Business Page Best Practices

Now that you’ve built your business’s Facebook page, what’s next?

1. **Share quality content.** Facebook pages are all about content so take advantage of the variety of rich media formats available, such as large images, full web links and videos. Ask yourself if the post sparks an emotion that would make you want to share it. Steer away from promoting your product or brand directly, as people will notice and “unlike” your page.

   **Tip:** Create a calendar with important dates and take advantage of special holidays or national events such as the Super Bowl, Christmas, the Oscars, etc. Connect your posts to these themes.

Example post from the Vernon Area Public Library:
2. **Delete spam immediately.** Always protect the quality of the community by diligently monitoring spam, especially in the comments and on your Facebook wall.

Example post of spam content:

![Image of a spam post](image)

To rid your page of a spam post, click the grey drop down arrow and choose “Delete from Page.”

3. **Post weekly pins.** Not to be confused with a Pinterest pin, Facebook allows businesses to pick one post a week to be featured at the top of your page. Whatever information you're trying to push each week, be it a sale or promotion or event anchor it to the top of your timeline. These pins expire every seven days, which makes it a great way to highlight your most up-to-date posts.

Example of a weekly pin:

![Image of a weekly pin](image)

To pin a post to the top of your page, select "Pin to Top."
4. **Schedule your posts.** Your audience should feel like your site is managed by a team of professionals. Be consistent. Start with one post a day. You will gradually increase your user base. Facebook allows for scheduling so when you can’t be near a computer to post, it automatically does it for you. Posts that elicit the most views are scheduled during non-working hours (after 5 p.m.) and on the weekend.

Example of a scheduled post:

![Scheduled post example](image)

5. **Be easy to find.** Create a “vanity URL” or specific Facebook Web Address. This makes you more discoverable so that your fans can just go to www.facebook.com/yourbusinessname.

Tip: You may only change your Facebook Web Address once after setting it.
To change your Facebook Web Address:

1. Click **Manage** in the About Section.
2. Click **Edit**.
3. Hover to the right of the **Facebook Web Address** option and Click **Edit**. Select **Change web address**.
4. Enter your desired **Facebook Web Address**. (Enter your desired name after www.facebook.com/)
5. Click **Check Availability**.
6. Click **Confirm**.
7. Click **OK**.
6. **Put out a call to action.** Because you don’t want your Facebook fans to visit once and then leave, place a "call to action" graphic on your page's cover photo. It can be something as simple as "Like Us!" with arrows pointing toward the like button. Make it easy for visitors to convert into fans by giving them every opportunity to add you to their feeds.

To put out a call to action:

1. Click the **Create Call-to-Action** button.
2. From the **Call-to-Action** window, select a **button** from the drop down that you want to link customers to your website.
3. Enter your **website** and **mobile website**. (It’s okay if you do not have a mobile website).
4. Click **Next**.
5. In the “Choose a Destination For People Using iOS”, select **website** unless you have an iOS app.
6. Click **Next**.
7. In the “Choose a Destination For People Using Android”, select website unless you have an iOS app.
8. Click **Create**.
Your Call-To-Action Button

Vernon Cafe
Cafe - Coffee Shop

Timeline | About | Photos | Reviews | More -
Free Promotion Ideas that Work

1. **Host a giveaway or contest.** Notify your winners via message and by tagging them in a post from your business page.

2. **Try a large photo instead of the auto-generated article box.** Trying to drive traffic to a blog post or article you’re sharing? Instead of using the automatically generated link and image block generated by Facebook, attach your own larger social media pic to the post and add the link to the blog post as a neat and tidy bitly URL. A larger image can do a better job of capturing attention. Alternate this technique and see if your clicks improve from the regular auto-generated format.

   **Option 1:** Text with auto-generated link box with small image.

   **Option 2:** Insert text with a bitly link to the article and upload a separate image.
3. **Lights, camera, YouTube.** Videos have high engagement rates, so use them in your posts to get some serious attention.

![YouTube Example](image1)

4. **Participate in fun themed posts.** Trends like Throwback Thursday or Fact Friday provide ideas for thematic posting.

![Throwback Thursday Example](image2)

5. **Fill in the blanks.** Post a photo with an “ad-libs” style title inviting fans to complete the sentence or phrase.

![Fill in the Blanks Example](image3)
6. **Update your cover photo.** Celebrate the season, special events, or sales going on at your business.

7. **Post frequently and consistently.** Only 16% of your fans will see your posts as newsfeeds easily become overpopulated.

8. **Deliver Facebook shout outs with Facebook tagging.** When collaborating with others be sure to tag other users and organizations. They might return the favor.

9. **Photo captions invite users to like and comment on content.** Post photos and let your audience lend a description.

10. **Quotes are shared very often when laid over a beautiful image.**
Works Consulted


http://www.socialmediaexaminer.com/how-to-set-up-a-facebook-page-for-business/


