



Top Five Tips For Your Facebook Business Page!

1. Add an image of you

Have a professional headshot taken. In fact, get **several from the same shoot** and use them throughout your various social sites for consistency.

Stay away from overly formal photos. Instead **go for a relaxed, informal—yet professional—look**. Crop your picture to your head and shoulders only; when your thumbnail appears around Facebook, you want it to be recognisable.

Your goal is to have people come up to you when they meet you in person and say you look exactly like your picture. This actually **helps to build trust**.

2. Add your company information to your page

This will appear under the **Info** tab on the left hand side of the page.

Ideally, it needs to be in a **first-person, conversational tone**.

Be sure to include website address, contact details and links to your other social networking sites and/or blog.

Sam Russell
Facebook trainer
and Speaker

Basic Information

About: Discover how the Facebook Mentoring Programme can help you - http://www.facebook.com/TheSocialSardine?sk=app_176217385757369

Description: We simplify social media for you. Jargon-free! Why not take advantage of our FREE 20 minute phone consultation and find out how to use Facebook effectively for YOUR business? Need to get your head round Social Networking www.business-blog-buddy.co.uk?

General information: We inspire, train and support YOU to have the confidence to manage your own social networking enabling YOU to connect and engage with your existing and potential clients.

Products and Services:

- FREE 20 minute phone consultation - book yours now!
- Get Your Head Round Social Networking with Business Blog Buddy - www.business-blog-buddy.co.uk
- Workshops - <http://www.thesocialsardine.com/category/facebook-workshops>
- 1:1 Consultancy (tailored to you and your business)

Email: sam@thesocialsardine.com

Phone: +44 (0)7747 617997

Website: <http://www.thesocialsardine.com>
http://www.twitter.com/Social_Sardine
<http://www.youtube.com/TheSocialSardine>
<http://www.linkedin.com/in/TheSocialSardine>

3. Make sure your Page Name includes some keywords

This will help with the search engine rankings. Don't add too many, just one or 2.

The page name can be changed as long as you have less than 100 'Likes' or 'Fans'.

4. Set up a username for your page

Go to: www.facebook.com/username and choose a username that is relevant to your page

You need 25 or more 'Likes' or 'Fans' to set this up.

Your username can be different to your page name.

5. Add a Reviews tab

This allows customers and clients to leave testimonials on your Facebook page.

See an example here: <http://www.facebook.com/TheSocialSardine?sk=reviews>

For more great tips and advice, be sure to 'Like' our page: www.facebook.com/TheSocialSardine and contact Sam to book your FREE 20 minute phone consult – sam@thesocialsardine.com