



Jelf

How to: Create business pages

On Facebook/Twitter/
Google+

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Social networking has not only revolutionised personal communications, it has enabled small businesses to market themselves in a totally different way - for free. Used correctly, social media can connect your business with people across the world instantaneously, turning anyone into a potential customer.

The catch is that presenting the wrong image reaches the same number of people just as easily. It is therefore important to think carefully about how you set up social media pages for your business.

Social networks are about engaging on a personal level. Although your business may not be a person, presenting it to customers in a personal way will make your social page more accessible. Here, we take you through how to set up a business page on the social networks Facebook, Twitter and Google+.





Facebook

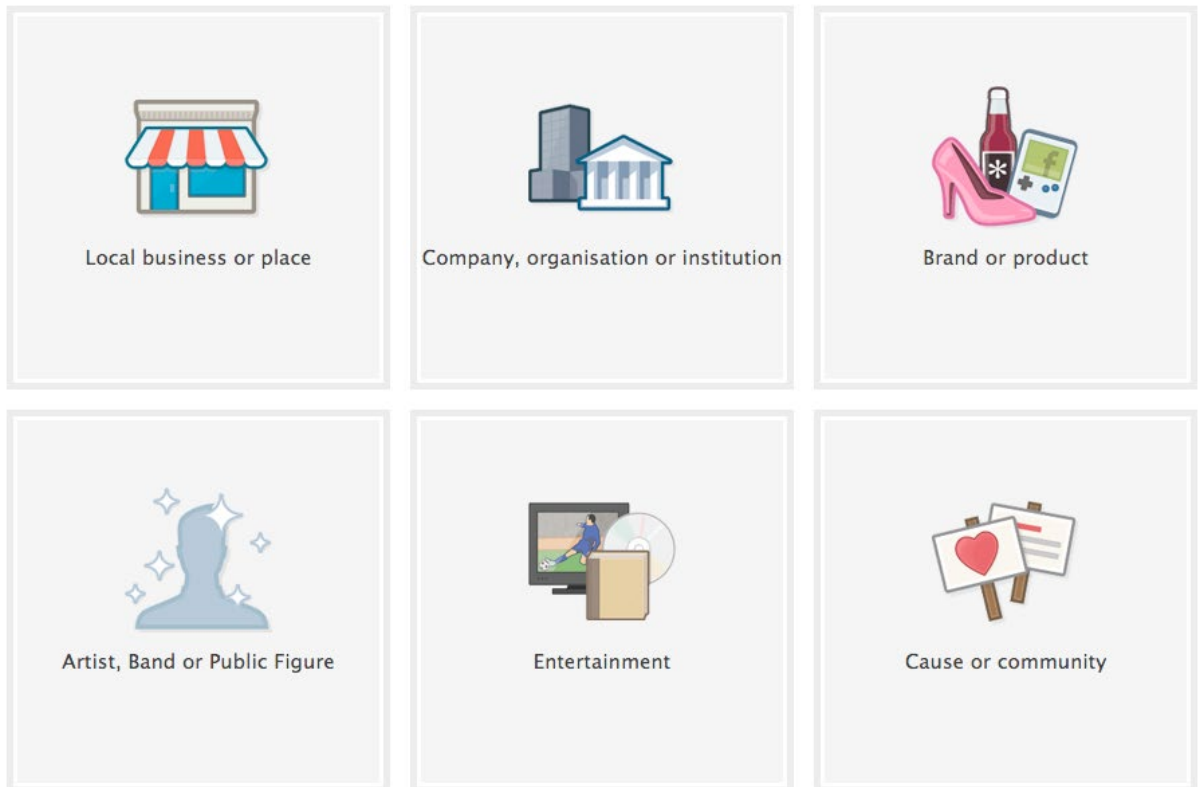
There are two ways to create a business page on Facebook: either a business-only page, or a business page linked to a personal profile. **We strongly** recommend the latter. With a business-only page, you don't get search functions, your page can't 'like' other pages, and as such you get no news feed updates. Since other Facebook users cannot see the link between a personal profile and a business page and it's easy to switch between the two when you

log in, setting up your page through a personal profile is preferable. If you **don't already have** a personal profile then set one up first. You don't have to add friends and do the social side of things if you don't want to, just use it to get those extra features on your business page.

Go to Facebook's **Create a Page** and choose from one of the options:

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.



If you have premises which you want to encourage customers to then select 'Local business or place' as this will take your address details and help people find you and tag you when they're there. Web-based business should select 'Company, organisation or institution'. If a particular product you sell gains a big following, you can create a separate page for a product.

Now think about what you want to call your page. If you have a strong business name then it's simple, but if you're building something new it might help to be

expansive. For instance, if you're looking to build a brand around a name and it's not immediately apparent what the company does, you could put a keyword in there. A keyword is one that someone may use to search for your type of business, e.g 'hair stylist', 'hairdresser' or 'barber'. Make sure the business name is in there, however.

Up until you get 200 people liking your page, you can **change the name of it** - but after that you're stuck with your choice!

Now add a picture. Remember that your profile picture, along with your page name, will be the only thing people see when searching, so it needs to create a good impression. Photos of your dog won't do, but something which is related directly to your business will - your business logo is ideal. Remember that Facebook users will only see small thumbnails of these images, so a combination of light and dark will help it stand out.

Next you need to add some further information about your business. This not only needs to tell people what you do, but also convey the appropriate tone. You want your business to seem approachable and friendly, yet professional. Bear in mind that people won't read a wall of text so keep it succinct, and ask

a friend with a good handle on English to check it over for you - spelling mistakes and bad grammar look unprofessional.

Once you page is set up, you **need to fill it** with content, so add relevant photos such as the products you sell or flyers of promotions you are running, and start updating your wall with posts about sales, offers and services or products you offer.

When you have a page with a good amount of information, you can look to start using the **advertising functions within Facebook**, which many small businesses are finding to be an excellent way to **reach more customers and grow their brands**.

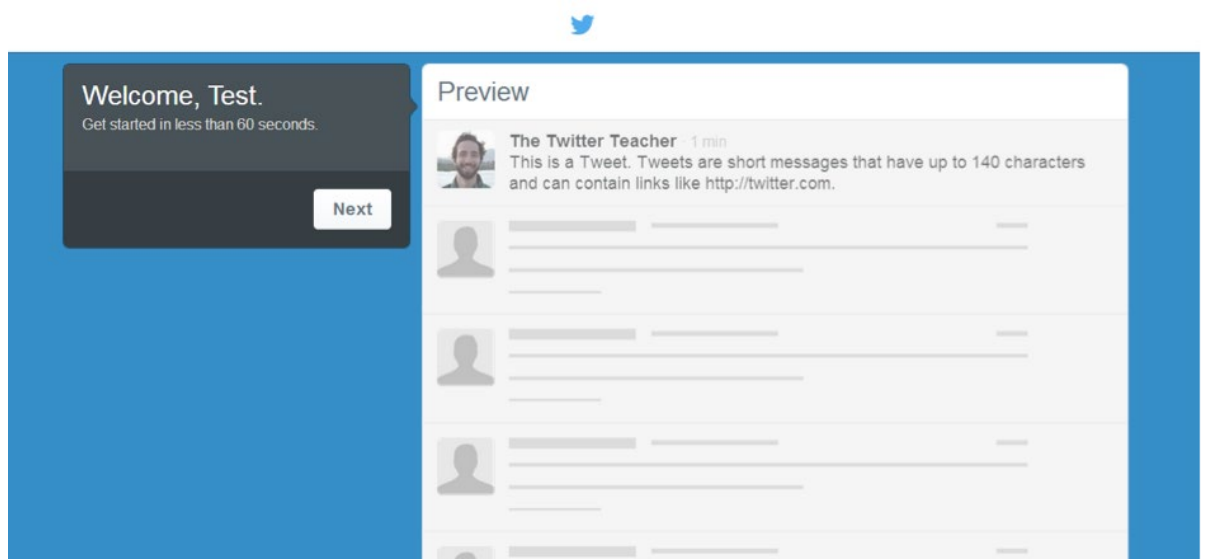
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Twitter

Twitter is all about simplicity: simple messages, delivered instantly and directly. This appeals to business owners looking for an easy way to tell people about their services and engage with customers.

There are **no separate pages** for businesses on Twitter, so there's only **one sign-up page** for you to negotiate. For 'full name' this needs to be the name of your business, but think carefully about your username. This will of course be highly visible on Twitter, and should be recognisable as related to your company. However, don't be too long; tweeters only have 140 characters to play with and anyone sending you a message will have to put that username into their message. As such, @JohnWalshITConsultingLtd is better presented as @JWConsult.

Helpfully, Twitter now takes you through a tutorial on how to use the site and interact with others, so you'll be taken through it step by step if you've never tweeted before. You can also **start following** other Twitter users, so look up a few people that influence your business and you'll get updates with their tweets. You will also be given the option to synchronise you contact list from your email account to find people you know on Twitter. However, be careful who you follow. Remember that this is a business page and thus represents your brand. Users may formulate opinions on your company based on the type of Twitter accounts you follow.



As with Facebook, the photo you attach to your Twitter profile **is very important**, so make sure it presents a good image. Again, a company logo is ideal if you have one, but if you haven't got to that stage yet, use something engaging that represents your business effectively. Then **add a short bio** about your business; remember your keywords but don't go overboard, you want to keep this relatively short and sharp to try and present a strong image to customers. This will hopefully interest them enough to investigate further and find out more about you.

That's more or less it - it's now up to you to use it. Twitter is all about interactions so **start engaging**

with people and **provide regular updates** about your business. Also think about presenting a personal image of the brand; when users feel a human element to brand communications they'll feel more inclined to interact.

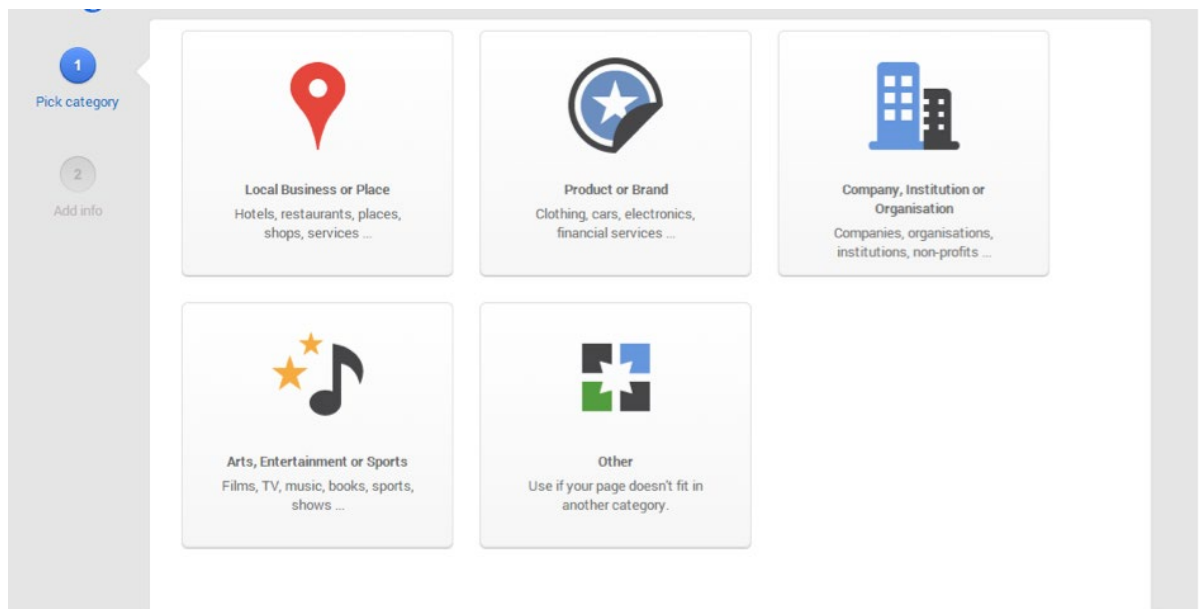
Once you've got the hang of tweeting and retweeting, you can look into the more precise arts of targeting consumers and integrating your social networks to **make the most of Twitter marketing**.



Google+

If you don't already have Gmail (Google's email service) for your business, you'll need one before you set up a Google+ profile. You don't have to transfer all your business dealings over to this account - it can be used solely for managing your Google+ page - but it's a good idea to have a business-specific account that other members of your team can access.

Head over **to Google+ for Business** and select 'create your page'; you'll be presented with a set of options similar to those found on Facebook.



As with Facebook, if you have bricks-and-mortar premises that you're looking to entice customers towards, then select 'Local Business or Place'. Google will use your phone number to find your business, you can then attach the Google Maps entry for your business to your Google+ page. Doing so will allow Google+ users to find you quickly and easily with Maps' directions. You then add your website details so that Google+ users can travel directly to it from the social network.

Now that you have a basic page, you'll be asked to **customise it**. The basic Google+ page is sparser than those you find on Facebook or Twitter, so it involves a little more work to make the page look attractive. The benefit of this, however, is that you can make the page have a more personal feel than the heavily branded layout of Facebook.

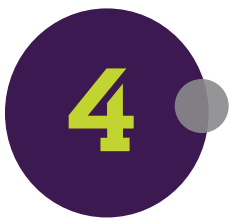
Add in **your profile photo** - again one that represents your company in an attractive yet professional manner - and all the necessary information about your business. This includes all the contact details for the various contact methods available (consumers like to communicate in a number of different ways and how they do it is down to personal preference). Also add in a **description** of your business. You can be as detailed as you wish to be, but be careful to open your description with the main points you want to get across. If you have a wonderful back story about the business then you can include it, but be

wary that many users won't finish reading a wall of text, so get the key points in early.

Once the framework is there, **start adding content!** Video features heavily on Google+, what with Google owning YouTube. If you're wondering what videos you can show, start with simple things, such as you or your employees making whatever products it is you sell. Video of your products in action are far more effective than a picture. Add in other content you like, from articles to video and pictures - just make sure they reflect how your company feels about certain things, because that's how they will be judged.

Google+ will encourage you to promote your page immediately, but since those first few interactions are important, we recommend getting your page looking nice and engaging before you promote it.

You connect with people on Google+ by **joining 'circles'**, where content is passed around and shared. It can be a bit of an abstract concept to get your head around, but when you do there are benefits for going forward with marketing through Google+. You can use these circles to talk to people who are already engaged with your brand and those you're looking to reach separately, which obviously allows you to **tailor your marketing approach** more precisely.



General points

Whichever social media platform you choose, remember that just as easily as people engage with your brand, they can forget about you. Regularly **updating content** - whatever type that is - is very important with social media, as you need to keep those conversations running. For that reason, if you're a one-person band, then you might want to focus your efforts on just one social media platform, rather than trying to manage everything at once.

Also, while you're trying to present a human side to your business, you must be careful not to go too far; too much use of slang or 'wacky' updates may turn as many people away as win fans, so aim for the friendly, approachable yet professional image.