

Fabulous Facebook Fan Page

An interactive guide to help you grow your blog's Facebook Fan page

written by *Heather Hernandez* based on her experience attracting 122,000+ Facebook Fans in under 2 years

Your Fan Page's Username:

Tip: Mine is <http://facebook.com/Freebies4Mom>

Check yours at "Edit Page" then "Basic Information" <http://facebook.com/help/?page=900>

Where are you Sharing your Fan Page?

Here are my recommendations to make your Facebook Fan page more visible:

- ☐ **Header and/or Sidebar** Tip: using the "f" symbol inside a blue box makes it easy for readers to spot, promote your page by including how many fans you have and update it weekly



- ☐ **Email Signature** Tip: use <http://WiseStamp.com> to include your Facebook link and lots more in your signature

-Heather

Blog Owner of Freebies4Mom.com
"Spoiling You with the Hottest Freebies"

Contact Me [f](#) [t](#)

Chat [Freebies4Mom](#) [Freebies4Mom](#)

Draft your signature here and include your Facebook link:

☐ Twitter Profile

- ☐ Include on your custom Twitter background. Learn how to create one <http://mashable.com/2009/05/23/twitter-backgrounds> or hire my designer [@DougDraws](#)
- ☐ Add to your bio (under Settings, Profile) be sure you include [http://](#) so it appears as clickable link (but don't include [http://](#) for your blog because it links that separately just under your Bio). Here's my Twitter Bio:



Heather

[@Freebies4Mom](#) Houston, Texas

Spoiling YOU with the hottest freebies! I blog at Freebies4Mom.com to help everyone save money. Join me on Facebook <http://facebook.com/Freebies4Mom>
<http://freebies4mom.com>

- ☐ **Blog Posts** Tip: when you mention Facebook in a post, mention your Fan Page too

- ☐ Here's what I include at the end of my posts that mention Facebook, now write one for your posts:
["Like" Freebies 4 Mom](#) to interact with 122,000+ fellow freebie lovers.

"Like" _____ to _____ with _____ + _____.

- ☐ Encourage sharing every post on Facebook by using a Plugin. I use both "FaceBook Share (New)" and "Sociable for WordPress 3.0" Plugins. Both allow sharing with one-click and broadcast how many "Likes" each post received.
- ☐ You should also tell readers **why** they should visit your fan page as well as your blog. What do you post there that they would be interested in plus what do your fans post?

How do you build a Fabulous Facebook Fan Page?

It's all about creating the best first impression and encouraging fans to help each other (and help you too).

☐ Manual Updates are the Best Investment

You may think you're saving time by "automating" your Facebook posts with a service that feeds your Fan Page but what you are actually doing is making your Fan Page look stale. Fans can tell the difference between you posting a status update and a computer program posting a status update – and they like YOU much better (and will be more likely to click "Like" and your link to your blog post). If you have a Fan Page you need to invest time into manually updating it.

☐ Default View should be "Only Posts by Page"

Does it seem counterintuitive that the first view of your Fan page is always just your updates? It is smart to keep your fan page yours and not turn it over completely to your fans. This way you control what that first impression will be for your fans. There is tons of spam on Facebook and some types of spam will post links on your Fan page that you would never want your fans to visit. You can never rely on Facebook to catch all of the spam. You can also not monitor your Fan page every minute of the day and night. That's why it's smart to maintain control of your Fan page by using "only you" as the default view. Change it under "Edit Page" then "Manage Permissions". Fans can still click on "Most Recent" to see everyone's posts.

A screenshot of the Facebook settings for a fan page. It shows a dropdown menu set to "Only Posts by Page" and a checked box for "Expand comments on stories".

Wall Tab Shows: Only Posts by Page [?] ☒ Expand comments on stories

☐ Visually Brand your Fan Page



Are you using graphics from your blog as your Profile Picture in the top left-hand corner of your Fan page? Be sure you're taking advantage of the entire real estate available and expand your image to **180 x 540** pixels. You'll still need a smaller graphic within your expanded graphic that you can use as your thumbnail that appears every time you share something. That thumbnail can be anywhere, it doesn't have to be at the very top. Go to "Edit Page" then "Profile Picture" to change yours.

Consider including the following in your Profile Picture:

- ☐ Your Blog URL (I should add Freebies4Mom.com, quickly tells fans you have a website)
- ☐ Your Blog Image (take your blog button and expand it to fill up the space available)
- ☐ Your Photo & Name (something I would like to add to mine at the bottom)
- ☐ Short description of what your Fan page is about (see my short list to describe mine)
- ☐ Use it to highlight special "Tabs" (use text and an arrow in bottom portion of Profile Picture)

☐ What are you "About"?

There's a place for a short "About" statement below your Profile Picture. Change yours under "Edit Page" then "Basic Information". You've only got 2.5 lines for this and you want to avoid the "...more" from appearing. Consider including your blog's URL plus give fans an idea of what you share on your Fan page. Write your "About" below:

A screenshot of the Facebook "About" section for the "Freebies4Mom.com" fan page. It shows the text "Freebies4Mom.com is a blog spoiling everyone with FREEBIES, Coupons & Deals" and an "Edit" button.

About  Edit
Freebies4Mom.com is a blog
spoiling everyone with FREEBIES,
Coupons & Deals

A screenshot of the Facebook "About" text input field. It shows the text "About" followed by a line for the URL and another line for the description.

About
_____.com is a blog

☐ Find New Fans from Existing Fans

Your best source of new fans are friends of your existing fans. Ask your existing fans to help you spread the word by sharing your Facebook Fan Updates on their wall. Simply remind them to click on the "Share" button below any Update they want to share with their friends. I'm not a fan of "referral contests" because I consider them spammy. No need to bribe your fans to share, they know something good when they see it and just need a little nudge to hit that "Share" button more often.

❑ Welcome Fans with a “Welcome” tab plus Incentives

You can setup a “Welcome” tab that will appear for all potential fans on their first visit to your Fan page. Your “Welcome” message should encourage them to “Like” your page. Tell them about all the great things you share or offer them a free printable or eBook. Be creative and use the “Welcome” tab to share who you are and what your blog’s about.



List your ideas for how you’ll “Welcome” your fans:

<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	

❑ Update Status and Photos on a Regular Basis

You’re the boss so you decide how often you’ll update your Fan Page, but it’s a good idea to update it on a regular basis. That could mean every day, every other day, or every week. During peak times (Monday thru Friday 8 to 5) I try to update my Facebook Fan page hourly. This is an intense update schedule but it’s in harmony with the number of new blog posts I produce each day (usually about 10). I take the weekends “off” and update on an irregular basis then. With the new Fan Page format photos become even more important because they are at the top of your Fan Page.

You should also add new photos on a regular basis to keep your page looking “Current”. You can pick and choose which photos are displayed (just click on the “x” in the top right-hand corner of each photo to not include it). I use my daily “FreeBox” photos so a new one is added daily Monday thru Friday. If you’re going on vacation you can add a Page Admin to keep your Fan Page updated (and delete any spam) while you are on vacation.

Freebies 4 Mom

Personal Blog [Edit Info](#)

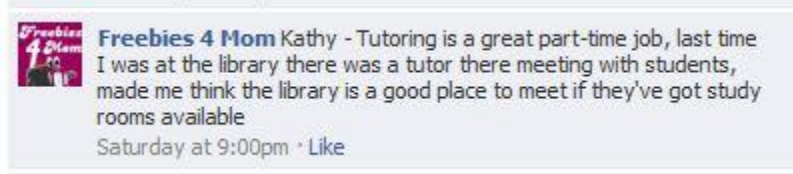


❑ Easier Updates via Smart Phone and Laptop

Do you have a smart phone or an iPad? You can use it to update your Facebook page. I use the “Facebook” app on my iPhone and iPad to update my Fan page. I can post links, but not images that are attached to those links. I can respond to comments and wall posts from fans. I can also delete spammy comments and posts. I also carry around my laptop and can hook up to the internet anywhere that my iPhone 4 has service with the “Personal Hotspot” feature. My smart phone and laptop are making it easier for me to monitor my Fan page and keep it updated when I’m away from my home office.

❑ Comment and Interact with Fans

Take the time to comment on Fan comments and ask them questions! It’s a two-way conversation on your Fan page so you want to be involved in it as much as possible. Your fans are your best source of information, don’t be afraid to use them!



☐ **Moderate your Fan's Wall Posts & Comments**

As the owner of your Fan Page you are responsible for every post and comment that appears on your Fan Page. You need to read your comments and remove any comments that are spam, profanity, personal attacks, or inappropriate. Remember that you can delete comments when you view your Fan Page on your smartphone (just swipe your finger to delete from the "Facebook" app). Luckily Facebook has some tools which will make moderating posts and comments easier:

- ☐ **Hidden Posts:** Remember that HIDE = SPAM in Facebook lingo. This is Facebook's "Spam Filter" and posts made by fans will automatically appear here if Facebook thinks they are spam. You are the only one who can see these Hidden Posts, your fans can not see them. Every day you should check them to delete those that are spam, and "Unhide Post" those that are real posts that are acceptable for your fan page. You will also have the option to ban users from your page. If you see spam on your Fan page wall then you can "Hide Post" which sends it to the Spam folder. This is important to do rather than just removing it because then Facebook knows you consider it spam and is more likely to catch it next time.
- ☐ **Hidden Comments:** Some comments appear with a gray shading rather than blue and an "x" in the top right-hand corner. These comments have been flagged as spam and you have to remove the comment or unmark as spam.
- ☐ **Profanity Blocklist:** Go under "Edit Page" then "Manage Permissions" to set your profanity setting to: None, Medium, or Strong. I've got mine set on Strong and find it catches most comments I would delete due to foul language.
- ☐ **Moderation Blocklist:** You can block specific words from appearing on your wall, I use this to block mentions of sites that I actively discourage fans from ever visiting. I don't allow these sites to appear on my wall because I don't want there to appear to be any implied recommendation from me (even though I didn't post them myself).

☐ **Offer a Giveaway to Facebook Fans**

You can use giveaways exclusively for your Facebook Fans as a way to promote your page. This is not a tool that I use because I prefer to allow all of my readers to enter via my blog (not everyone is on Facebook). Be sure you read and understand the "Facebook Promotion Guidelines" http://www.facebook.com/promotions_guidelines.php because you must comply with these if you are offering a giveaway on Facebook. When fan pages break the rules, sometimes their page is removed by Facebook.

☐ **Teach Yourself More...**

There is so much more you can learn and here are a few resources to get you started:

Mashable

<http://mashable.com/follow/topics/facebook/>

This social networking blog writes about Facebook on a regular basis, and here are all of those posts

Other Facebook Fan Pages

<http://facebook.com>

Take time to explore other fan pages to see what they are doing with updates, photos, and tabs that you could learn from

Freebies 4 Mom Facebook Tips

<http://freebies4mom.com/facebook/>

I plan to continue posting Facebook Tips for fans and for bloggers on the "Facebook" page of my blog.

What does your Facebook Status Update do?

Of course not every update on your Fan Page will have all of these components, but the idea of this list is to inspire you to improve your updates to make them more valuable to fans, bring more traffic to your blog, and increase the level of interaction with your fans.

☐ Shares something Fabulous from your Blog

Your Fan page is an extension of your blog. Every time you post something new on your blog you should also share a link on Facebook. Upload a “Link” rather than pasting a link into a text “Status” Update because then an image from your post will be pulled in as a thumbnail image. Be aware that for some sponsored posts the sponsor may specifically prohibit promotion via Facebook. You would be surprised by how many of your fans don’t know you have a blog or don’t know how to get to it, so once in awhile you’ll need to post a simple reminder like this:



☐ Include Direct Links Too

It makes sense to normally link to your blog post because you can’t fit all of the details into a Facebook Status Update (at least the way I recommend writing shorter updates). But sometimes it is appropriate to link directly to something when there are minimal details to share, or it’s time-sensitive and you want to save your readers a few clicks.

☐ Personalized Update Written by YOU

It’s hard to inject much personality into your 1-3 line Update but you’ve got to try to because this is you talking directly to your fans. You can use just a few extra words to add your emotion or personality (i.e. “My fave...”, “I just...”, “WOW!...”)



☐ Includes an Image

Images speak louder than words and it’s important to try to include an image with every blog post you share. After you upload a “Link” for your update you will usually see Thumbnail images you can scroll through and select one. If none of your post images show up then it may be because your URL is too long (use the Wordpress short link feature or bit.ly to shorten your URL). It works best to have a squarish image (i.e. 150x150) in your post to bring into your Fan page update. Sometime you may need to add an extra image specifically for Facebook if your primary blog post image is an odd shape. I like to use the Windows Snipping Tool as the quickest way to create a 150x150 image (remember to include an “Image credit”).



❑ Includes a regular Daily or Weekly Feature

Give your fans something they can look forward to once a day or once a week. Your regularly scheduled feature should be something that everyone can comment on. It could be a tip or a photo you share. My daily feature (Monday thru Friday) is my “FreeBox Check” where I report what’s inside my mailbox and encourage fans to report what’s inside theirs.



Freebies 4 Mom

FREEBOX CHECK April 11: Avon Anew Reversalist skin renewal system (\$36 value, I think I won this from their FB page), Essence of Beauty Citrus Coconut deep cleansing hand soap (\$3.99 value, free with CVS coupon), Family Circle magazine. I'd love to hear what's inside your mailbox today?



FREEBOX Check: What's Inside my Mailbox?

107,384 Impressions · 0.08% Feedback

Monday at 4:05pm · Like · Comment · Share

18 people like this.

View all 70 comments

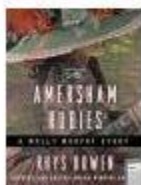
❑ Your Update Is Shorter

The shorter your update, the more likely people will actually READ it in their Facebook feed. I challenge myself to shorten my updates. You can click on the “Title” to edit and make it shorter. You can click on the “Excerpt” to make it shorter. Ideally your Title is one line, your Excerpt is one line, and your Update is one line. Of course sometimes we have more to say so I will create updates that are 2 or 3 lines, but if an update hangs over to the next line just a little then I'll look for words I can eliminate to shorten it up. Remember that people tend to read what you write FIRST, before they read the Title or the Excerpt from your link. Remember you are linking to your blog post that contains all the details, so you really can shorten up your update while still sharing more details after one click. Try to avoid the “more...” from appearing.



Freebies 4 Mom

FREEBIE Preorder this \$0.00 eBook and you'll get it on May 10



Free Mystery eBook: The Amersham Rubies

freebies4mom.com

Enjoy this free historical mystery available for a limited time

❑ Tells Fans Which Category Your Update Falls Under

You want fans to be able to “categorize” your update at-a-glance using the image you include and a keyword from the first line of your update. I use obvious categories (i.e. FREEBIE, COUPON, DEAL, GIVEAWAY, SWEEPS, COMING UP) by using all caps for the first word in my update. You don't have to be as obvious as this, you could simple include a keyword in the first line of your update.



Freebies 4 Mom

DEAL Go claim your 30 free prints in this brand new promo from Shutterfly



New 30 Free Shutterfly Prints (\$4.50 value)

freebies4mom.com

A new promotion just started to earn up to 30 free prints (\$4.50 value) by creating a Share Site at Shutterfly (you pay shipping of \$2.49 for 30 prints) in this returning promotion

❑ Promote with an Extra Link

Use an extra link on the last line of your update to give an extra push promoting your blog post. I don't do this for every post, but for those that I really want to promote a little harder. If you use Wordpress use the "Shortlink" tool so that readers see the link you want them to click on goes to your blog. More fans than you think don't know that they can click on the title of your blog post to visit the full post on your blog. Providing that extra links provides them a clearer way to get more information. You are telling them exactly where to click!



Freebies 4 Mom

FREEBIE Earn free gift cards, brand new Swagbucks members start off with 80 Swagbucks using this sign-up code, win when you search the web!

For details click here >> <http://freebies4mom.com/?p=17331>



Start with 80 Swagbucks with New Sign-Up Code
freebies4mom.com

If you still haven't signed-up for Swagbucks then I'd love to start you off with 80 Swagbucks in your new account today

❑ Asks a Question?

Prompt your fans to respond by asking them a question. Be sure you include the question-mark so they know you are asking them something. People love to share their experiences and their advice. Sometimes the simplest question can bring the most interaction among fans. Your question can be a stand-alone Status Update or it can be added onto the end of a Link Update.



Freebies 4 Mom

FAN QUESTION How long have you waited for a freebie to arrive in your mailbox? I waited 1 year for an energy bar sample. I was totally shocked when I finally got it. What's your longest wait?

113,629 Impressions · 0.10% Feedback

April 6 at 3:05pm via iPhone · Like · Comment

18 people like this.

View all 92 comments

❑ Shares something Personal

You can inject your Fan page with your personal achievements, experiences, strong emotion, humor – anything that you think your fans would enjoy reading. Usually the personal updates are the most popular ones among fans. I was shocked to see my update below receive 351 likes (I think that might be a new record for me). Even if your blog posts are "all business", here's your chance to interact on a more personal level with your fans.



Freebies 4 Mom

Even my kids are lucky sweepers! My son just won a Hot Wheels Race Track (\$50 value) by entering a code from his Hot Wheels birthday gift - talk about a big birthday bonus!

83,281 Impressions · 0.45% Feedback

April 9 at 9:51pm · Like · Comment

351 people like this.

View all 26 comments

☐ Uses Tagging Etiquette

You can “tag” other Facebook Fan pages by including an “@” symbol before the name of the page within the text of your Status Update. A pull-down menu will appear and if pages which you’ve “Liked” that match the name you typed should appear. Tagging does two things: 1) Creates a link that fans can click on to take them to the Fan page you tagged and 2) Your post appears on the wall of the Fan page you tagged. The problem with tagging is it doesn’t always work, and it can appear spammy if you do it too much.



Here’s my recommended Tagging Etiquette to follow:

- ☐ Only use one tag per post
- ☐ Don’t tag for your affiliate posts unless you have specific permission to do so (think about how many thousands of affiliates companies like Snapfish have and you’ll understand why they don’t want you to tag them)
- ☐ Send an email to alert other Fan Pages instead of tagging a list of them (looks spammy and can annoy Fan page owners)
- ☐ Tag others as you would want them to Tag you (if it’s not something you want to see others do, then don’t do it)

☐ Share & Give Credit

Fans and other Fan pages like to be thanked when you post a tip they left. Just a simple “thanks to ____” can be added to a Status Update and shows you are grateful to the fans and blogs who want to help you. You can also tag a fellow blogger’s Fan page to thank them. If I don’t have time to post a hot freebie or coupon on my blog, then I’ll upload a link to another blog’s post and send my fans to them for the details. You should be sharing other content besides what’s on your own blog, just don’t go overboard and overwhelm your fans. The majority of the content that you post on your Fan page should come from your blog (because it’s your page).

☐ Perfect Timing

You want to post when your readers are on Facebook. Peak times for my fan page are morning and late afternoon which seem to coincide with before and after school. When you are going to post something that is time-sensitive it’s good to post a reminder about 30 minutes before it starts, then again when it starts. Remember that the Newsfeed is like a constantly flowing stream of information, so not all of your fans are going to see your Status Update in their Newsfeed. When you post too frequently it can drive fans to “Unlike” your page. My goal is to keep my Status Updates at least 30 minutes apart but sometimes I just have too much to share within that 30 minutes so I am flexible about it (and most of my fans forgive me for my occasional intense posting frequency).

How do you keep your Fan page separate from your Personal page?

When you first got on Facebook it was for personal reasons to connect with family and friends. So now you've got a business reason to be on Facebook and you want to know how to separate business from personal. You don't want to promote your Personal page because there is a limit of 5,000 friends (I know because I maxed out my friends when I was promoting both my Fan page and my Personal page).

☐ Switch Your Identity

You can switch back and forth between posting as your Fan page or as your Personal page. Normally if you visit another fan page and post something to their wall the default is to post as your Personal identity. But now you can change this to post as your Fan page identity when you go to "Account" in the top right-hand corner then "Use Facebook as Page" to switch to the identity you want to post as.



☐ Your Identities are Separate

As far as I can tell your identities on Facebook are complete separate. If someone wanted to know my Personal identity behind my Fan page I don't think they could find out unless I told them. But it may be beneficial to link your Fan page to your real name and I'll explain why and how to do that next.

☐ Create a Fan Page using your Real Name

Some people may be looking for your fan page based on your real name. Maybe you were on TV and not allowed to use the name of your blog? Maybe you're a published author? You can set-up a fan page using your real name, but keep it separate from your Personal page. Of course anyone on your Fan page can easily connect it to your Personal page (which uses your real name) so be sure you have your privacy settings setup to protect your Personal page. Here's how I setup my Fan Page as "Heather Hernandez of Freebies4Mom.com":

1. Go here <http://www.facebook.com/pages/create.php>
2. You are an "Artist, Band or Public Figure"
3. You are a "Writer" (I figure that's as close as you can get to Blogger from that list)
4. Type your name as you think people will search for it plus your blog's name
5. Upload your photo and start posting