

Getting Started on Facebook



Facebook is an easy to start, free, and popular social networking site. Facebook is a set template that uses messaging feeds, photo albums, fan pages, and groups to help Facebook users find friends and keep up with them.

Facebook can help you establish a community of interested friends who are like-minded and interested in what you are thinking and talking about.

Things you can do as an author on Facebook:

- find friends
- make new friends
- talk to all of the above
- talk about your experiences as an author
- create a fan page for you book
- create photo albums
- share videos
- email
- chat
- network
- create events
- support causes
- play games

Here is a step-by-step guide to starting your Facebook campaign.

Go to www.facebook.com

1. Sign up using your name, email address, create a password, date of birth, and then enter in the security letters
2. Next you receive an email confirmation with a link you must follow to complete your registration



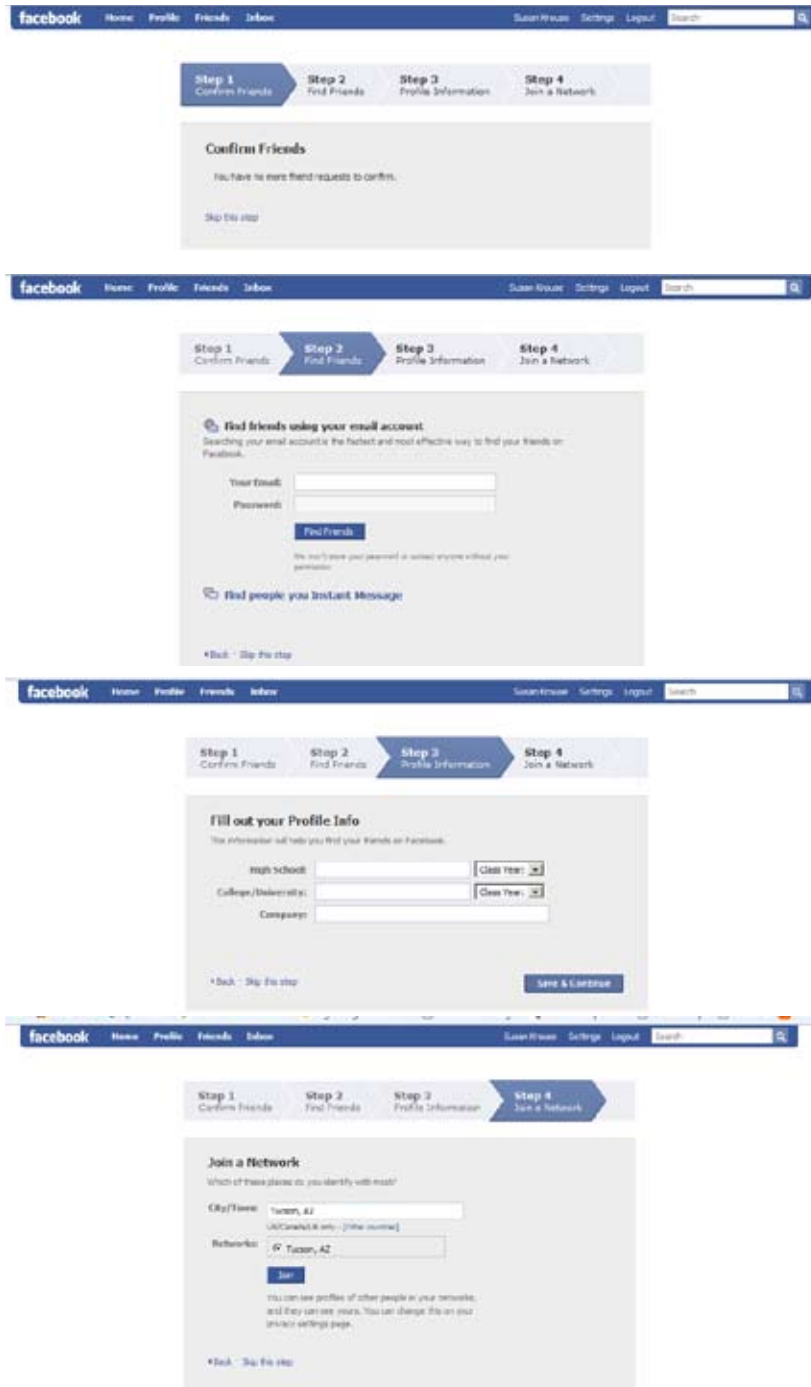
The screenshot shows the Facebook sign-up page. At the top, there is a blue header with the Facebook logo and a navigation bar with "Remember Me" and "Forgot your password?" links. Below the header, the main content area is split into two columns. The left column features the text "Facebook helps you connect and share with the people in your life." and a world map with several orange person icons connected by lines. The right column is titled "Sign Up" and "It's free and anyone can join". It contains a registration form with fields for "Full Name", "Your Email", "New Password", and "I am" (with a "Select Sex" dropdown). Below these is a "Birthday" section with dropdowns for "Month", "Day", and "Year", and a note "(We do it just to provide help)". A green "Sign Up" button is at the bottom of the form. At the very bottom of the page, there is a small link: "To create a page for a celebrity, band or business, click here."

Sign up here!



The screenshot shows the Facebook sign-up page at the security check stage. The layout is identical to the previous screenshot, but the right column now features a "Security Check" section. It asks the user to "Enter both words below, separated by a space." and shows a distorted image of the word "totney" followed by the number "05". Below this is a text input field labeled "Text in the box:" and a green "Sign Up" button. At the bottom of the page, there is a small disclaimer: "By clicking Sign Up, you are indicating that you have read and agree to the Terms of Use and Privacy Policy."

Prove you are not a robot!



3. The next area will allow you to select any friend requests you have waiting, which you can skip; Find Friends, which you can also skip; and then finally your profile information.
4. Profile information helps Facebook automatically find people on the site that match your information. It is fine to add this information, particularly if you are planning on using Facebook to market a book, however you will find lots of old friends that you may or may not want to reconnect with. Just a heads up! You can also skip this step!
5. The last step will ask if you would like to join a network. Again, you will be using this as a marketing tool. Absolutely fill this out so that you can be telling your new friends about your endeavors! Or you can skip this step!
6. The next page will be a welcome message that will invite you to find people you know by entering them into this search box, or you can edit your profile.
7. Let's start by editing your profile.

Here is where you can upload an image of yourself.

Now let's edit your profile.

Remember the fields are not mandatory. The more information you offer up, the better you help your audience connect with you.

In your account settings, go through and add information to the fields of your choice. This helps people learn about you.

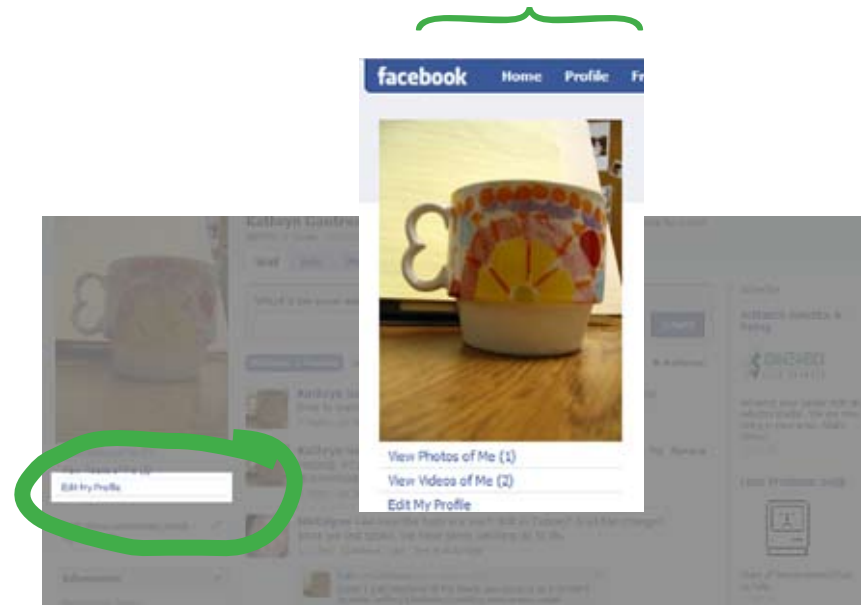
1. Find friends to talk to. This is a social site and it doesn't work without friends.

How do you find friends? Using the Search bar in the upper right-hand corner of the screen (indicated by a magnifying glass) you can enter in names, keywords like "horses," or locations. Then full menus of Facebook profiles will let you pick and choose new friends.

Next you need to talk to them. That's why there is the "What's on your mind?" field that is just begging for some text. You can write what you are thinking and want to share with your new community. As you friend people, you'll see their status updates begin to filter in on your home page

2. Now, the next thing that is important is creating a fan page for your book (or books!). Because Facebook does not allow companies and products to have profiles, they've created a way for users to share their passions (and retailable goods) on Facebook. They are called fan pages and they are easy to create and proliferate.

Anytime you want to change your profile picture, simply float your mouse over it and click. You can then choose from any of your previously uploaded images in any of your photo albums.



If you've left the welcome screen you can always edit your profile here.



These flip-down forms are great for telling people about you.



Where to search for people or keywords

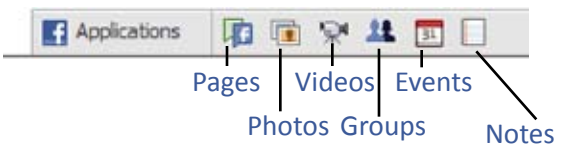
Profile picture

Text box for writing friend feed.

Friend Feed

Friends

What are you looking at on your Facebook page?



Pages
Videos
Events
Photos
Groups
Notes



Drop down shows you are friends with

Balloon tells you your updates

Chat with online friends

Wheatmark Fan Page

The screenshot shows a Facebook fan page for 'Wheatmark'. The page layout includes a top navigation bar with 'facebook', 'Home', 'Profile', 'Friends', and 'Inbox'. Below this is a search bar and a notification about 'New Wall Settings. New Mobile Features.' The main content area features the Wheatmark logo, a 'What's on your mind?' text box, and a list of posts. The posts include a 'Writing a Press Release' tip, a testimonial from William L. Neill, and a 'Kindle It's On Fire' announcement. The left sidebar contains 'Edit Page' options, 'Information' (founded 1999), 'Fans' (6 of 86 fans), and 'Notes' (3 of 112 notes). The right sidebar has advertisements for 'Mother's Day Flowers \$20' and 'She Was Born in the 60's'.

Pages and Profiles look almost exactly the same. The difference is that a page is for a company, a product, or an organization. A page is run by the allowed profiles. You cannot have a page without first having a profile. For our fan page, Wheatmark uses a feed tool that brings in snippets of our blog entries from our website so that our Facebook fans can read threads on the page.

Creating a Fan Page

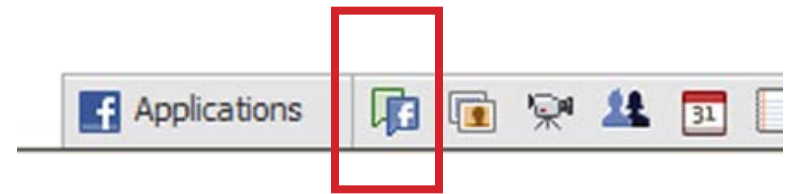
If you scroll to the very bottom of the screen, on the left, there is an icon that is blue and green and has an “F” on it. Click it. At the top of the next page, you’ll see a tab for **Pages**. If you click on this, you’ll see a grey bubble that is labeled: **+Create Page**. You’ll be asked a series of questions. Pick a category, enter the name, and then write in your electronic signatures. Make sure you read the disclaimers because Facebook doesn’t mess around and, if you violate their terms, they will deactivate your account! Now your page has been created, but it’s probably very empty.

Time to decorate your space.

First edit your page. On the left, under the giant question mark, click **Edit Page**. Remember, you can alter these settings at any time. So don’t be afraid to commit.

In the **settings**, you can choose age ranges of appropriateness. If you have any fears about teens and younger reading your page, you should select the 18+ option. Also, you can now select your published status to be public. Click save changes.

Wall settings are just how and what people can post to your page. Having pages as open as possible encourages more participation.



This is the icon for creating a page or ad.

+ Create Page

This is the button to click for a page. If you want to make an ad, you need to go back to the AD tab.

Mobile settings: Are you going to be using your phone to update your status and receive messages? Then go ahead and enable this feature.

Next are the **Applications**. The applications are user functions that let you share and socialize with your fans. By adding to each application you increase your communication. Take some time to familiarize yourself with the applications and pick and choose what you'd like to include. Some of the most popular are links and photo albums. You can also include events as your book begins to take off! An easy way to organize this is to create a folder on your desktop where you keep the pieces you'll want to add. That way you don't have to struggle around trying to remember where the photo is you want to add a week later!

To change your fan page or profile picture, simply click on the box where it should be. This will pull up the correct page for adding your image.

That's it. You can now choose to create an ad for your page (costs money, but you get to choose how much) and you can begin telling people about it and creating your community.

Whenever you are on another site that you find interesting, you blog about something, or anytime you see the **Share+** or a type of share button on a site, click it. It most likely has a Facebook option for you to add to your page and increase your communication and socializing for increased sales!

Now get out there and search for Wheatmark and become fans so that you can begin building your network!



Confused?

Need help or want to know more about online marketing tools such as a blog, FaceBook, and other social networking sites to sell your book? Get two hours of consultation time to help you navigate the Web and to understand the tools you need to tap into the easiest way to get the word out about your book! Call 1-888-934-0888 now to set up your first appointment!