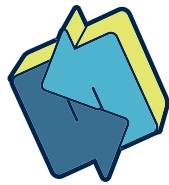


Adding Your Company to Facebook

Concepts and tips for employers

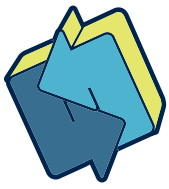
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In March of 2008, CNN Money ran the article, “Should your business be on Facebook?” (<http://twurl.nl/mnl4q8>). More than a year later, this question is still being asked. If the answer isn’t clear (YES), let me guide you on the importance and what you should look for when adding your company to Facebook.

Top 3 reasons

Simply put, you need to be on Facebook and here’s why:

● Exposure

People, from customers to jobseekers, are trying to learn more about your company. Being on Facebook is like being in the yellow pages in the `80s.

● Modern

Even if your website hasn’t been updated since 2003, having a Facebook page is a superb way to look modern, with a low cost and a low learning curve.

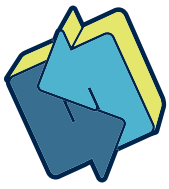
● Brand Identity

Securing your vanity URL (facebook.com/username) is important. Although Facebook acts remarkably fast whenever someone is violating a trademark name, it may not always be this simple and the space will only get more crowded. Plus, unlike domain names, this is free.

Initial concepts

There is a lot to take-in when adding your company to Facebook, but these are the most important concepts to understand.

- Learn to love Insights, Facebook’s stats program, which is accessible to administrators via the left-column of your page. It is not as powerful as Google Analytics, but in a walled garden (Facebook) it is even more important to know how many people are looking at your flowers.
- You can turn off letting random people post to your wall. If you don’t turn this off, make sure you’re monitoring your wall & discussions on a weekly basis to keep out the libel and off-topic conversations.
- You can change the default page that opens. If you have a high percentage of returning visitors (which Insight will tell you), set it to the most active section. Otherwise make your default tab the most impressive – showcasing your promotions, videos, or whatever else uniquely defines your brand.
- InsideFacebook.com is a great resource for inspiration. They list the most popular pages, and applications, so you can see who’s doing it right and follow their lead.



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Things to keep in mind

While adding your company to Facebook is extremely valuable and important, there are a couple things you should keep in mind.

- Your number of fans is public. There is no way to turn it off, as of August 2009. You also have no control over which fan pictures show up on your page (e.g. there could be a picture of a steak as somebody's icon shown on the PETA page).
- Deleting a page is crazy easy. Un-deleting is like getting an iPhone app approved same day (i.e. impossible).
- All administrators get full access – there is no way to limit permissions. There needs to be a Cotweet-esque solution for Facebook so company's can delegate responsibility while maintaining control, but it doesn't exist yet.
- Ads column exists. This is bad for the same reason you don't have AdWords on your company site. Once the option to turn this off becomes available, do it.
- Aside from their widgets (facebook.com/facebook-widgets), your data is trapped inside Facebook. That's why I seriously say be careful about how much time you spend developing content just for Facebook. For example, you'd think you could get a RSS feed of your wall and use that else. Think again.

Examples

These companies that I'm highlighting are doing it right. Though not all are focusing on their recruiting efforts through their page, each one is doing a great job building their brand and staying engaged with their community.

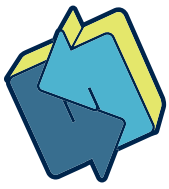
facebook.com/facebook - If you only look at one page, look at this one.

facebook.com/starbucks - Beautiful example of letting your fans sing your praise out of love.

facebook.com/mcdonalds - Showing how Facebook can be used as a marketing platform.

facebook.com/comscore - Demonstrates using your page successfully as a recruitment vehicle.

facebook.com/hyattcareers - Larger companies can utilize enough material to warrant a page just for hiring.



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Tips & techniques

Facebook's App search (facebook.com/apps) is rather wretched, and frighteningly biased/overwhelming towards their "Verified Apps". To help sort through all the muck, here's what I recommend:

- Have people that will write good testimonials about you? Install "iEndorse" - <http://bit.ly/37QWX>
- Selling something? Install "Promotions" - <http://bit.ly/POHpt>
- To be more accessible to your visitors, use "Professional Profile" - <http://bit.ly/Cs81r>
- Doing some philanthropy? Install "Causes" - <http://bit.ly/17D1Xk>
- Have RSS feeds for your content? Use "Social RSS" - <http://bit.ly/mPYoz>
- Have a YouTube channel about your company? Use "YouTube Video Box" - <http://bit.ly/wslm0>
- Have PowerPoints or Keynotes you want public? Use "SlideShare" - <http://bit.ly/113TO9>
- Have job openings? They'll automatically show up on your page with "Current Jobs at Our Company" - <http://bit.ly/cZETP>
- The one piece that Facebook is lacking, as of this writing, is a way to make a contact form as one of your tabs. Keep an eye out for that, because it is important to give you visitors a solid method of communicating back to your company.

Note: To install these applications, make sure you're using the "Add to my Page" link on the left-side, which is sometimes buried underneath the "More" option.

Useful links

- 5 Tips for Optimizing Your Brand's Facebook Presence - <http://mashable.com/2009/04/01/optimize-facebook-page/>
- "How to Use Facebook for Business" eBook - <http://www.hubspot.com/internet-marketing-whitepapers>
- 10 Things All Businesses Should Do to Market More Effectively on Facebook - <http://www.insidefacebook.com/2009/01/27/10-things-all-businesses-should-do-to-market-more-effectively-on-facebook/>
- Getting Started on Facebook: Five Tips to Maximize your Company's Page - <http://www.pr2020.com/page/getting-started-on-facebook-five-tips-to-maximize-your-companys-page>