Facebook for Businesses

Presented By: Directive | Revised: April 11

Greetings,

Welcome to the world of Social Network Marketing. Going far beyond the 'old-world' traditions of the web, Social Networking injects you and your organization directly into the view of your market and customers. Your web presence can now go from a monologue to a dialogue with your most precious asset; your clients. In this guide we'll run you through the very basics of Facebook, and how you can set up a Facebook Page for your organization and still enjoy Facebook for personal use without privacy issues. If you have any questions about the content of this guide, please feel free to contact Directive at 607.433.2200.

Directive has been providing Web Design and management, and marketing for over a decade. We are dedicated to your success.

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Facebook. Why should my Organization care?

Year	2004	2005	2006	2007	2008	2009	2010	2011
Active Users	1 million	5.5 million	12 million	50 million	100 million	350 million	500 million	+600 million

It's next to impossible to be on the Internet and **not** have heard about Facebook. You probably even have a Facebook profile yourself, and use it to communicate with old friends, relatives, colleagues, and others. Facebook is the second most-trafficked PHP site in the world and one of the largest MySQL installations anywhere. In fact, **about 10% of ALL HUMANS are considered active Facebook users**. By 2012, it is projected that 1/7th of the entire global population will be on Facebook.

This guide is designed for both those who are completely unfamiliar with Facebook to those who know all the in's and out's.

So why should your organization care about Facebook? After all, it's just a site that people use to share and display the things they like.

Here's some basic statistics about Facebook taken in April 2011.

<table>
<tr><td colspan="2">FACEBOOK STATISTICS</td></tr>
<tr><td>General Growth</td><td>More than 500 million active users. In March 2009, that number was 175 million
50% of all active users log on to Facebook on any given day.
The fastest growing demographic is those 35 years old and older</td></tr>
<tr><td>User Engagement</td><td>Average user has 130 friends on the site
Collectively, people spend over 700 billion minutes per month on Facebook.
An average user spends more than 55 minutes per day on Facebook.
The average user submits 90 pieces of content each month.
In 2010, more than 14 billion pieces of content (links, news stories, blog posts, photo albums, etc) were shared every month. That number now exceeds 30 billion pieces of content.
More than 50% of users access Facebook through a mobile device.</td></tr>
<tr><td>Applications</td><td>More than 2.5 billion photos uploaded to the site each month
More than 3.5 million events created each month
Average user connects to 80 community pages.</td></tr>
<tr><td>Platform</td><td>More than one million developers and entrepreneurs from more than 190 countries are building Facebook Site Applications
People on Facebook install 20 million applications each day.
More than 2.5 million websites have implemented Facebook Connect with 250 million users using it to connect to external sites each month.</td></tr>
</table>

Data taken from www.facebook.com

With more than 500 million active users (a jump from 150 million users in January 2009) Facebook is growing fast. Most importantly, however, is the whole essence of Facebook. To put it in a nutshell, it's where people share the things they are interested in, and open their opinions for public debate. Some organizations generate most or even all of their revenue just on Facebook. The site defines Viral Marketing in every way, and now, your organization can take complete advantage of that.

It may sound like a daunting task now, but by the end of this guide, you'll be a Facebook Wiz, and you'll learn a lot about your customer-base in the process.

The Facebook Interface

Getting Personal with Facebook
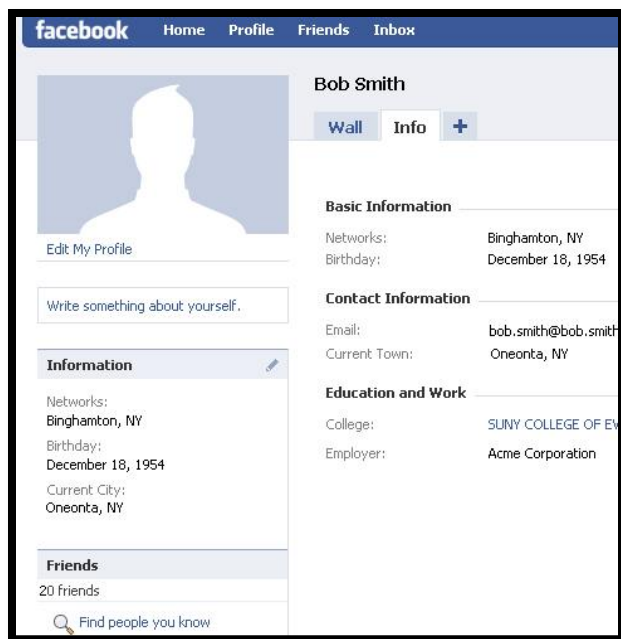
Before we begin, we're going to explain the Facebook platform. It all starts with you, the user. A user signs up to Facebook using **their real-life Identity**. This keeps people in check, as Facebook frowns upon fictitious characters and nicknames and screen names. It wants its users to be 'Bob Smith,' instead of 'anonymous1982' or 'Boblovespizza.'

Don't worry if you don't want old ex girlfriends, previous employers, and everyone from your rambunctious college years befriending you on Facebook. We'll go over ways to secure your personal account later, so you have complete control over who can find you and who sees what.

So a user, let's say Bob Smith, creates a Facebook account. On his profile, he lists his birthday, his favorite movies, the college he graduated from, and he includes a few photos of himself. He searches for and adds a few dozen of his friends, relatives, and co-workers. He sets permissions up in Facebook so his friends and relatives can view all of his profile, and his photos, while his co-workers can't see his favorite movies. His friends can contact him, and write on his Wall, which essentially acts as a live feed, a public forum where everybody talks out loud to Bob.

Because he told Facebook where he went to college, other users who also graduated from the same college can easily see that Bob now has a Facebook account, and add him as a friend (unless Bob sets his permissions to not allow people to find him). In fact, Facebook even occasionally lists people Bob might know from college, so if Bob sees a familiar face, it just takes one click to send a friend request. This is what makes Facebook so viral. Everyone can be connected via a multiple number of networks, whether it is through work, college, location, and even interests.

Finally, let's say Bob's favorite movie's sequel is about to hit theaters. He will go to his Wall, and update his status, saying "*I can't wait to see the new Star Trek film tonight! Who's buying popcorn?*" This will broadcast onto all of his friends' walls, spreading the word about the movie release, and also letting everyone know that Bob Smith is a Trekkie.

To expand on this, the next day, Bob can post pictures he took while waiting in line for the film, but of course, he sets the privacy settings so work doesn't see that he dressed up as Captain Kirk.

So you can see that Facebook is a fun social tool that gives you full control over who sees what, and lets you be in constant communication with your friends. Now, however, all these same principals can be applied to your business, and your organization can benefit from that great viral word-of-mouth system that Facebook is built upon. Best of all, Facebook is free.

What you see:

1) Navigation to edit your personal Facebook profile, view your News Feed (also known as the Stream), check your private messages, view events you have been invited to, and manage your Friends.

2) Quick access to all of the various Facebook Apps and integrations you have activated for your account. Apps have permission to access your data, so be aware when authorizing new Facebook Apps. Some apps, like Photos and Notes, are there by default.

3) On your News Feed and Wall, you can type in status updates, upload photos, attach links, and upload video to share with all of your friends. This content shows up on your Profile Wall, as well as the News Feeds (Streams) of your friends. You can also set permissions for individual status updates, blocking certain lists or individual people from seeing it. Status updates will often display the means used to pass the update to Facebook, such as a text message, or a third party service like HootSuite or Ping.fm.

4) This is a friend's status update.

5) Other users can 'Like' and comment on status updates. When someone 'Likes' or comments on anything in Facebook, they are notified whenever someone else comments too. These are the main forms of public interactions on Facebook.

6) This isn't a personal user account, but instead a Public Page posting a status update. Notice the 163 comments and 262 likes. When a public page posts a status update, it goes out to every user who 'Likes' that page.

7) This area lists Events you are invited to, as well as your friends' birthdays.

8) Facebook will always try to recommend people you might know based on mutual friends and similarities in your profiles, such as education and employment.

9) Facebook allows users to make pay-per-click ads. These ads are highly targeted, based on your demographic information such as locality, age, gender, and interests. Facebook Ads is a great way to target your audience and compliment any campaign you are running.

10) This is your main navigation, which will take you to the Facebook Home screen (which displays your News Feed), your Personal Profile (with your Wall), and the Account menu has links to edit and manage your friends, access your public/business page, manage your account settings, manage your privacy settings, and log out.

Facebook Pages

While Bob Smith has a **Personal Facebook Profile**; Celebrities, Bands, Brands, Organizations, and Businesses would use a **Facebook Page**. Facebook Pages are very similar to Profiles, **but they aren't tied to a particular user**. After all, a business like Microsoft or Dell doesn't need their Social Network PR employee's personal account tied to their business. Instead, Facebook Pages can have a list of administrators. This could be the owner of the company and an employee or two, or even your web marketing team/developer. Your personal information, and your employees' personal info aren't pushed to your company's Facebook page, even if they are administrators, it acts like a separate entity. Your administrators can edit and upload content to the Facebook Page and aren't listed anywhere on the page (unless they are fans.)

The Facebook Pages have a lot of the same features, such as Photos, a Wall, general info, and many optional applications. Where a Facebook Profile has a list of Friends, a Facebook Page has Fans. Fans are users that have checked out the page and decided they like it enough to publicly announce it. When a user becomes a fan, they get notified when you update the Facebook page. They can discuss and review your products and services. They can tell their friends about it in just one click. One fan can instantly broadcast your organization to hundreds of people! Your administrators can be fans as well, but it never mentions that they are administrators.

Note: The Facebook Page should be created by the Business Owner's Facebook account. Facebook does allow you to create pages outside of your account, but the best practice is to link it with your personal account, which includes many security benefits.
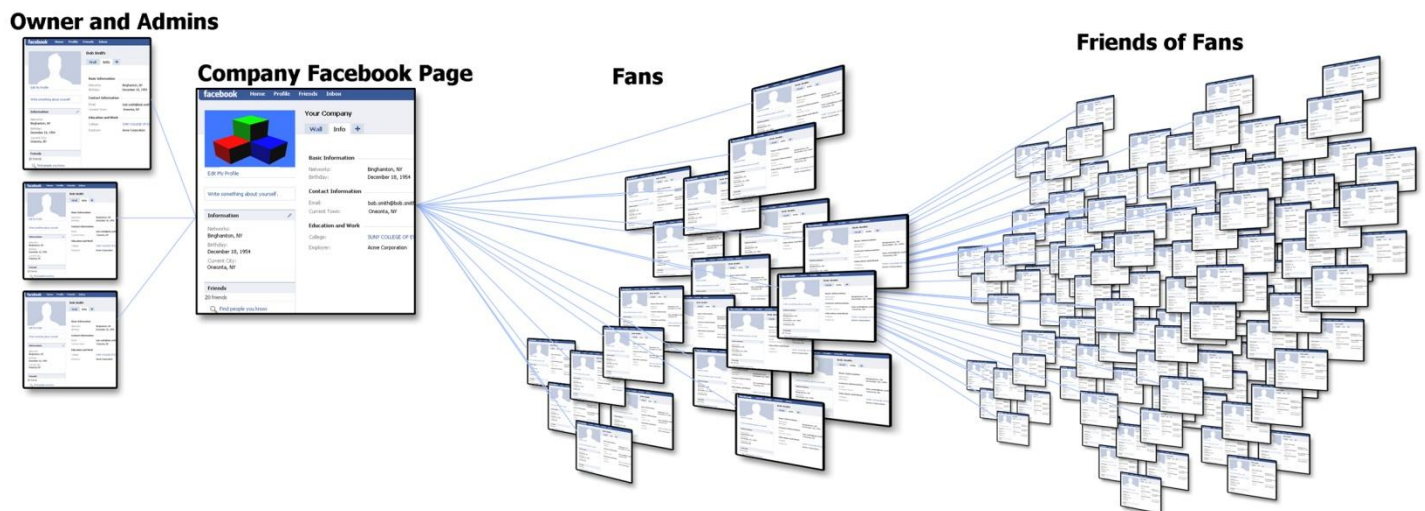
The owner of the company or brand can recruit others to administrate the Company Facebook page. Once word spreads that your company has a Facebook page, Facebook users may visit, like your content, service, products, or brand and become 'Fans.' Just like a movie star has fans, these Facebook users will follow your Facebook Page and know what your organization is doing. Whenever an Administrator updates the Company Facebook page, all of the Fans will receive a notification on their Feed. If your Admins upload new photos to the page, your Fans will see them.

If your fans really like what they see, they will spread the word, and share it. They can easily click a single button to post your update on their Wall, hence, it will be posted on all of THEIR friends' feeds, and so forth. The amount of saturation your organization can have by the end of this process is exponential. If the average fan has 100 friends on Facebook, and they like your update so much that they click the Share button, suddenly you've been granted 100 personal word-of-mouth recommendations. What if 10 fans were to share your update, or 50, or more?

Getting Started

Creating a Facebook Account

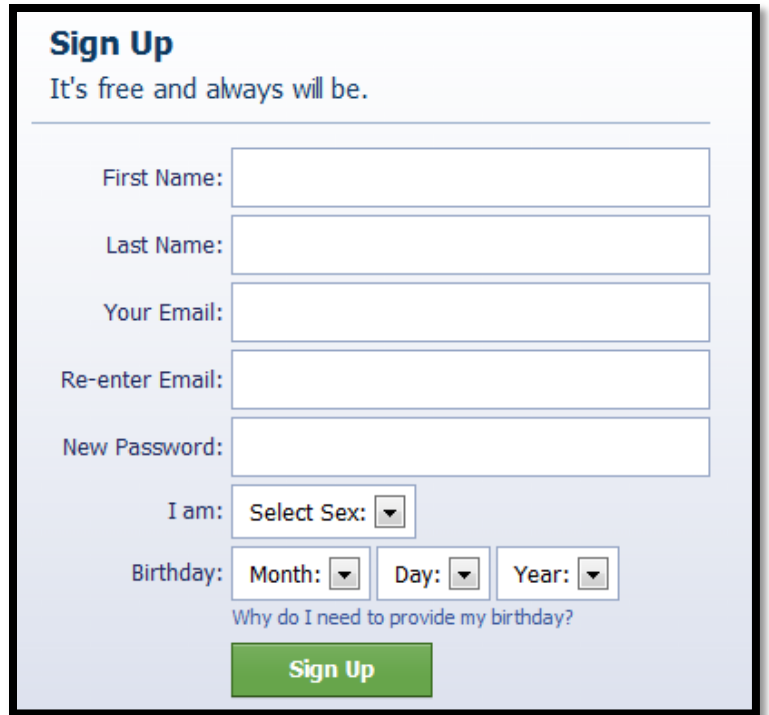First you'll want to create a Facebook account if you haven't already.

Go to www.facebook.com and fill out the field with your full name, your Email, create a secure password, select your gender, and your birthday. **Your birthday is required, as Facebook uses this to confirm your account when logging in from different locations**.

When complete, click Sign Up.

Then, complete the Captcha security Check by entering the two words in the box.

Facebook will send you an email confirmation with a link. Go to your email inbox and click the link to activate your account.

Once activated, Facebook will ask you if you want to it to go through your email contacts to see if any of them are already on Facebook, to add to your Friends list. You can do this by entering your email and email password, or you can skip the step.
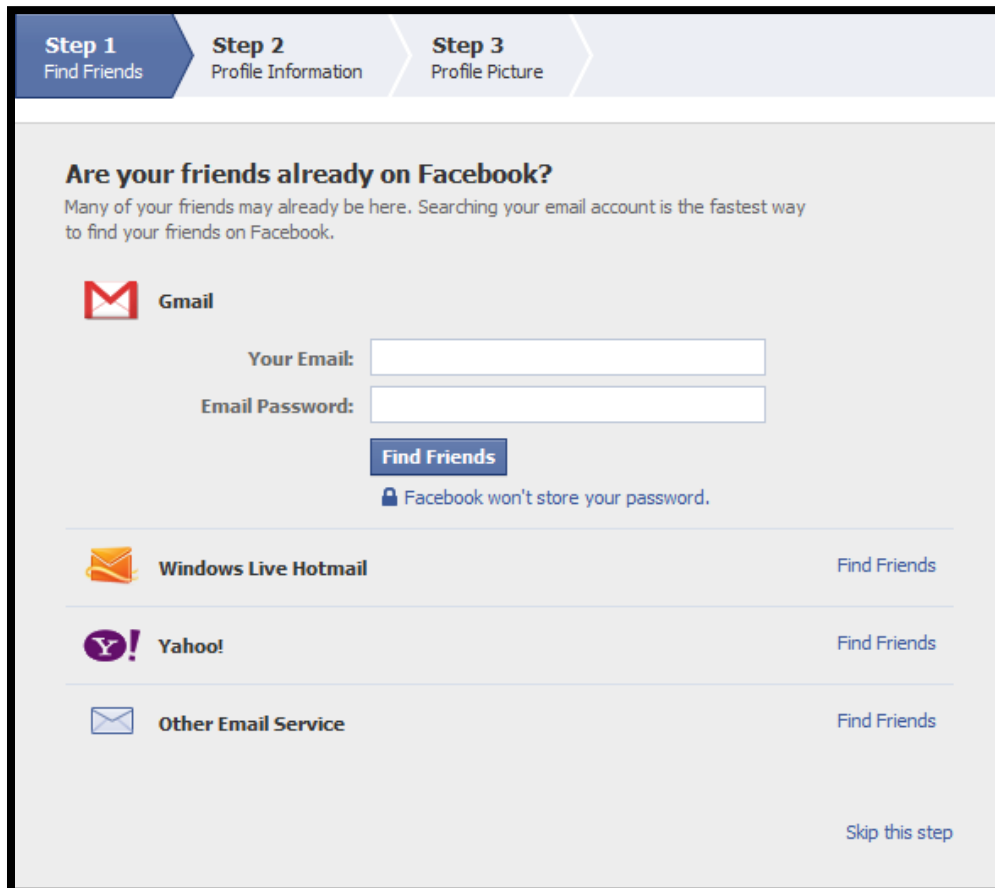
Next, you'll start to fill out some basic profile information, such as your High School, College/University classes, and the company you work for. The more information you provide, the more you'll get out of your account. This guide will help you manage your permission settings later. After this step, it will suggest friends based on your high school, college, and employer. You can opt to

Finally, you'll want to upload a photo of yourself! Don't be shy

Check your email, Facebook has sent you an activation link to complete the sign-up process. Click that, and you're ready to go!

Using Facebook Personally

Now that your account is set up, it's time to start using Facebook! Search for your friends, family, co-workers, and add them as friends. You can also edit your profile to add more details about yourself.

Use the options on the left to load different options for different areas of your profile. Have fun with it; it is not a test. You can lock down most everything to specific groups of people, which we will show you next.
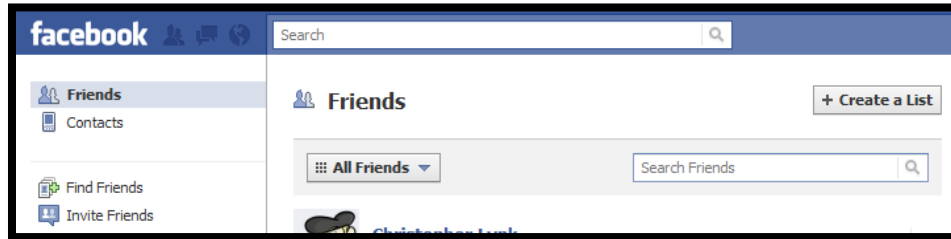
Facebook Privacy – Friend Lists

Now let's start locking down information so the whole world doesn't know all of your deepest, darkest secrets.

First, let's start creating Friend Lists to organize our friends.

Note: You can't create a List until you have at least one friend!

Click **Account**, and then **Edit Friends**.

Then, click **Create a List**.

Give your list a name. A list is basically a group of friends. Friends can be on more than one list. You can then assign certain permissions to specific lists, or block entire lists from seeing particular content. Here's an example of a set of lists you can use:

Your Real Friends – Be it the folks you go bowling with every Thursday or your neighbors or old college buddies, these are your tried and true friends. Make a list especially for them, and let them get the full version of your profile. They should see things like your photos, and Photos tagged with you, videos, wall posts, the ability to post on your wall, and so forth.

Coworkers/staff/clients – These may be friends, or you may want to limit the information they can see. You may want to block photos and wall posts from them. You may want to separate clients to block some access but stay more open for staff and co-workers.

Family – This depends on your Facebook antics of course, but if you don't want Mom seeing photos your friends tag you in of last weekend's happy hour, it may be a good idea to set some permissions up, just in case. You'll want to adjust your settings accordingly.

Some other list ideas include:
College Friends
Grad School Friends
Yoga Classmates
Competitors
Chamber of Commerce Members

When you build out these lists, it doesn't matter who you become Facebook friends with, you can always have control over what they see. You can post a single status update to Facebook and decide you don't want your Competitors list to see it, and you can block your Yoga Classmates list from seeing your birthday, and your co-workers from seeing your interests on your profile. Add users to the appropriate lists that you create, and **ALWAYS** make sure to add a new Facebook friend to the appropriate list. When you add a new friend or confirm a new friend request, Facebook gives you the option to add them to a list.

Facebook Privacy – Locking Your Profile Down

Separating Work and Play

The biggest concern we've faced so far is managing your business page and your personal profile. We're by no means saying Bob's personal profile is inappropriate, but he may not want his clients learning about his love for Star Trek, or seeing those pictures of him dressed in a Star Fleet Uniform, no matter how authentic it may be. Others may prefer being more transparent; it's really up to you and how you run your organization.

You can still have fun and still be social with your friends and families without interfering with your professional Facebook Page. Generally, the two aren't even connected, except you are listed as a Fan of your Organization. That's the only way your Profile is connected to your Facebook Page.

Bob, for example, wants to hide his Star Trek obsession from his co-workers, and he doesn't want his old college friends to know he's working at Acme when they know he attempted to get a PhD in Biochemistry.

Once you've created your Friend Lists and added all of your friends to separate lists, it's time to lock down your privacy settings.

Go to **Account** > and click **Privacy Settings**.

There are a lot of options here, and new options are always showing up (Facebook is very passionate about privacy), so check back here every so often to see if there are new ways to enhance your security.
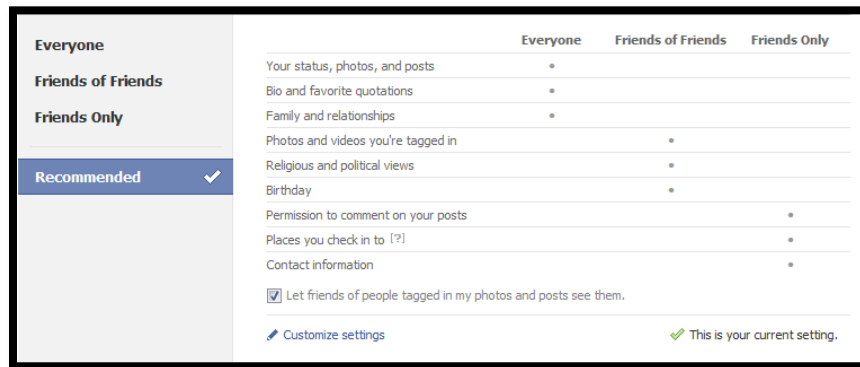
Start by clicking Customize Settings.

This page will give you lots of options for things you do on Facebook and give you the ability to decide exactly who can see them. Lock things down as you see fit; some people are more open while others keep most things private.

Besides just clicking Everyone, Friends of Friends, and Friends Only, you can also customize the privacy settings for each parameter.
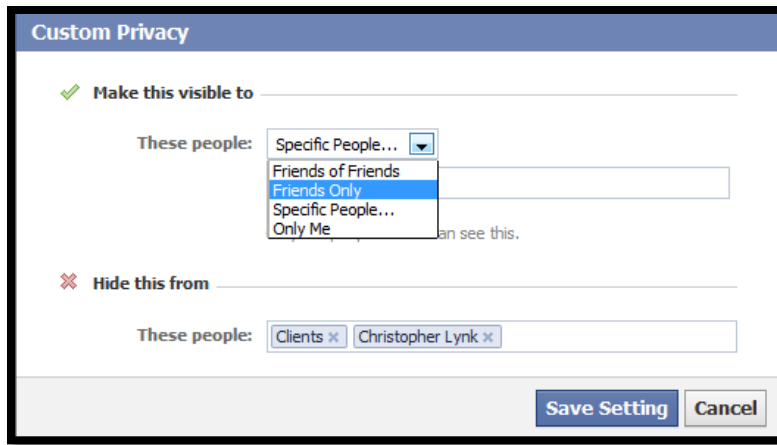
You have plenty of control over who sees what, so you can use your personal Facebook without worrying about certain people getting access to things they don't need to know. Take your time and be sure to check every option.

Once you run through all of those options, go back to **Privacy Settings** and click **Apps, Games, and Websites**.

If you aren't new to Facebook, you can edit and disable third party apps here, choose what information Apps can share with your friends, and choose who can see activity posted to your wall by Apps. From here, you can also block people from finding your Facebook **personal** profile on the search engines. If you really want to keep private, you can do this, but you certainly don't need to if you don't mind.
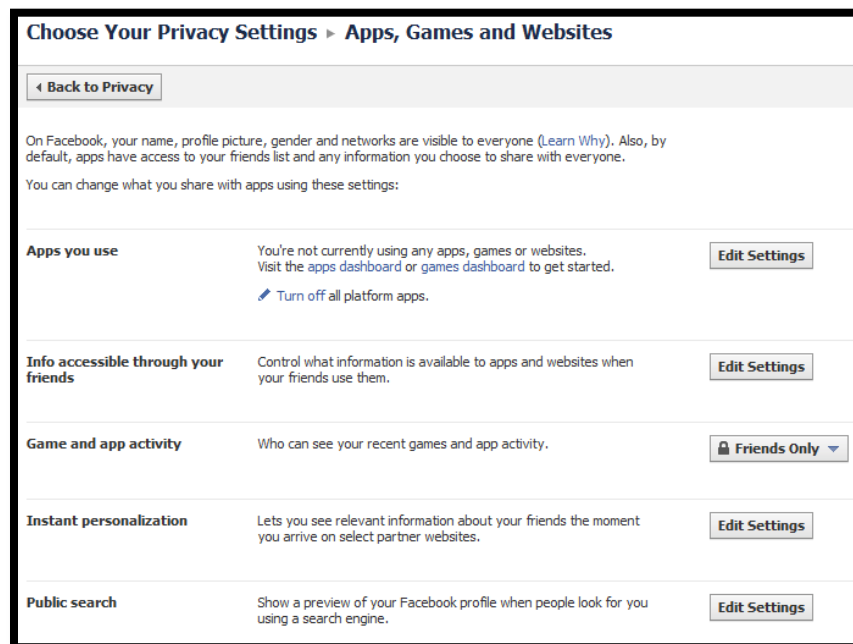
Finally, go back to **Privacy Settings** and click **View Settings** (towards the top).

Here you can choose who can search for you on Facebook (usually keep this at **Everyone** if you want to be social, but if you want to hide yourself from the world, you can lock it down to **Friends of Friends** or **Only Friends**.

You can choose who can send you private messages, who can send you friend requests, who can see your education and work, current city, hometown, and other activities.

The most important option here is **See your friend list**. I suggest you lock that down, at least so clients, competitors, and other business-related contacts can't see your friends list.
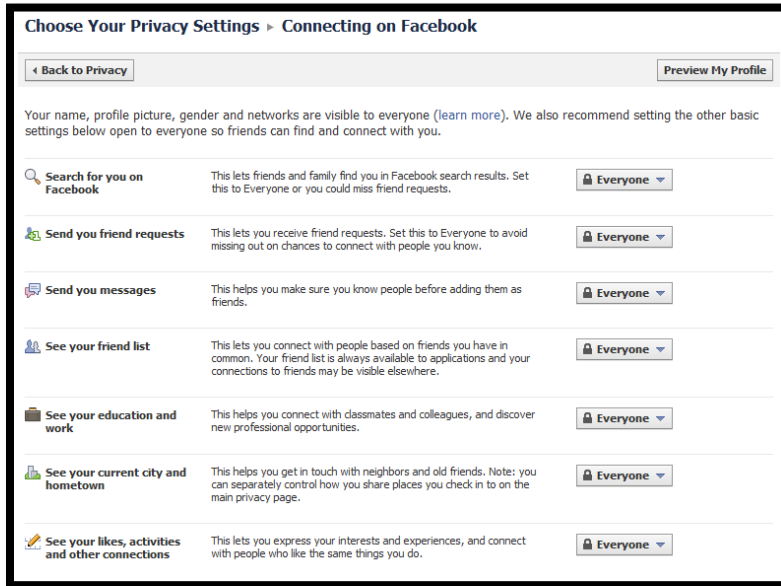
Account Security

It is **very** important to set up your account security on Facebook to prevent your account from getting compromised. First, use a very secure password, one that is unique to Facebook. (Use a password manager like Roboforms or Keepas, or create a password naming convention that helps you remember passwords for separate accounts). Beyond that though, you'll want to go to **Account > Account Settings** and make sure you set up a **Security Question,** and check the **Account Security** area. You can have Facebook email or text you whenever someone tries to log into your account (unless it's from a computer you trust). Facebook tracks some of the recent activity here as well. You can also set up your **Username** here, which gives your personal profile a vanity url (facebook.com/username)

Facebook Pages

Once you have your personal account set up, it's time to create a Facebook Page.

Facebook Pages are for entities like companies, organizations, celebrities, musicians, bands, brands, and more. The biggest difference between Facebook Pages and Facebook Personal Profiles is that Facebook Pages are public. You can't pick and choose who can see your Facebook Page the same way you do with your personal profile. In fact, minus a few minor permissions, **anyone** can access your Facebook Page and 'Like' it.

> **What is it to Like something?**
>
> Facebook uses the term 'Like' in a few different ways. You can 'Like' status updates, comments, and photos, which basically subscribes you to further commentary, and tells the person who posted it that you like their post!

Creating a Facebook Page

Let's run through the process of creating a Facebook Page.

To create your first page, be sure you are logged into Facebook, and go to: http://www.facebook.com/pages/create.php. You can also click **Create a Page** on the very bottom of Facebook.
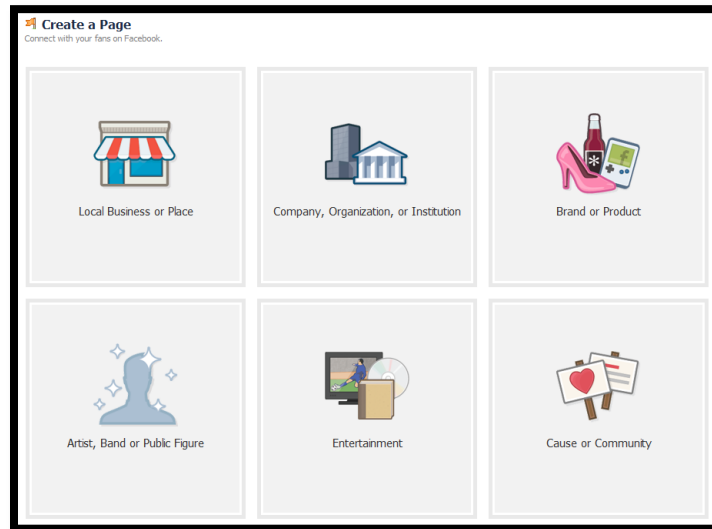
First, you'll need to select what kind of page you are creating. You'll likely want to choose **Local Business or Place** if you mostly focus on a single location and have a customer store front. Your page will be more localized as opposed to **Company, Organization, or Institution**, although if you don't need to direct clients to your physical business, **Company, Organization, or Institution** let's you choose from more specific categories.

Click the option that best suits your new page. It will have you choose a category and give your page a name (use your company or brand name).

Your Facebook Page has been created! Now it's time to populate it with information about your company and/or brand.
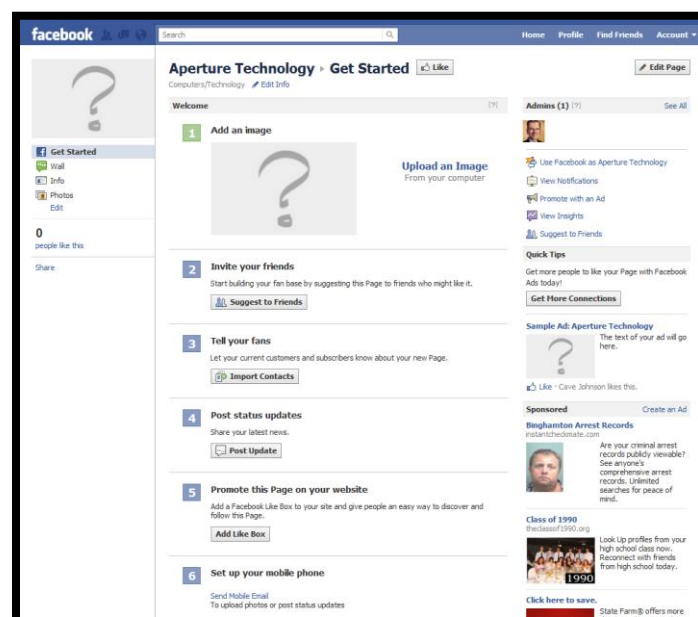
Customizing your Page

You'll notice your page is a little stark. Now it's time to add information to it.

First, you'll want to add an image. Mouse over the image placeholder and click Upload Image. Facebook allows a maximum size of 200 pixels wide and up to 500 pixels tall. When creating your profile image, remember that the thumbnail that represents your status posts is square, so having your logo display in a 200x200 pixel area will help you brand your status updates.

After you upload your image, you can edit the thumbnail, dragging the image until only your logo is in the box.

Since we're already in the **Edit Page** area, go through the options on the left to customize your page for your company.

Your Settings: Here you can choose who you comment and post as when you are on your page. This allows administrators to comment as themselves, but by default, status posts display as the page. You can also set up email notifications here.

Manage Permissions: Turn your page on and off to the public, restrict it to specific countries or age groups, and block specific users and profanity from the site. You can also choose wheth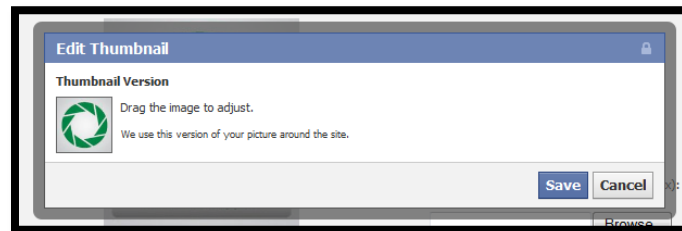er or not users can write or post content, add photos and video, and what the default tab is when users first land on your page. It is recommended that you allow users to post content and media on your page, the more interaction the better!

Basic Information: Fill out the form with your company/brand info. The more you fill out, the better! **This is also where you give your page a username (vanity url) once you hit 25 fans**. If you don't have a username for your personal profile, it asks for that first, so be careful! You can only change it **once!**

Profile Picture: Upload and change your profile image and adjust your thumbnail from here.

Featured: As you 'Like' things on Facebook, you'll be able to show them off on your Page as well. By default, you can ignore this, although you may want to 'Like' your vendors, partners, and clients' Facebook pages and opt to display them on your page. You can also toggle the display of Admins on the side of your page. By default, all Admins are set to NOT display, which is highly recommended for privacy purposes.

Marketing: Options here help you share your page out to other Facebook users, ranging from sharing the page with your Facebook friends and running targeted pay per click ads on Facebook.

Manage Admins: This is where you can add other users to administrate your page. Other administrators will post as your company when they update the page.

Apps: See the apps you have authorized on your page, and edit their individual settings.

Mobile: If you want to update your page with a mobile phone, this tab has several options for that. You can also use third party services like ping.fm instead.

Insights: Once you start utilizing your page and get some fans, insights will tell you how you are doing. There are many graphs that display different metrics and help you see how successful your status updates are. You can also get demographic information and measure how many people follow and interact with you.

The Wall: Where the Conversation Happens

Wall vs. Feed

The Wall is something that every single Profile and Page on Facebook has. In fact, over time, Facebook has gradually made the Wall more and more important, and more centralized within the Facebook Platform. The Wall is where Facebook Profiles get their feeds. When Bob's friend Betty uploads new pictures, Bob is notified on his Feed. If his friend Tom publishes an inspirational quote that too, is displayed on Bob's Feed. If Bob likes the quote and wants to share it with friends, he can do so in one click, and it will display on all of his Friends' Feeds.

Once you are done editing your page, click **View Page** on the top right and go back to it. Check the navigation on the left (just under the image) to view the different tabs of your page.   Click on **Wall**.

It's pretty empty right now, but this is where your dialog will happen between you and those that 'Like' you. Updating your status from here will update your Page, and send the update to all of your followers' News Feeds. It will display your company logo (not your personal profile picture).

Adding Photos

Now that you've added your logo, you can add other photos as well. Add photos of your products or services easily by clicking **Photos** on the left navigation.
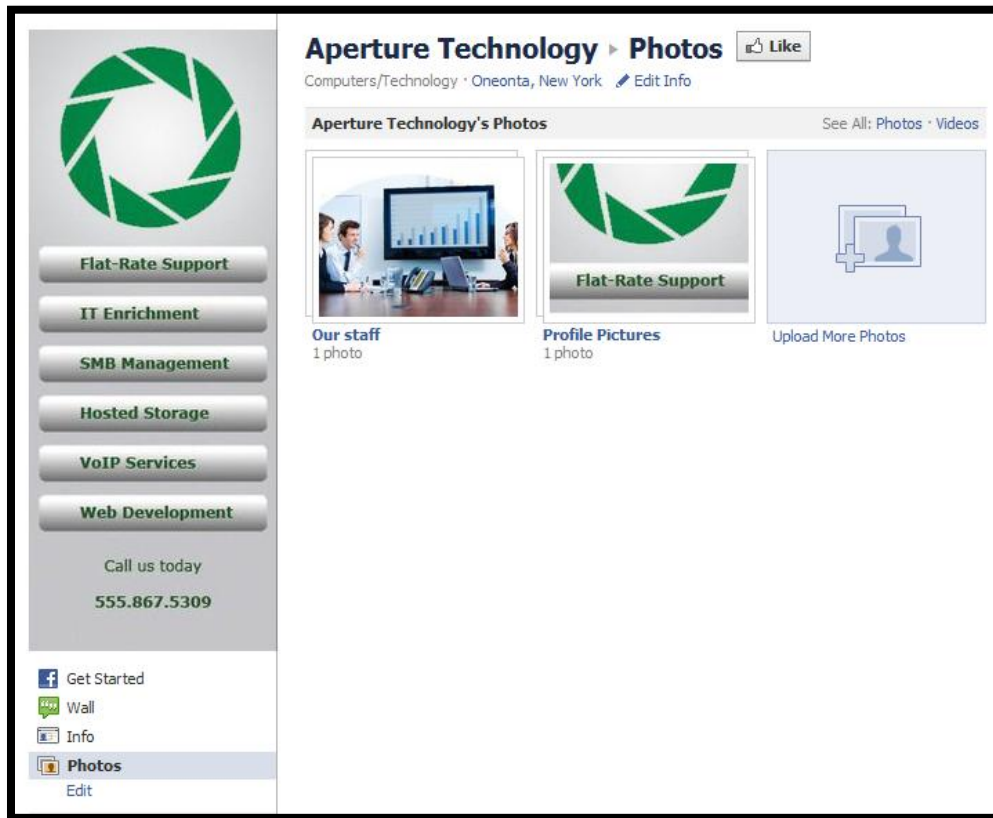
You'll see your logo is there, as your Profile Picture. Let's say you want to add a line of product photos to Facebook. You'll want to create a new Album. Click **Upload More Photos**. If you've set up albums already, you can click on the album and upload photos to that specific album.

Select the photos you want to add.

Give your Album a Name, a Location (if you'd like) and choose if you want standard images or high resolution images.

After uploading, you can Caption the images, or if you change your mind you can delete particular photos. When completed, click **Publish Photos**. If you have any fans, the new photos will show up on their feed.

Facebook Insights

Not only do you get to spread the word of your organization and communicate and advertise to your fans, you can also track a laundry list of variables concerning demographical data and activity on your page. It can't be done immediately however. You'll need to start getting some fans on your site, and start posting status updates.
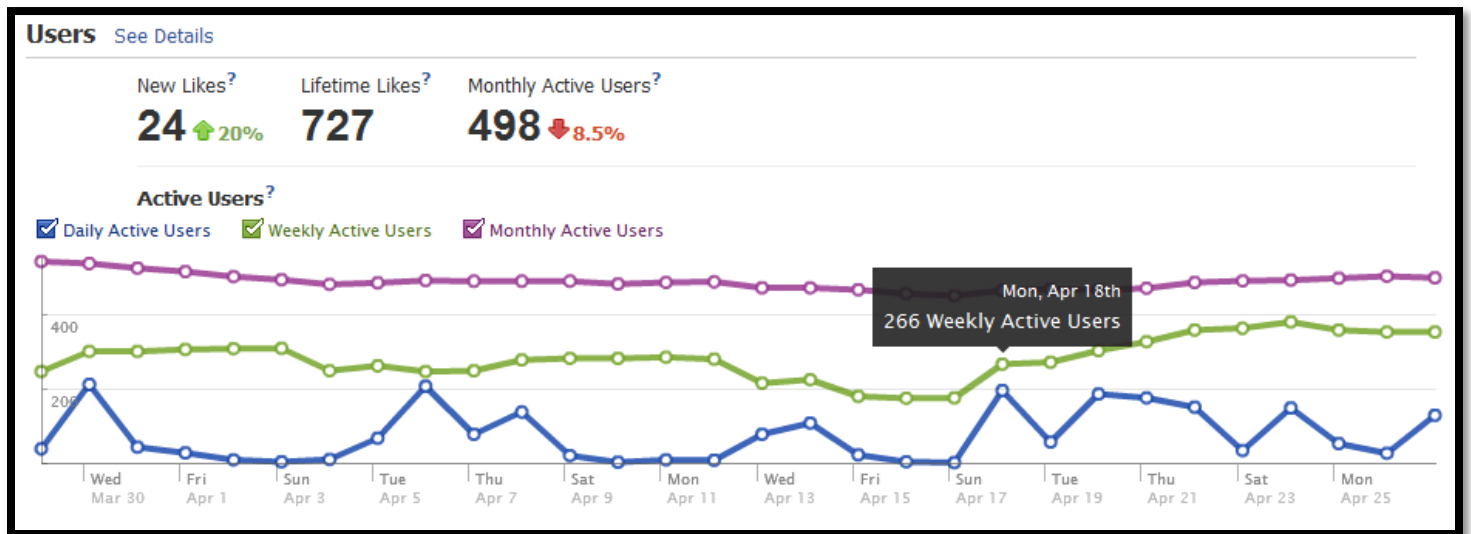
To view your Analytical data, go to your page and click **Edit Page** and then **Insights** on the left. You'll eventually be able to see a wide variety of information which will help you get a better understanding of your fans, and what they are looking at when on your page. Utilize this information the next time you put together a marketing campaign and you'll know exactly who to focus on and what you've done in the past that was successful. Speaking of Ad Campaigns:

Ad Campaigns

Want to advertise your organization? Your ads could appear along the sides of Facebook Profiles and Pages for a very targeted set of users. Whether you want to localize your Facebook Ad Campaign or reach a global audience, you can attach social actions to increase relevance and set your demographic. If you want to target single males, age 24 to 28 who have graduated college and live in New York, your ad will only display for that particular demographic group.

Ad Campaigns can cost as little as $1.00 a day. For more information, go into your page settings and click **Marketing** while editing your page. If you'd like marketing assistance or more information on Facebook Ads, feel free to contact Directive at 607.433.2200.

Keeping your Page Active

The last thing you want now is for your Facebook Page to become stale. Keep up on it! It won't look good if 8 months from now a user checks it out and finds your page barren with no updates for months. Visit your Facebook page **at least** twice a week. Keep it up to date and follow up on comments from Fans.

> ## Lost?
>
> The best way to keep your Facebook followers in the loop with your business is to log onto Facebook, go to **Account > Use Facebook as a Page** and click on your page, and type something into the **Write something…** field. This can be a link, a photo, a video, and event, or even just something that you feel you should say to everyone who is following you! Facebook Pages uses the Like button as well. When you 'Like' a Facebook Page, you basically become a fan or a follower of it. You'll see updates on your stream whenever that page posts.

Promotions

As you start racking up more and more fans on your Facebook Page, you may want to run a promotion to try to get more followers or to drive your current fans into your website to fill out a form to generate a lead. Facebook's policy on promotions changes fairly often, so it's important you take a look at http://www.facebook.com/promotions_guidelines.php to read the current rules.

You cannot: Condition entry in the promotion upon a user providing content on Facebook, such as posting on a Wall of a Page, uploading a photo, or posting a status update.

You can: Use a third party application to condition entry to the promotion upon a user providing content to the application. For example, you may administer a photo contest whereby a user uploads a photo to a third-party application to enter the contest.

You cannot: Administer a promotion that users automatically enter by liking your Page, checking in to your Place or connecting to your Platform integration.

You can: Require entrants to like your Page, check in to your Place or connect to your Platform integration before they provide their full entry information, such as name and contact information.

You cannot: Notify winners through Facebook, such as through Facebook messages, chat, or posts on profiles or Pages.

You can: Collect an email or address through the third-party application for the promotion in order to contact the winner by email or standard mail.

You cannot: Instruct people (in the rules or elsewhere) to sign up for a Facebook account before they enter the promotion.

You can: Instruct users to visit the third-party application to enter the promotion (as described in Section 2.3.2.1). Since users must have a Facebook account in order to access an application on the Facebook Platform, if you give this instruction, they will be prompted to sign up for a Facebook account if they do not already have one.

Social Media Policies

One final issue to pay attention to, now that your business is on Facebook, is your organization's **Social Media Policy**. You may not have a policy in place yet for social media. A Social Media Policy outlines for employees the corporate guidelines or principles of communicated on social networks, such as Facebook, MySpace, and Twitter.

Since social media is so huge and popular, it's important to be prepared to adopt a social media policy. Be prepared to put together some guidelines for your employees and staff to ensure that they don't cause you any bad publicity, especially now that your organization is on Facebook.

It is acceptable to make it clear that it is company policy to monitor employee use of social media, both at work and from home. Your policies should exist to eliminate defamation and public disclosure of private facts concerning your organization. However, it's not widely accepted to simply tell your employees they cannot use social networking sites, whatsoever. With a policy like that, you may miss out on some fantastic opportunities just to solve a single problem (for example, Twitter is responsible for $1 million of revenue earned by Dell in the past year and a half).

Social Media and Social Networking is important to your business, and it's important to your employees. With that said, your organization's reputation is also vital, which is why a Social Media Policy is important. The privacy sections in this guide may help you and your employees when it comes to protecting your organizations' intellectual data and reputation, although it's important to have a complete written policy. The goal is to protect both your business and your staff.

If you'd like assistance creating a custom Social Media Policy for your organization, please, feel free to contact Directive.

Glossary

Application – (Facebook) A Facebook Application is a small widget that you can 'install' to your Facebook account that adds additional features to Facebook. Some widgets are shared amongst friends, enhancing social actions, while other applications add support for other Social Networking Sites, and much more.

Bookmark – Facebook allows you to place shortcuts to Facebook Applications on the bottom bar, which is displayed on every Facebook page when you are logged in.

Comment – Comments can be applied to practically everything sent to and from users on Facebook, from photos, status updates, videos, and application feeds. Feeds that can be commented on are generally called Stories.

Facebook Page – Facebook Pages (also known as Public Profiles) are for any entity that is not an individual, such as Bands and Organizations. Pages have a similar layout to Profiles, but are not particularly tied to a single user.

Facebook Profile – This is your personal page. All of your Facebook Friends have these too! This is where your Wall is, as well as the rest of your Facebook applications. Your info is here, and you can set various permissions to block certain types of Facebook users from seeing certain parts.

Feed – This is where notifications are displayed for Facebook Profiles. When your friend adds something to their Wall, uploads new pictures, or performs a variety of other actions, it will be broadcasted onto your Feed.

Friend Lists – Create lists of friends to create permission groups, or simply view Streams from only a select group of friends. For example, you can set up a Family Member Friend List.

Profile Tabs – Profile information is divided into sections called Tabs.

- Info – This displays basic information, such as Birthday and Hometown, as well as interests and activities. Also listed are all groups the user is a member of, and all pages the user is a fan of.
- Wall – Displays all of the user's interaction with friends, such as comments and messages, as well as status messages.
- Photos – Displays your photo albums and the photos within them.
- Boxes – This is where 'other' applications post their data. Some applications display or can display publicly, and can reside here. This depends on the application and the settings you apply for it.
- Others – Some applications can become separate tabs, depending on their settings.

Status Messages – To share links, photos, news, or simply write a short description of what you are doing, use the Status Messages field, also known as the **What's on your mind?** Box. You can let your friends know what you are up to, or share information with them. This gets sent out on the **Stream**.

Story – Stories are items that appear in the Stream (also known as the Feed, or News Feed). Each item in the list is called a Story, and can consist of status updates, photo updates, videos, application feeds, and anything else that is broadcasted amongst friends.

Stream – This is the first thing you see when logging into Facebook, and is also known as your **Facebook Homepage**. It displays friend status updates and **stories**. The Stream is in real time, and is often referred to as the **News Feed**.

Wall – This is where you log your activity, post links, photos, notes, videos, and more. When you post something on your Wall, your friends can view it in their Feeds.

In Closing

As you can see, Facebook has some very powerful tools for Marketing, and also allows you to keep your personal life and business life separate with advance permission settings. We hope that this guide has helped you get a better understanding of the mechanics behind Facebook, so that your organization can benefit from the free viral advertising offered by the Social Networking giant. If you have any questions at all regarding Facebook, or the web in general, feel free to contact us, and we will be glad to help.

About Directive

Directive has been serving the upstate New York region for over 17 years, providing IT services to small and medium sized businesses. Today, Directive's IT Managed Services provide clients with proactive, Flat-Rate IT, Networking, and iron-clad Disaster Recovery. By utilizing advanced network monitoring tools, an experienced, skilled staff, and standardized service procedures, Directive has been raising the bar for IT service expectations. As a web design and marketing provider for over a decade, Directive has utilized its proactive, managed IT philosophies to compliment web services provided to clients. Directive extends its services to other IT/MSP companies, providing marketing and web development solutions. If you have any questions regarding your IT or Web marketing needs, feel free to contact us at 607.433.2200, and we will assess your needs and help you determine what's right for your organization.

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