

# Building a Facebook Fan Page

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Why a fan page –as opposed to a regular user page? A fan page has:

- better monitoring & view measurements;
- the ability to delegate administration to someone else without giving away your personal account login & password;
- the option to separate your personal/family life from your professional persona.

## Preparation:

Before you start, have the following ready to add to your new fan page:

- a small photo, preferably a clear head shot;
- a single paragraph bio or description of you & your services. Think about your elevator speech: if you have only 30 seconds to impress a potential client, what would you want to say?
- the URL for your personal web site.

Yes, you can add & change these later, but it's easier to get everything right the first time. And don't worry: you can change your mind later if you really want to.

## Here We Go!

1. Go to <http://www.facebook.com>. If you've never had a Facebook account, you'll see this:

The screenshot shows the Facebook homepage for users who have not yet signed up. At the top is the Facebook logo and a navigation bar with links for Email or Phone, Password, and Log In. Below this is a section titled 'Introducing Graph Search' with a video player showing a child. To the right is the 'Sign Up' section, which includes a form with fields for First Name, Last Name, Your Email, Re-enter Email, and New Password. There are also dropdown menus for Month, Day, and Year, and radio buttons for Female and Male. A green 'Sign Up' button is prominently displayed. Below the button, a link 'Create a Page for a celebrity, band or business.' is circled in red. At the bottom of the page, there is a footer with various links and the text 'Facebook © 2013 - English (US)'.

Click on “Create a Page” (circled above).

2. You'll be presented with the following screen, asking what sort of specialized non-personal Facebook page you want. I recommend you select "Artist, Band or Public Figure" (circled).

The screenshot shows the Facebook 'Create a Page' interface. At the top, there's a blue header with the Facebook logo, a 'Sign Up' button, and a login section with fields for 'Email or Phone' and 'Password', a 'Log In' button, and a checkbox for 'Keep me logged in'. Below the header, the 'Create a Page' section is titled 'Create a Page' with a subtitle 'Create a Facebook Page to build a closer relationship with your audience and customers.' Below this, there are six category tiles arranged in a 2x3 grid. The first row contains 'Local Business or Place' (store icon), 'Company, Organization or Institution' (building icon), and 'Brand or Product' (bottle and phone icon). The second row contains 'Artist, Band or Public Figure' (person with star icon, circled in red), 'Entertainment' (movie and disc icon), and 'Cause or Community' (heart and flag icon). At the bottom, there's a navigation bar with links for Mobile, Find Friends, Badges, People, Pages, Places, Apps, Games, Music, About, Create an Ad, Create a Page, Developers, Careers, Privacy, Cookies, Terms, and Help. The footer says 'Facebook © 2013 - English (US)'.

3. You'll be asked what sort of artist/band/person will be associated with this page. I recommend "entertainer". Enter your name in the given field, check out the Facebook Pages Terms, click the checkbox and click on "Get Started":

The screenshot shows the Facebook 'Create a Page' interface for the 'Artist, Band or Public Figure' category. The 'Artist, Band or Public Figure' tile from the previous screen is now expanded, showing a sub-selection screen. It has a title 'Artist, Band or Public Figure' and a subtitle 'Have a profile? Learn more about letting people follow your public updates.' Below this, there's a dropdown menu for 'Entertainer' which is selected. Underneath, there's a text input field containing 'Irving Schindlap'. Below the input field, there's a checkbox labeled 'I agree to Facebook Pages Terms' which is checked. At the bottom of this expanded tile, there's a 'Get Started' button. The other category tiles from the previous screen are still visible in the background. The navigation bar and footer are the same as in the previous screenshot.

4. You'll need to create a 'real person' account for management purposes. If you already have a personal Facebook account, you can click on "I already have a Facebook account" and log into the system. Otherwise, fill out the account form and click "Sign Up Now!"

BTW, while it does violate the terms of use, I recommend *against* using your real birthdate, just to guard against potential identity theft. Consider something close: instead of, say, February 12, 1970, tell them February 13, 1971.

**facebook**

**Already have an account?** →

Create a Facebook Account

[I already have a Facebook account](#)

Email:

New Password:

Date of Birth: Jan 1 1990

Please enter your own date of birth. Why is this required?

Security Check: Enter both words below, separated by a space. Can't read the words below? Try different words or an audio captcha.

creely are

Text in the box:

What's this?

☒ I have read and agree to the Terms of Use and Privacy Policy

[Sign Up Now!](#)

[Problems signing up? Check out our help pages](#)

Mobile Find Friends Badges People Pages Places Apps Games Music

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**Tip: Don't use your true birthday.**

5. Now we start adding content to your new fan page. The first screen gives you the opportunity to add a small profile picture which will be adjacent to all of your postings.

**facebook** Search for people, places and things

Brian Jarvis Home

Set Up Irving Schmidlap

[1 Profile Picture](#) [2 About](#) [3 Enable Ads](#)



[Upload From Computer](#)

[Import From Website](#)

[Save Photo](#) [Skip](#)

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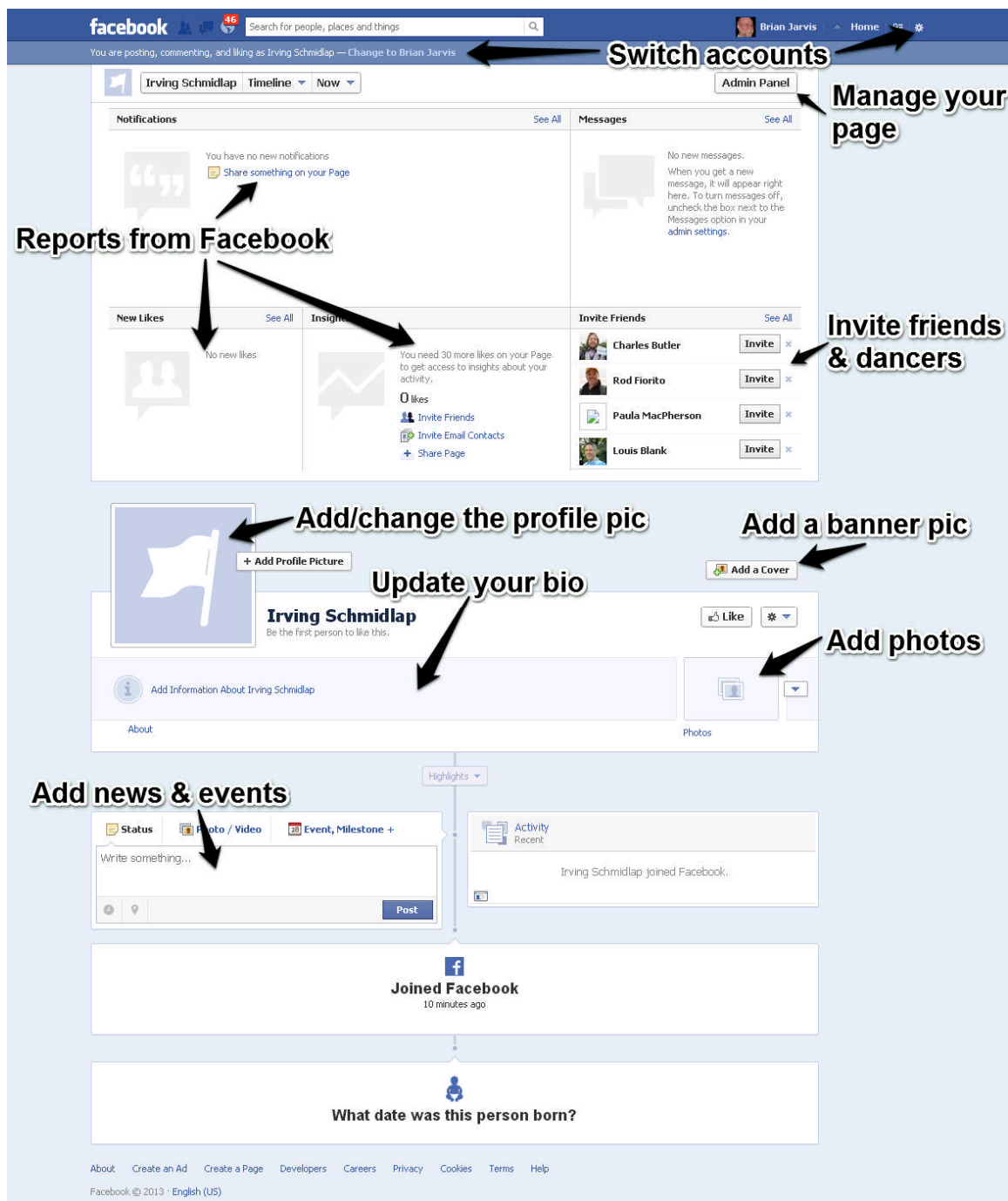
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6. Add your bio and the link to your web site:

**Elevator speech!** →

**Link to your web site!** →

7. You can skip the “Enable Ads” tab for now. Facebook ads are a wholly different and much more complicated document.
8. Here’s your newly minted fan page! The top half is all administrative stuff that you alone will see: page views, friend management, etc.. The lower half is what the public will see: your photos, your published announcements, etc..



## Some Final Tips

1. Use the “⚙️” widget in the upper right to switch between your new fan page administrative role and your personal Facebook account. These are separate accounts but linked: posting in one doesn’t post to the other.
2. Want to share administrative responsibilities for your fan page? Under the “Admin Panel” or “Edit Page” in the upper right, select “Admin roles” to add a user by their email address and assign them a role. A Manager can do anything to your page, including edit your bio & personal photo; a Content Creator can post updates but not touch your bio.

3. Don't ever post anything on Facebook (or anywhere on the Internet) you wouldn't want painted on a billboard outside your house.
4. Be nice. See (1) above.
5. Invite friends to "like" your page, but don't be too aggressive. By all means, tap your square dance friends but if you're going to invite the entire known universe, you might as well be using your personal page instead.
6. Post something periodically so that your readers know you're active.
7. Facebook friends love photos. Post 'em if you got 'em, but make sure you have permission from identifiable people and don't embarrass anyone.
8. Announce your colleagues' events, dances and meetings! Click "Share" when you see a posting you like on someone else's page. Make your page the go-to site for all the current local information.
9. Don't restrict your postings to your own calling gigs & dances. Announce caller clinics you've attended and/or conducted, news from dance conventions & conferences, congratulations & support for callers & dancers, engage readers by posing survey questions.
10. Respond to comments & messages.