

FACEBOOK PROFESSIONAL PAGE TUTORIAL

The full power of Facebook, working for your agency.



YOUR FACEBOOK PRO PAGE



Square logo pic and your cover photo.

You agency contact info

The wall where you can publish your news.

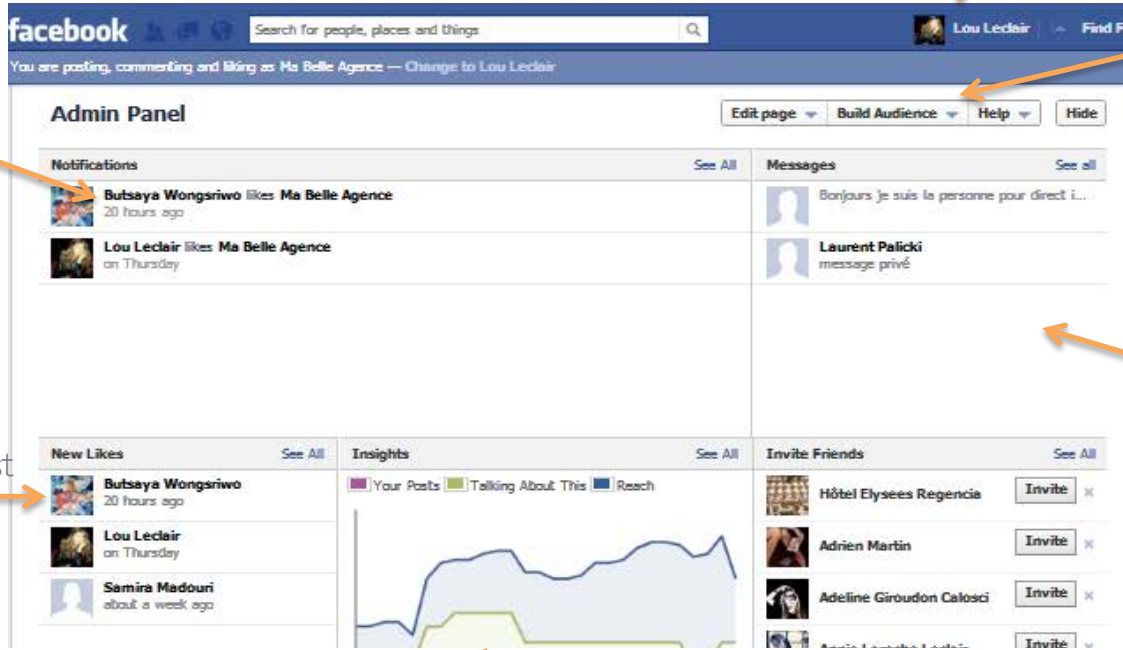
The admin to manage your page.

Cover update

Previsite applications

FB ADMIN MENU

Your notifications show comments published on your wall by your fans.



The ADMIN button allows you to access all the display options of your page. (see following slide)

Introduce your page to your friends. Click on « Build Audience » to invite friends to like your page.

Discover your new fans. Click on «See all» to see the complete list of members, as well as to assign a co-admin.

Here you will see messages left by users, whether already a fan of your page or not.

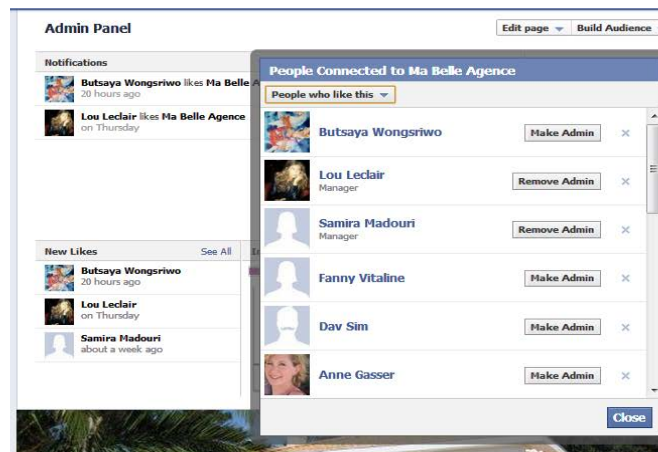
View the statistics of your page: which articles were read most often and what are the styles of publications preferred by your fans? (video, articles, etc)

HOW TO CENSOR MY PAGE ACTIVITY

It's always a possibility that you may receive an unwanted comment on your page. A fan can publish a comment or self-promoting image that may have nothing to do with your own page topic. As the admin, you have the right to censor the activity of your fans.



Click on the pencil icon on the top right of a message you wish to erase or an image published by a fan that you wish to conceal. A menu will appear and you can choose your level of censorship.



You may also delete a fan from your page, in the case that someone is abusing their presence on your page.

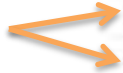
Click on « see all » in the block Likes. Then hover the like button to change to « unlike » status.

AUTHORIZING PUBLICATION

Authorize third-party publication on your page.



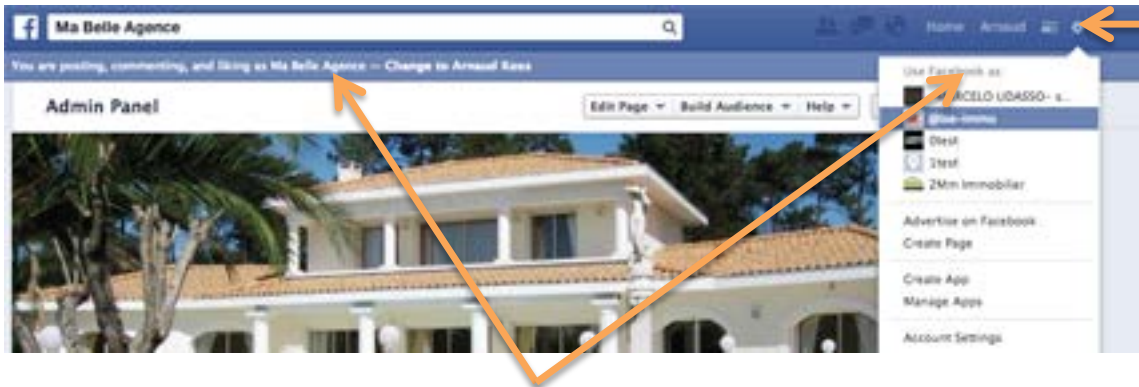
Use the new tools to block undesired messages automatically.



Otest View Page		
Page Info Settings Admin Roles More...		
Page Visibility	Page published	Edit
Posting Ability	Anyone can post to my Page timeline Anyone can add photos and videos to my Page timeline.	Edit
Post Visibility	Posts by others appear on my Page timeline	Edit
Post Privacy Gating	Privacy control for posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Other people can tag photos posted on my Page.	Edit
Notifications	Turned off	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Replies	Comment replies are not yet turned on for your Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

PERSONAL PROFILE VS ADMIN

Now, you can have a personal profile and a professional page. To be an administrator of a page, you must have a personal FB account.

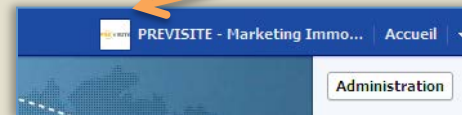


I have a personal profile – Arnaud and a professional page – Previsite – Marketing Immobilier, that allows me to access facebook and « like » other pages

If you wish to leave a comment or to like another page as your professional account instead of your personal profile, you must click on « Use Facebook as a Page ». If you are an admin of several pages, you must select which page you wish to use.

While you are connected to using facebook as a page:

The notifications of the selected page will show in the top bar (new fans, messages, etc)



On the top right of your page appears the name of your page, instead of your personal name, when using FB as an admin.

NAME YOUR CO-ADMINS

Your page is created and maintained and kept up to date by you and your team. Name your co-admins:

1/ Each person, before becoming an admin of your page, must already be a fan of your agency by clicking on the « like » icon on the top right of your professional page.

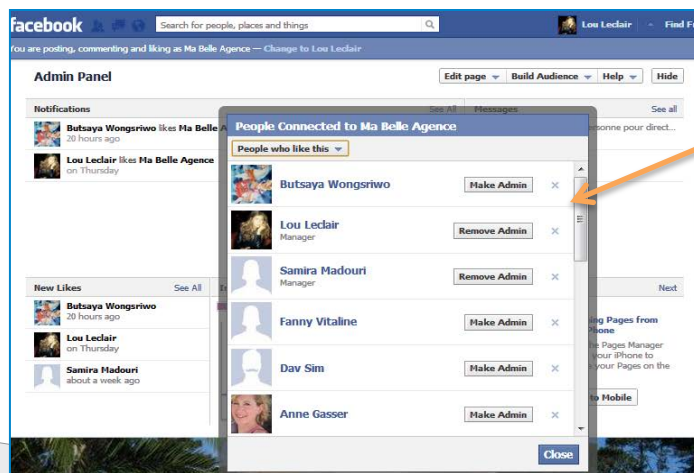
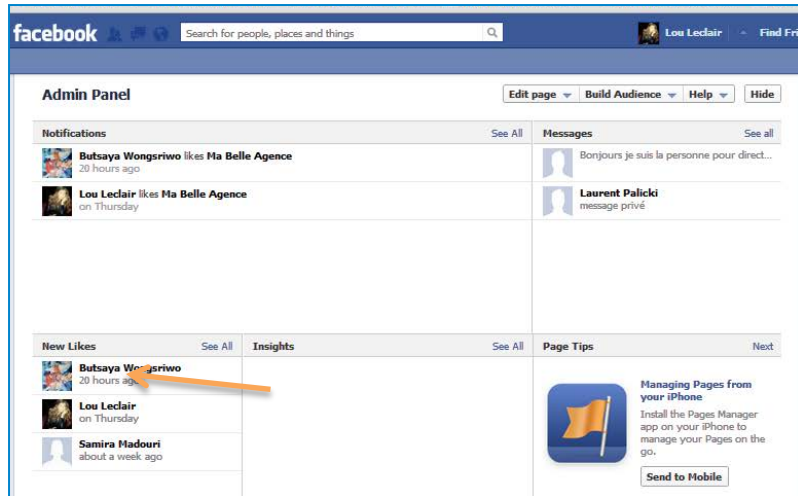
2/ Then, you connect to facebook from the current admin and use facebook as your agency.

3/ You find yourself on your professional page.

4/ In the admin menu (top right), there is a block that indicates all the new people who have liked your page – your fans. Click on « view all ».

5/ Search for the person you would like to name as an admin.

6/ Click just to the right « Assign as an Admin » and confirm your choice. The password asked for is the one you use to connect to your personal facebook account.



Caution:

- Each admin of the page must have a personal facebook account.
- If the desired admin doesn't have an account, visit facebook.com to sign up.

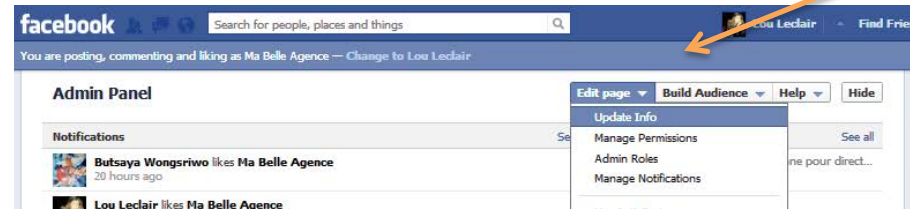
ASSIGN A FB SHORTENED ADDRESS

As soon as you have a minimum of 25 fans, Facebook allows you the possibility to reserve a FB Address for your page. Such as: www.facebook.com/CENTURY21Beaurepaire or www.facebook.com/opus.hominis
A shortened name can be included on marketing materials and communicate easily to your clients.

- 1/ Connect to Facebook as an admin.
- 2/ Click on « Manage » then « Modify the page » on the top right.
- 3/ In the menu to the left, click on « General information »
- 4/ Then click on « create a name for this page » in the center.
- 5/ The option to assign a FB address will only be active if you have over 25 fans.
- 6/ Choose the page you wish to name and assign a FB address: www.facebook.com/MyAgency name
- 7/ Verify the availability of the name you wish to choose and adjust your selection if already taken.

CAREFUL!

- You must have at least 25 fans.
- Once you have defined your name, you cannot change it.
- Only letters, numbers and a period may be used.
- If the name is already taken, you must choose a new one
- The names including .com or .net (etc) are often refused.

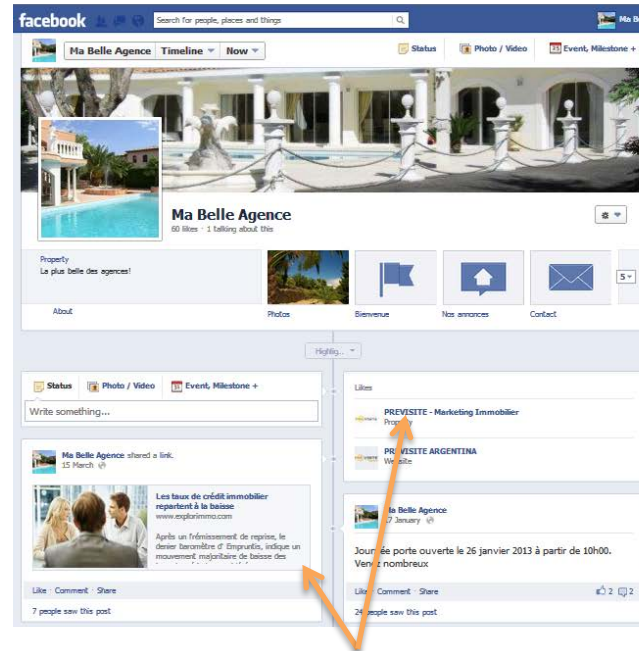
A screenshot of the 'Each Page can have a username' form. The form title is 'Each Page can have a username'. Below the title, it says 'Easily direct someone to your Page by setting a username for it. After you set your username, you may only change it once.' There is a dropdown menu for 'Page name' with 'Ma Belle Agence' selected. To the right is a text input field labeled 'Enter desired username'. At the bottom right of the form is a blue button labeled 'Check availability'. An orange arrow points from the text '7/ Verify the availability of the name you wish to choose...' to the 'Check availability' button.

POSTING TO YOUR PRO PAGE

When you post to your page, you do so not as your personal profile but while managing your page as an admin. In this way, it is possible multiple members of your team to function as one single voice of the company.

For example: Pierre and Marie each have a personal profile. They are both co-admins of the page « Belle Agence ». Each of them can contribute to the wall content of the pro page, respond to comments, send updates to fans by connecting thru their personal profiles.

All the publications are accompanied by the logo/brand of « Belle Agence » and not their individual profile (as long as they remember to manage as the pro page and not an individual)
The fans will not be able to identify which person submitted which content – whether Pierre or Marie. To the fans it is simply the company and not the individual.



The two publications were written by two different people, Pierre and Marie, yet appear as the company.

CONTENT FOR YOUR PAGE



Dedicate an average of 5min per day to effectively manage your Facebook page.




To begin:

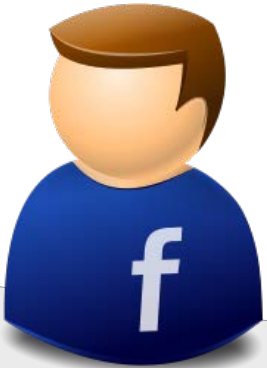
- ▶ Post 2-3 items per week.
- ▶ Check in each day to see if anyone has asked any questions or requested any information, etc.
- ▶ Seek to provide original content that is unique to your page.

To assist you in publishing interesting and relevant content, Previsite proposes the Previsite News application which gives you access to content which you may post on your page. For more information, contact formation@previsite.com.

PROMOTION YOUR PAGE - OFFLINE




Recruiting more fans for your page from the offline world

-  Talk about it!
-  Relay the address of your page on your marketing materials.
-  Place your facebook address on your business card.



PROMOTING YOUR PAGE

Recruiting more fans for your page from other online communication

-  Create an email campaign announcing your page and encouraging prospects and clients to become fans.
-  Promote your FB address on all your electronic communication.
-  Include your FB address on your email footer.



HELPFUL HINTS

Some dimensions that can help you when publishing new content or updating your photos:

COVER PHOTO
851 X 315 PX

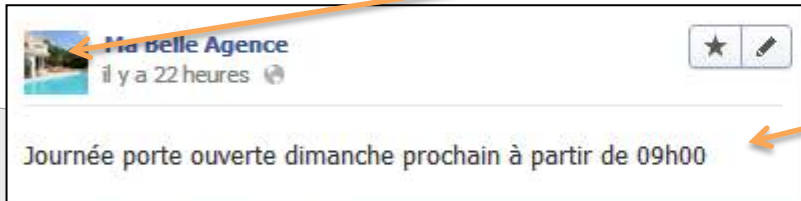
Your profile photo should be at least 180 x 180 px and will automatically be reduced to 160 x 160 px.



Ma Belle Agence
60 J'aime · 3 personnes en parlent

J'aime * ▾

The image that attaches beside each like and news update.
Largeur: 90px
Hauteur: 90 px



HELPFUL HINTS

The width of the content published on your page is 403 px



When you feature or highlight published content, it's width doubles to a 843 px.



HELPFUL HINTS



The photo of your ad
Width: 110 px
Height: 80 px
Size: 5MB

Text in the ad
Header: 25 caracters
Body Copy: 90 caracters



The size limitations for your video:
Size: 1024MB
Length: 20 minutes

The maximum size of photo that you can upload is:
Width: 2048 px
Height: 2048 px

TRAINING @ PREVISITE

Are you lost on your Facebook page?
You wish to know how to use your page more effectively?
You want to know how to recruit more fans?

Previsite proposes an online training session:

Beginners: Included in your package (1 hr session)

Advanced: 49€ +tax (1 hr session)

Contact us at:
formation@previsite.com

PROFIL PERSONNEL VS PAGE PROFESSIONNELLE

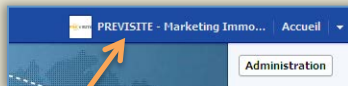
A présent, je possède automatiquement 2 comptes: un compte « Profil » et un compte « Page ». Pour être administrateur d'une page, vous devez avoir obligatoirement un « Profil » personnel.



Je possède un compte Profil Lou Leclair (personnel) et un compte professionnel (ma page) Previsite-Marketing Immobilier qui me permettent tous deux de naviguer sur Facebook et d'aimer d'autres pages.

Si vous souhaitez laisser un commentaire ou aimer une autre page avec votre compte professionnel (page), à savoir en utilisant le nom de votre agence (et non votre propre nom), vous pouvez cliquer sur « Utiliser Facebook en tant que Page ». Si vous êtes administrateur de plusieurs pages, il faudra choisir quelle page vous souhaitez utiliser.

Lorsque vous êtes connecté en tant que page:



En haut à droite de la page apparaît alors le nom de votre page au lieu de votre nom personnel



Vous disposez de notifications propres à votre page (nouveaux fans, messages sur le mur, etc.)