marines>

Use a variety of cover photos



National Park S

119,634 likes · 1,751 talking about this



National Park Service

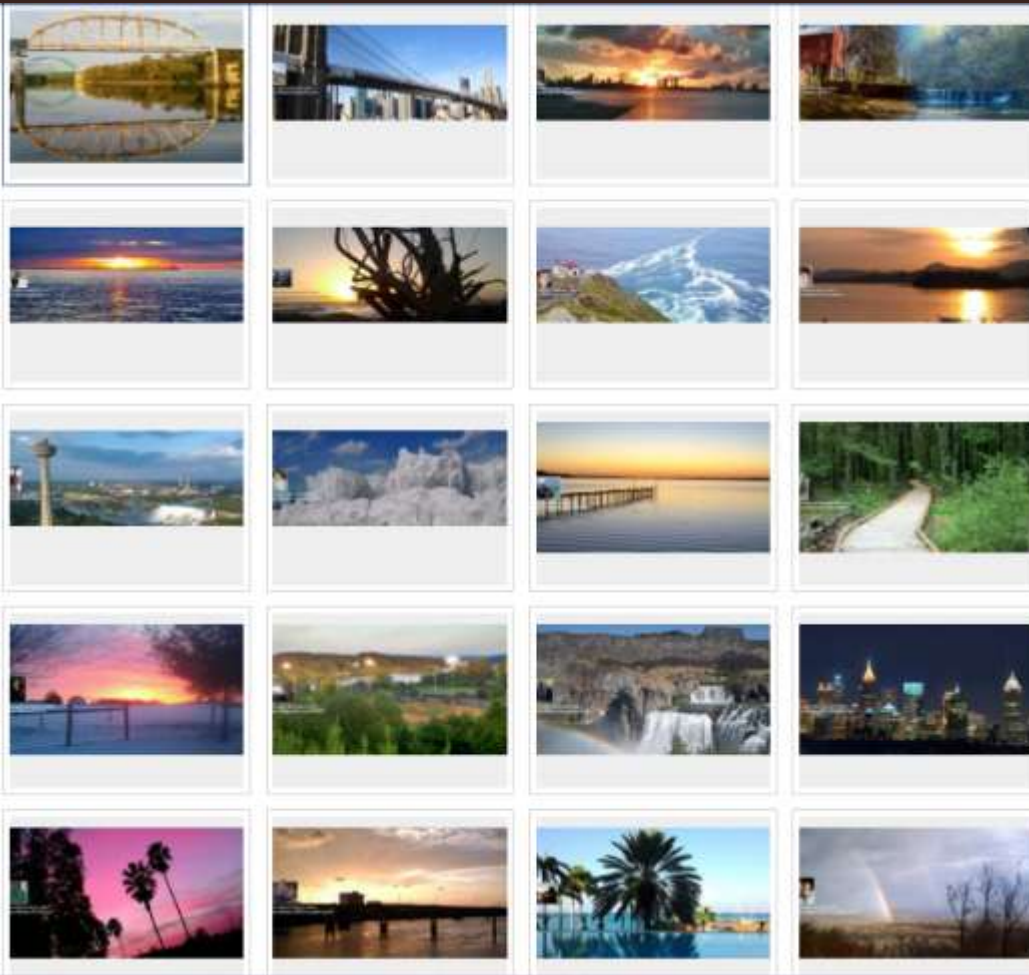
123,328 likes · 1,790 talking about this · 135,849 were here

Like



<https://www.facebook.com/nationalparkservice>

Use a variety of cover photos



<https://www.facebook.com/verizon>

Cover image must POP



Lip Smacker

72,299 likes · 4,706 talking about this



Health/Beauty

A subsidiary of ASPIRE Brands, Lip Smacker offers a wide variety beauty products for young women.



About

Photos

Likes

Sweeps

Coupons

<https://www.facebook.com/LipSmackerBrand>

Unified brand image



evian

179,847 likes · 1,563 talking about this

Like



Product/Service

Welcome to the official home of evian in the USA. Like our page & connect with a community that shares a desire to Live young, feel healthy & inspire creativity.



Photos



WIN!



Twitter



Buy a baby tee!



About

<https://www.facebook.com/evian>

Showcase your products



Herbal
essences

Herbal Essences

791,248 likes · 11,949 talking about this



Health/Beauty

For 40 years, we've been all about hair! Not just how your hair looks, but how it feels, smells and, most importantly, how it makes you feel.

About



Photos



Celebrate 40 Years



Video Reviews

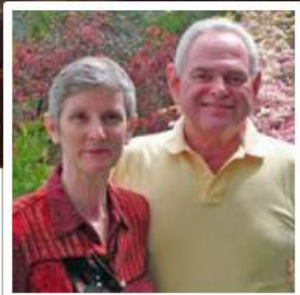


In The Know

6

<https://www.facebook.com/herbalessences>

Show yourself/your staff in action



Inn Caring

141 likes · 1 talking about this

✓ Liked



<https://www.facebook.com/InnCaring?ref=pb>

Coordinate Color Scheme & Fonts



9.14.12

PORTLAND, MAINE & ONLINE

The Agents of Change Digital Marketing Conference

107 likes · 8 talking about this



Computers/Technology

The Agents of Change Digital Marketing Conference is on 9.14.12 in Portland, Maine and online! Register for your free pass at <http://www.agentsofchangecon.com/>

About



Photos



Special Deals



Likes

<https://www.facebook.com/agentsofchangecon>

Style apps boxes



Livestrong

1,624,294 likes · 33,110 talking about this · 246 were here



Organization

LIVESTRONG serves people affected by cancer and empowers them to take action against the world's leading cause of death.



Photos



Vote for CIP



Share Your Story



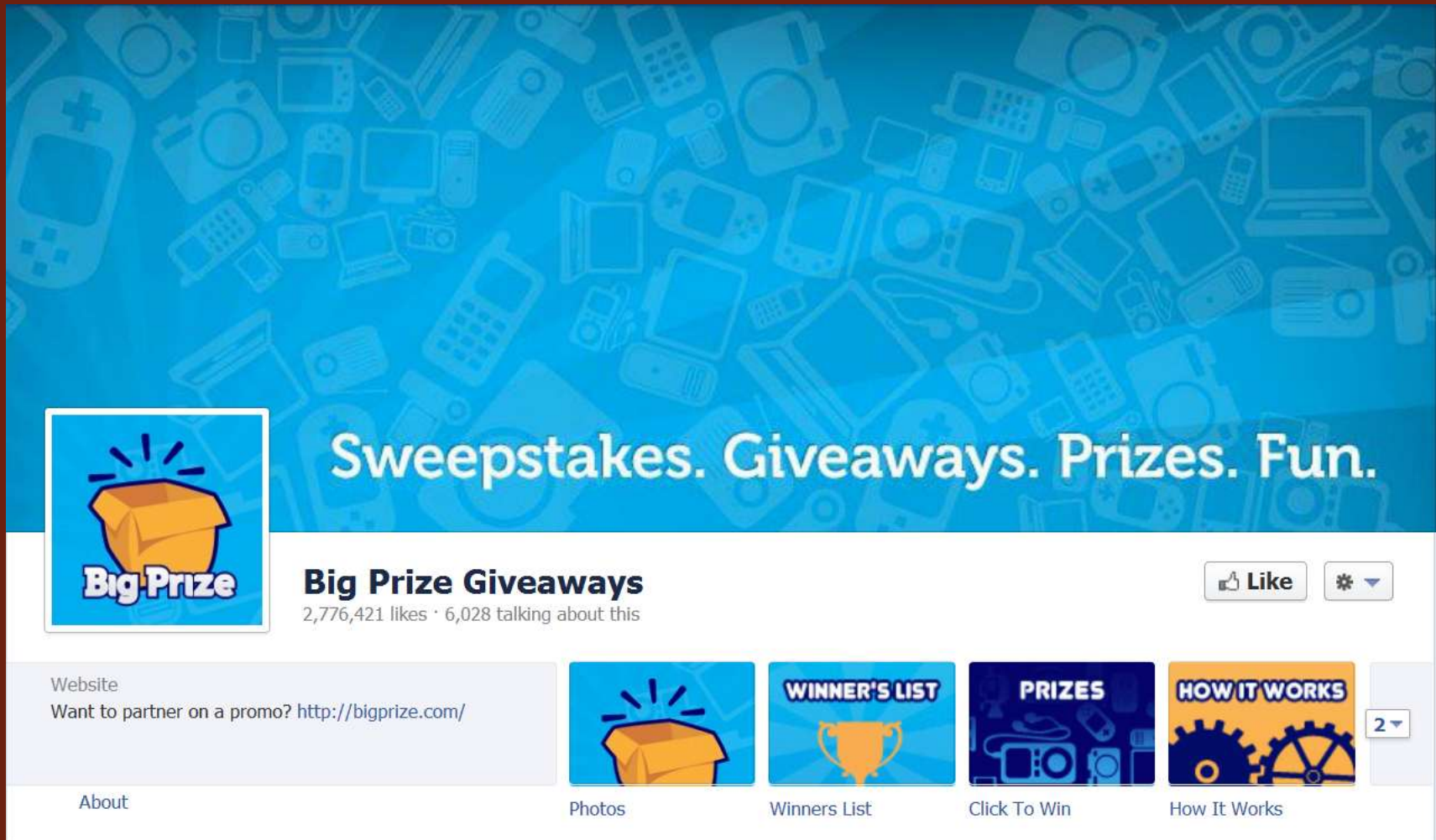
Blog

About

5 ▾

<https://www.facebook.com/livestrong>

Focus on **text...**



The image shows the top section of a Facebook page for 'Big Prize Giveaways'. The background is a blue gradient with a pattern of various electronic devices like smartphones, laptops, and game consoles. On the left is the profile picture, which is a yellow box with radiating lines and the text 'Big Prize'. To the right of the profile picture is the page name 'Big Prize Giveaways' and the text '2,776,421 likes · 6,028 talking about this'. Further right are 'Like' and 'Share' buttons. Below the profile picture is a 'Website' link: 'Want to partner on a promo? <http://bigprize.com/>'. At the bottom are five navigation tabs: 'About', 'Photos', 'Winners List', 'Click To Win', and 'How It Works'. Each tab has a corresponding icon: a box for Photos, a trophy for Winners List, a TV for Click To Win, and gears for How It Works. A dropdown menu with the number '2' is visible on the right side of the navigation bar.

Big Prize

Sweepstakes. Giveaways. Prizes. Fun.

Big Prize Giveaways
2,776,421 likes · 6,028 talking about this

Like

Website
Want to partner on a promo? <http://bigprize.com/>

About

Photos

Winners List

Click To Win

How It Works

<https://www.facebook.com/BigPrize>

... Or use **words** minimally



TWICE AS
NICE



Subway

12,063,347 likes · 70,579 talking about this · 819,486 were here



<https://www.facebook.com/subway>

Mimic your **website**'s design

FOCUS with MARLENE

Home | Contact | About Marlene | Testimonials | Weblog | E-newsletter | Speaking & Workshops
| Products

Your FOCUS defines WHO you are and who you can BECOME

Welcome to Focus

If we believe we are limited or have no choices, we will experience hopelessness, helplessness, anxiety and fear. But if we focus on God, possibilities and options, our energy will be directed toward finding solutions and setting new goals.

FOCUS...

- On God – develop a relationship
- On what you can do – not what you can't
- On choices and possibilities
- On solutions – not problems
- On principles and core values – live them

Thought FOR THE DAY

Love is a gift. Have you received it? Have you given it?

Join the CONVERSATION!

CLICK HERE to add your comment or read the comments of others...

Sign up to receive MARLENE'S BLOG IN YOUR EMAIL IN-BOX!

TYPE YOUR EMAIL HERE
CLICK TO SUBSCRIBE

Recent Blog Posts

- A Gift to Celebrate
- Hope that Sustains
- Hope Requires Movement
- Hope
- A Tribute to Friends
- Humor Throughout Life
- Find Humor in Your Grief
- Finding Humor in Our Grief

Want a private consultation with Marlene? PERSONAL PLAN of ACTION

CLICK HERE

Follow Marlene

Facebook YouTube
Twitter LinkedIn

Marlene Anderson is an inspirational and motivational speaker and author, sharing her knowledge and training as a therapist along with her own life experiences. She is passionate about sharing God's great love and transforming power and helping others on their life journey through grief and loss, parenting, relationships and building confidence and self-esteem.

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FOCUS with MARLENE

Your FOCUS defines WHO you are and who you can BECOME

Focus With Marlene

Like

<https://www.facebook.com/focuswithmarlene>

<http://www.focuswithmarlene.com/>

Create a collage



Cairns & Great Barrier Reef

8,836 likes · 306 talking about this



Product/Service

The official Facebook page for those who ♥ Cairns, The Great Barrier Reef & Tropical North Queensland.



Photos



Tropical Deals



YouTube



Accommodation

4

About

<https://www.facebook.com/cairnsgreatbarrierreef>

Create a collage



BE YOUR
OWN
KIND OF
BEAUTIFUL



Angela Welsh Designs

123 likes · 12 talking about this · 30 were here



Create a collage



The Sierra Club
139,081 likes · 4,081 talking about this

Like



<https://www.facebook.com/SierraClub>

Create a collage



Globally Yours


TURKISH AIRLINES 



Turkish Airlines

396,669 likes · 30,096 talking about this

 Like

Message 

<https://www.facebook.com/turkishairlines>

Solopreneur? Use a professional portrait



Darren Rowse

37,908 likes · 332 talking about this



<https://www.facebook.com/problogger>

Include your **tagline**

Watch**God**Work

*Living Supernaturally
Through Christ*

*"... for with God, all things are possible."
— Mark 10:27*



Rebecca Olmstead: WatchGodWork.com

2 likes



Do **NOT** include your **web address**

Everett Area
REAL ESTATE

Joni
KERLEY

Catch the Spirit



Everett Area Real Estate

80 likes · 3 talking about this · 1 was here



<https://www.facebook.com/EverettAreaRealEstate>

Set up your Timeline – Step 1



SET YOUR COVER PHOTO

The cover photo dimensions are 851 x 315 pixels. Choose an image that is representative of your brand, and don't be afraid to get creative with it.



FACEBOOK'S POLICIES STATE THAT COVER PHOTOS CANNOT INCLUDE:

- ✘ PRICE / PURCHASE INFORMATION
- ✘ REFERENCES TO FACEBOOK FEATURES / ACTIONS
- ✘ CONTACT INFORMATION
- ✘ CALLS-TO-ACTION

Covers must not be false, deceptive or misleading, and must not infringe on third parties' intellectual property.

Timeline Cover Photo Cheat Sheet

Timeline Cover Image
851 x 315*

*all numbers are in pixels

Profile Image

Upload size:

180 x 180

Display size:

125 x 125

InsideOut Solutions

317 likes · 15 talking about this · 68 were here

✓ Liked



Web Design

436 S. Sequim Ave., Sequim, WA.

1 360.683.5774

Open until 5:00 pm.

Photos
Thumbnail
111 x 74

Tab App
Thumbnail
111 x 74

Tab App
Thumbnail
111 x 74

Tab App
Thumbnail
111 x 74

4 ▾

About

Photos

Our Team

Client Pages

Map

Set up your Timeline – Step 2



SET YOUR PROFILE PICTURE

Adjust your profile picture, the image that will get shown next to each of your updates on your wall and in users' news feeds. Choose an image that fits 180 x 180 pixels and also looks good when scaled down to a thumbnail size of 32 x 32 pixels.



This image will also appear with any sponsored stories or ads that you run. A logo is a great choice here!



Integrate profile picture with cover



WE'D LIKE TO SHARE OUR THANKS
TO EVERYONE WHO HAS HELPED
ARMANI REACH 3 MILLION LIKES.



GIORGIO ARMANI FALL/WINTER 2012-13
WOMEN'S COLLECTION - WATCH IT ON OUR TIMELINE



ARMANI

3,029,142 likes · 21,318 talking about this



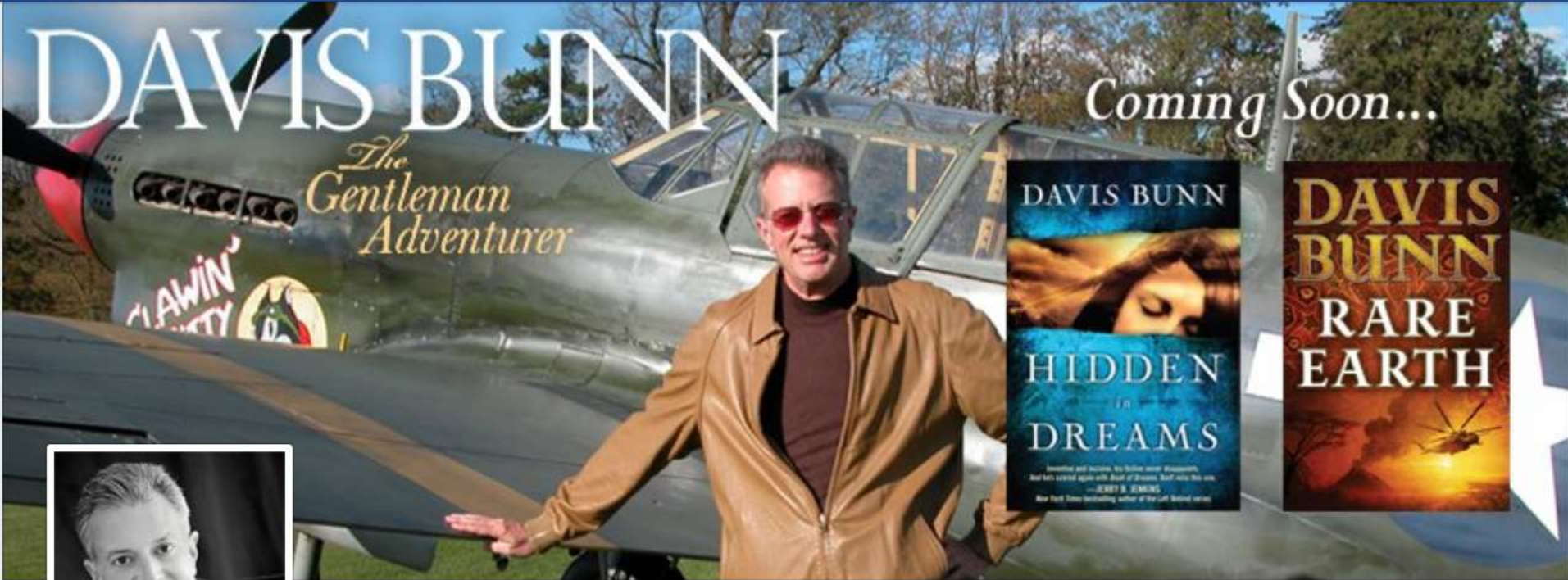
<https://www.facebook.com/ARMANI>

Integrate profile picture with cover

The image shows a Facebook profile for Sprite. The cover photo is a vibrant green scene with a large, stylized 'Sprite' logo in the center, featuring a lemon slice above the letter 'i'. To the left, a glass bottle of Sprite is shown with water splashing out of the top. The background is a lush green landscape with trees and a fence. In the bottom left corner, there is a square profile picture of a Sprite bottle with the brand name and 'LEMON LIME SODA' visible. Below the cover photo, the name 'Sprite' is displayed in bold, followed by '8,327,931 likes · 40,180 talking about this'. To the right of the name are three buttons: 'Like' with a thumbs-up icon, 'Message' with an envelope icon, and a small gear icon for settings.

<https://www.facebook.com/Sprite>

Choose a crisp, clear **profile picture**



Davis Bunn, author

397 likes · 5 talking about this



<https://www.facebook.com/pages/Davis-Bunn-author/134762129885578>

Set up your Timeline – Step 3

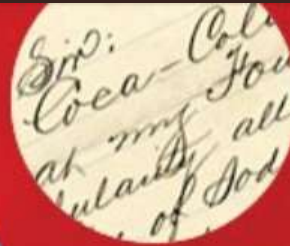


ORGANIZE VIEWS & APPS

The new design features photos, likes, and apps at the top of your page, below your cover photo. Photos are automatically featured in the first spot, but page admins can rearrange the rest to feature the most important ones first. A total of 12 apps can be shown here.



Customize apps boxes



Coca-Cola



Coca-Cola

41,097,777 likes · 196,461 talking about this



Food/Beverages

The Coca-Cola Facebook Page is a collection of your stories showing how people from around the world have helped make Coke into what it is today.



 **41m**



8 ▾

About

Photos

Likes

Home

Your Stories

<https://www.facebook.com/cocacola?ref=ts>

Customize **apps boxes**

 <p>Photos</p>	 <p>Likes</p>	 <p>Home</p>	 <p>Your Stories</p>
 <p>Events</p>	 <p>Videos</p>	 <p>House Rules</p>	 <p>Move To The Beat</p>
 <p>Page Creators</p>	 <p>Coca-Cola FM</p>	 <p>Musikkonkurrence</p>	 <p>Ahh Giver</p>

Carefully Edit your “About” copy

Revolutionary
The new iPad



Apple

1,523,850 likes · 136,552 talking about this



Product/Service

Welcome to our Apple facebook page. Get to see all the latest information, products and more right here.



Photos

 **1.5m**

Likes



RSS/Blog



YouTube

1 ▾

About

Tutorial at Blogging Bistro: <http://tinyurl.com/83uchb9>

Create your “About” page



INGin About ▾

About Edit

INGin helps independent truckers manage the business side of trucking. Trucker-specific services for bookkeeping, payroll and tax management. <http://myingin.com/>

Mission

The INgin team is composed of field-proven business owners and advisors from varied backgrounds with nationally recognized companies – including several Fortune 200 corporations. Our team includes CPAs, attorneys, small business experts, executive-level administrators and more.

We work with independent truckers and fleet owners throughout the United States.

Description

Truckers Tax Service: INgin provides independent truckers nationwide a one-stop service center for managing the business side of trucking. Trucker-specific bookkeeping, payroll and tax management services. INgin. Driving your business forward.

COMMENTING & SHARING GUIDELINES

This page is for friends, fans, and trucking enthusiasts. We welcome your stories, pictures, and contributions.

WHAT TO POST:

- Pictures and videos of you and your truck.
- Short anecdotes and stories from the road.
- Questions about managing the business side of trucking. (We'll try to respond!)
- Your INgin experience. If you're one of our clients, share how you've benefitted from working with us.

WHAT NOT TO POST:

- Comments and images unrelated to trucking.
- Explicit/hate speech – Comments, pictures, or videos that are defamatory, insulting, discriminatory, abusive, demeaning, indecent, or that use bad language or rude gestures. You get the idea.
- Links and advertisements – You can post those on your own Facebook page, but not on ours. Sorry!

We'll take down any posts we find to be in violation of any of the above. If you repeatedly post material that falls into the above categories you will be banned from participating on this page. This page is for us to all enjoy — let's respectfully have fun here!

Basic Info Edit

Joined 08/29/2011
Facebook

Products Long-Haul Plan - Trucker-specific bookkeeping and tax management services: <http://www.myingin.com/longhaulplan.htm>

Performance Plan - Your own personal Tax Mechanic CPA. The Tax Mechanic specializes in helping Small Businesses, Self-Employed, and 1099 independent contractors with tax obligations: <http://www.myingin.com/taxservices.htm>

Contact Info Edit

Phone 1 800.745.8886

Email trafficcenter@myingin.com

Website <http://www.myingin.com/>



**Inform visitors of
your commenting &
sharing guidelines**

<https://www.facebook.com/pages/INGin/221924934523096?sk=info>

Set up your Timeline – Step 4



STAR, HIDE, PIN

By hovering over individual stories, you can make them wider, hide them from your Timeline with the pencil icon, highlight them as important with the star icon, or delete them entirely.



You can pin/anchor a specific story to the top of your Timeline for up to seven days. This means you can highlight specific posts and they won't get buried by more recent updates.



Timeline Cover Photo Cheat Sheet

“Highlight” a Post

843 x 403

<http://pinterest.com/blogggingbistro/facebook-infographics-tips/>

Timeline Cover Photo Cheat Sheet

The image shows a Facebook page interface. At the top, there are navigation buttons for Status, Photo, Ask Question, and Milestone. Below that is a text input field with the placeholder "What's on your mind?". A post from "InsideOut Solutions" is visible, dated March 4. The post text reads: "All your questions are answered in this post about Timeline for Pages. http://insideout.com/blog/2012/03/04/everything-you-need-to-know-about-facebook-timeline-for-pages-imw/". Below the text is a thumbnail image of a group of people in a vineyard. The post title is "Everything You Need to Know About Facebook Timeline for Pages - InsideOut Solutions" and the URL is "insideout.com". Below the thumbnail, it says "In the wee hours of the morning on Wednesday, Feb 29th, (yes, leap-day) Facebook". At the bottom of the post are "Like", "Comment", and "Share" buttons. To the right of the post is a large orange overlay with white text that reads: "Photo Album", "Max Image Size:", "403 px wide", and "(Height will be proportional)". Below the overlay is a "Recommendations" section with a "See All" link and a small profile picture of a dog with the text "about 8 months ago".

<http://pinterest.com/blogggingbistro/facebook-infographics-tips/>

LIVESTRONG Austin Marathon and Half Marathon (16 photos)

Photos from the LIVESTRONG Austin Marathon and Half Marathon. — in Austin, TX.



Like · Comment · Share

592 16 51

If your status update includes a **Photo Album**, the update will display the **first image** and include below it a row of **thumbnails** of the other pictures in the album

Set up your Timeline – Step 5



ENABLE MESSAGES

Admins can now allow users to send them personal messages, making it easier for brands to have private conversations with their fans.



Use this feature when you need to discuss a topic or customer service issue in more depth, and when you'd prefer the conversation not be made public.

Set up your Timeline – Step 6



FEATURE MILESTONES

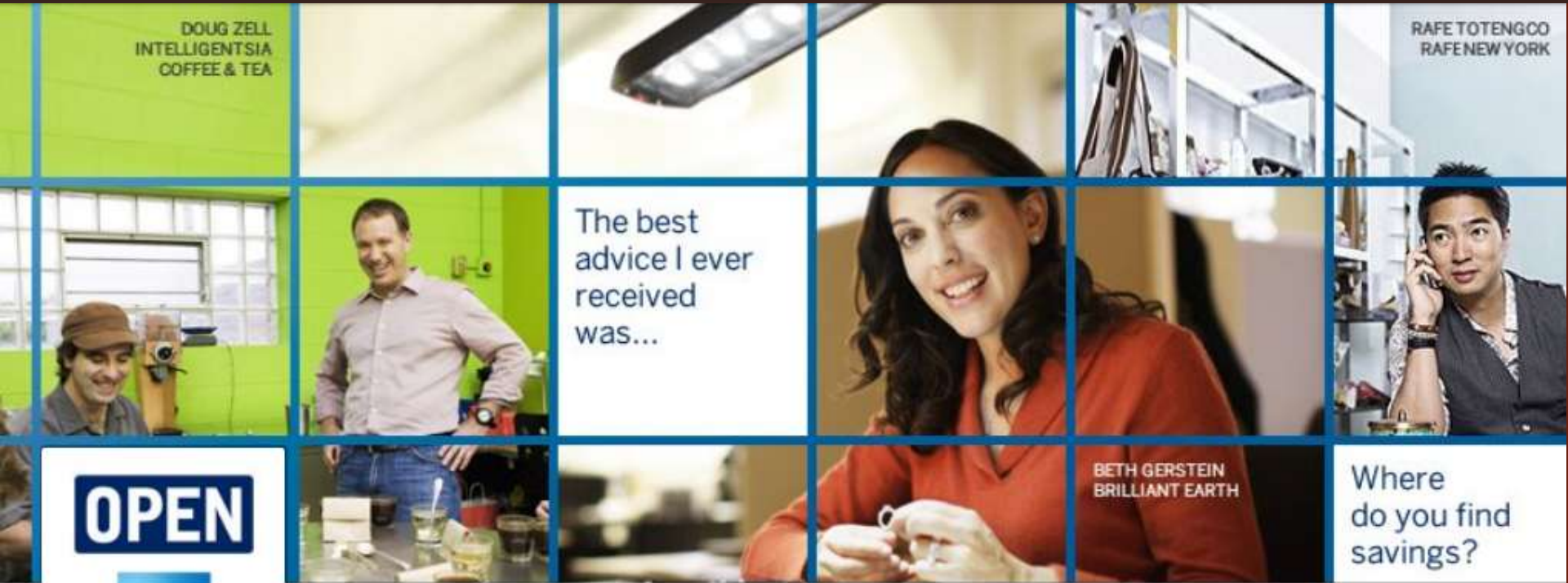
The new design also allows admins to feature what are called “Milestones” on their page, highlighting some of their business’ biggest accomplishments, such as fan growth, award wins, product releases, etc.



Milestone images are set at 843 x 403 pixels. You create a new (or past) milestone via the status update box, which will prompt you to input information about your milestone.



Keep people **interacting** with your brand



American Express OPEN

244,972 likes · 624 talking about this

✓ Liked

Product/Service
American Express OPEN is where you can discover insights, make connections and get exposure to help you grow your business. Tap into the collective ingenuity of other business



5 ▾

About

Photos

Stories

Shop Small Toolkit

Videos

An Official Facebook Page is also known as:

- Fan Page
- Business Page
- Page

facebook

Email

susieque@mymail.com

Password

••••••••

Login

Keep me logged in

[Forgot your password?](#)



Heading out? Stay connected
Visit facebook.com on your mobile phone.

Get Facebook Mobile

Sign Up

It's free, and always will be.

First Name: Susie

Last Name: Que

Your Email: susieque@mymail.com

Re-enter Email: susieque@mymail.com

New Password: ••••••••

I am: Female

Birthday: Jan 1 1970

[Why do I need to provide this?](#)

Sign Up

To create your page:
www.facebook.com/pages



[Create a Page for a celebrity, band or business.](#)

[Show All \(152\)](#)[Sort by Rank](#)

Check to see if your desired *username* or *vanity url* is still available at dozens of popular Social Networking and Social Bookmarking websites. Promote your brand consistently by registering a username that is still available on the majority of the most popular sites. Find the best username with **namechk**.

Badoo	available ✓	Etsy	available ✓	Kongregate	available ✓	Slashdot	available ✓
BallType	available ✓	Facebook	taken ✗	last.fm	available ✓	Slide	available ✓
bebo	available ✓	Fanpop	available ✓	LinkedIn	available ✓	SoundCloud	available ✓
behance.net	available ✓	Flickr	available ✓	LiveJournal	available ✓	Squidoo	available ✓
blip.tv	available ✓	Flixster	available ✓	Livevideo	available ✓	StumbleUpon	available ✓
Blogger	available ✓	Fotolog	available ✓	Mahalo	available ✓	Technorati	available ✓
Buzznet	available ✓	foursquare	available ✓	Multiply	available ✓	Tribe	available ✓
cafemom	available ✓	FriendFeed	taken ✗	myLot	available ✓	tumblr	available ✓
ColourLovers	available ✓	funnyordie	available ✓	MySpace	available ✓	twitter	taken ✗
Current	available ✓	Gather	available ✓	Netlog	available ✓	UStream	available ✓
DailyMotion	available ✓	Good Reads	available ✓	newsvine	available ✓	Viddler	available ✓
delicious	available ✓	Google	indefinite ?	ning	available ✓	Vimeo	available ✓
deviantART	available ✓	hi5	available ✓	photobucket	available ✓	Vox	available ✓
Digg	available ✓	Hulu	available ✓	plaxo	available ✓	wikipedia	available ✓
Disqus	available ✓	iLike	available ✓	Plurk	available ✓	Wordpress	taken ✗
eBay	available ✓	ImageShack	available ✓	Posterous	available ✓	Xanga	available ✓
eHow	available ✓	Instructables	available ✓	reddit	available ✓	XFire	available ✓
epinions	available ✓	Kaboodle	available ✓	ResumeBucket	available ✓	YouTube	taken ✗

Discover Facebook Pages

United States

+ Create Page

See something you like? Roll over the Page and click Like.

All Music Movies Television People Sports Brands & Products Companies & Organizations Local Businesses & Places



Chili's Grill & Bar



Private Practice



Official Vampires Suck...



Breaking Bad



Bob Dylan



Top Chef



Zynga Inc.



NHL



Pottery Barn



Janis Joplin



Mozilla Firefox



Little Debbie



CoverGirl



Michael Bublé



Daughtry



Nutella



The White House



National Guard



Chris Tomlin



Charlie St. Cloud



Fyleaf



Real Housewives of New...



St. Louis Cardinals



Mr. Bean

 **Create a Page**

Connect with your fans on Facebook.



Local Business or Place



Company, Organization, or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Topic

Entertainment

Join your fans on Facebook.

Book 

Blogophobia Conquered

I agree to Facebook Pages Terms

Get Started

Your new Page

Admin Panel

Manage ▾

Build Audience ▾

Help ▾

Hide

Notifications

[See All](#)



You have no new notifications

[Share something on your Page](#)

Messages

[See All](#)



No new messages.

When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your [admin settings](#).

New Likes

[See All](#)



No new likes

Insights



Once 30 people like your Page, you'll get access to insights about your activity.

0 likes

Page Tips

[Next](#)



Discover resources and tips

Click the Edit Page button above and visit the Resources tab for tips on connecting with fans.



The new Facebook Pages was made live for all Pages on March 30. [Learn more](#) about the new design or [take a tour](#) of your page's new features. ✕

Now

March

2012

Joined Facebook

This page has not been published. [Learn about unpublished pages](#) and [publish this page](#) when you are ready.

Add basic information about your Page

Admin Panel

Notifications

You have no new notifications

 [Share something on your Page](#)

Manage ▾

Build Audience ▾

Help ▾

Hide

Edit Page

Use Activity Log

See Banned Users...

Use Facebook as Laura

facebook

Search














Blogophobia Conquered

Home ▾

Blogophobia Conquered

◀ View Page

-  Your Settings
-  **Manage Permissions**
-  Basic Information
-  Profile Picture
-  Featured
-  Resources
-  Manage Admins
-  Apps
-  Mobile
-  Insights →
-  Help →

Page Visibility: Unpublish page (only admins can see this page) [What is this?](#)

Country Restrictions: [What is this?](#)

Only show this page to viewers in these countries

Hide this page from viewers in these countries

Age Restrictions: [What is this?](#)

Posting Ability: Everyone can post to Blogophobia Conquered's timeline

Everyone can add photos and videos to Blogophobia Conquered's timeline

Post Visibility: Show the box for "Recent Posts by Others" on the top of Blogophobia Conquered

Default visibility of posts by others on Blogophobia Conquered's timeline: [?]

Tagging Ability: People can tag photos posted by Blogophobia Conquered

Customize Your **Settings** (Posting Preferences)

The screenshot shows the Facebook interface for the page 'Blogophobia Conquered'. The top navigation bar includes the Facebook logo, a search bar, and the page name 'Blogophobia Conquered' with a 'Home' link. On the left, a sidebar lists settings categories: 'Your Settings' (highlighted), 'Manage Permissions', 'Basic Information', 'Profile Picture', 'Featured', 'Resources', 'Manage Admins', 'Apps', 'Mobile', 'Insights', and 'Help'. The main content area is titled 'Blogophobia Conquered' and contains two sections: 'Posting Preferences' and 'Email Notifications'. The 'Posting Preferences' section has a checked checkbox for 'Always comment and post on your page as Blogophobia Conquered, even when using Facebook as Laura Christianson.' Below this is a note: 'Note: You're currently using Facebook as **Blogophobia Conquered**. To switch to **Laura Christianson**, click Account at the top of any page.' The 'Email Notifications' section has a checked checkbox for 'Send notifications to laura@laurachristianson.com when people post or comment on your page.' At the bottom of the settings area are two buttons: 'Save Changes' and 'Cancel'.

facebook Blogophobia Conquered Home

Blogophobia Conquered [View Page](#)

Your Settings

- Manage Permissions
- Basic Information
- Profile Picture
- Featured
- Resources
- Manage Admins
- Apps
- Mobile
- Insights
- Help

Posting Preferences: Always comment and post on your page as **Blogophobia Conquered**, even when using Facebook as **Laura Christianson**.
Note: You're currently using Facebook as **Blogophobia Conquered**. To switch to **Laura Christianson**, click Account at the top of any page.

Email Notifications: Send notifications to `laura@laurachristianson.com` when people post or comment on your page.

[Save Changes](#) [Cancel](#)

Manage Permissions for your Page

facebook

Blogophobia Conquered

- Your Settings
- Manage Permissions**
- Basic Information
- Profile Picture
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- Resources
- Manage Admins
- Apps
- Mobile
- Insights
- Help

Page Visibility: Unpublish page (only admins can see this page) [What is this?](#)

Country Restrictions: [What is this?](#)

Only show this page to viewers in these countries
 Hide this page from viewers in these countries

Age Restrictions: [What is this?](#)

Wall Tab Shows: [\[?\]](#) Expand comments on stories

Default Landing Tab:

Posting Ability:

- Users can write or post content on the wall
- Users can add photos
- Users can add tags to photos by Blogophobia Conquered
- Users can add videos

Moderation Blocklist: [\[?\]](#)

Profanity Blocklist: [\[?\]](#)


Delete Page: Permanently delete Blogophobia Conquered

Feature Pages you Like

facebook

Blogging Bistro, LLC

Likes:



22 featured likes

These pages are shown on the left of your page. Up to five pages are shown at a time, and you can specify which of your liked pages always rotate there by selecting them as featured.






[Edit Featured Likes](#)

Page Owners: When you add a featured page owned by a friend:

- Their personal information will be shown on their profile
- This page will be shown on their profile

[Add Featured Page Owners](#)

Likes [See All](#)

-  **Social Media Examiner**
Media/News/Publishing
-  **Silver Creek Cottage Massage**
Local Business
-  **Atlantic Veterinary Hospital**
Veterinarian
-  **Simon & Schuster**
Media/News/Publishing
-  **Pixology**
Consulting/Business Services

Manage Page Admins

facebook

Search



Blogging Bistro, LLC

- Your Settings
- Manage Permissions
- Basic Information
- Profile Picture
- Featured
- Resources
- Manage Admins**
- Apps
- Mobile
- Insights
- Help
- Deals



Laura Christianson



Specify an email address

Remove

Add another admin

Save Changes

Cancel

Add and Manage Apps



- Your Settings
- Manage Permissions
- Basic Information
- Profile Picture
- Featured
- Resources
- Manage Admins
- Apps**
- Mobile
- Insights
- Help

Blogophobia Conquered

View Page

Added Apps



Photos

With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.

[Go to App](#) · [Edit Settings](#)



Video

Facebook Video provides a high-quality video platform for people and pages on Facebook. With Video, you can upload video files, send video from your mobile phone, and record video messages to your friends.

[Go to App](#) · [Edit Settings](#)



Links

With Facebook Posted Items, you can share anything on the internet by posting it to your profile. You can post websites, blogs, videos, and songs, as well as content on Facebook, like profiles, photos, notes, groups, and events.

[Go to App](#) · [Edit Settings](#)



Events

With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.

[Go to App](#) · [Edit Settings](#)



Notes

With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.

[Go to App](#) · [Edit Settings](#)



Create an Event

Blogophobia Conquered ▶ Create Event



+ Add Event Photo

Event Name:

Date and Time:

11/15/2011



1:30 am



Add end time

Location:

Add street address

Details:



Show the guest list on the event page



Non-admins can write on the wall

Create Event

Set up **Mobile Updating**



With Mobile Email

If you have email on your mobile device (e.g., Blackberry, Android, etc.), use email to upload photos or status updates:

1. Save this email address to your phone as a contact:

char702ovine@m.facebook.com

2. To upload a photo, email the photo to this address and include a caption in the email subject line.
3. To update your status, write in the email subject line and leave the email body blank.

[Learn More](#)



With Mobile Web

The easiest way to find your page is to type in the URL for your page. To obtain a personalized Facebook URL for your page, visit <http://facebook.com/username> .



With the iPhone















Install the Facebook application and login. Click the "+" sign on the top left corner and then Click "Pages" on bottom right. Select your page — it is now a favorite on your home dock. Now click your page's icon. To post a photo, click the "camera" icon. To post a status update, tap the "What's on your mind?" field.



With Text Messaging (SMS)

Sign up for Facebook Text Messages to post status updates to your page.

[Sign Up for SMS](#)

-  Your Settings
-  Manage Permissions
-  Basic Information
-  Profile Picture
-  Featured
-  **Resources**
-  Manage Admins
-  Apps
-  Mobile
-  Insights 
-  Help 
-  Deals

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](#)

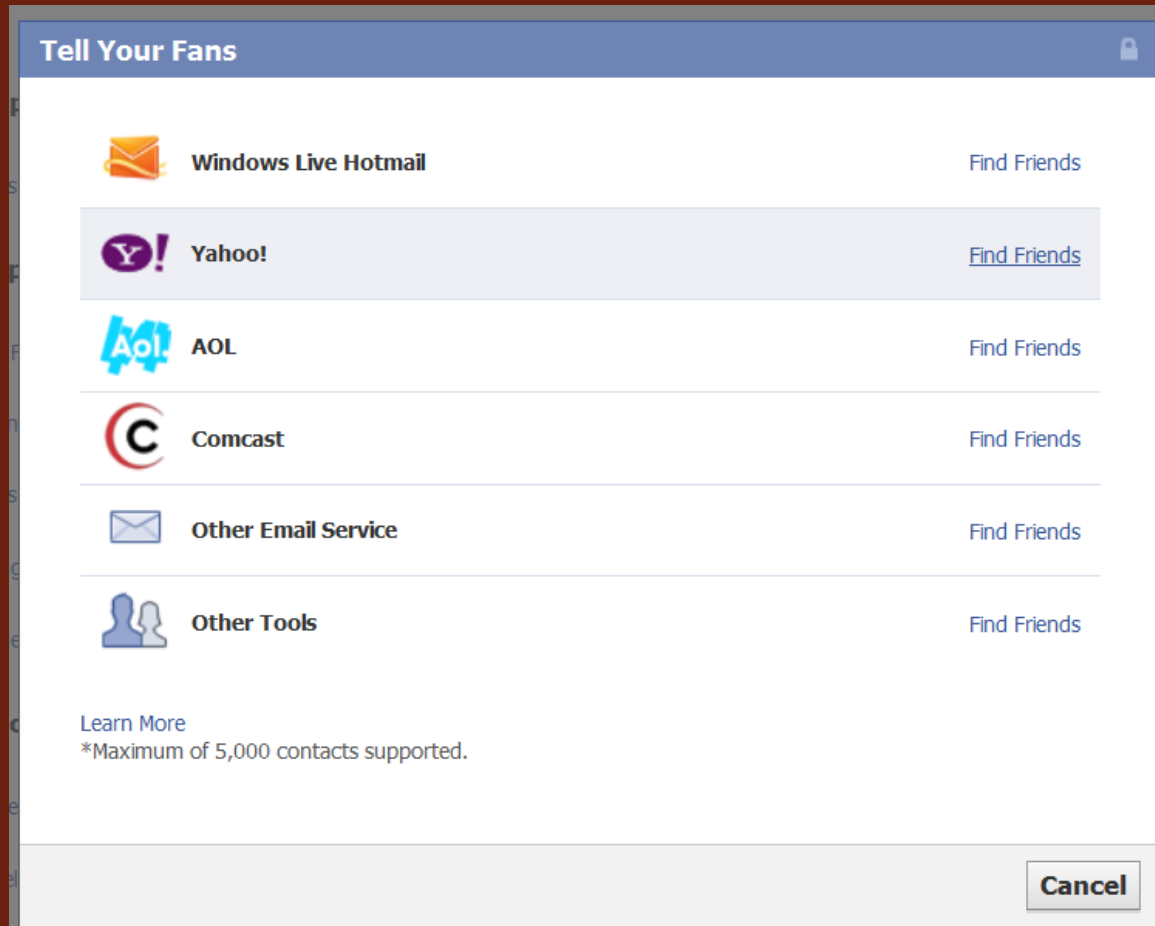
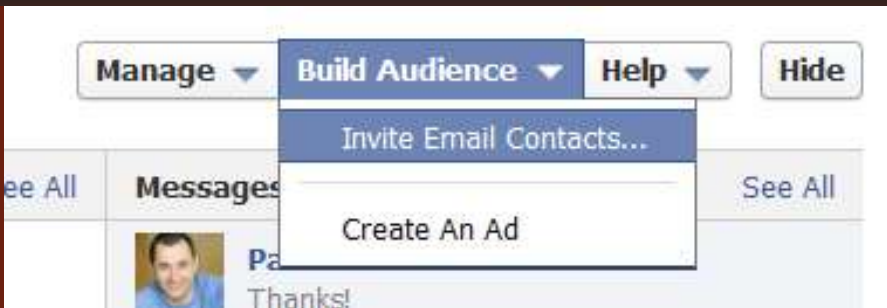
 [Best Practice Guide for Marketing on Facebook](#)

 [Brand Permissions](#)

Market Your Page

1. Choose a **username**
2. Invite your **email contacts**
3. Use **social plugins**
4. Link up to **Twitter**
5. Buy Facebook **ads**

Import Your E-Mail Contacts

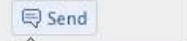


Promote your Page with Social Plugins



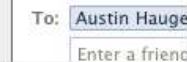
Like Button

The Like button lets users share pages from your site back to their Facebook profile with one click.



Send Button

The Send button allows your users to easily send your content to their friends.



Subscribe Button

The Subscribe button allows people to subscribe to other Facebook users directly from your site.



Comments

The Comments plugin lets users comment on any piece of content on your site.



Activity Feed

The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.



Recommendations

The Recommendations plugin gives users personalized suggestions for pages on your site they might like.



Like Box

The Like Box enables users to like your Facebook Page and view its stream directly from your website.



Login Button

The Login Button shows profile pictures of the user's friends who have already signed up for your site in addition to a login button.

Create a custom **username**

www.facebook.com/username

OR

Manage > Edit Page > **Resources** > Select a username

Your username has been set

You can now direct your friends to facebook.com/laurachristianson.

Each Page can have a username

Easily direct someone to your Page by setting a username for it. You will not be able to edit or transfer this username once you set it.

Page Name:



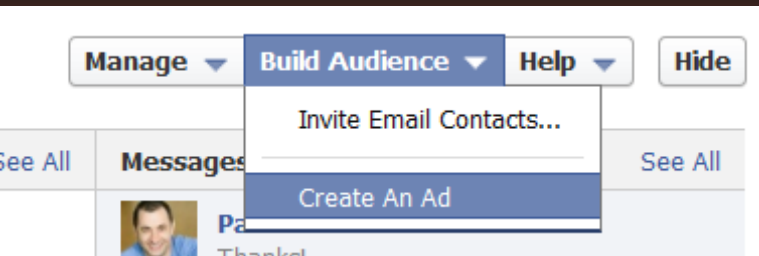
Blogging Bistro, LLC already has the username bloggingbistro. You can visit it by going to facebook.com/bloggingbistro

[Check availability](#)

[Learn more about Facebook usernames.](#)

Create an Ad

<http://www.facebook.com/advertising/>



- Target a specific demographic
- Link your ad to your Facebook Page, group, event, or application
- Link to a page on your website

Advertise on Facebook

1. Design Your Ad

Destination: Y-Jesus [?]

Type: Facebook Ads [?]
 Sponsored Stories [?]

Destination Tab: Default [?]

Title: Y-Jesus [?]

18 characters left

Body: Y-Jesus presents the evidence for Jesus' identity with an even-handed approach. Who did Jesus really claim to be? [?]

21 characters left

Image: [?]

[Remove uploaded image.](#)

Preview:

Y-Jesus



Y-Jesus presents the evidence for Jesus' identity with an even-handed approach. Who did Jesus really claim to be?

Like · Laura Christianson likes this.

Insights

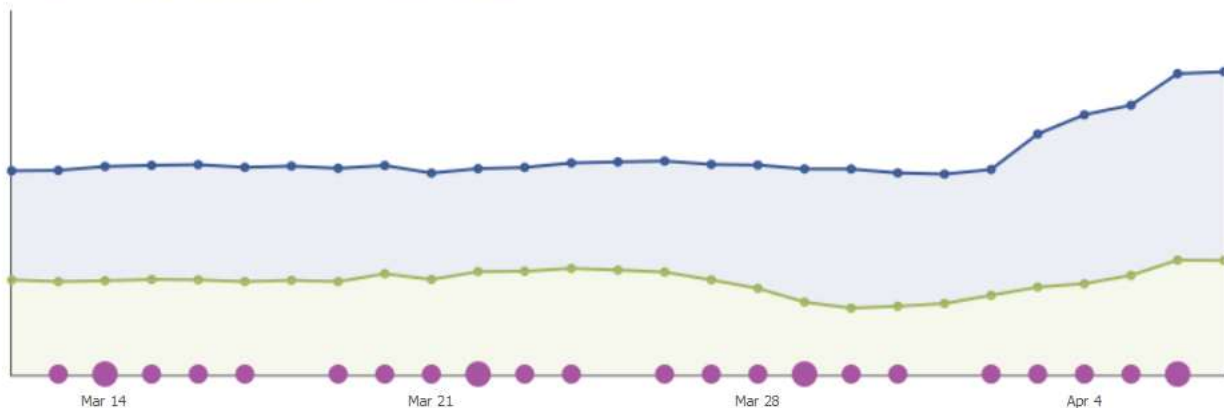
Overview Likes Reach Talking About This

Data through Sunday (All dates and times are in Pacific Time)

Export Data

Total Likes? **14,591** ↑0.7% Friends of Fans? **7,246,008** ↑1.01% People Talking About This? **262** ↑127.83% Weekly Total Reach? **10,249** ↑103.84%

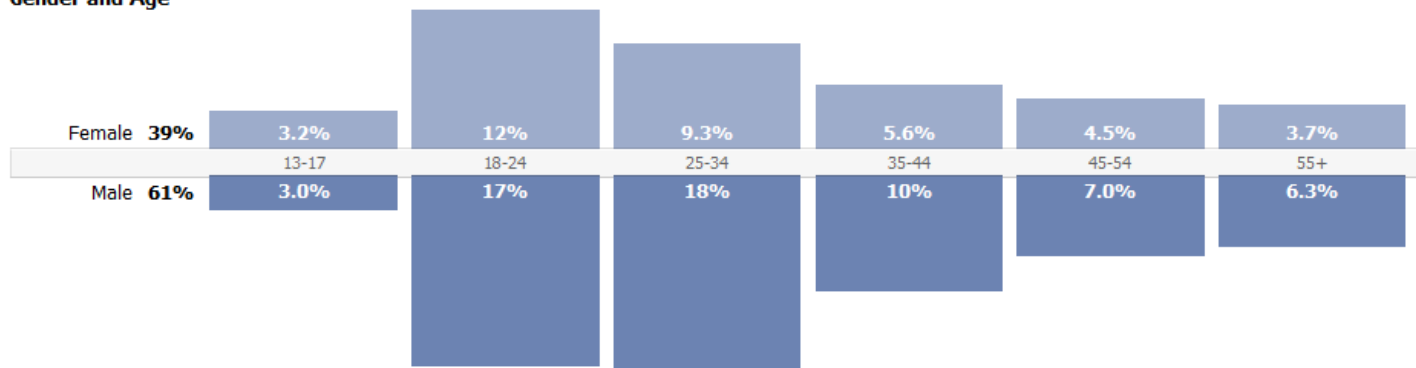
Posts? People Talking About This? Weekly Total Reach?



People Who Like Your Page (Demographics and Location)

See Likes

Gender and Age?





Facebook marketing
is a **MARATHON**,
not a sprint.

Think **Long Term.**



Return On Investment

Authority + Friendliness →

TRUST = Sales