

# A guide to using Facebook

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## 1 Introduction

Social Media has exploded onto the scene in recent years, and with the rapid growth in users of these platforms, a presence of social media websites, has become a vital space where a company can market itself to potential customers. While there was social media platforms over the years, like Yahoo Groups, MySpace, Bebo, Orkut to name some, none have become as big and successful as Facebook, which is the second most visited website in Ireland after Google[4]. In this presentaiton I am going to outline how to use facebook to benefit your organisation.

## 2 Decisions in Setting up a Facebook presence

There are a few different types of Facebook account or presence an organization can have.

**Facebook Account** The normal facebook account which is really for an individual, this is not suitable for a company really, however there is an argument if you use facebook for your work you should have a work facebook account.

**Facebook Group** Where as this is useful for closed groups, a *walled garden*, inside which people associated with the group exist in the social media sphere. It is not suitable for a company wishing to cast the widest net possible of possible facebook associates.

**Facebook Page** This is what a company should have, you can assign different moderators/administrators, of the account so as different people can manage it however for consistency it is best to have a single adman.

So in this case you should set up a facebook account for yourself (if you don't already have one), and then go about setting up an Organisation Facebook page.

## 3 Some do's and don'ts

- Use your business name or as close to it as possible.

- Claim Name when available after 25 or 100 likes.
- prior to you being able to claim your name, you should set up a Quick-link (e.g. <http://www.yourcompany.ie/facebook> or sub-domain <http://facebook.yourcompany.ie>) for quick navigation to your facebook account, and can be used on letter, emails, website etc. rather than the long numerical postfix attached to new facebook pages.
- post content e.g. your you-tube videos, photos, marketing material, links when other media sites mention your company etc.
- be casual i.e. it is social
- Use events - friends/followers can opt in to attend, event will features on friends/followers page
- Allow discussion - but beware of the anarchy of the Internet
- Regular Updates - shows activity and reminds people you are there
- Engage and Interact with your followers
- Import RSS feeds from your blog/website
- Avoid overt marketing "Pimping" your site, i.e. don't have the same link posted again and again. [7]
- FBML (Facebook Markup Language) if you are technically adventurous you could look at Branding your facebook page by using FBML, this is a topic for another day.
- Add facebook (and other social media) buttons to your website, so users can tweet news items from your website

## 4 Metrics

As the owner of a website you should always have statistics on how your website and campaigns are performing. You should take note as to how many visit your facebook page, how many click *like*, and how many users are posting on your site, or sharing your posts, and crucially how many visitors to your website comes from your facebook page.

Website metrics for your company website should be configured, either using Google analytics, Piwik ([www.piwik.org](http://www.piwik.org)), and if you have it configured on your host, awstats. These can give you a profile of what pages are being visited, origin of visitors (indeed build a profile of your visitors as to location, devices used, times browsed etc.), and ultimately what is working and what is not. There is also paid for statistics packages such as [www.dataplain.com](http://www.dataplain.com)[10] however using Google analytics or piwik and awstats is sufficient and doesn't cost. You can use these metrics to evaluate how much traffic to your website originates from facebook, and from where on facebook.

## 5 Plan of Action

- Set up a facebook account for work
- Set up a facebook page
- Post on Facebook
- Share others Facebook posts you think are relevent.
- Follow others, and like pages which are salient to your potential clients
- Promote your social medial links by including them in email signatures, have links on your website, on your contact page. [6]
- Allocate time e.g. 10mins a day to look at social media[3]
- Analyze visits to your social media accounts and pages, and traffic your website has gained from your social media presence.[2]
- nurture you online community by regular posts, interesting relevant content.[5]

## References

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