

Facebook for Business



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Facebook for your Business

As of 2015, Facebook has surpassed 1.55 billion monthly active users worldwide. Think about that number. Facebook is no longer a platform for the young and hip, but has since turned to a diverse networking platform and information hub. According to IDC, 80% of smartphone users check Facebook within 15 minutes of waking up in the morning. On average, the same smartphone users spend a total of 163 minutes using social media each day.¹ Broken down, that's a little over 2.7 hours of time to broadcast your web presence to your audience.

Business Page versus Personal Page

I already have a personal page, could I use that to forward my business presence? The short answer is no.

A Facebook personal page is meant to be used purely for connecting and sharing with friends and family. On a personal page, your content generally travels as far as your friend's friends. Many personal Facebook page posts are filtered out by Facebook's news feed algorithm and are rarely broadcasted to all your friends.

A Facebook business page has many tools built-in to set and target your preferred audience. Among these tools, are options to promote your posts which supercharges your maximum follower interaction. Another benefit of the post promotion tool is the ability to reach Facebook users who have not "liked" or "followed" your page yet.

Creating a Facebook Page for Business

Creating a Facebook Page for Business

Creating a Facebook Page for Business is a relatively simple process, however, a personal Facebook profile is required to create and maintain the business page. Using your personal Facebook profile can open up your Business Page to attack from outside sources. To protect against this, it's best to create a Facebook account that will not be used on a day to day basis and instead will solely be used to maintain the business page.

Initial Page Setup

A Facebook account will be required for this training. A personal Facebook account can be used but it is highly recommended that you create an account specifically for page moderation. Later in the training we will be covering multiple user roles and how to secure your Facebook business page.

If you get stuck or have questions at any point, look for the Facebook Help icon, shown as [?]. The Facebook Help icon will answer a few basic questions about the specific setting or feature.

If you do not have a Facebook account, open a web browser and navigate to www.facebook.com. The registration form is located on the front page. Fill out each required box and click **signup**. When prompted with any of the subsequent steps, click **Skip** as they are not required for Facebook account creation and can be added later. You will need to verify your email after your account has been created. **Email verification must be completed before a business page can be created.** This can be done by

¹ <http://www.adweek.com/socialtimes/smartphones/480485?red=at>

logging into your email and clicking the **Confirm Your Account** button included in the **Just one more step to get started on Facebook** email.

1. Log into your Facebook Account.
2. On the left-hand navigational menu, click **Create Page**.
3. Choose one of the six types that describes your business the best.
4. Choose a category that best fits your business and fill out the required fields.
5. Follow the steps to setup a Facebook page. Any information can be added or changed later.

Modifying Business Information

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. When presented with your page's **Timeline**, click **About**.
3. Click **Page Info**.
4. Under **Page Info**, you add or modify all of your business information. Below I've include a list and description of a few different settings. You change these settings by hovering over the setting and clicking the corresponding **Edit** button.
 - a. **Category**: How your page is identified and grouped on Facebook.
 - b. **Subcategories**: A way to further define how your page is identified on Facebook.
 - c. **Facebook Web Address**: A customized web address used for sharing your page with others via links. Ex: www.facebook.com/MyBigBusiness
 - d. **Start Date**: The creation date of your business or brand.
 - e. **Short Description**: A small summary of your web page used as a brief description. This is displayed when showing your page in search results.
 - f. **Long Description**: An extended general purpose summary about your page. Who are you? What do you stand for? Goals?
 - g. **Price Range**: The price range of goods or product you're selling.
 - h. **Official Page**: If your page references another business or product, enter the web address to that page. Ex: Marcus Parkwood Theatre would use Marcus Theaters as its official page.
5. When finished modifying a setting, click the **Save Changes** button.

Publishing or Unpublishing a Page

Publishing a page will make the page available to the public, whereas unpublishing the page allows you to setup, make changes or take down the page without deleting it.

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. Click **Settings** in the upper right hand corner, it's located to the left of the **Help** button.
3. Under the **General** category, find **Page Visibility** and click **Edit**.
4. Check the box to Unpublish the page or uncheck to Publish.
5. Click **Save Changes**.

Logging in as your Business Page

Logging in as your Business Page allows you to surf Facebook as your business. This can be helpful when liking other pages or sharing existing Facebook content to your page.

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. Click the Facebook Account Menu in the upper right-hand corner. This is depicted as a down arrow.
3. Under the **Use Facebook as:** group, click your business page's name.
4. You are now using Facebook as your business page.



Branding and Images

Branding and images are very important to your page. These photos will be used as thumbnails when your posts are shown on follower's timelines.

Setting a Profile Picture

A profile picture is the first source a branding that the user will encounter. This photo will be used as a thumbnail every time your content is shown and as such should be representative of your business.

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. In the profile picture box, find the camera icon in the lower right hand corner. See Figure 1
3. Click the **Camera Icon** to prompt the profile picture selection menu.
4. Choose **Upload Photo**.
5. Select a photo and click **Open**.
6. The photo has been set as your profile pic.

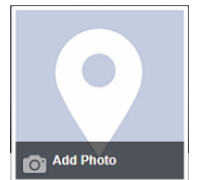


Figure 1

Setting a Cover Photo

A cover photo is the second source of branding that the user will encounter. This photo should be representative of your business. This could be a photo of your business, a photo of your service/product or something similar.

5. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
6. In the cover photo box, find the camera icon in the upper left hand corner. See Figure 2.
7. Click the **Camera Icon** to prompt the cover photo selection menu.
8. Choose **Upload Photo**.
9. Select a photo and click **Open**.
10. The photo has been set as your Cover Photo.



Figure 2

Users and Moderation

Users are important to your Facebook page. When used correctly, they provide a secure way to delegate power and privileges.

Adding Users

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. Click **Settings** in the upper right hand corner, it's located to the left of the **Help** button.
3. On the left **Settings Category List**, select **Page Roles**.

- Here you can enter the Name or Username of anyone that has “liked” or “followed” your page. If the user you would like to add has not “liked” or “followed” the page, you may enter the email address of that user instead. If an email address is entered, an email will be sent instructing the user to login to Facebook.

Types of Users

There are five user roles on Facebook, with the most important being Admin. The admin role is the only role that is allowed to modify other user roles. As such, the admin role should be applied to an account that will not be used frequently, with all other accounts being Editor or less. See Figure 3.

	Admin	Editor	Moderator	Advertiser	Analyst
Manage Page roles and settings	✓				
Edit the Page and add apps	✓	✓			
Create and delete posts as the Page	✓	✓			
Send messages as the Page	✓	✓	✓		
Respond to and delete comments and posts to the Page	✓	✓	✓		
Remove and ban people from the Page	✓	✓	✓		
Create ads	✓	✓	✓	✓	
View insights	✓	✓	✓	✓	✓
See who published as the Page	✓	✓	✓	✓	✓

Figure 3

Moderation of Follower Interaction

Being a business, it’s natural to want your Facebook business page to reach as many people as possible. This, however, can also pose problems. What if you have a follower that is constantly harassing your business or other users on the page? What if you don’t want certain language to be used on your business page? Do you want to limit your pages reach to adults only? To remedy these issues, and many more like it, Facebook has included a few different settings to manage your page’s follower interaction.

Limit or Mandate Reviewing of Follower Posting

This setting designates whether or not a follower can post (including videos or photos) and if the post needs to be reviewed before it is shown on your business page.

- Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
- Click **Settings** in the upper right hand corner, it’s located to the left of the **Help** button.

3. On the left **Settings Category List**, select **General**.
4. Click **Visitor Posts** to expand the setting.
5. Select one of the following settings.
 - a. **Allow visitors to Page to publish posts:** This setting allows visitors to post on your page.
 - i. **[Optional] Allow photo and video posts:** This setting allows visitors to post photos or videos to your page.
 - ii. **[Optional] Review posts by other people before they are published to the Page:** This settings mandates that all posts by visitors must be approved before they are displayed on your page.
 - b. **Disable posts by other people on the Page:** This setting blocks all visitors from posting to your page. This setting will not affect User Roles as designated by you.
6. Click **Save Changes**.

Allowing Followers to Message your Business

This setting designates whether or not followers can privately message your business. **This setting should only be enabled if you will be checking and responding to private messages from followers.**

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. Click **Settings** in the upper right hand corner, it's located to the left of the **Help** button.
3. On the left **Settings Category List**, select **General**.
4. Click **Messages** to expand the setting.
5. Checking this setting will allow followers to contact your page privately, while unchecking will block followers from messaging you privately.
6. Click **Save Changes**.

Allow Follower Tagging of Photos and Videos

This setting designates whether followers can tag themselves or others in your posted photos or videos. (Ex: Your business hosts a block party and you post images of the block party to your business page. A follower could tag themselves in your photos, further expanding your pages reach.)

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. Click **Settings** in the upper right hand corner, it's located to the left of the **Help** button.
3. On the left **Settings Category List**, select **General**.
4. Click **Tagging Ability** to expand the setting.
5. Checking this setting will allow visitors to tag themselves or others in your photos and videos, while unchecking this setting will prevent visitor tagging.
6. Click **Save Changes**.

Country Restrictions

This setting designates which countries are allowed to see your business page. This setting is all inclusive, meaning that you cannot show or hide your pages from individual countries in the list but instead applies to your entire list.

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.

2. Click **Settings** in the upper right hand corner, it's located to the left of the **Help** button.
3. On the left **Settings Category List**, select **General**.
4. Click **Country Restrictions** to expand the setting.
5. Enter a country name into the textbox. When the auto-complete menu appears, click the corresponding country name.
 - a. You can remove countries from this list by clicking the **X** next to any added country in the list.
6. Select the corresponding button to either Show or Hide your page from the displayed list of countries.
7. Click **Save Changes**.

Age Restrictions

This setting designates which age groups are allowed to see your business page. Setting an age restriction will automatically unlike and hide the page for any followers not included in the age restriction.

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. Click **Settings** in the upper right hand corner, it's located to the left of the **Help** button.
3. On the left **Settings Category List**, select **General**.
4. Click **Age Restrictions** to expand the setting.
5. From the dropdown, select one of the following settings.
 - a. **Anyone (13+)**: This setting designates that there isn't a set age restriction for your page.
 - b. **People 17 and over**: This setting designates that anyone 17 and older can view your page.
 - c. **People 18 and over**: This setting designates that anyone 18 and older can view your page.
 - d. **People 19 and over**: This setting designates that anyone 19 and older can view your page.
 - e. **People 21 and over**: This setting designates that anyone 21 and older can view your page.
 - f. **Alcohol-Related**: This setting designates that your page features alcohol and will set an age restriction based on the country origin of the follower. (Ex: This setting will set the age restriction for 21 and over in the United States but would set an age restriction of 18 for Germany.)
6. Click **Save Changes**.

Adjust the Profanity Filter

This settings designates what level of filtering the profanity filter uses. The profanity filter uses a general list of words as maintained by Facebook and determined by the Facebook Community. This is a general list and should be supplemented by the Page Moderation setting (as shown below).

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. Click **Settings** in the upper right hand corner, it's located to the left of the **Help** button.
3. On the left **Settings Category List**, select **General**.

4. Click **Profanity Filter** to expand the setting.
5. From the dropdown, select one of the following settings.
 - a. **Off:** The profanity filter is off.
 - b. **Medium:** The profanity filter will block a moderate amount profanity.
 - c. **Strong:** The profanity filter will block most profanity.
6. Click **Save Changes**.

Page Moderation: Granular Blocking of Inappropriate or Offensive Language

This setting allows you to specify which words (not covered by the profanity filter) are blocked from usage by your followers. (This can be any type of language. The most commonly blocked are discriminatory or other nonvulgar derogatory language.)

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. Click **Settings** in the upper right hand corner, it's located to the left of the **Help** button.
3. On the left **Settings Category List**, select **General**.
4. Click **Page Moderation** to expand the setting.
5. Enter any words or language you would like blocked from your page. **Words or language entered will need to be separated by commas. (Ex: Alfa, Bravo, Charlie, Delta, Echo)**
6. Click **Save Changes**.

Delete Follower Posts and/or Comments

Facebook foresaw the need for easy content moderation and has implemented tools to delete comments in the event a follower or visitor posts or comments something offensive or unwanted.

1. Find the offending post or comment.
2. While hovering over the post or comment, click the **Pencil** in the upper right-hand corner.
3. When the moderation menu appears, click **Delete**.
4. Optionally, the user banishment popup will appear. From here you can choose to delete the offending content or delete the offending content and ban the user. Banning the user will prevent that specific visitor from further posting or commenting on your page.

Banning a Follower

If a follower or visitor has consistently posted or commented offending material, you can banish (ban) them from further interaction with you page.

1. Find the offending post or comment.
2. While hovering over the post or comment, click the **Pencil** in the upper right-hand corner.
3. When the moderation menu appears, click **Delete**.
4. The user banishment popup will appear. From here, choose to delete the offending content and ban the user. Banning the user will prevent that specific visitor from further posting or commenting on your page.

Unbanning a Follower

Unbanning (unbanning) a follower or visitor will allow them to interact with your page again.

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.

2. Click **Settings** in the upper right hand corner, it's located to the left of the **Help** button.
3. On the left **Settings Category List**, select **Banned Users**.
4. Click the **Gear Icon** to the right of the person you would like to unban.
5. When the moderation menu appears, click **Unban**.

Posting and Follower Interaction

With the advent of video and posting, Facebook has given pages a more flexible and direct answer to interacting with followers.

Creating a Post

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. On the right side of your business page, find the status box. See Figure 4.

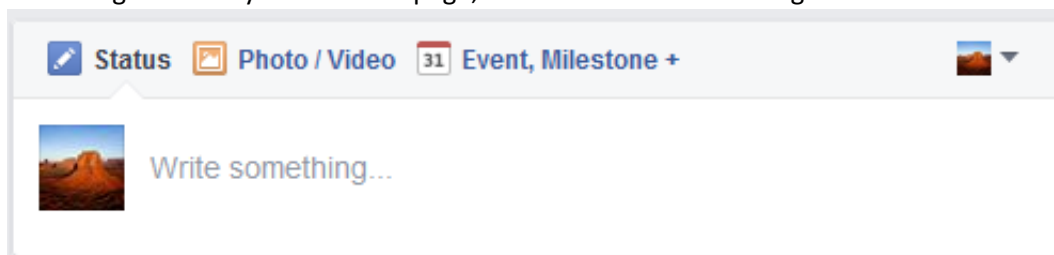


Figure 4

3. Click the status input box, the textbox labeled **Write something...**, and type your status.
 - a. Using the **Post As** button, you can change which account the post will be posted to your page as.
4. When your post is ready, click the **Publish** button.

Posting Images or Videos

Images and Videos are a great way to interact with the user. Videos and Images are frequently shared by other users which will further your page's reach.

Post Image or Video

Posting images or videos allow you to easily share one or more photos or videos along with supplementary information. (Ex: Share a photo of your newest product and include supplementary information such as specifications or price.)

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. On the right side of your business page, find the status box. See Figure 4.
3. Click the **Photo / Video** button.
4. From the **Photo / Video** menu. Select **Upload Photos/Video**.
5. When the media upload window opens, select the photos or videos you would like to post and click **Open**.
6. If you would like to add supplementary text, click **Say something about this photo...** and enter your text.
7. When your post is ready, click the **Publish** button.

Post Photo Album

Photo Albums allow you to upload and share multiple similar or related images or videos. (Ex: Share a photo album of the most recent event your business hosted.)

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. On the right side of your business page, find the status box. See Figure 4.
3. Click the **Photo / Video** button.
4. From the **Photo / Video** menu. Select **Create Photo Album**.
5. When the media upload window opens, select the photos or videos you would like to post and click **Open**.
6. When the Photo Album window opens, click the photo album name textbox, the textbox labeled **Untitled**, to give your photo album a name.
7. Click the photo album description textbox, the textbox labeled **Say something about this album...**, to add a description to your photo album. This could include supplemental details about the photo album.
8. If the photos were all taken in the same area, you can tag a location to your photo album by clicking the photo album location textbox, the textbox labeled **Where were these taken?**, and entering a location. (Ex: Mille Lacs Lake or St. Paul, Minnesota)
9. Photo Albums also allow the following optional settings.
 - a. **High Quality:** This setting uploads high quality versions of photos or videos to Facebook. Selecting this setting will slow the speed at which the photo album is uploaded.
 - b. **Hide from News Feed:** This setting prevents your shared photo album from being displayed on follower's News Feed. The photo album will still be available on your Timeline.
 - c. **Use Date from Photos:** This setting will allow Facebook to use the photo taken date from your images and will appropriately add the dates to the photo album.
 - d. **Pick a Date:** This setting will allow you to choose when your photos or video was taken.
10. When finished, click the **Post** button.

Post Photo Carousel

Photo Carousels allow you to enter a URL of a website and create multiple thumbnails using images taken from the webpage. (Ex: Share a photo carousel of this season's newest products.)

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. On the right side of your business page, find the status box. See Figure 4.
3. Click the **Photo / Video** button.
4. From the **Photo / Video** menu. Select **Create a Photo Carousel**.
5. When the photo carousel window opens, enter the URL to the location of the images. (Ex: www.mywebsite.com/clothing/fall-favorites)
6. Once Facebook has finished scanning the URL, you can select which photos are added to the carousel by clicking their thumbnails to select or deselect them. **By default, all photos are added to the carousel. Added photos are outlined in blue.**
7. When finished, click the **Publish** button.

Modifying Posts

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. Find the post you would like to edit and click the **post options (down arrow) button** in the upper right-hand corner.
3. When the post options menu has opened, click **Edit Post**.
4. When you have finished making changes to your post, click the **Done Editing** button.

Sharing Posts

Sharing is an easy way to add existing Facebook content to your business page.

1. Make sure you're logged in as your Facebook page. See Logging in as your Business Page.
2. Find a post, image or video that you would like to share to your business page.
3. At the bottom of the post, click **Share**.
4. When the Share Menu opens, click **Share...**
5. If you would like to attach a message to the post, click the status textbox, the textbox labeled **Say something about this...**, and enter your message.
6. When finished, click the **Share** button. The button label changes based on the content you're sharing. (Ex: If you share a photo, the label will show as **Share Photo**)

Scheduling Posts

Scheduling posts allows you to predetermine what you want to broadcast. This can be used to reduce the amount of time you spend on your business page or could be used to post sales or other time limited events as they happen.

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. Begin creating a new text post or photo/video post.
3. When finished creating the post, click the **Post Options** button (the arrow icon next to Publish).
4. When the post options menu opens, click **Schedule**.
5. Choose a publish date, this is the date and time your post will be published.
 - a. Optionally you can choose to have the post automatically removed by clicking the **Schedule Post End Date** toggle and selecting an end date.
6. When finished, click **Schedule** and your post will automatically be scheduled.

Deleting Scheduled Posts

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. Click **Publishing Tools** in the upper left-hand corner.
3. On the left category menu, click **Scheduled Posts**.
4. Click the checkbox of the posts you would like to delete.
5. Click the **Actions** button.
6. Click **Delete**.
7. When the confirmation prompt appears, click **Delete** again.

Events

Creating events on Facebook is a great way to involve followers in the planning process as well as further broadcasting the event to friends of your followers.

Creating Events

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. In the status box, see Figure 4, click **Event / Milestone +** and then click **Event**.
3. Once the event creation window appears begin modifying the following:
 - a. **Event Photo:** The event photo will allow you to give your event a unique photo. This will help your followers and yourself recognize your event more quickly. The event photo is generally the first thing followers will see.
 - b. **Event Name:** The name of the event. Try to use something specific to help followers quickly determine what the event is about.
 - c. **Event Location:** The event location will help each follower reach your event. When the event location is added, Facebook will automatically determine how far and at what time each attendee will have to depart and travel in order to make your event on-time.
 - d. **Date/Time:** The date and time the event will start.
 - i. Optionally you can specify an end time by clicking the **+ End Time** link.
 - e. **Ticket URL:** If your event mandates purchasing of tickets, the Ticket URL option will direct the users where to buy tickets. (Ex: www.ticketjester.com/my-super-event/buy)
 - f. **Description:** The description is a formal depiction of what the event is about. The description is generally only shown on the event's page.
 - g. **Category:** The category menu will allow you to further target your demographic. (Ex: if you are hosting a street dance, you would choose Community and then Festival.)
 - h. **Only hosts can post on the event wall:** This setting will prevent visitors from commenting on your event. If this setting is checked, only users designated to manage the business page can post to the event.
4. When finished, click the **Create** button.

Viewing Events

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. Underneath your cover photo, next to Reviews, click **More**.
3. When the tab overflow menu appears, click **Events**.
4. Find the event you want to view and click the event name or picture.

Modifying Events

5. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
6. Underneath your cover photo, next to Reviews, click **More**.
7. When the tab overflow menu appears, click **Events**.
8. Find the event you would like to modify and click **Edit**.
9. The event modification window will open, from here you can make change to the event.
10. When finished modifying, click the **Save** button.

Deleting Events

1. Navigate to your business page. This is achieved by clicking **Home** and then clicking your page name as listed under **Favorites** or **Pages**.
2. Underneath your cover photo, next to Reviews, click **More**.
3. When the tab overflow menu appears, click **Events**.
4. Find the event you would like to modify and click **Edit**.
5. In the lower left-hand corner, click **Delete Event**.
6. When the confirmation window appears, click the **Confirm** button.

Advertising for your Business

Similar to Google, Bing or any other web based advertising firms, Facebook depends on advertising and has crafted many fine tools to help maximize your advertising efficiency.

Facebook Related Advertising Benefits

There are many benefits to advertising on Facebook, such as advanced tools and diverse demographics. Facebook allows you to specify filters such as age groups, geological fences, gender and interests to reach the most niche demographics. In combination with ad creation, Facebook also allows a business to track the saturation of its ads across the social network.

Types of Advertising Campaigns

- **Boost your posts:** Boosting posts allows your business posts to appear more often in both followers and non-followers alike.
- **Promote your Page:** Promoting your page allows your business page to be shown more often to Facebook users.
- **Send people to your website:** Sending people to your website allows you to create an advertisement encouraging Facebook users to visit your website of choice.
- **Increase conversions on your website:** Increasing conversions is a way to encourage users to perform some requested action on your business website. This could include things like signing up for a newsletter, registering an account or signing up for a contest or raffle.
- **Get installs of your app:** This advertisement will drive users to install your official business app, if one has been created.
- **Increase engagement in your app:** This advertisement will encourage users to return to your official business app and perform some form of interaction.
- **Reach people near your business:** This advertisement will target and encourage Facebook users in your local area to visit your business.
- **Raise attendance at your event:** This advertisement is used in conjunction with an event. This advertisement will mainly target users who are not currently following your page.
- **Get people to claim your offer:** This advertisement can be used to promote some form of sale or discount that is being provided by your business.
- **Get video views:** This advertisement will broadcast your video to more Facebook users in an attempt to increase video views. This can help spark more interest or awareness for your business.

Cost of Advertising

By default, Facebook has two separate types of payment models, daily budgets and lifetime budgets.

- **Daily Budgets:** Daily Budgets set the amount of monies one advertisement set/campaign can spend on any given day. Once your budget limit is hit, advertisements automatically stop showing. (Ex: Promoting your page with a daily budget of 5\$ per day.)
- **Lifetime Budgets:** Lifetime Budgets set a cap of monies to be used over any buyer specified period of time. (Ex: Promoting your page with a lifetime budget of 25\$ to be spent over a 2 week period.)

Glossary

- **Advertising Campaigns:** A contractual agreement with Facebook to show ads on behalf of your business page. A campaign can use a one-time monetary charge or recurring monetary charges.
- **Comment:** The act of adding textual, photo or video commentary to a Post.
- **Follower:** A Facebook user who has liked your page and/or has chosen to get updates and notifications regarding the content your business page posts.
- **Likes:** When a Facebook user “likes” or has another strong emotion in association with your content. They publically demonstrate this by clicking a like button which is then shown attached to your content.
- **News Feed:** A list of new status updates, posts or shares that has been shared by your friends, followers or liked pages.
- **Post (Posting/Posted):**
 - The action of adding something to Facebook whether it be in association with you or someone else.
 - A form of content, generally associated with textual, photo or video content.
- **Status Update:** This term has been replaced by the generic term, Post. A status update is referential to text based posts.
- **Timeline:** A chronological list of all a Facebook user’s posts, content or events.
- **User Roles:** A set of access controls that can be applied to business page contributors.
- **Visitor:** A Facebook user that has visited your page. This can be someone that has or has not followed you.