

# Social Media Quickstart

## *Part 5*

**facebook**<sup>®</sup>

*with Nick Nanton, Esq.  
and Lindsay Dicks*



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# FACEBOOK

*with Nick Nanton and Lindsay Dicks*

NOTES

**LINDSAY:** Hello everybody. We're going to spend a little bit of time talking about Facebook. First, I'm really enamored with Facebook and what it's done to revolutionize Social Media. Although I've been on Facebook since 2005, it was actually launched in February 2004 as a social network exclusively for Harvard students. In just two weeks, half of the schools in Boston began demanding a Facebook network. Within four months, Facebook added 30 more college networks, and today there are more than 250 million users on Facebook.

And it's not just college students anymore; 31 percent of users are ages 35 to 54, which is now Facebook's largest age group. In February 2009, a Compete.com study ranked Facebook as the most-used social network by worldwide monthly active users. So although Facebook was originally created for socializing in college students, today Facebook is a great tool for businesses.

Now there's a ton of stuff that I could go over about Facebook, but I do believe I would just be talking your ear off. And since we all have a little case of ADD, I'll try to just stick to the basics.

On Facebook, as soon as you login to your account a "news feed" pops up. This feed tells you everything your friends are doing, what pictures they posted, what events they're attending, what groups they've joined and so on. In the upper right-hand corner of your home screen you will see various outstanding requests – friend requests, event requests, invitations, new updates, etc. You will also see "suggestions" of people/companies Facebook suggests you become friends with, a fan of, etc. You will also notice that further down on the right side of the page Facebook gives you "highlights" of what your friends are doing as well as any birthdays coming up.

I still use my personal profile a lot for personal use, although I do mix business in too. I use it to correspond with people I haven't talked to in years, different events that I've attended, college friends, even high school friends. I also weave in business through status updates, links and photos, but I do try to keep my personal one so people can get to

know me, my personality, what I like to do and my family.

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There are several ways to get involved with Facebook. The first, of course, is by having a personal profile, but you can also create Facebook Fan Pages as well. Really a Facebook page is just a business profile. A couple of the main differences between a Facebook profile and a Facebook page is that people join as your fan versus your friend and Facebook caps your personal profiles at 5,000 users. I guess they figure that once you have more than 5,000 they really aren't your friends anyways; they're more like fans. You'll notice that the actual set up of the page versus the profile looks almost exactly the same; you've got friends, you can comment on the wall, you can post different stories and you can also post pictures, links and events. So they work pretty similarly.

Before there were pages there were also Facebook Groups. Groups, you will notice, have a much different style than pages and profiles; the design of the layout is much different. People also join groups as "members," not fans. Groups are designed to be interactive communities, unfortunately, some of the different Facebook applications such as notes and events, the more interactive applications that you'll see on Facebook pages, don't work on these group pages. However, they are a place for like-minded individuals to come and share ideas, but that's about it.

The bottom-line, whichever you prefer on Facebook, be it a page, a profile or a group, make it useful, engaging and interact with your fans, members or friends. Update your page regularly so people have a reason to come back. And you can also use them to send announcements to your fans – whether you're having an event, a promotion or sale. Use it to notify whoever is following you to keep them updated about your business and what you've got going on.

Besides profiles, pages and groups there are a lot of other things that you can do with Facebook. One of them, obviously, is an event. An event is a great way for users to get involved. You can notify them if you've got a party going on, a gala, a charity event, different promotions, etc. Actually, about a month ago Starbucks created a free pastry day event. They used Facebook ads and invited people to join the event on Facebook, print out a coupon and bring it to their local Starbucks on the day of the event to get a free pastry with purchase

with any beverage. Pretty cool idea.

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Facebook also has some great flat out advertising features. There are two ways you can advertise with Facebook. The first is cost-per-click, which is the traditional Google way, you click on the ad and you get deducted the amount; cost per click. And the other is CPM or cost per impression, cost per thousand impressions, actually. The real difference between cost per click and cost per impression is cost per click is generally for people who want to promote a particular site. For example if you're trying to get them to leave Facebook to come to your site to purchase something, sign up for something, etc.

Cost per impression is more like the Starbucks example. They did a cost per impression ad to get people to their event. They were more concerned with creating awareness for the event then actually getting people to go to their website to do something.

The cool and unique thing about Facebook ads are the specific ways you can target your audience. Advertisers have the power to go much further into who their audience is. Facebook allows advertisers to target ads to country/state or city level. This is powerful for both national brands as well as local, small businesses to make sure ads are reaching customers in their target markets. Facebook also offers radius targeting, the ability to target users located within a certain distance from any given city.

The coolest and most powerful tool, I think, is keyword targeting. Facebook allows you to target your ad according to keywords users put in their profile. Say you're interested in running marathons and you have that within your profile, you might start seeing ads for bikes or training equipment; targeting you specifically to your interests. Advertisers can target their audience's interests by keywords placed in their activities, favorite books, TV shows, movies, job titles, etc. They even target specifically down to names of pages that you're fans of, or groups that you belong to. Facebook also allows connection targeting where advertisers can target their ad to only reach users who are fans of your pages, users of your applications, members of any of your groups or attendees of any of your events.

Relationship targeting is another great tool, which allows advertisers









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**Have Questions?  
Ready to Get Started?**

**Contact Us!**

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**We Look Forward to Helping You!**