

TUTORIAL TO CONVERT YOUR PROFILE PAGE TO A PROFESSIONAL PAGE



INTRODUCTION

A Facebook account is meant to represent one person, therefore it's not adapted to companies.

The image shows the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font centered on a solid blue rectangular background.

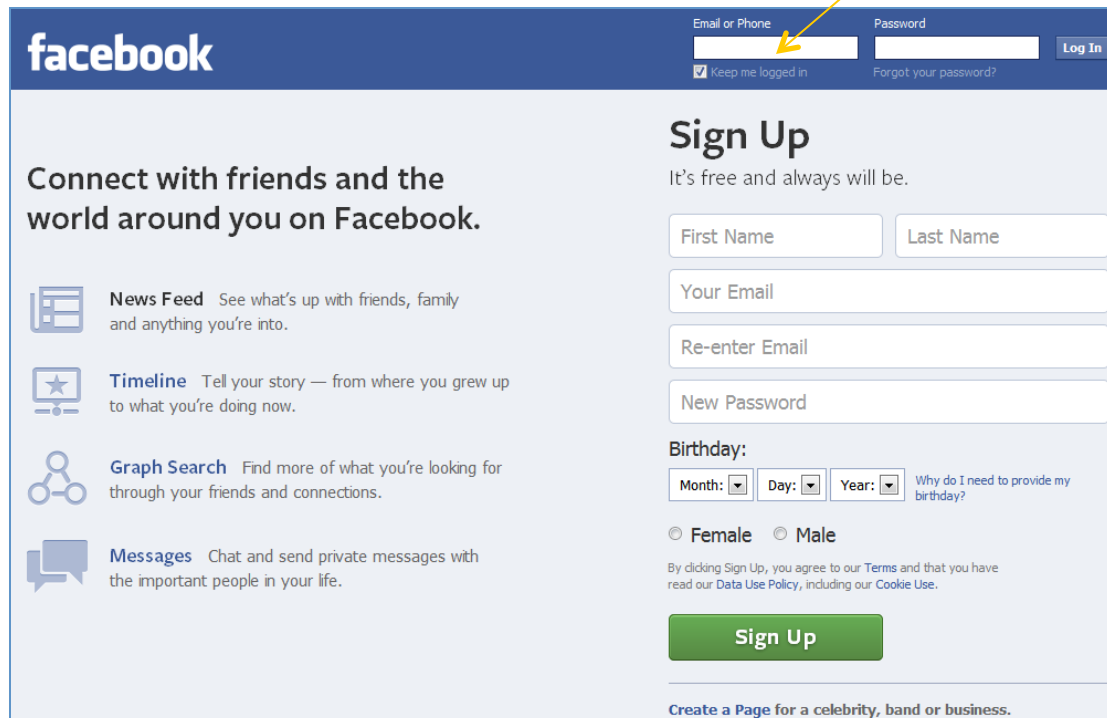
In order to promote your agency, it's best to create a professional facebook page.

Remember that the use of a personal Facebook page to promote a company is officially forbidden by Facebook and can potentially be taken down.

CONNECTING TO YOUR FB ACCOUNT

Go to <http://www.facebook.com>

Enter your user name and password



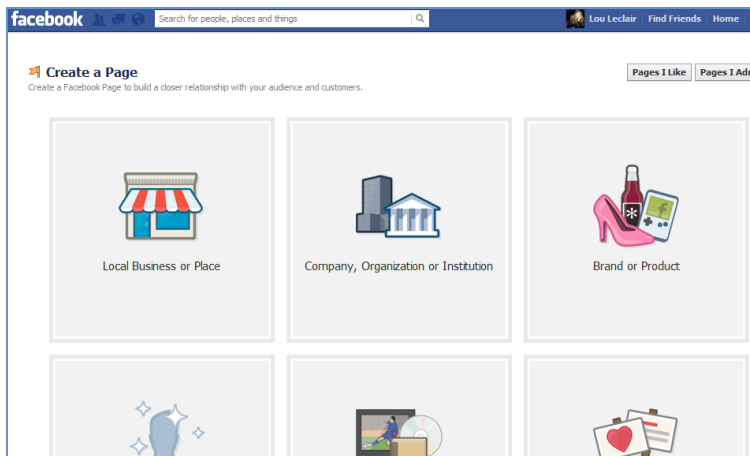
The screenshot shows the Facebook login and sign-up interface. At the top, the Facebook logo is on the left. To its right are two input fields: 'Email or Phone' and 'Password'. A yellow arrow points to the 'Email or Phone' field. Below these fields are checkboxes for 'Keep me logged in' and a link for 'Forgot your password?'. A 'Log In' button is to the right of the password field.

Below the login fields, the page is split into two columns. The left column is titled 'Connect with friends and the world around you on Facebook.' and lists four features: 'News Feed', 'Timeline', 'Graph Search', and 'Messages', each with a brief description and an icon.

The right column is titled 'Sign Up' and includes the text 'It's free and always will be.' Below this are several input fields: 'First Name', 'Last Name', 'Your Email', 'Re-enter Email', and 'New Password'. There is also a 'Birthday' section with dropdown menus for 'Month', 'Day', and 'Year', and radio buttons for 'Female' and 'Male'. At the bottom of the sign-up section is a green 'Sign Up' button and a link to 'Create a Page for a celebrity, band or business.'

HOW TO CONVERT A PROFILE TO A PROFESSIONAL PAGE

Once you are connected to your Facebook account, copy and past this address into your browser. <http://www.facebook.com/pages/create.php?migrate>

A screenshot of the 'Local Business or Place' form on Facebook. The form title is 'Local Business or Place' with the subtitle 'Join your customers on Facebook.' The form contains a dropdown menu with 'Real Estate' selected, followed by input fields for 'Business or Place Name', 'Street Address', 'City/State', 'Zip Code', and 'Phone'. At the bottom, there is a checkbox labeled 'I agree to Facebook Pages Terms' and a blue 'Get Started' button.

Choose the type of page that best corresponds to the entity you wish to promote. The choice the most frequently used is the first one « Local business or place »

Then fill out the contact info of your agency and select « Real Estate » in the first field. Check the box and click « Get started »

Texte

WHICH CONTENT CAN BE TRANSFERRED?

You have now converted your profile to a page. In the process, not all of what you have created on your profile page will be transferred.

Items that will transfer

- Your « friends » will become you « fans »
- You can keep your previous profile photo.

The contents you will lose:

- No posts will be moved.
- You personal profile fields will disappear.

You must assure that you have another Facebook profile page to recreate one to become an administrator for your new page.