



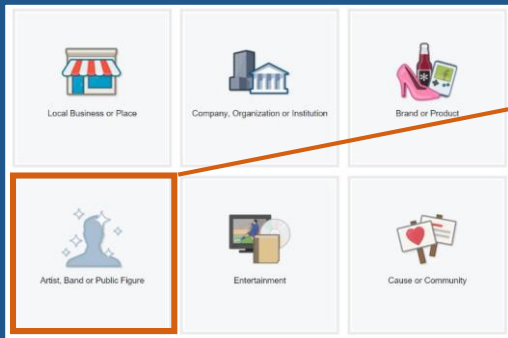
A Quick Guide to: Facebook Professional Page



Using Facebook in a professional arena can be potentially hazardous—one does not have control over who writes what on their personal profile. However, many companies want to see that you are on Facebook, so they can see that you understand the social media marketplace and potential customers who use Facebook to help them make decisions. To overcome this problem, you can create a *Facebook Professional Page* – a page that resembles your LinkedIn presence – to leverage the world’s most populated social media platform!

CREATING THE PROFESSIONAL PAGE

From your personal profile, you select **Create Page** from the drop-down menu: This will take you the screen where you will pick the type of “Company Page” you want to create. The “Company Page” function creates your Professional Page...



When you reach this screen, select the Artist, Band or *Public Figure* option to create your page.



NOTE:
You must first have a Facebook personal profile in order to create a Facebook Professional Page.

- 1 From the drop-down menu, select the professional area that best describes your professional persona.
- 2 Enter the name for your page. It should be a Professional entry, and may include advanced degrees or certifications after your name (i.e. Ph.D., MBA, PMP, etc...)

Set Up Your page name

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Tip: Add a description and website to improve the ranking of your Page in search. Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings. 155

*Tell people what your Page is about... 1

Website (ex: your website, Twitter or other social media links) 2

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

http://www.facebook.com/Enter an address for your Page 3

Need Help? Skip Save Info

- 1 This area provides 155 characters to explain the purpose of your page. Because it is not enough characters to include an entire 30-second commercial, use this area to simply express that this is your professional profile, dedicated to _____ (whatever it is that you choose, such as your career field, interest area, etc.).
- 2 Where else can people go to see you as a professional? This let’s them get to your LinkedIn profile, website, or other *professional* online source that highlights you as a professional.
- 3 You can customize the URL for your professional page! Think carefully about it and then enter the desired URL in the field as indicated. If it is not available, the system will let you know so you may select another option. ***NOTE: Once you set the [accepted] URL, you can only change it one time...**

Set Up Your page name

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FAVORITES

- News Feed
- Messages
- Events

2

Add your Page to your favorites to easily access it anytime.

Your page name

Add to Favorites

Set Up Your page name

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Upload From Computer Import From Website

Skip Save Photo

Choosing a photo for your Facebook Professional Page is as important as selecting the right photo for your LinkedIn profile. Click on either the *Upload From Computer* or *Import From Website* option to include your photo on your professional page.
NOTE: You may be able to use a higher resolution picture if selecting from your computer.

Set Up Your page name

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Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

Locations Include Add a country, state/province, city, ZIP, DMA or a

Everyone in this location

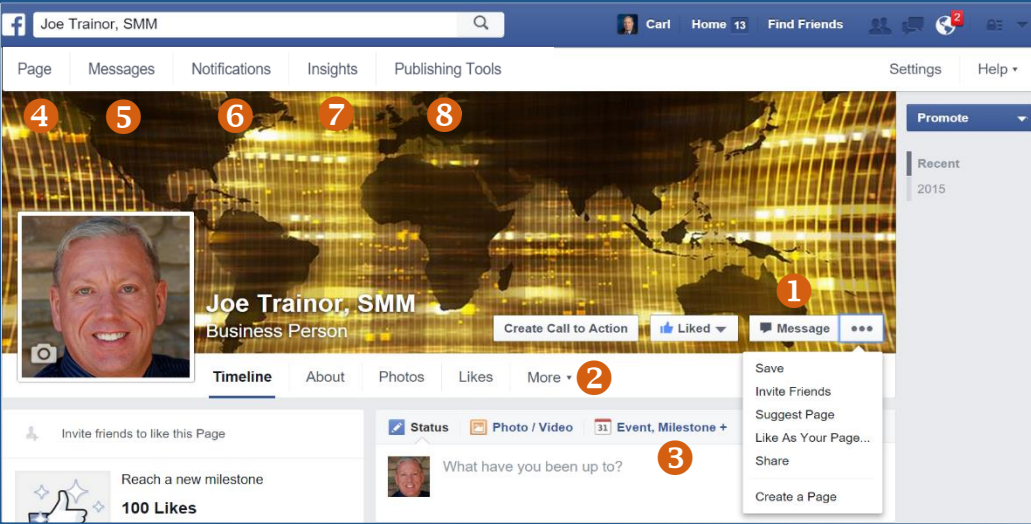
Age 18 - 65+

Gender All Men Women

Interests Search interests | Suggestions Browse



- 1 To upload a profile picture, simply click on “Add Photo” and follow the upload prompts (like you do when you change your personal profile photo).
- 2 To put a cover picture on your profile, click on the “Add Cover Photo” or Camera Icon in the upper left corner of the cover photo field. Then, follow the upload prompts (like you do when you change your personal profile cover photo).
- 3 Create a “Call to Action.” When you click on this button, it takes you to another screen, where you may select the type of “Call to Action” that is appropriate for you. In most cases for Professional Pages that are not Company Pages, the “Contact Us” option works best. **NOTE:** You must have a Website to be able to use this feature.
- 4 Don’t forget to like your own page! Don’t worry, people *cannot* access your personal page through your Professional Page—it is a one-way valve. Of course, if you don’t want people to know about your personal page, you don’t have to like your Professional Page—you will still be able to manage it and add it to your Favorites...



- 1 Opening the drop-down menu to the right of “Message” provides your first glimpse at new capabilities.
- 2 This drop-down menu includes two functions:
 - Uploading your videos
 - Managing Your Tabs
- 3 **Event, Milestone+.** Unlike the limitations of a personal profile, you can put events on your Professional Page, including:
 - Tickets
 - Category for the event
 - Restricting comments
 - Targeted demographics
- 4 **Page** is the default button to return to your profile page.
- 5 **Messages** takes you to your Inbox.
- 6 **Notifications** provides you with details about different activities on your page. These include:
 - Notifications
 - Requests
 - Activity
- 7 **Insights** provides you with analytics to help gauge how well your posts are being received by your audience.
- 8 **Publishing Tools.** This section allows you to view your published, scheduled, draft, and expiring posts.

With a Facebook Professional Page you can post as either the professional persona or as your personal account.

Post Attribution

- **Post as DWWTTC**
Your posts, likes and comments on this Page's timeline will be attributed to the Page by default. When you're creating or replying to a post, you will still have the option to publish as yourself.
- **Post as [Your personal page name]**
Your posts, likes and comments on this Page's timeline will be attributed to you by default. When you're creating or replying to a post, you will still have the option to publish as the Page.