

Facebook for Businesses



Building Relationships with Customers,
Not Just Selling to Customers

A presentation for
Afghan business people

by Jayne Cravens,

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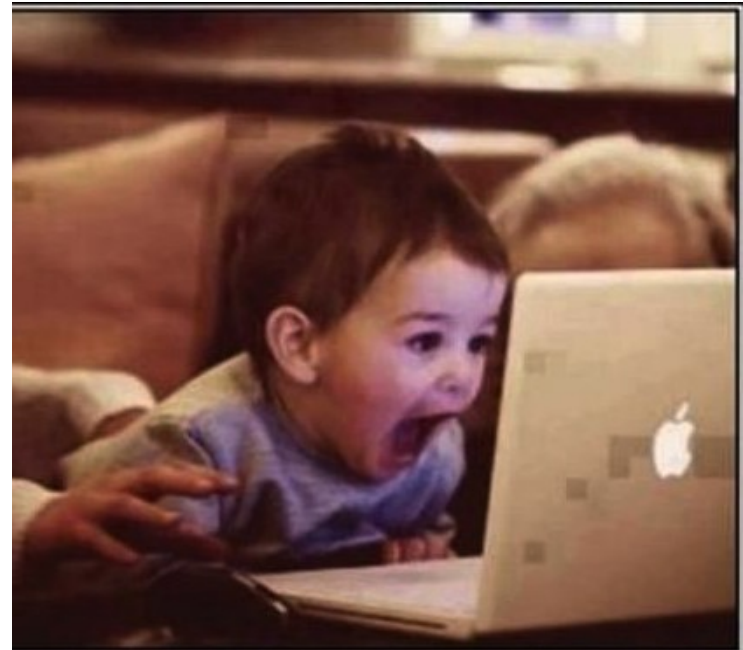
for

BPEACE



Facebook is FUN!

- You share news about your life.
- You share jokes.
- You share your opinions.
- You talk about your values.
- You comment on the Facebook accounts of friends.



Facebook is also for BUSINESS

You can announce sales, changes in your hours, new services or products, etc., you can celebrate a new office, a certain number of products sold, a new employee, etc.



But most importantly:
You can talk with your customers!

Facebook means interaction

- It's not a flyer
- It's not a web site
- It's not a bill board
- It's a space where you talk with others, and others talk with you!

An account vs. a page

- If you are on Facebook now, you already have now is a Facebook *account*. It is supposed to be your REAL name, not the name of your business.
- A Facebook PAGE uses your business name. It is linked from your Facebook account, but it is DIFFERENT than your Facebook account.



Facebook account

facebook Shi Jayne Cravens

Shafiq Behroozian Friends Message

Timeline About Photos 319 Friends More

About

- President at Sobhan Social and Cultural Foundation
Past: Heratweb Group of Companies
- Studied at Faculty of Political Science, Asia University
- Lives in Herat, Afghanistan
- From Herat, Afghanistan
- Followed by 62 people

Post Photo

Write something...

Shafiq Behroozian shared علم و انسانیت / science and humanity's photo. 17 hours ago

همیشه همین طور بوده است! یک گروه اقلیت در عیش و نوش و رفاه زندگی می کنند؛ و اکثریت جامعه فقط تلاش می کنند تا زنده بمانند! :

This is Shafiq Behroozian's Facebook profile. He lives in Herat. He uses this to “friend” people, and for people to “friend” him.

Facebook page

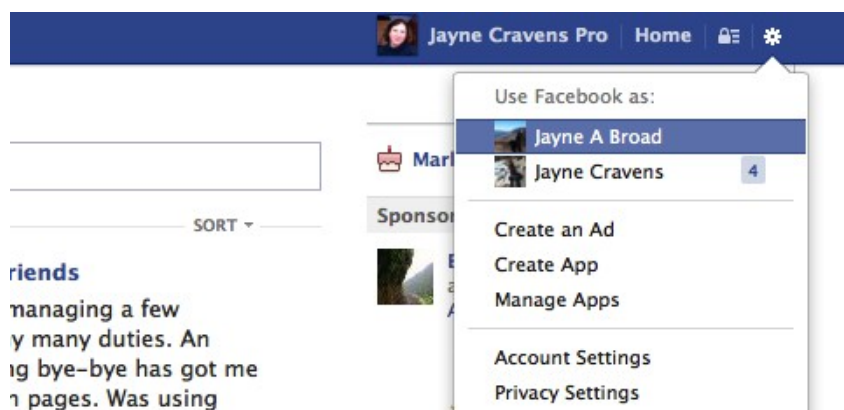


This is the Facebook PAGE for an organization that is run by Shafiq Behroozian. Instead of people “Friending” the page, they “like” the page.

A Facebook page is created through a person's Facebook profile. Shafiq manages this Facebook page through his Facebook profile.

Use Facebook as...

You log in to Facebook just once to access your profile OR your pages. It is easy to switch back and forth between them.



The author of this presentation for BPEACE, Jayne Cravens, has 2 Facebook pages, one for her business (which is named after herself) and one, “JayneAbroad”, which is about her travels.

As you can see, after logging in, she can use Facebook as herself, or as either of her “businesses.”

More re: account v. page

- Your Facebook account is personal; it's where you post personal photos & personal updates for family and close friends.
- Your Facebook page is the “face” of your business. It's where you post photos & information about your *business*.



Even more re: account v. page

- Your Facebook account is where you “friend” other people, and other people “friend” you.
- Your Facebook page is where anyone can “like” you. People who “like” you see your page in their Facebook newsfeed.



Newsfeeds

- When you use Facebook as you, under your real name, you see in your newsfeed updates from all of your Facebook “friends.”
- When you use your Facebook page, you see only those pages you have “liked” (not the pages of those that have “liked” you).



Protect Your Privacy & Reputation

- Set your Facebook account so that only your friends can see what you post, OR, that only friends and friends of friends can see what you post. Protect your privacy!
- Your Facebook page is public. ANYONE can see it. That is as it should be. Remember this every time you post a photo or information to your page.



Goals for Your Facebook Page

- To show that your business is credible and reputable.
- To show that you are a responsible, honest business person, as are all of those that work at your business.
- To help your current customers get the information they need.
- To reach new customers.

Getting people to “like” your page

- All of your employees should “like” your page
- Encourage your friends and family to “like” your page
- Like other businesses, government agencies, and any page that relates to your business or that you want people to see that you have “liked.” Often, they will then “like” you.
- Put a sign in your store window and on your web site that says “Like us on Facebook!”

Post to your Facebook page (1)

- Reminders if you will be open or closed for a holiday.
- A change in your office or service hours.
- Announcements of new employees.
- New products or services.
- Information about road conditions that could affect customers.
- Updates on any of the above information (you may post these items more than once).

Post to your Facebook page (2)

- Photos of your business.
- Holiday wishes (for New Year, Ramadan, etc.).
- Congratulations to employees who are leaving your organization to study or for another job.
- Congratulations to Afghan sports teams that are competing in national or international competitions (show your pride in Afghanistan!)
- Encouragement of Afghans to vote on voting day (but do NOT tell people how to vote!)

Other Facebook activities

- “Like” every comment that is made on information you post.
- Respond to people that comment on any information you post.
- “Like” other Afghan businesses & organizations, and “like” the posts that they make.
- Comment on the pages of others whenever appropriate.

This is interaction! This is how you build a following on Facebook!

How often?

- Post a status update at least once a week to your Facebook page.
- Check your page *every day* and respond to people that have posted *immediately* (thank them!).
- Look once a week for new Facebook pages to “like”. The more you “like” others, the more you will be “liked.”
- When you use Facebook as your page, click on “home” and like the status updates of the organizations you have “liked.” They will see your name and then look at your page as well.

What you should NOT post to a page

- Who you will vote for, and who you want others to vote for.
- Criticisms of people or businesses.
- Photos that do not show your character in a positive light.
- Personal opinions – remember that not everyone has *exactly* the same political or religious beliefs that you do.
- Disrespectful information. Be respectful of all people.

What to post / not post

YES

- Please vote today!
Let us all exercise our freedom!
- We wish you all a peaceful Eid.
- We are saddened by the bombings in Kabul today.

NO

- Vote for Abdul today! He is the best candidate!
- We want only Muslims as customers.
- We will take up arms and fight against the Taliban.

When someone posts a criticism

- Read the criticism. Is it true? For instance, if it says an employee was rude – is it possible that the employee was rude?
- Write a response, thank the person for writing, and then either apologize or clarify the situation. Remember that everyone is watching – you want to be calm, clear and reasonable.
- You may delete any post that uses foul language, that posts the same complaints again and again, that posts something illegal, etc.

Next steps:

- Create your Facebook page for your business.
- “Like” the BPEACE page, and BPEACE will “like” you back!
- Look for Afghan businesses and government offices to “like.”
- Make a plan to post photos or information at least once a week!

Thank you!



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