

## Build your brand with a Facebook Fan Page

If you're one of the millions of active users on Facebook, you know how useful it can be for staying in touch with family, friends and colleagues. But what you may not know is that Facebook is also an effective way to grow your business. By creating a Facebook Fan Page, you are setting your business up to engage with consumers and users on a personal level that will be as meaningful to them as it is an effective messaging tool for you.

### How to create a Facebook Fan Page:

- 1 Go to <http://www.facebook.com/> and log on to your personal Facebook account.
- 2 Once you are logged in, scroll to the bottom and click on "Advertising."
- 3 Click "Pages" and then the green "Create a Page" button. Choose the category that best fits your business and fill in the name you plan on using. The more specific you are, the more effective your page will be at conveying the right message.
- 4 Certify that you are authorized to create the page by checking the box and entering in your name as it appears on your Facebook profile. When you are finished, click "Create Page."
- 5 Now that your page has been created, you must edit your information in as much detail as possible. Click the "Edit Page" button and add in a relevant photo, videos and content from your business. You can also adjust the settings on your page to most benefit your target fans.
- 6 Once you are satisfied with your page, click on the text that says, "Publish this page" to make it visible to the public via Facebook or Google search.

### How to post new content to a Facebook Fan Page:

In order to keep your page interesting, you must work to always develop and provide fresh information about your brand. The easiest way to do this is by updating your Facebook Wall on a regular basis. When viewing your fan page, click on the "Wall" tab. A text box will pop up that says, "What's on your mind?" You can use this tool to post new content, photos, videos and links. Once you have entered in all of the information, click the "Share" button to post.

MilkPEP updates its mom and teen Facebook fan pages regularly and provide great resources for social media posts that can be tailored for your own brand pages. Click on the links below – then just copy and paste the posts into your own brand's Facebook fan page – easy as that!

**Mom Facebook Fan Page:** [www.facebook.com/milkmustache](http://www.facebook.com/milkmustache)

**Teen Facebook Fan Page:** [www.facebook.com/bodybymilk](http://www.facebook.com/bodybymilk)

For more information on Facebook Fan Pages, you can visit the [Facebook Help Center](#) or call the Milk Hotline at 1-800-945-MILK (6455) or e-mail [info@milkpep.org](mailto:info@milkpep.org).

#### Resources:

- Facebook FAQ: [http://www.facebook.com/help/new\\_user\\_guide.php](http://www.facebook.com/help/new_user_guide.php)
- "The Ultimate Guide To Facebook," *Simply Zesty*, September 16, 2009: <http://www.simplyzesty.com/facebook/ultimate-guide-facebook-2/>

## How to grow your Facebook Fan following

A Facebook Fan Page can be a highly effective means of interactive communication between a brand and the consumer. But why do some fan pages build up large followings while others struggle to grow even a modest following base?

Here are five great ways to grow, engage and interact with your fan base:

**1 Know your audience.** Fans will only be engaged if they are intrigued by what you have to say. Don't push out content just for the sake of pushing it out; make sure it fits in with who you are talking to and is a topic that will interest them. If you want to gauge consumer response to your posts, you can use sites like [bit.ly](http://bit.ly) to track the number of clicks on your URLs.

**2 Interact with that audience.** Fans will be less likely to come back to your page if they don't think you are listening. Facebook is a form of social media and, as a result, the discussion should be *more* casual and *less* scripted.

**3 Respond to questions and comments.** If a fan poses a question about the brand – positive or negative – it's a good idea to respond in order to ensure your messaging gets out there. Depending on the specific question being asked, you could draw attention to your brand strength, or address and change a perceived brand weakness.

**4 Create campaigns and contests that encourage fan participation.** You want to make your Facebook fans feel special while adding value for your brand. The best way to do that is by offering contests or coupon opportunities exclusively to Facebook users. Promote these contests on your website or on Twitter to draw more consumers to Facebook and build your community.

**5 Promote your Facebook efforts.** You put the time in to create content and share information on your fan page, so make sure you get the word out about it as often and in as many places as you can. Cross promote your fan page on your website or on Twitter. You can also make people aware of it at local events or through any newsletter or e-newsletters you send out.

One final point worth nothing is that, like Twitter, your fan page should *not* be all about the numbers. You're much better off having a small fan base that is highly engaged than several hundred thousand fans, most of whom never visit the page. **Remember: the purpose of using social media is to establish a personal relationship between the consumer and your brand.**

### Resources:

- Facebook FAQ: [http://www.facebook.com/help/new\\_user\\_guide.php](http://www.facebook.com/help/new_user_guide.php)
- "5 Elements of a Successful Facebook Fan Page," Mashable, March 30, 2009: <http://mashable.com/2009/03/30/successful-facebook-fan-page/>

