

ACORN INTERNET SERVICES WEBINARS

Build a Facebook Page

Why Facebook

- Facebook has over 200 million users- and growing
- Third Most Trafficked Web Site in the world (behind Google and Yahoo)
- Fastest growing demographic: Over 35

Innkeeper Goals for Facebook Business Page:

- **Get found by people** who are searching for your services
- Connect and **engage with** current and potential customers
- **Create a community** around your business
- **Promote** your specials, packages, cook-books, the list goes on!

What Not to Do on Facebook

Do not set up a **profile** page for your business.

Profiles are for People, Pages are for Business

Facebook terms of use prohibit the use of profile pages for businesses. Yes, we all know people who do it anyway, but it is a risk.

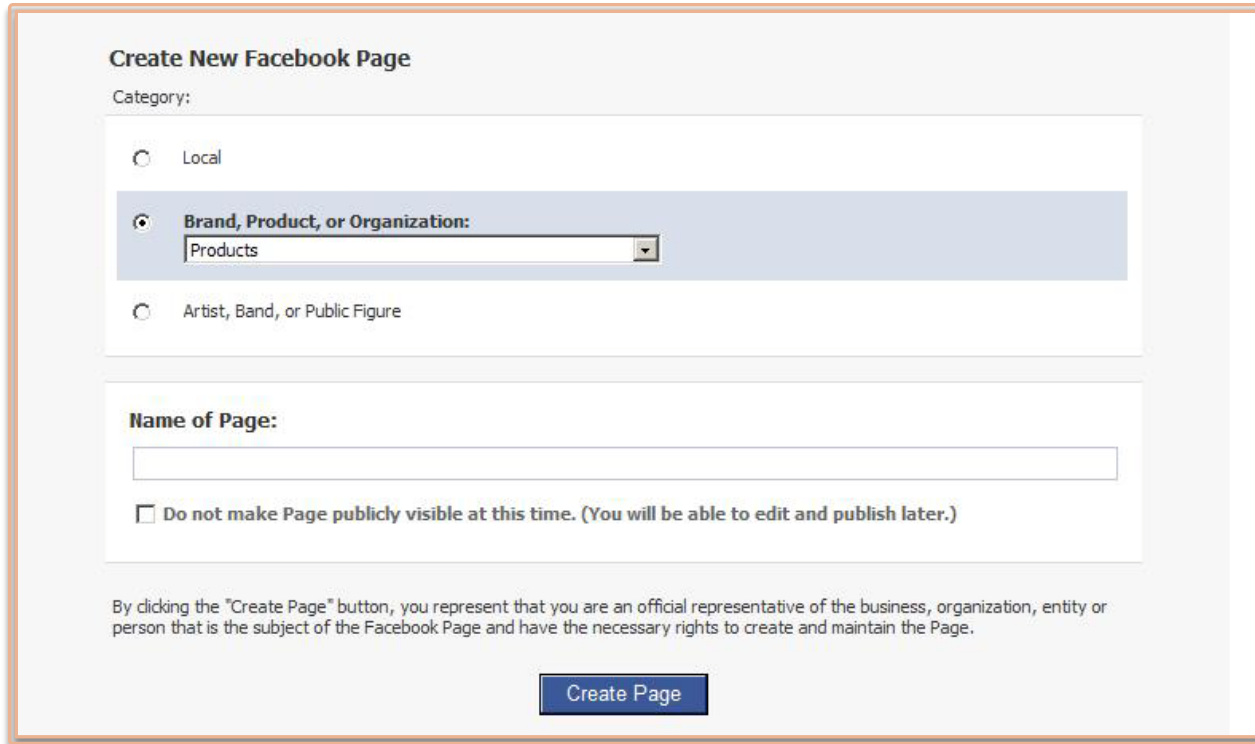
Set Up a Business Page

- Start Here:

<http://www.facebook.com/pages/create.php>

- If you have an existing Personal Facebook Account, log into the Personal Account first, and then go to this address. That way you will be able to invite all your Personal Account “Friends” to become FANS!
- If you have NO existing Facebook Account, you may set up a Stand Alone Business Fan Page by going to the Address above.

Business Page (con't)



Create New Facebook Page

Category:

Local

Brand, Product, or Organization:
Products

Artist, Band, or Public Figure

Name of Page:

Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

By clicking the "Create Page" button, you represent that you are an official representative of the business, organization, entity or person that is the subject of the Facebook Page and have the necessary rights to create and maintain the Page.

Create Page

- Choose **Brand, Product or Organization**
 - Choose your Sub-Category
- Name the Page with your Business Name
 - Click **Create Page**

Add Information

Wall **Info** Photos Discussions Reviews Links

Basic Info

Location: 9004 E. 92nd Street
Kansas City, MO, 64138

Phone: 816-965-5647

Mon - Sun: 9:00 am - 9:00 pm

Detailed Info

Website: <http://http://www.sucasabb.com>

Parking: Parking Lot

Public Transit: Amtrak in Lee's Summit

Add your "Info" under the Info Tab

Click the little pencil icon in the box under your photo area and add information.



[Suggest to Friends](#)

[Subscribe via SMS](#)

Built in 1902 the Andon-Reid Inn, Waynesville, NC welcomes you with a warm, friendly, and relaxing atmosphere. Nestled in the foothills of the Smoky Mountains and Blue Ridge Parkway, we are here for your mountain getaway.
<http://www.andonreidinn.com>

To add a photo, click inside the photo box and load a photo from your hard drive.

Add your Blog to Facebook

- To Feed your Blog into your Facebook Wall:
 - a - go to notes.
 - b - click WRITE A NOTE
 - c - click on the note icon above (while on write a note)
 - d - on right hand side of screen - box appears to import feed.

- This will allow a piece of your Blog to feed into your Facebook Wall, so that your fans can see your latest blog post.

Facebook “Usernames” and Re-Directs

- Ask Your Webmaster to set up a Re-direct for you. This will allow you to direct people to :

<http://www.yoururl.com/facebook> to view your page and become your fan. Your webmaster will need your FB page URL.

- Choose a “Username” :

<http://www.facebook.com/username>

This used to be allowed only if you had more than 100 fans, but has recently changed.

Use TwitterFeed to Link Your Social Media

- <http://www.twitterfeed.com>



Tiffany's Bed and Breakfast

The Race is on!!

Whether you're a horse racing fan or not, this is going to be one weekend you don't want to miss. Oaklawn Park has announced that both Rachel Alexandra and Zenyatta will race on April 9 in the Apple Blossom Invitational. This matchup has been the big story in racing fo...

[See More](#)



Yesterday at 7:33pm via twitterfeed · [Comment](#) · [Like](#)

Advice from Lisa....

- Remember, Facebook is a relatively new technology, with a few “burps”. If Facebook doesn’t do what you think it will do, refresh your page to check it.

In Conclusion...

- Use your new Facebook page as a way to build relationships with your customers. In a recent Facebook webinar I attended, the push for Facebook was all about building community.
- Add Content often. Don't limit yourself to wall posts- use photos, videos, blogs, Tweets, whatever you can think of!