

I'm on facebook

**SECOND
EDITION**

Now What???

**JASON ALBA, JESSE STAY
& RACHEL MELIA**

Foreword by **Mari Smith** Afterword by **Michael A. Stelzner**

Happy **About**




**SECOND
EDITION**

“I’m on Facebook —Now What??? (2nd Edition)” Book Excerpt

How To Use Facebook To Achieve
Business Objectives

**By Jason Alba,
Jesse Stay, and Rachel Melia**
Foreword by Mari Smith
Afterword by Michael Stelzner



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Foreword By Mari Smith

We are living in a "relationship economy" like never before. Yes, technology has evolved rapidly over the past decade, but then, so has our collective consciousness and our desire to connect with our fellow humans...and to share more openly with one another.

So, it seems the vision of Mark Zuckerberg—CEO and cofounder of Facebook—**to make the world more open and connected**, is actually coming to fruition and we are all willing helpers. This is a very good thing.

While it's always been true that people do business with people they know, like, and trust, the explosion of online social networking has led us to experience a fundamental paradigm shift in how we communicate—and ultimately, do business—on a global basis.

Facebook, the world's largest social networking site, is at the center of this explosion. To take advantage of this new paradigm, it is critical that businesses and organizations of all sizes understand how to best utilize it.

We have to keep in mind, though, that every social network has a unique culture...and Facebook is certainly no exception. It's important to understand that hundreds of millions of daily active users are on the platform multiple times a day primarily to connect with their friends. Business-related messages are seen as intrusive.

There's a fine art to nurturing relationships with customers and prospects when they are in the midst of social activities.

In fact, Facebook's culture is particularly unique insofar as much of the platform is still very much a "walled garden." (Unlike a site like Twitter, for example, where—unless a user chooses to protect their tweets—then all content is public, save for direct private messages).

Users do have tremendous granular control over who sees what content. (The pushback we see in the media about privacy issues on Facebook so often stems from insufficient education about exactly how to properly use these privacy controls.)

Plus, from a commercial standpoint, Facebook offers businesses of all sizes an array of tools and features to reach a highly-targeted audience. Not only to reach these audiences, but to foster deep engagement, to respond promptly, to enhance customer service, and deliver tremendous value.

Prior to when we had access to such open forms of communicating with our prospects and customers, most all of this engagement would be conducted behind the scenes via phone and email, one person at a time. Now, as a well-respected business or brand, you get to demonstrate your customer relationship skills and impact your reputation and brand sentiment right out in the open for all the public to see. We're being called to higher standards of ethics, transparency, and good business practices. And, when Facebook users get a favorable response to their posts and comments, they are much more likely to make a buying decision. This, too, is a very good thing.

Those that master building and nurturing relationships on Facebook are gaining market share, influence, and increasing sales. And with Facebook's continuing growth in popularity, already well past the 1 billion user mark, Facebook will become even more important for successful commerce in the coming months and years.

As anyone who knows me can attest, I am passionate about Facebook and the opportunities it offers everyone from solopreneurs to household name brands. Effective use of Facebook has been key to my success and I continue to see the positive impact that it has made with my clients, students, and audiences all over the world year after year.

I truly hope you too can benefit from marketing on the Facebook platform!

Cheers,
Mari

Mari Smith
Social Media Thought Leader
Co-author, *Facebook Marketing: An Hour a Day* (2010 and 2012)
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Introduction

Jason Alba wrote *I'm on LinkedIn—Now What???* in 2007 to help business professionals understand the power of LinkedIn and how to best utilize the property for career benefit. Rather than being a complicated manual or technology guide, the book was written in easy to understand practical terms.

With the growing popularity of Facebook, Jason recognized the need for a similar book on that topic. In 2008, Jason and Facebook expert Jesse Stay published *I'm on Facebook—Now What???* The book focused on helping people figure out how to derive personal, career, and business benefits from Facebook.

Fast forward five years and Facebook has become the most used social networking platform of all time and a very valuable business marketing tool.

In this updated edition of the book, Facebook Consultant Rachel Melia joins Jason and Jesse to teach organizations of all sizes, from start-ups and small businesses to large organizations, as well as non-profit and government organizations, everything they need to know to be successful on Facebook. We will bring you up to speed on the changes to Facebook since the last edition of this book was published, how to get started with a Facebook Page, how to create engaging content that meets business objectives, how to manage your Facebook Page and build community, how to create successful

Facebook ad buys and promotions, how to measure success, and how to use Facebook applications and plugins.

The book is written in easy to understand language and includes many examples of how successful organizations are using Facebook, as well as Action Items to help you utilize what you learn. We have found that it is really helpful for organizations to have step-by-step instructions and concrete examples so we have also provided those. Since Facebook makes changes rapidly, we risk that the instructions and examples will become inaccurate or outdated, but we think the benefit outweighs the risk. So if you come upon an instruction that has changed, we hope the instructions are close enough that you can find the right way to proceed. We will also share important changes on our Facebook Page

<https://www.facebook.com/fbbook>. We have really enjoyed writing *I'm on Facebook—Now What???* and hope it is a valuable tool in your marketing arsenal. Here's to your Facebook business success!

Jason Alba, CEO

<http://www.jibberjobber.com>

Jesse Stay, Social Strategist

<http://www.jessestay.com/>

Rachel Melia, Facebook Consultant

<http://rachelmeliamedia.com/>

1

What's New Since The Last Edition

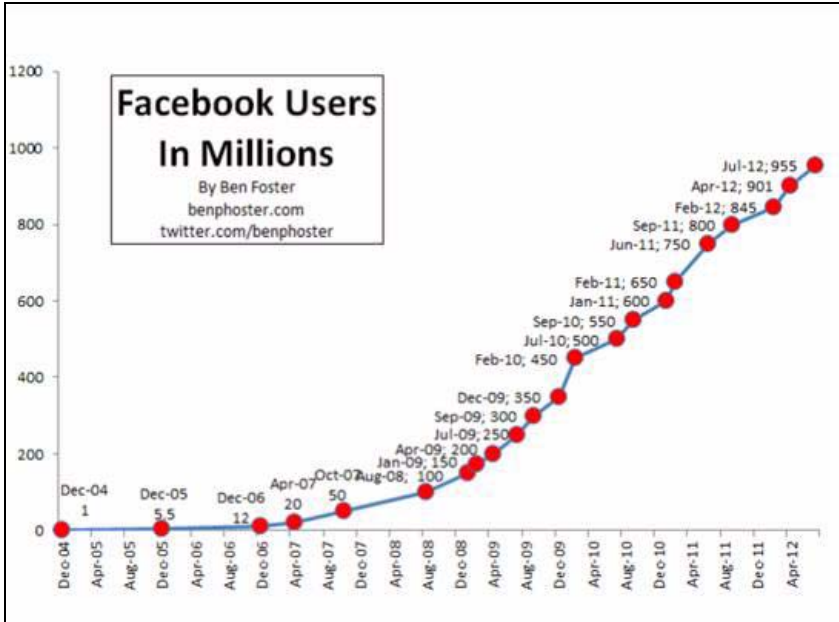
Five years is a long time in the world of the internet and social media. Over that time, Facebook has experienced major changes in terms of growth as well as changes to the product.

Growth

The first edition of this book, published in 2008, compared the up-and-coming Facebook to the behemoth at that time, MySpace. At the time, Facebook had 70 million users compared to MySpace's 200 million registered users.

How times have changed. Facebook has experienced massive growth over the last several years and currently has over 1 billion active users (Facebook). As a comparison, YouTube has over 800 million unique visitors per month (YouTube), Twitter has 500 million accounts and 150 million active users (AllTwitter 3/12), LinkedIn has over 175 million members (LinkedIn), Google+ has 100 million monthly active users (Google 10/12), Instagram has over 80 million registered users (Instagram), and

Pinterest has over 11.7 million members (Go-Gulf.com 5/12). MySpace now has 24 million monthly users (TechCrunch 1/12).

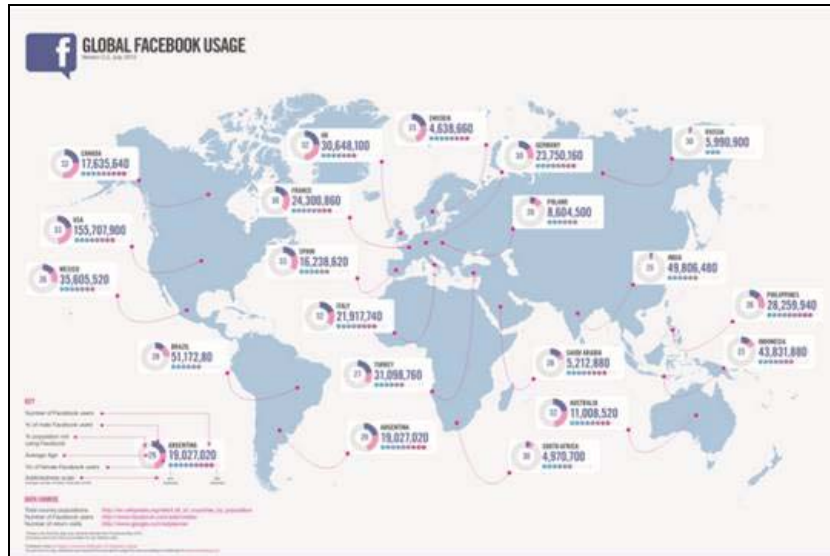


Facebook also leads in terms of time spent on the site. According to Go-Gulf.com (5/12), Facebook and Pinterest are tied for the most time spent on the site per month, at 405 minutes each. The average user spends 89 minutes per month on Twitter, 21 minutes per month on LinkedIn, and 3 minutes per month on Google+.

In addition, Facebook users visit frequently, averaging 58% of users logging in daily (Facebook).

Facebook has also experienced huge growth in mobile usage. More than 50% of Facebook's monthly users, 543 million, access the property using their mobile device each month. Smartphone users visit more frequently, with 50% of smartphone users connecting to Facebook every hour of every day (AllFacebook).

While Facebook was primarily a U.S. site in the early days, it is now used worldwide, with 81% of monthly users outside the U.S. and Canada (Facebook). The following chart shows interesting statistics including number of users by country.



Where there are a large number of users, organizations flock. And organizations have joined Facebook in large numbers. According to a study by Vocus, 73% of small organizations currently use Facebook. According to inSites Consulting, 80% of all U.S. organizations have a Facebook presence.

Product Changes

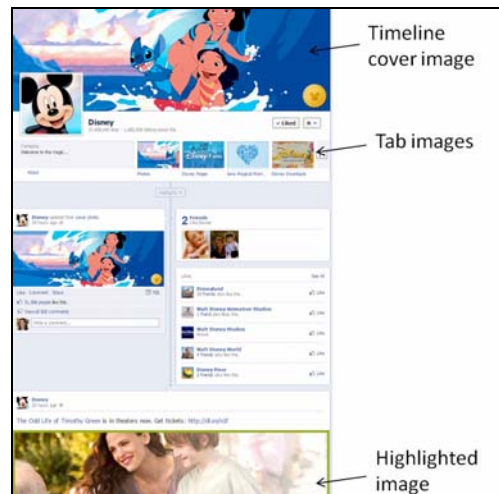
Beyond the changes in popularity, Facebook has made many changes to the property over the last several years. Facebook makes changes so often it is difficult to keep up. Here are several of the major changes.

Timeline

The most significant major change was the move to Timeline for personal profiles and Pages. Facebook introduced Timeline in September 2011. Mark Zuckerberg called Timeline "the biggest overhaul to the social network since 2008." Timeline is essentially a more visual layout in chronological order. Initially, Timeline was only for personal profiles and users could switch over at their discretion. Facebook introduced Timeline for brands in March 2012. Organizations were forced to switch to Timeline by March 30th 2012, and all personal profiles were switched by July 2012. There was some grumbling at first, but most, especially brands and organizations, like the new layout. We are big fans of Timeline.

With the old Facebook Page format, organizations needed to hire a designer and developer to customize a Page and create unique tabs. Now it is much easier to make the Page visually pleasing yourself.

Timeline includes a large image at the top of the Page and tab images that can be easily switched out. With Timeline, images appear much larger on the Page, and a Page owner can easily Highlight an image (make it much larger on the Page), pin it to the top of the Page, as well as add significant dates to their Timeline. We will dive more into Timeline later.



Other major changes include the announcement of Facebook's Open Graph API, the launch of Social Plugins, and updates to Insights. More recently, Facebook made changes to Admin capabilities.

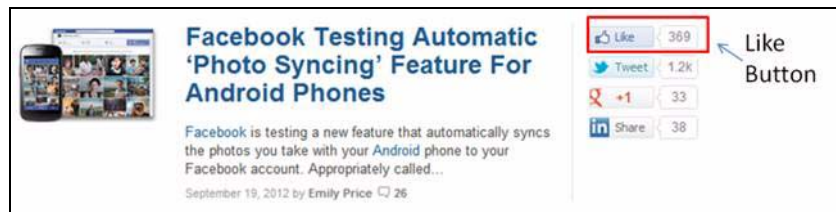
Open Graph

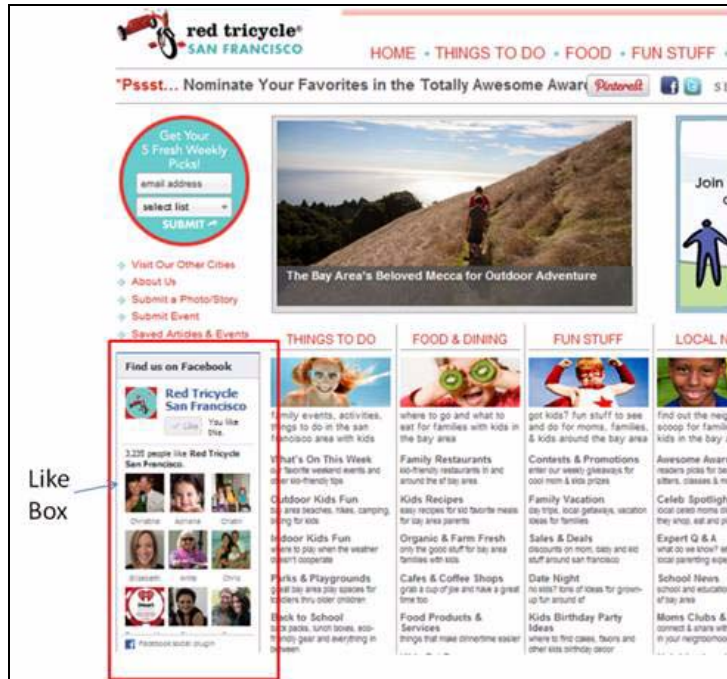
Facebook announced the Open Graph API in April 2010. Essentially, it is a platform that connects Facebook to other sites on the web. Facebook Connect was the first element of the Open Graph. Launched in 2008, it allowed users to sign into external websites using their Facebook account. The Open Graph is an extension of this capability and is a set of programming tools that lets sites get information into and out of Facebook.

Social Plugins

With the release of the API came a number of different plugins. The Like Box and Like Button are two very popular Plugins. Other Plugins include Recommendations, Comments, and more. There are currently eleven plugins in all. The complete list can be found at the Facebook Developer Plugin Page

<https://developers.facebook.com/docs/plugins/>. We will go into more detail about the various plugins in the Plugins chapter later in this book.





Facebook Insights

Updates to Facebook Insights is another important change since the last edition of this book was published. Insights is Facebook's analytics tool. The tool is available for Pages (not personal profiles) and provides a wealth of interesting data. Insights is accessed via the Admin Panel and provides information including Page Likes, reach, engagement, virality, and more. We will go into detail on Facebook Insights in the Measuring Success chapter.



Admin Rights

A recent change to Facebook is the updated admin rights options. In the past, when a person was given admin rights to a Page they had full access to that Page. They could post, view Insights, run an ad buy, and even delete the Page. Having multiple people with full access to a Page made many Page owners nervous.

Facebook has recently rolled out a variety of different roles including Manager, Content Creator, Moderator, Advertiser, and Insights Analyst. A Manager has full admin rights including managing admin roles, sending messages, creating posts as the Page, creating ads, and viewing Insights. A Content Creator can do everything except managing admin roles. A Moderator can respond to posts, an Advertiser can create ad campaigns, and an Insights Analyst can view Insights.

Five Flavors of Facebook Page Admin Roles					
	Manager	Content Creator	Moderator	Advertiser	Insights Analyst
Manage Admin Roles	✓				
Edit the Page and Add Apps	✓	✓			
Create Posts as the Page	✓	✓			
Respond to and Delete Comments	✓	✓	✓		
Send Messages as the Page	✓	✓	✓		
Create Ads	✓	✓	✓	✓	
View Insights	✓	✓	✓	✓	✓

TIP: If you have a Facebook Page and more than one Admin, update the Admin Roles and remove Admin privileges for anyone that is no longer an Admin.

Those are several of the major changes to Facebook since the release of first edition of this book. As mentioned before, Facebook makes changes all the time. Many find it frustrating and difficult to keep up, but Facebook has to be commended for continuing to evolve.

Some other notable changes we will go into in other sections of this book are those to advertising products, the evolution of EdgeRank, the new capability to schedule posts, and the new Facebook Page Manager iPhone application.

ACTION ITEMS

- Look at the Timeline's of a few of your favorite Facebook Pages.
- Go to Insights and check out all the information available.
- Set appropriate Admin Roles and take away Admin privileges for anyone that is no longer an admin.
- To stay up to date on Facebook growth and changes, follow our Facebook Page <https://www.facebook.com/fbbook>.

Afterword By Michael Stelzner

Facebook has changed marketing in the same way television did when it was first introduced. Yes, we've always had ways to connect with people via email, forums, and blogs. But Facebook changed everything.

All of a sudden, marketing became personal again.

Just like the intimate experience of gathering around the television in days past to enjoy a show as a family, Facebook provides friends and family a way to "connect" while miles apart—and with little effort.

It is for this precise reason that Facebook has radically changed marketing.

Now people can have very intimate experiences with their friends and family, alongside the brands and businesses they love.

Because Facebook is ubiquitous, it provides an incredible opportunity for marketers to build a community, solicit feedback on new products, service customers, and much more.

At Social Media Examiner, we've seen more than 100,000 fans come together, support one another, and so much more. It has literally changed our business for the better.

Facebook isn't going anywhere. Smart businesses will figure out how to leverage its power and grow their business. Those that ignore it will turn aside from a large group of their prospective customers.

What will you do?

—Michael Stelzner

About The Authors



Jason Alba is the CEO and creator of JibberJobber.com, a web-based system to organize and manage a job search (and the networking you do between job searches). Jason is a certified Personal Branding Strategist and popular blogger and speaker about career management and social tools for professionals. Jason wrote *I'm on LinkedIn—Now What???*, one of the first books on using LinkedIn. He also wrote *I'm on Facebook—Now What???* and is finishing two more books (*Eight Lunches*, for entrepreneurs and a book on social media etiquette). Jason maintains several blogs including JibberJobber.com/blog, and contributes to the AOL Jobs blog. In his spare time he created the LinkedIn for Job Seekers DVD. Jason has an IT and business background and earned a Computer Information Systems degree and an MBA.



Jesse Stay is a speaker, author, blogger, and entrepreneur, who writes and consults on the topics of social media and new media architecture, bridging the gap between "technical" and "social" for both marketers and developers. Jesse has written four books—his latest two, *Facebook Application Development For Dummies* <http://stay.am/dummiesbook>, and the recently released *Google+ For Dummies* <http://stay.am/gplusdummies> show the breadth of knowledge Jesse has to offer. Jesse was also named one of 20 developers to follow on Twitter <http://mashable.com/2009/06/04/developers-tips-twitter/> and one of 10 entrepreneurs to follow on Twitter <http://mashable.com/2009/10/29/entrepreneurs-twitter-follow/> by the top Tech blog Mashable.com <http://mashable.com/>.

His unique technology background has enabled him to help others understand the new mesh of technology, marketing, PR, and customer service, which social media has come to be, and how they can deeply integrate these technologies into their own environments. Jesse has consulted for top 10 Facebook applications, large corporations, social media applications with millions of users, and has helped many people become successful through their social media efforts to merge technology with marketing. Jesse has built his own profitable social media applications in the hundreds of thousands of users. In addition to building and consulting for top social media applications, Jesse has been successful in managing Social Media campaigns for Facebook

Pages in the hundreds of thousands of fans to even millions, some of them his own Facebook Pages. During his day job, Jesse serves as a Social Media Strategist for The Church of Jesus Christ of Latter-day Saints <http://mormon.org/>, an organization with over 14 million members, some of the largest humanitarian and service efforts in the world, and a very unique international strategy for social media. (Yes, he's a Mormon <http://mormon.org/me/1H2Y-eng/>)

Jesse also hosts his own successful blog, Stay N Alive <http://staynalive.com/>, perhaps the #1 tech blog in Utah and is regularly featured on Techmeme.com <http://techmeme.com/>. Aside from that, Jesse's articles have been featured on sites such as LouisGray.com <http://louisgray.com/>, the top two Facebook blogs, InsideFacebook <http://insidefacebook.com/> and AllFacebook <http://allfacebook.com/>, as well as Venturebeat <http://venturebeat.com/>. You can also see the coverage and breadth of Jesse's influence on Delicious <http://delicious.com/jessestay/coverage>. You can find him on his blog <http://staynalive.com/>, on Google+ <http://profiles.google.com/jessestay>, on Facebook <http://facebook.com/stay>, or on LinkedIn <http://www.linkedin.com/in/facebook>.

Book him for your next speaking engagement!



Rachel Melia is an Online Marketing Consultant specializing in Facebook marketing. Rachel enjoys helping clients build vibrant social media communities that achieve their business objectives.

Rachel's background includes many years at San Francisco advertising agencies on well-known clients including Kodak Gallery, Microsoft, Palm, Siebel, and Tivo.

Rachel became a consultant seven years ago and has worked with start-ups and small and medium-sized businesses as well as non-profits and government organizations across categories including health, travel, parenting, personal finance, food and beverage, technology, and mobile.

Along with working closely with ongoing clients, Rachel regularly speaks about social media and Facebook marketing.

Rachel is based in Silicon Valley where she was born and raised. She has a Bachelors in Communication from Santa Clara University.

Read Rachel's blog at <http://www.rachelmelia.com> and contact Rachel at <http://www.linkedin.com/in/rachelmelia/>.

Getting “I’m on Facebook—Now What???” (2nd Edition)”
(<http://happyabout.com/facebook.php>)

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Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles bookupdate@happyabout.info or phone (408-257-3000)

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JASON ALBA, author of "I'm on LinkedIn--Now What???" specializes in career technologies.



JESSE STAY is a Social Media Strategist for large corporations and author of many other books on Facebook and Google+.



RACHEL MELIA is an online marketing consultant specializing in Facebook marketing.

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