



## Fan Page Prep Guide

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- ✓ **Naming your Fan Page**
- ✓ **Business Categories & Types**
- ✓ **Preparing the Profile Image**
- ✓ **Important tips**

### Prepare to Setup Your Facebook Fan Page

Once you have a Facebook personal profile you can create a Business Page. We will use the terms "Fan Page" and "Business Page" interchangeably. They mean the same thing.

A Business or Fan Page is similar to your personal profile Page except that it is public by default and others can become a Fan of your Page without needing your approval.

Before you get started creating your Fan Page, there are a few things to plan and prepare for. Taking some time to consider these points and options will help streamline the process of creating and getting the most out of your Facebook Business Page.

## Facebook Fan Page Preparation Steps

1. **What will you name your Page?** As the [Facebook](#) help guide points out: "The name you give your Facebook Page is permanent, so make sure it's the one your Fans and customers will recognize." In most cases it will be your Business or website name, options include:
  - a. Business name
  - b. Name of your website or blog
  - c. Personal name
  - d. Brand name

My Fan Page name will be: \_\_\_\_\_

Shown below – The online Facebook Pages guide:

**Facebook Pages**  
Create a presence that looks and behaves like user profiles to connect and engage with your customers and amplify your voice to their friends.

[Create a Page](#)  
or manage your existing Pages

**Overview** Prepare Step By Step Find New Fans

**Create a Facebook Page**  
A Facebook Page is a public profile that enables you to share your business and products with Facebook users. Create one in a few minutes with our simple interface. For more details about Facebook Pages, [download our Product Guide](#).

**Start the Conversation**  
When your fans interact with your Facebook Page, stories linking to your Page can go to their friends via News Feed. As these friends interact with your Page, News Feed keeps driving word-of-mouth to a wider circle of friends.

**Drive Customer Awareness**  
Spread the word even further with Facebook Ads. You choose your graphic, text, and target audience. We'll even add available information about their friends' interacting with your Facebook Page, if you choose.

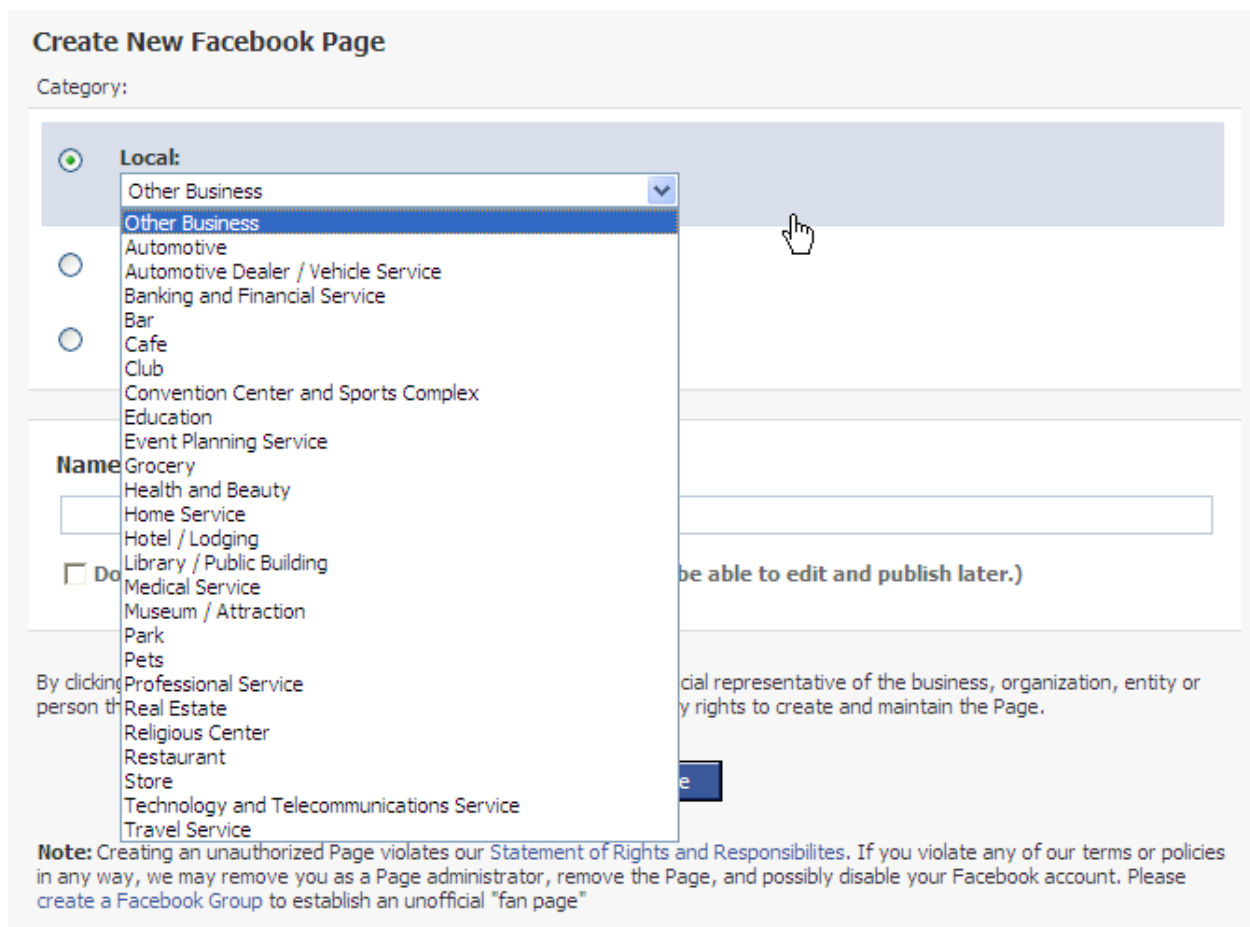
The above guide can be found at: <http://www.facebook.com/advertising/?Pages>

2. **What category and Business type best describes the purpose of your Business Page?** Just like the name or title of your Page, the category you choose is not something you can change. So give this some thought and explore your options. The different categories will display different information for you to include later under the “Info” tab. This information will then be available for viewing by others. This post from [FacebookAdvice.com](https://www.facebookadvice.com) helps to explain the differences. Also, you’ll notice below that each category provides a drop down list of various business types for you to select from.

**a. There are 3 main categories to consider**

- i. Local
- ii. Brand, Product or Organization
- iii. Artist, Band or Public Figure

**b. The “Local” category includes:**



The screenshot shows the 'Create New Facebook Page' interface. The 'Category' field is selected, and a dropdown menu is open, listing various business types under the 'Local' category. The dropdown menu is currently open to 'Other Business'. The background shows the 'Name' field and a checkbox for 'Do you want to be able to edit and publish later.' with a 'Yes' button. A note at the bottom states: 'Note: Creating an unauthorized Page violates our Statement of Rights and Responsibilities. If you violate any of our terms or policies in any way, we may remove you as a Page administrator, remove the Page, and possibly disable your Facebook account. Please create a Facebook Group to establish an unofficial "fan page".'

**Create New Facebook Page**

Category:

**Local:**

- Other Business
- Automotive
- Automotive Dealer / Vehicle Service
- Banking and Financial Service
- Bar
- Cafe
- Club
- Convention Center and Sports Complex
- Education
- Event Planning Service
- Grocery
- Health and Beauty
- Home Service
- Hotel / Lodging
- Library / Public Building
- Medical Service
- Museum / Attraction
- Park
- Pets
- Professional Service
- Real Estate
- Religious Center
- Restaurant
- Store
- Technology and Telecommunications Service
- Travel Service

**Name**

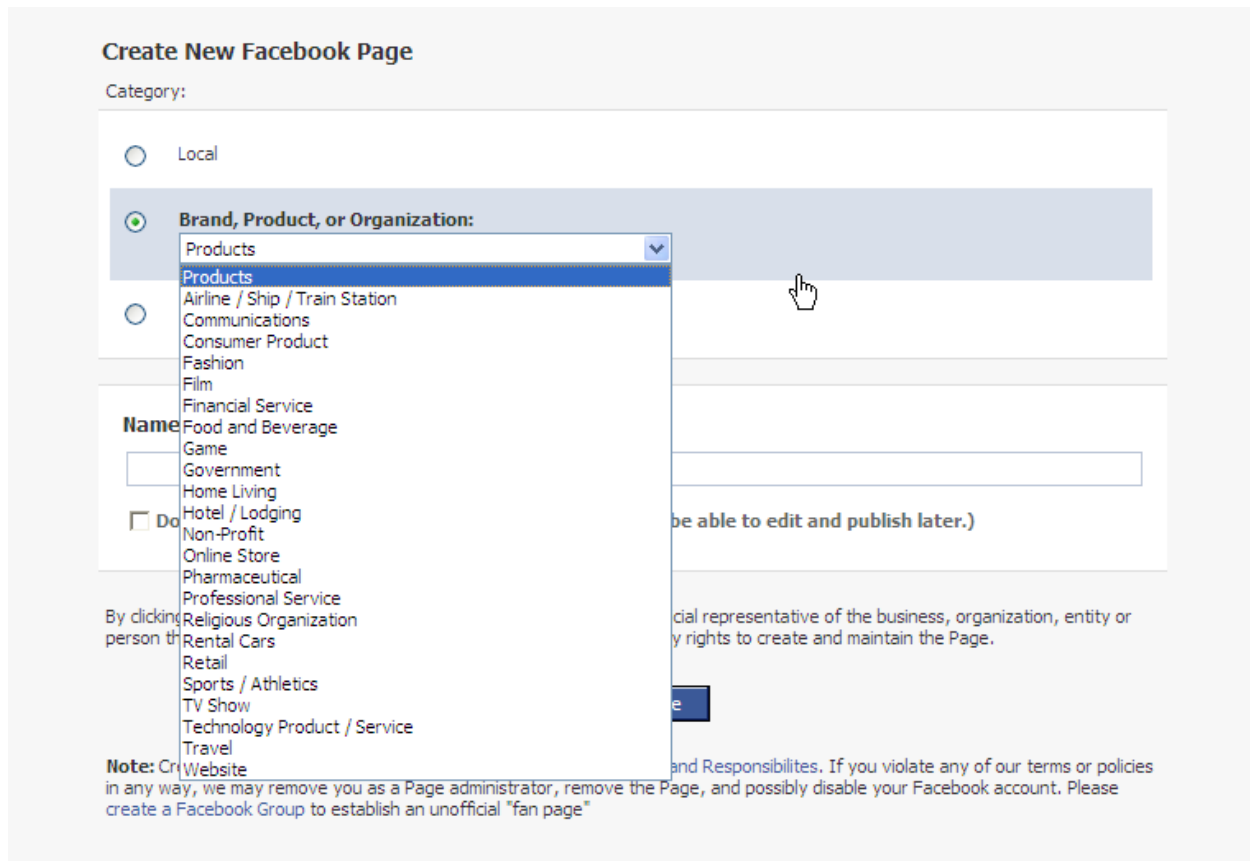
Do you want to be able to edit and publish later.)

By clicking this button, you agree to be the official representative of the business, organization, entity or person that you are creating the Page for, and you agree to give us the necessary rights to create and maintain the Page.

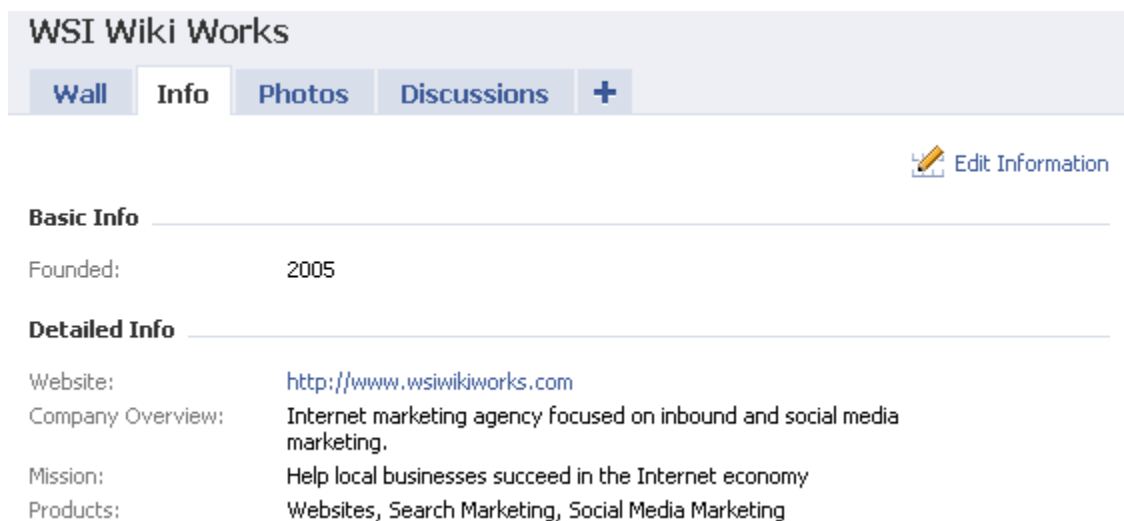
**Note:** Creating an unauthorized Page violates our Statement of Rights and Responsibilities. If you violate any of our terms or policies in any way, we may remove you as a Page administrator, remove the Page, and possibly disable your Facebook account. Please create a Facebook Group to establish an unofficial "fan page"

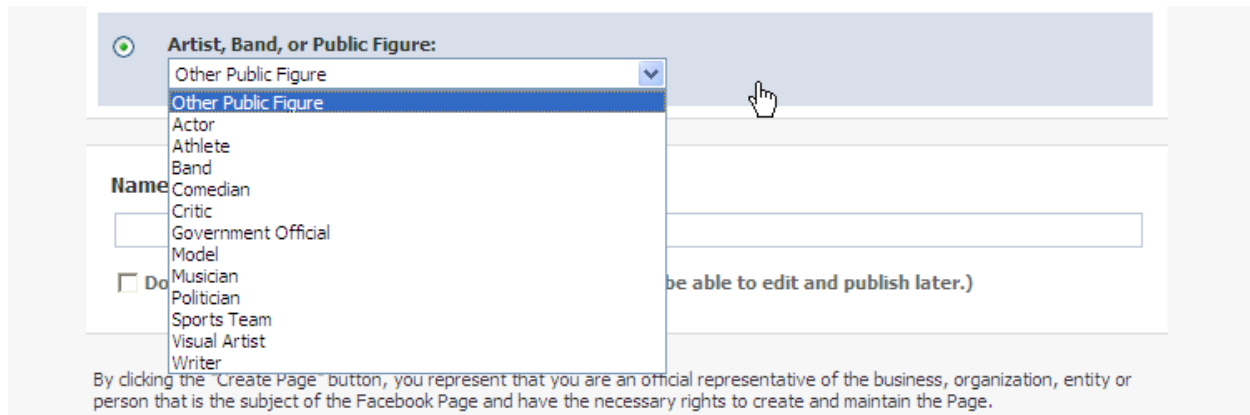
**Tip:** If you’re a “local” business serving a distinct physical geography or market area, the “Local” type may be perfect for you.

c. The “Brand, Product or Organization” category includes:



**Tip: The Brand, Product, or Organization category** will be useful for many companies. The Page Types have a Basic Info section of “Founded” (date Business started), and a Detailed Info section with “Website”, “Company Overview”, “Mission”, and “Products.” See example for the WSI Wiki Works Fan Page:



**d. The “Artist, Band or Public Figure” category includes:**

The screenshot shows the Facebook page creation interface. A dropdown menu is open under the heading "Artist, Band, or Public Figure:". The menu lists various categories: Other Public Figure (selected), Actor, Athlete, Band, Comedian, Critic, Government Official, Model, Musician, Politician, Sports Team, Visual Artist, and Writer. To the left of the dropdown, there are input fields for "Name" and "Do you want to be able to edit and publish later.?" with a checkbox. Below the dropdown, a disclaimer states: "By clicking the 'Create Page' button, you represent that you are an official representative of the business, organization, entity or person that is the subject of the Facebook Page and have the necessary rights to create and maintain the Page."

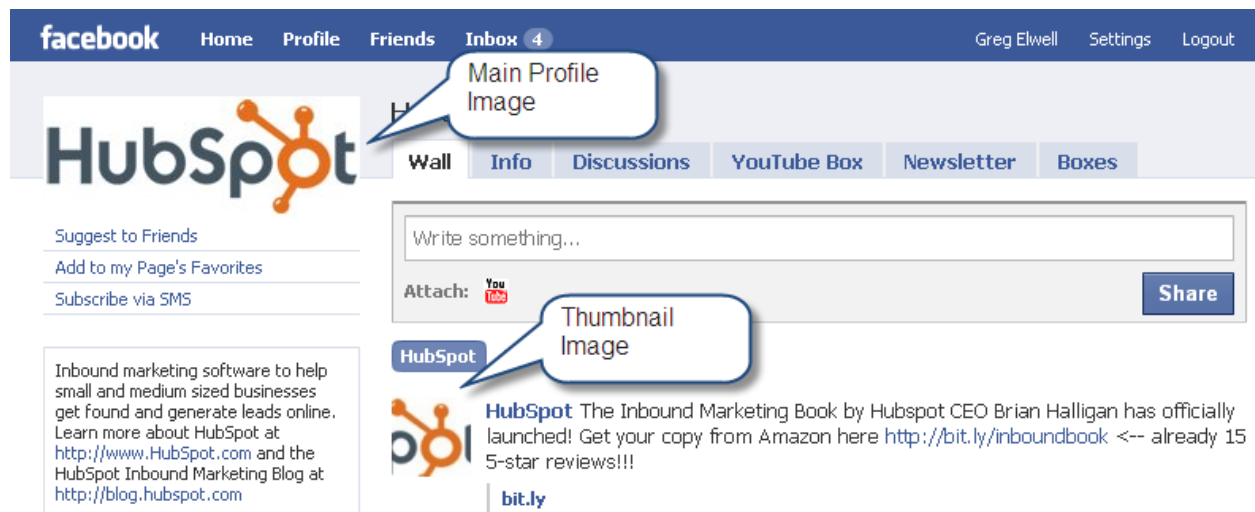
**Tip:** Facebook recommends, “Pick the category that best fits what you’d like to promote on Facebook. Don’t worry if you don’t find a perfect fit, but pick the closest match since you won’t be able to change your category.” ([Facebook’s Step by Step Help](#))

My Fan Page Category: \_\_\_\_\_

My Category Business Type: \_\_\_\_\_

- 3. Prepare your Fan Page profile image.** The logo, or profile photo for your Fan Page represents an important branding opportunity. Normally, the image you'll use will be your company logo. There will be two versions or sizes of this. The larger one which is displayed when someone visits your Fan Page is shaped somewhat like a bookmark – 200 pixels wide by 600 pixels high – should you use the maximum size allotted. The other is a thumbnail version that Facebook crops, generates and displays for Facebook users to see in the News Feed. Here are some points to consider when choosing and sizing your profile image.
- 200 X 600 is the max, but the height can vary as needed
  - You will be able to adjust the center of the thumbnail version
  - Facebook's "cropping" of the thumbnail loses information around the edges. Because of this, allow for a 12 pixel margin around the border of the main profile image to prevent the loss of any important information.
  - Here's an article that goes into greater detail of how to effectively prepare and size your profile image: Mashable's [creating the perfect profile picture](#)

Here's an example of the Profile and Thumbnail image:



**Tip:** Contact Zephyr Marketing for help with getting your profile image sized to Facebook's specifications.

## What's next?

When you're finished with the Facebook Fan Page Prep Guide you'll want to get the next in the series of How to Create a Facebook Business Page: The Facebook Fan Page Setup eBook available by contacting Greg (see contact info below).

### References and Additional Resources:

Here are some links of references used in preparing this guide along with additional resources to help you prepare and think through the setup of your Facebook Business Page.

- [Ten Steps for Creating a FANTastick Facebook Fan Page](#)
- [10 Ways to Make the Most of Your Facebook Fan Page for Your Business](#)
- [HubSpot's Facebook for Business Marketing Kit](#). Tip, this is a free kit that includes a videos, eBook and articles/blog posts. Registration is required to download the resources.
- <http://www.FacebookAdvice.com> (official site of the book, "I'm on Facebook, now what?")
- [Mashable's Facebook resources](#)
- [HOW TO: Set Up a Winning Facebook Fan Page](#) by Susan Payton
- [Over 40 Facebook Bookmarks on Delicious](#). I'm constantly adding resources to this resource so check this link often!

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Twitter – @ZephyrMarketing	<a href="http://twitter.com/zephyrmarketing">http://twitter.com/zephyrmarketing</a>
Twitter - @gregelwell	<a href="http://twitter.com/gregelwell">http://twitter.com/gregelwell</a>
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