



Quick Guide to Facebook Page Content

What to post about and where to find it

Photos and video- Highest rated and viewed feature on Facebook are photos and video. Post photos of newest products, what's happening at the office, and company events.

Seasonal events and holidays - Wish fans happy holidays or link to local celebrations.

Business partner profile pages – “Like” partner pages to share pictures from their pages, and makes it possible to “tag” them in

Community news, newspapers – Are there special events nearby? Sports events? Photo album of the community? Check Facebook for the local newspapers' Facebook fan page.

How to write engaging content

Be Authentic - Be yourself, talk in your voice. Is there something in a recent press release, or in the community you feel passionate about? Talk about it!

Ask questions - have you tried this/that, seen/known about this?

Encourage involvement - Ask fans their opinion.

Interaction also boosts number of times the Page shows up on fan's news feed, and makes it listed higher in their news feed.

Make Facebook Work for You

Add Links to Sites Outside of Facebook - Copy and paste the outside URL into a status update, and at the same time add a short description of the outside page. Facebook will automatically make a preview link and select an image from the page.

Use Facebook as (YOUR Page) - To post on unrelated Facebook pages as (YOUR Page) instead of yourself, “use” Facebook as that market. On the desktop site, use the down arrow in the upper right toolbar. A drop-down menu appears with “Use Facebook as:” then select (YOUR Page).

“Tag” other Facebook pages & profiles - You can “tag” other pages in status updates, photos, or comments. Within the status update, photos or comments, use the @ symbol and start writing the other page name. Facebook will autocomplete.