

Posting on Facebook

The what, where, and how's

So you have your Business Page setup and before you start telling everyone to like your page, you want to get some posts first so there are things people can view when they join and which will cause them to keep coming back. We will discuss here how to post, where to post from, and what to post to keep your fans interested.

If you have been using Facebook for a personal page, then you already know how to post to your personal page. Posting from your Business Page is very similar. Keep in mind that although both your personal and business pages are under your same account, they both are treated as separate pages so whatever you post on your personal page does not come through your business page and vice versa.

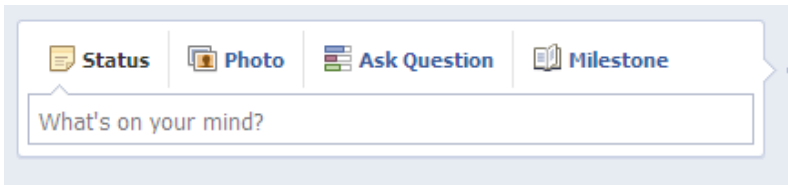
To Post from your Business Page:

- 1) Sign into Facebook as you always have in the past. Once you sign in, you will see your Personal Page's wall where you will see posts and updates from your personal connections
- 2) At the top right hand corner you will see your personal page name & photo and to the right of that you see the word "Home" and a Down Arrow - click on the down arrow
- 3) Once the drop down box appears, click on your Business Page you want to post as.



Once you click on your Business page name, your Admin Panel page will load of your Business Page as seen on the right.

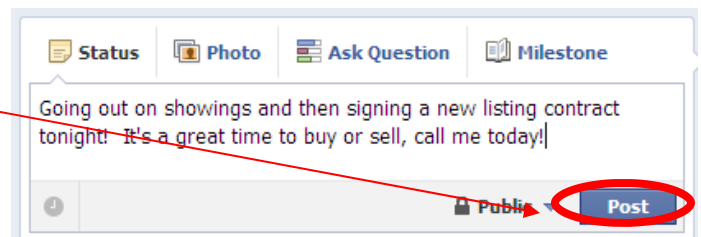
Scroll down below your cover and profile photos, and below your About section and you see a box that looks like:



4) Move your mouse over the area that says “What’s on your mind?” and a yellow box will pop up saying the same thing. Once you click on this box you can start typing text in this box. In our example I typed in “Going out on showings and then signing a new listing contract tonight! It’s a great time to buy or sell, call me today!”



5) Once you are done typing your text, click the “Post” Button and your post you just typed will now appear on your page and it will also show up in the Newsfeeds of those that have liked your page.



You have now made a simple Status update on your page!

There are other things you can post on Facebook besides Status updates.

6) To post a photo, click on the Photo icon in the same box you typed your Status update in.

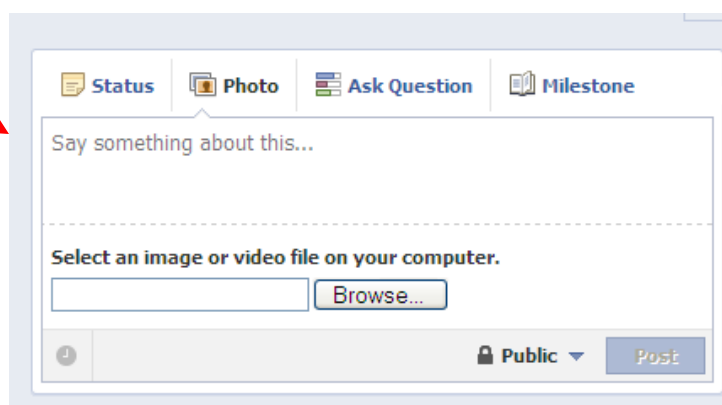
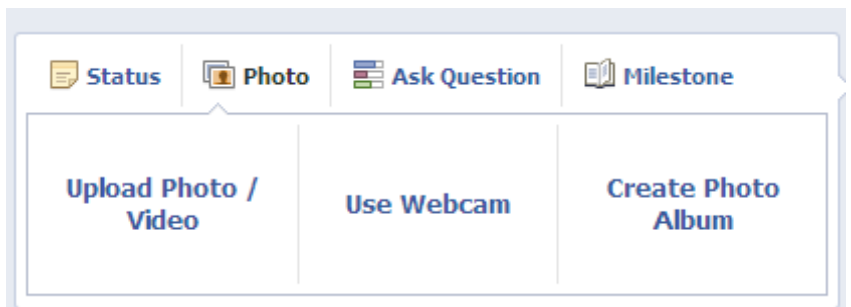
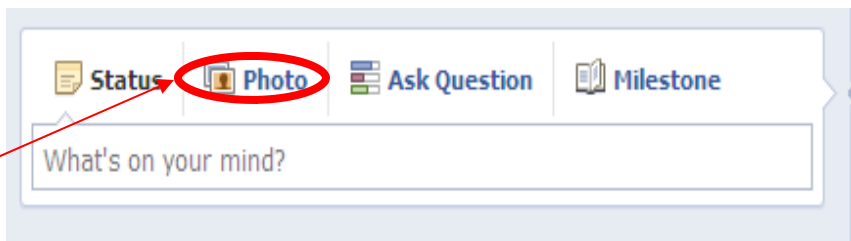
7) Your box now changes to show your 3 options for adding a photo:

Upload a Photo - A single photo to complement your Status Message. Use this the same way you would upload any photo to a website (i.e. Clicking the Browse Button, and going to the area on your hard drive you have your photos saved, choosing the photo and clicking open). Once you select your photo, you will see an address in the box now and your Status Message has returned. If things look good, click Share and your photo will go live. You can also type a message in the box where it says "Say something about this..." much like you did your Status Update in Steps 4 and 5.

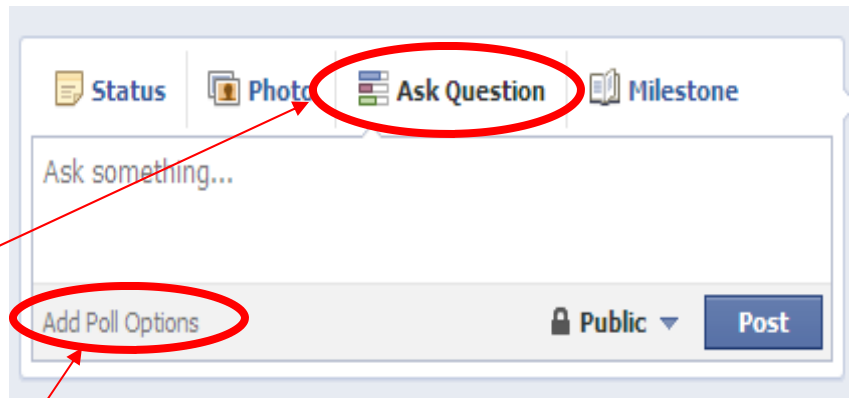
Take a Photo with a webcam - This guide will not cover this feature as you won't be using this for your Business Page. Some people will take a webcam image of themselves and post it to their personal page but since this is your professional business page, you want to keep that professional image of yourself and stay away from the goofy side of things. You can still do this on your personal page because as we said before, your business page and personal page stay completely separate so go ahead and get wild on your personal page, but keep this page for your business matters

Create an Album - You can use this if you want to post many pictures for a post (i.e. I just listed 123 Main St, here are some photos of this lovely home). This works exactly like if you went into your photos and created an album, so I won't be covering this feature in this tutorial.

8) Once you choose a photo, click on Post and your post goes live on your wall and on the newsfeeds of those that liked your Business Page!

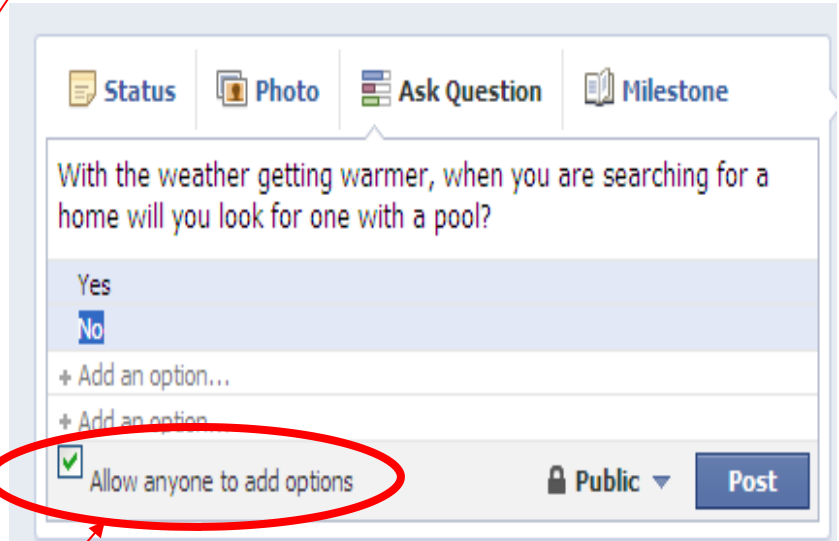


7) A nice feature to post on your wall is “Ask Question”. Facebook is all about user interaction and your fans will love answering questions and participating plus keep coming back to view responses. Asking a question is simple and easy and you begin by clicking on Question and then typing your Question in the box that says “Ask Something...”. As in the Status Message once you start typing “Ask Something...” will disappear and be replaced with your question.



8) Once you have your question typed, click on “Add Poll Options” underneath your question.

9) Once you click this, you will see boxes appear under it with a “+” in it. Here you can type responses your fans can choose. Facebook gives you 3 options right away but as you click on the 3rd option, a 4th one appears and continues on and on. You can have many answers, but I suggest keeping the choice of answers shorter. After you type your response choices, and are ready to make your question go live, click on “Post”



I would suggest un-checking the “Allow anyone to add options” box at the bottom left hand corner. Otherwise you might wind up with 30 fans answering and 30 different answers.

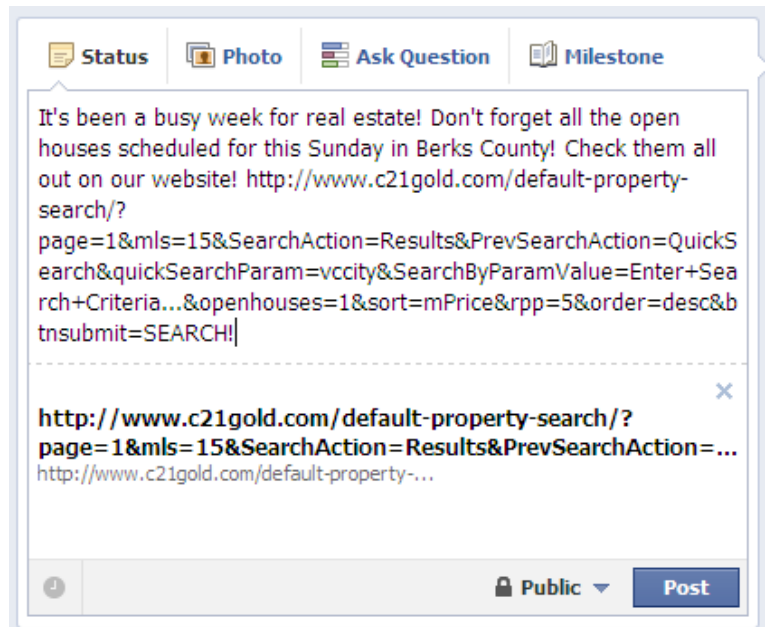
Your question will now be live and your fans can begin answering the question and their responses will begin showing up as they answer it.



8) One of the best tools of keeping your fans informed and up to date on Real Estate is by sharing a link. To do this, you can begin typing a message about your link in the box just as you typed in a status message. In our example, I am sharing a link to our company website where we have open houses displayed for the entire Trend area so I typed a little message explaining the link I am sharing.



9) Once you typed in your message, paste the link of the site you are sharing after your message (either use CTRL-V or right click the box and then click Paste). Your link will show up in your text as well as in a spot under your text again. This is normal even though it is showing up twice.



10) Once the link loads below your post it will look a bit more nicer and if the page you are sharing has a lot of graphics on it, you can scroll through the pictures and pick one to be posted with your link. You can also click on "No Thumbnail" and no photo will be used.

11) Once you are done typing your message, pasting your link in the box, and choosing a photo, click Post to share your link and will display on your page like the last photo on the right

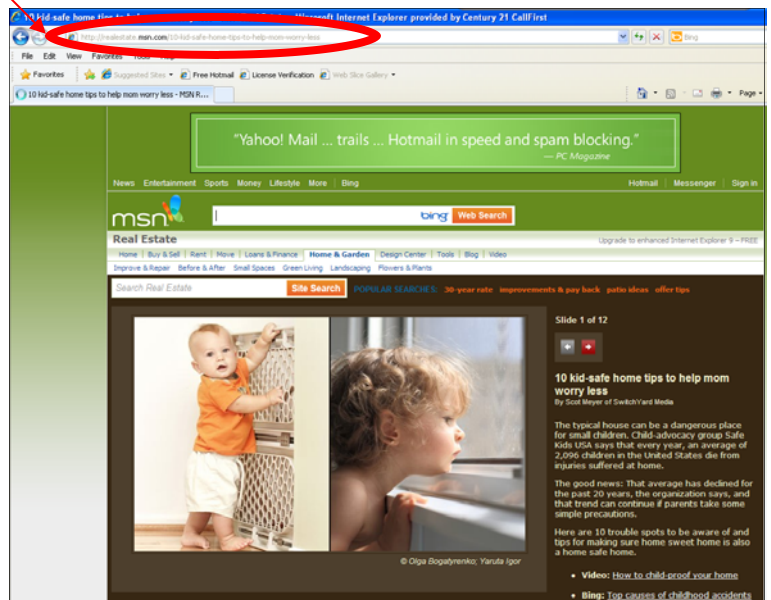
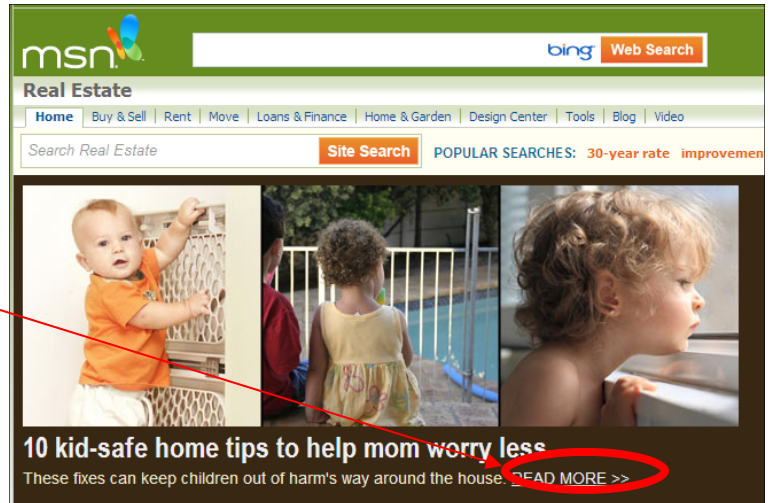


******If you are unsure how to Copy and Paste Links please see the next page******

There are many different sources to pull links from. They are listed on the last page with tips and ideas to use. Here we will look at just the process of adding a link.

Load a new internet explorer window and go to a website. In this example, I am going to use the Real Estate News section on msn.com (<http://realestate.msn.com/>). Today the first news article here is “10 kid Safe home tips to help mom worry less”. While on msn.com, click on the read more section.

When this article loads on the current page, highlight the web address in the Internet Explorer address bar toward the top of the screen and hit Ctrl-C to copy this address (or after the web address is highlighted you can right click the address with your mouse and then choose Copy). Now go back to your Facebook Business Page in your first Internet Explorer Window



Now you have learned the where and the how's to posting on your Business Page. That's the easier parts. The harder part here is the "What to Post"

As stated earlier, this is your Business Page so you want to keep things fresh and current. Questions are great as it keeps your users interacting with you. The big thing when asking questions on Facebook is to respond! Don't ask a question, have your fans answer and possibly ask a question back and then don't respond to them. Keep the conversation going so they keep coming back!

Post neighborhood and community news. Keep your fans updated on upcoming fairs, carnivals, safety seminars, etc. etc. Make your Business Page a solid source of information your fans will use!

Post industry news and information. This is a real estate page, post real estate information you find while surfing the web. The following are good sources of information that you can post as a link on your page:

www.houselogic.com - A free for everyone site produced by NAR. Here anyone can view articles about the real estate industry.

<http://members.houselogic.com/start/> - This is basically the same as the link above, but is the Realtors link. To access this part, you need your NRDS ID to sign in. This site will post directly to Facebook, but all posts you make will go to your personal page and not your Business Page. If you use this site, you have to go through the site and have the link emailed to you and then post it like explained earlier. If you need help with this website, schedule a one on one to get more in-depth here.

<http://realestate.msn.com/> - Great information and news stories from MSN

<http://realestate.yahoo.com/> - Real Estate news on Yahoo.com. Similar to MSN, but different articles

<http://rismedia.com/> - Real Estate news for both customers and agents - be careful what you post from here as you don't want to post things that only affect you as an agent.

*****IMPORTANT*** Most sites above (and various other places online), have a spot in the article where you can click on the Facebook logo and it will post to your Facebook. Unfortunately these sites are setup for you to post from your Personal Page and not your Business Page. If you see an article you like anywhere and want to share it, you must follow the steps in this how to guide to make sure it posts to your Business Page*****

Post links to your listings from your Real Estate Website (if you have one). Link to your site so that your fans will click on the link and then be taken directly to your site where hopefully they will search, or tell others about your site and hopefully you can pick up more clients by using the Facebook to website connection.

Keep things professional. This is up to you as some people do a mix of professional and personal on their Business Page which is fine too. You don't want to put more personal than business posts up though as then people might get tired of seeing personal posts from 2 different pages from you. They have joined your Business Page to keep up with information - so keep giving them news, market stats, questions, and information on your listings on a regular basis. Try to avoid over posting though (normally 2 to 3 posts throughout the day is a good amount but don't make a habit of posting a dozen times each and every day).