

# The Social Media “How to” Series©: Facebook

By: Michael Fugler, Chairman

## Financial Social Media Task Force

### **USING FACEBOOK FOR CLIENT BUILDING**

#### **What is Facebook?**

A social network that allows members (500 million+) to interact with each other (keep up with friends, make new friends, share photos and videos, promote yourself, promote your business, promote an event) – for free! Facebook is used for social, educational, business and not-for-profit purposes.

#### **What is the SOCIAL Media Task Force Facebook goal?**

To have explain the “How to” so you and your clients and their friends and prospects sign up for a Facebook account and then promote your business expansion using Facebook.

#### **Where to start:**

Decide if you want a Personal or Business Account. Either works for the Social Media Task Force promotion.

**Personal:** you become "friends" with other members. This is a reciprocal relationship, your friends can see your personal profile and you can see theirs (depending on privacy settings), what you write appears in each others news feed.

Go to [www.facebook.com](http://www.facebook.com), enter your first and last name, email, create a password, select your sex, enter your birthday and click “Sign Up”.

Enter the protection check term verification and click “Sign Up” again.

You may need to validate your email address via an email sent to you.

**Business:** an account for information about your business. Prospects can "Like" your page and what you write will appear in their news feed, but what they write will NOT appear in yours (unless you are friends through a Personal account then what they write appears in your personal account). You do not have to be a Facebook member to view Business pages.

Go to [www.facebook.com](http://www.facebook.com) and click on “Create a Page for a celebrity, band or business”. Click the box for the type of page you want to create: Local Business or Place; Company, Organization or Institution; Brand or Product; Artist, Band or Public Figure; Entertainment; Cause or Community.

Fill in required information, check “I agree to Facebook Pages Terms”, click “Get Started”.

You may need to validate your email address via an email sent to you.

#### **See Additional Setup Recommendations on back of page!**

#### **Find Michael Fugler!**

Go to: <http://www.facebook.com/pages/Michael-Fugler-Investment-Banker/208074282563683>

Or sign in to your account and search for “Michael Fugler, Investment Banker”

**Like Michael Fugler:** click “Like”

**Share Michael Fugler:** click “Share”

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### **Additional Setup Recommendations:**

#### **Personal**

Customize your Personal profile page.  
Set your privacy settings.

#### **Business**

Add information to your page (add a picture, edit information under “Info” tab, add information under the “About” box).  
Choose a landing tab for your page.  
Publish your page.  
Become your own fan! Invite friends to become fans! Connect with your fans!

#### **Privacy Settings**

It is important that you set your privacy settings so that only the appropriate people can access your profile. Click “Account” then “Privacy Settings” then “Customize settings”. Your information can be shared with: Everyone; Friends of Friends; Friends Only; Other. To find out more about setting your privacy settings, visit “[Privacy settings](#)”.

#### **Personal Profile Page**

To customize your Personal Profile, click “Profile”. Add current work information, education information, hometown or click “Edit Profile” to add or update your profile.

**Wall** - Recent Activity; allows friends to post messages; visible by anyone with the ability to see your full profile

**Info** - your personal information: Education and Work; Arts and Entertainment; Activities and Interests; Contact Information

**Photos** - where you upload albums of photos, tag friends and comment on photos

**Notes** - a blogging feature that allows tags and embeddable images

**Friends** - your friends, “Find Email Contacts” and “Find Classmates”

NOTE: Once you have over 25 friends, you will be able to apply for a [Facebook vanity name](#) for your Facebook account. Once you have chosen the name, it cannot be changed.

#### **Facebook Applications**

There are a lot of facebook and third party applications that add functionality to a profile. See the [Applications Directory](#).

To add a Facebook application, go to the app page and select "Add to my page".

#### **Home v. Profile pages**

**Home** page - your **News Feed**

**Profile** page - your personal info and Recent Activity

#### **Facebook Access**

- [www.facebook.com](http://www.facebook.com)
- mobile phone: <http://m.facebook.com>
- iPhone: [Facebook for iPhone app](#)
- Blackberry: [Facebook for Blackberry smartphones app](#)

Note: Facebook's Terms of Use state that users can have only ONE account. However, personal users can set up any number of business pages from their personal account, and business users can also convert their page into a personal account.