

ESSENTIAL FACEBOOK GUIDE: 29+ MUST HAVE TOOLS & RESOURCES FOR BUSINESSES ON FACEBOOK



You've been on Facebook for years and love keeping up with friends and families. But now you're starting to hear that you need to be on Facebook for your business too and even people you don't know want to be your "friend".

You're confused. Isn't Facebook purely for personal networking? And if you do want to use it for business, isn't the Facebook profile you already have enough?

You're right, it **is** confusing! You have a *personal* Facebook account (great for keeping up with friends, grandbabies, and old college roommates), but how will Facebook help you with your *business*? **You realize the need for a business presence here, but aren't sure how to start.**

To help you get started on your journey, I've compiled the top tools, resources, and ebooks (all free!) you need to check out. I've tested the most popular tools out there (some unpopular ones too!) and have sorted through a myriad of giveaways, blog posts and promises.

I've cut through the online noise so you don't have to!

I'm excited to bring you these must-have tools and ebooks for using Facebook for your business. I encourage you to check out each one as you discover how best to customize your Twitter experience to best suit your unique work style and business objectives.

The Social Media world changes daily. Keep up on Facebook news, new and updated tools, and tips on using it for business by [subscribing to our blog](#). And make sure to connect with me on Facebook: www.facebook.com/creativeassistants!

Cindy Opong

Getting Started on Facebook

- ✓ [Profiles vs. Pages vs. Groups](#)
- ✓ Facebook Terms of Service: [Business vs. Personal profiles](#)
- ✓ **Facebook Page vs. Facebook Group** – what’s the difference and which should I use?
 - Answer from [Mashable](#)
 - Answer from [Mari Smith](#)
- ✓ What are **Community Pages**? And see [this article](#) from Mari Smith on linking it to your Facebook Page.
- ✓ [Step by Step setup guide](#) to optimize your personal profile for business - from expert Mari Smith.
- ✓ A short (and free!) [tutorial about Pages](#)

Info on the New Features for Pages (and other recent changes)

- ✓ [Official info](#) from Facebook on the changes
- ✓ Summary of the [changes on Pages](#)
- ✓ Some creative ways to use your [Cover Photo](#)
- ✓ [Using the Timeline](#) effectively

How to Set up a Facebook Page

- ✓ Direct link to [Create a Facebook Page](#)
- ✓ [Tutorial](#) on setting up a Facebook Page (with screenshots)
- ✓ How to Create an [Editorial Guide](#) for your business page

Updating Your Business Page

- ✓ Schedule future posts on your Facebook Page:
 - <http://hootsuite.com> (my favorite!)
 - www.tweetdeck.com

Customizing Your Business Page

- ✓ [9 Ways to Enhance Your Page](#)
- ✓ [Examples](#) of great Customized Pages
- ✓ **Custom Tabs** (note that you can no longer set a “landing” tab):
 - [Mashable article](#)
 - [Mari Smith article](#)
- ✓ **Applications:**
 - How [to find & add applications](#)
 - Application list from [Mashable](#)
 - Embed [YouTube videos](#) or [SlideShare](#) presentations on your page.

Promoting Your Business Page

- ✓ Add a Facebook **badge** to your website or newsletter:
<http://www.facebook.com/badges>
- ✓ **Building Your Fan Base**
 - Contests: [Official FB Rules](#) | [Guide to Promotions](#) from Mari Smith
- ✓ **Advertising** on Facebook: <http://www.facebook.com/advertising>
- ✓ Facebook **Plugins for your website**: <http://developers.facebook.com/plugins>

Experts to Follow

- ✓ www.marismith.com: Mari Smith is the **Facebook guru** and has up to date information & resources.
- ✓ [Inside Facebook](#): Blog focused on marketing on & developing applications for Facebook.
- ✓ [AllFacebook](#)
- ✓ [Social Media Examiner](#): Posts frequently about Facebook topics, including how-to articles.

Follow Creative Assistants at www.facebook.com/creativeassistants

About Cindy Opong



Cindy Opong is the owner of Creative Assistants and Past-President of the [International Virtual Assistants Association](#) (2009-2010). Her team of Virtual Assistants provides entrepreneurs and small businesses with Online Business Management, Executive Assistance, and Social Media Management.

Cindy's seminars on Social Media for Small Businesses have received high praise. She is a certificated **Social Media Marketing Specialist** from [vaclassroom.com](#) and specializes Social Media Strategy Planning and leading businesses by the hand to successfully launch their Social Media presence.



Discover how to improve your Social Media strategies and see if you're ready to bring on the support of an experienced team!

Sign up today for your free 30-minute consultation at:

<http://www.creativeassistants.com/contact>