

Facebook 101

Creating & Optimizing Your Facebook Business Page



PGATM

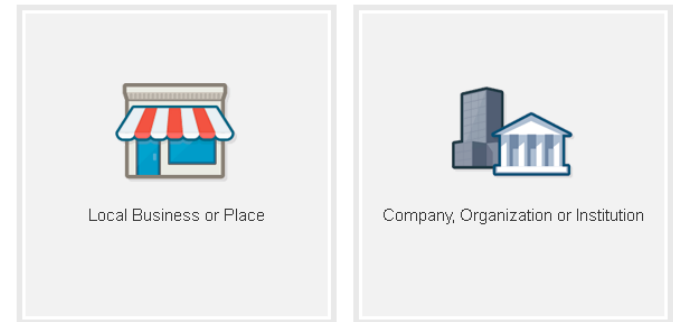


CREATING A BUSINESS PAGE

In most instances, it's best to keep your personal Facebook separate from your Business Facebook page. Whether you're creating a page for your facility, or for yourself as an Instructor, we recommend creating a Facebook Business page. Here's how you do it:

1. Go to <https://www.facebook.com/pages/create> & click on one of the following:

1. If creating a for your facility, click the "Local Business or Place" square
2. If creating your own business page as John Smith, PGA, click the "Artist, Band or Public Figure" square.
3. If you own multiple facilities and want to have a company page, click the "Company, Organization or Institution square



2. Complete the form of the square you choose and then click "Get Started"

CREATING A BUSINESS PAGE

3. Next you will need to complete your profile, similarly to your personal profile. Complete each of Facebook's steps. During this process it may ask for a payment method. Skip that for now. Business pages are free to create, the only time you would pay for something would be if you chose to advertise on Facebook, which we will discuss in a later article.

4. Once completed with step 3 you will be sent to your business page. As the owner of this page, you see it a little differently from all other users. You should see an Admin Panel above your page layout. Using this panel will help optimize your page.

5. Making a post, sharing a photo, video, or link will work in the same way as your personal profile.

The screenshot shows the Facebook Admin Panel for a business page. At the top right, there are buttons for 'Edit Page', 'Build Audience', 'Help', and 'Hide'. The panel is divided into four main sections:

- Notifications:** Shows 'You have no new notifications' and a button to 'Share something on your Page'.
- Messages:** Shows 'No new messages' and instructions on how to manage message settings.
- New Likes:** Shows 'No new likes'.
- Insights:** Shows a message: 'You need 30 more likes on your Page to get access to insights about your activity.'
- Page tips:** Features a 'Build Your Audience' tip with a megaphone icon and three options: 'Invite Friends', 'Invite Email Contacts', and 'Share Page'.

SETTING UP YOUR PROFILE

To create a great looking Facebook page, follow these steps:

1. Add a Profile Picture

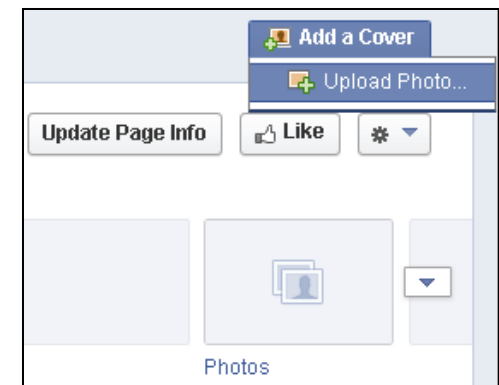
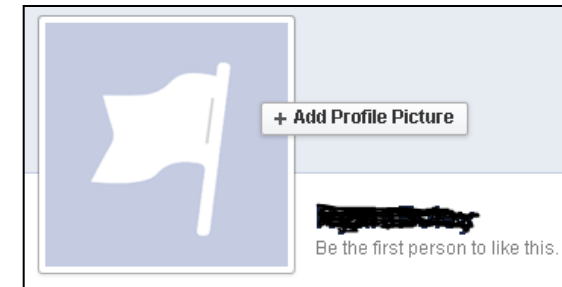
- This could be a picture of your facility, your logo, or if it's your own page, a picture of you.
- It's best to find a square image, but Facebook will properly crop your profile picture.

2. Add a Cover Picture

- Click the "Add a Cover" image at the top right of your page
- Add a great image of your course or clubhouse. Something that shows potential customers what they will experience at your facility.
- Your photo should be 851 pixels wide and 315 pixels tall. To edit your photo to that size, we recommend Microsoft Picture Manager, which comes standard on most Microsoft Windows systems. Use the crop & resize functions under the "Picture" tab to adjust your image.

3. Update Your Page Info

- Next to the "Add a Cover" button is a "Update Page Info" button. It is important to update this area, as this is where you will insert all of your contact information. Complete as many of these fields as are applicable to you.



Address	Enter your address
Awards	Enter awards
Phone	Add a phone number
Email	Enter your email address
Website	Enter your website

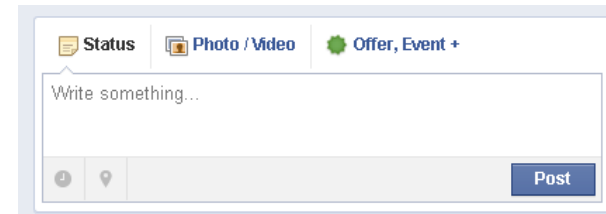


CREATING CONTENT

Building a page is great, but for it to be valuable to your customers, you'll need to add some content. Here's a few options for you to get started:

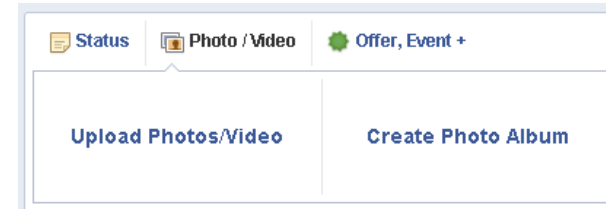
1. Post a Status

- Tell your customers what's going on at your facility. Share information or anything else that your customers may find interesting.
- You can also copy & paste a website address into this area to share any web page.



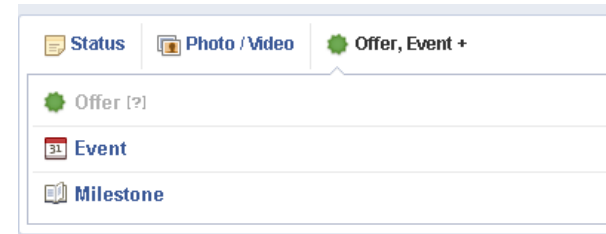
2. Share a Photo or Video

- Share any photos or videos you may have in your library. The more photos the better. It will give first time customers an idea of what to expect when they arrive at your facility.
- You can also create a photo album, so if you want to group your photos into buckets, this is a great way to do so (ex. Member Guest Tourney Photos).



3. Add an Event

- Post any upcoming tournaments or events on your Facebook page to help awareness.



4. Create an Offer

- Once you have 50 people like your page, you will be able to create Facebook offers. You could use this area to possibly offer a discount to those who like your page (ex. 50% off for anyone looking to play this afternoon).



ACQUIRING FACEBOOK CUSTOMERS

So if you've completed everything on the previous two pages, now it's time to start acquiring some customers. Before you start acquiring, make sure you have a healthy amount of content on your page. If it looks bare, customers will be less likely to return.

1. Invite Email Contacts

- You can upload a contact list or if you use any of the email systems below, you can pull in the names from your system.

2. Promote Amongst Your Friends

- Share your business page with your personal contacts or promote the page on your personal account. It's a quick, easy way to get a few more fans.

3. Promote in Other Areas

- Promote your Facebook page on your website, in your emails, and on-site at your facility. If you plan to offer special deals to Facebook fans, make sure to say that and let people know the benefit to liking your page.

4. Advertise

- Facebook advertising is a cost effective way to promote your business. Read our article on Facebook Advertising to learn how to setup your own campaign.

Page Tips



Build Your Audience

Try these different ways to get more people to like your Page:

 Invite Friends

 Invite Email Contacts

 Share Page