

Facebook Business Page Posting Tips

- 1) Always post as the business page, not as your personal page
- 2) Always post with a picture. If you are posting a product, you will want to add it to your online store first, so you can include the URL/Web address/domain in the post and your fb fans can go straight to the store from that post and purchase that item. (We did that this morning with the strap cutters).
- 3) Hashtag items that would be indexed – example, name of product and if it would be a gift, mother's day, etc. # hashtagged items can't have a space, or it loses the index. This is what we posted this morning: *Instead of saying: Strap Cutter, great Stocking Stuffer, we hash tagged them so they would show up as an indexed item that would show up on search results: #StrapCutter #StockingStuffer, be sure you don't leave a space between the words in your phrase.*
- 4) Add a photo – we added the same photo of the item that we used to create the item on the website
- 5) Add a link to that item that points directly to the store item so your fans can buy it now online.
- 6) This will Automagically be on your connected Twitter account - you don't have to repost there
- 7) Now go to the post and change how you are posting to YOUR PERSONAL PAGE, click the down arrow on the right hand side under the post



**This is where you
change to your personal page
THEN Like and Share post**

- 8) After you change who you are Liking and commenting as, hit the LIKE button and SHARE the post on your page



9) You can write something when you share it, but make sure that you change your settings for that post to PUBLIC before you post it (you can edit it to public afterwards if you forget) and you have to change that at the bottom next to the post button

10) You can add another link to your website on that post, you could say, Buy these Strap Cutters now, great Stocking Stuffers! (You don't need to hashtag on your personal page) then paste your URL and friends and family can go right to that item. Or you could say Visit our Web Store and send them to store in that post so they can see all of your store items

Every person that works for the business should be LIKING and SHARING – this helps the business grow.

And that is how you post – I know it sounds like a lot, but it will be automatic soon!