

Your Facebook URL

Facebook Vanity URL

Ex: www.facebook.com/yourcompany
Visit www.facebook.com/username/

Facebook Subdomain

Ex: <http://facebook.yourdomain.com> or <http://yourdomain.com/fb>
Use that as the main promotion URL with a 301 direct to your Facebook page

Facebook Lingo

Application

Program developed for a particular interest that allows users to interact, may be hidden or displayed on your profile and/or tabs
Facebook's mark-up language, accepts HTML

FBML

Fan

User who becomes a "fan" of a Facebook Page for an activity, business, celebrity, etc.
Personal connection you have confirmed on Facebook

Friend

Friend List

Allows users to organize friends into groups to enhance accessibility, manage privacy restrictions

Group

Create and join groups with users who share a similar interest

Stream (Feed)

Real-time updates of your friends' Facebook activities on your home page

Network

Association with a geographical location, workplace, or educational institution

Note

Written entries you may tag friends in, allows for comments

Notification

Sent when another user has interacted with you on your page/ status or through an application

Page

Public profile to let businesses share their products and services with users

Profile

Personal page where users can interact with friends, displays user's actions based on privacy settings

Status

Update displayed on your friends' streams about what you're doing

Tabs

Other pages within a user's profile page, may include personal description, photos, videos, notes, and applications

Tag

Alert another user and send a notification about a note, photo they may be included in

Wall

Main content module on a profile page, displays content and a feed of your recent activities

Five Best Practices for your Facebook Page

Customize

Put some time and creative thought into how you want to *personalize your brand through* your profile to let readers know about your business and the products/services you offer.

Put a face to the name. Posting photos and videos will help users learn more about your business and your services.

Interact

Engage in conversations with your fans and customers to get feedback and help you better adapt marketing and business services to meet their needs.

Adding a discussion board can help facilitate conversations.

Use Facebook to even keep an eye on what your competitors may be doing.

Manage

Use Facebook's built-in analytics tool *Facebook Insights* to measure user exposure, engagement (clicks, page views), behavior relating to your Social Ads and Page.

Manage your time wisely on Facebook. With so many opportunities, don't get lost or over do it. Establish an amount of time you want to spend daily or weekly.

Network

Promote your business. Invite users to become a fan of your page, as well as the ability to send messages to all of your fans and establish a relationship with them.

Update

Regularly update your status with relevant information to keep your business fresh on your fans' profile pages and minds.

Update by importing stories from other sites to build your audience. *Wall > Settings > Import Stories* from Flickr, Digg, Delicious, YouTube, Blog/RSS, and more.

Facebook for Your Personal Professional Use

Use lists to manage privacy settings for particular groups

Sort your friends and professional connections into separate lists to carefully manage what they can each see on your profile page.

Integrate other tools you're using into your profile

Use the Facebook applications for WordPress, Twitter, Pownce, Jaiku, and others.

Meet new people

Use the Facebook Groups and Events applications to find events and groups to meet others who have similar professional interests. If you use upcoming.org for professional events, there's even an Upcoming application for your Facebook profile.

Update regularly

Update your profile information frequently and share useful information or import stories from other social networking sites.

Be Selective

Quality, not quantity when it comes to friends, groups, and applications.

Network with past, current contacts

Add former co-workers and current contacts to build good professional, career-oriented database. It's a great opportunity to discover business opportunities.

Using Facebook for Business CHEAT SHEET

Facebook Advertising

Create your own ad that will displayed on the side of pages users from your target audience visit.

Design	Title (25 character max), Body (130 character max), Photo (Up to 110px by 80px), Link
Target Your Audience	Reach over 200,000,000 active users, modify your audience for the most appropriate people
Pricing	Set your own price with Pay for click (CPC) or Pay for Impression (CPM) options
Tracking	Gives you real-time reporting about who's clicking, insight how you can modify, optimize your ads
Tips	1) Precise keyword targeting 2) Strong call-to-action, 3) Keep it simple, concise

Facebook Lexicon

Use *Facebook Lexicon* to find out what trends are currently popular on Facebook Walls to help you target and reach your audience.

You can [compare](#) up to five, one or two-word phrase terms. Lexicon presents a graph of the query in a graph. Drag the sidebar to see to see how many visitors – hourly, daily, weekly, or monthly.

Preview the new Facebook Lexicon

No word on when the new, much improved version of *Facebook Lexicon* will be released. [Preview](#) its enhanced, comprehensive features.

Dashboard	Various graphs about the number of posts/posters, percentage of all posters that concern your query topic
Demographics	Information about users' gender, age, country who discussed the topic
Association	Terms that are mentioned with the query topic, plotted on a graph with the average gender of users and their age
Sentiments	Data on whether wall posts were positive or negative about the topic
Pulse	Displays other keywords that frequent the profiles of the user who searched the topic
Maps	Shows which region of users is discussing that topic and how many times it is mentioned in that area

Facebook Marketplace

If you run an e-commerce business, promote your tangible goods for free by a creating a listing in the *Facebook Marketplace*. It also allows you to buy, sell, give, ask, and even post job listings.

In conjunction with the *Causes* application, you can even donate your sales from *Marketplace* to one of your causes.

Facebook Connect

"More traffic and more users with a more social site"

Facebook Connect allows your users to login to your site using their Facebook account, which allows you to create a more personalized experience.

Connect also allows users to post their activity on your site with their friends, promoting your website and generating more traffic.

Facebook Share

Using *Facebook Share* on your website allows users to share your site and content with Facebook friends with just one click – either sending it through a message or posting it to a profile.

Facebook Share can be added to your site with just one line of HTML. Options include an icon, link, link and icon, or a Share button.

Facebook Developer

Developing your own application may take some time and money, but it could be well worth the investment.

Creating a useful Facebook application for users could potentially lead more people to becoming "fans" of your pages and build your reputation for providing useful services.

Facebook's Integrated Solutions

If your business has a larger monthly budget, Facebook's sales team can help create a specific advertising solution to meet your advertising goals.

Best Applications for Your Business

Causes

Show your fans that your company cares about other things than your own business. With this application, let your fans/friends see which non-profit causes and organizations your business supports.

Events

Facebook Events allows users to create and promote events by inviting fans and friends, who can RSVP online.

Promotions

Easily create, promote and manage giveaways, contests, and sweepstakes to share with your friends and fans on your Page.

Social RSS

Promote your blog/business through RSS feeds. Articles are automatically posted to your wall and your fans home pages.

Static FBML

Use this *Static FBML* to add a box (up to 10 FBML/HTML-based elements) to your page, render HTML or FBML (Facebook Markup Language) for enhanced page customization, functionality.

Visa Business Network

Network with other small business owners while finding new ways to improve your business.

Testimonials

Use the application to gather testimonials from fans to build your brand and your business's reputation.

Twitter

Why not network with your fans on Twitter, too?