



101 Facebook Tips

1. Decide on your goals for your Facebook page, this could be x number of likers or x number of website hits from the page
2. If you are using Facebook for business, you should either have a page or a group set up NOT a profile, a profile is for personal use only to use it for business is against Facebook's rules
3. You need 25 people to like your page before you can get the unique URL
4. You can send an update message to everyone who likes your page as often as you like
5. To see all the Facebook app's go to www.facebook.com/applications
6. If you have a welcome tab on your page new visitors are twice as likely to "like" your page
7. Your Facebook page profile picture can be 180 pixels wide by 540 pixels high
8. If you are using the events tab, they don't have to be actual events, they can be virtual events, eg a website launch
9. To get the unique URL for your page go to www.facebook.com/username
10. Check out www.Youtube.com for videos to post on your page to amuse or educate your audience
11. Ask questions in your posts to get people responding
12. If you have put your website in the info box on your page remember to include http:// so that it hyperlinks it
13. Rearrange your page tabs by dragging and dropping them with your mouse
14. Include keywords in your info box to help with search engine optimisation (it helps the search engines like Google find your page and put your page higher in the results)
15. You can choose where people who don't yet like your page land, click on edit my page-wall settings-default landing tab for everyone else to change your settings
16. If you want to schedule your Facebook page updates try using www.sendible.com (it's free)
17. Updates sent to people who like your page can be targeted by where the people live
18. The wall and info tab's are the only tab's that can't be moved or deleted
19. To add an admin to your page click on the people who like your page, find the person you want to add and click MAKE ADMIN or see tip 37
20. To add html code onto a tab use the FBML application
21. Try using Facebook ad's to get more people to 'like' your page, they are very cheap and get results
22. Check out the Facebook insights behind your page to understand more about the demographics (age, sex, location) of your visitors
23. Know what the purpose of your Facebook page is, so that your message stays consistent
24. You can choose whether visitors to your page see your page's posts as default or your page and fan's posts as defaults. Click on: edit my page-wall settings-default view for wall
25. Always try to add value through your posts
26. Always make sure that your page has more than one admin in case one of you gets locked out
27. Keep a record of the number of likes and comments each post gets so that you can see what works well, so you know what to do more of and what to do less of
28. If you have nothing on a tab then ditch it, you can always add it back later
29. For more indepth Facebook insights go to www.facebook.com/insights
30. If someone comments on a post then respond to them, they have made the effort so you should acknowledge that



31. Whenever you see a blue pencil on your page it means you can edit that box/tab
32. If you see a page that you would like to add to your page's favourite pages, then go to the page click on the add to my pages favourites under the profile picture, choose your page you want it added to and click okay.
33. To add a newsletter signup box onto a tab get the HTML code and copy and paste it into an FBML box (using the FBML app)
34. Just because everyone says you need to use Facebook for your business doesn't mean you have to, work out if it is suitable first before jumping in
35. To 'unlike' a page scroll down to below the boxes on the wall and click on unlike
36. Once you have chosen the name for your page you can't change it unless you delete the page and start again
37. People can like your comments as well as posts now, so make sure you add value when commenting on other pages
38. If you want to make someone an admin for your page, click on EDIT PAGE, then on ADD ADMIN on the right hand side and either choose one of your friends, or type in the email address of the person – it has to be the email address they use to log onto Facebook.
39. Once you have chosen the URL for your page you can't change it
40. You can decide whether people who like your page can post pictures etc on your page (I would recommend yes). Click on edit my page-wall settings-fan permissions
41. You can have as many admins for your page as you like
42. To invite your friends to like your page click on SUGGEST TO FRIENDS under the profile picture
43. If you only want your page to be seen by people in certain countries click on: EDIT MY PAGE-SETTINGS then type in the countries you want to see it, if you leave it blank that means that everyone can see it
44. If someone posts something on your page that you think is spam you can delete it by clicking on the remove button on the right side of the post – it shows up when you move your mouse over it
45. When you post a link you can modify the name of the link by clicking on it (it will be yellow) and changing the text
46. If you post a link you can scroll through and choose which thumbnail picture you want next to it, as often there is more than one to choose from.
47. Your profile picture can be changed as often as you like, so why not change it for Christmas, Easter etc. similar to what Google does with their website. It can make people laugh which engages them
48. To get a page badge to put onto your website go to this link www.facebook.com/facebook-widgets
49. If you click on the blue FACEBOOK logo while you are anywhere on Facebook it will take you back to your personal profile's newsfeed
50. If someone likes your page it means that anything you post on your page will appear in their personal newsfeed
51. When you send updates to your page's likers they will appear in the updates box which is under the messages box on their personal profile
52. To get to Facebook ad's go to www.facebook.com/ads
53. On a Facebook page you can have as many people liking it as possible, some pages have over 10 million!



54. Your Facebook page is not all about sell, sell, sell, remember that you want to build a community where people trust your business/product/service then they will buy from you
55. You can add a store to your Facebook page, this means people can buy straight from your page using Paypal, just search the applications for a store.
56. Facebook ad's can take up to 24 hours to be approved by Facebook.
57. If you make a change to your Facebook ad, it has to be approved again, so you may need to wait another 24 hours
58. You can choose the currency you use for your Facebook ad's, it is best if you choose the currency that your credit card is in, otherwise you will incur currency exchange charges
59. If someone comments on a post on your page you WON'T get notified, so check back (or see tip 82)
60. You can use the notes tab to have your blog feed onto if you want to, alternatively use an app such as Networkedblogs
61. People can comment on the photo's you add to your wall, so remember to check them
62. Page insights are always 48 hours behind real time
63. The time on Facebook is Los Angeles time (Pacific time GMT -8hrs)
64. You can update your Facebook page (plus your personal Facebook profile, LinkedIn and twitter accounts) using www.Tweetdeck.com
65. Add a photo to your page posts it livens up your page, and gives people something to look at
66. Offer new visitors to your page a free ebook when they like your page to increase the number of people to your page
67. To get a like badge to put onto your website go to this link www.facebook.com/facebook-widgets
68. Post on other pages, to attract visitors to your page, but MAKE SURE you offer value and don't just spam the page, put a link to your page at the end of your post
69. You can only write on a page wall if you like the page
70. One page CANNOT like another page, only a personal profile can like a page
71. Ask a question in your posts, eg do you like tomatoes or mushrooms best, make it relevant to your page audience, you will get lots of comments because it's easy to answer
72. To put a heart in your post use this: <3
73. To hyperlink your page or another in a post write @then the page name, it will hyperlink in blue and you won't be able to see the @ symbol if done right. You can only hyperlink to it if you personally like the page.
74. Encourage the people who currently like your page to invite their friends, sometimes people just don't think about inviting others
75. Ask admins of other pages that you know if they will add your page as a favourite
76. Use your discussion tab to get people talking about relevant topics, don't just post a topic up there, invite people to comment on it
77. Don't forget to let people know how they can contact your business, apart from a website try to include an email address or phone number
78. Check your website's analytics to measure the traffic you are getting from your Facebook page, so that you can see if what you are doing is working
79. Be consistent with your posts, ie if you decide on daily, then try to keep it as daily, not 5 times one day and then nothing for a week
80. Don't be afraid to talk about complementary products/services in your posts, it makes you look more authentic, and not about the sell



81. If you want to be notified of comments on a post then comment on as the page admin, depending on how your personal Facebook settings are set you will then get notified
82. If you have a slideshare account you can link it onto your page as well, so that everything in your slideshare profile appears, it means that your visitors don't need to leave Facebook
83. You can link up your YouTube channel to your Facebook page, helping to spread your message further
84. The + sign at the end of the tabs on your page only you as the admin sees
85. The >> sign at the end of the tabs on your page everyone who visits your page sees, they can click on this to see more tabs
86. No one knows who the page admins are unless you tell them
87. Use the photo's tab to create albums that make sense, so if you have a product have a different album for each product, don't expect people to scroll through an album of 100s of photos
88. When posting up photos encourage people to tag themselves in a photo, this spreads the message to their friends
89. You can tag people in notes, they will be notified that they have been tagged and it will appear in their newsfeed, but don't tag them randomly!
90. To link your Facebook page posts to Twitter use www.facebook.com/twitter it seems to be the most reliable!
91. Encourage people to like your post eg I love going to the beach like the post if you agree with me
92. Don't just post up text use photo's/videos/podcasts to make it interesting
93. If you are stuck on your page for ideas or what to do consider having [The Chief Rabbit review your page for only \\$99.95](#)
94. Social plugins to add like boxes to your website are great to integrate Facebook with your website, <http://developers.facebook.com/plugins> check them out here
95. Try to vary your posting, don't post video after video after video, but instead mix it up
96. If you promise your likers something then make sure you deliver, they have memories like elephants!
97. If you are stuck for ideas check out other pages that you like, they don't have to be in the same area as your business
98. Looking for case studies of who has got their Facebook page firing try www.Mashable.com for lots of social media ideas
99. Ask your likers for feedback on what they want on the page, what are they interested in? If you don't get any comments then give them options
100. Try using the Polls app to ask questions, they are so easy to answer it makes people keener to answer
101. Make it fun, it doesn't have to be all serious work work work... if your likers can enjoy what you post they are going to become more loyal 😊

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