

# DO'S AND DON'TS

## WHEN CREATING A FACEBOOK PAGE FOR YOUR BUSINESS

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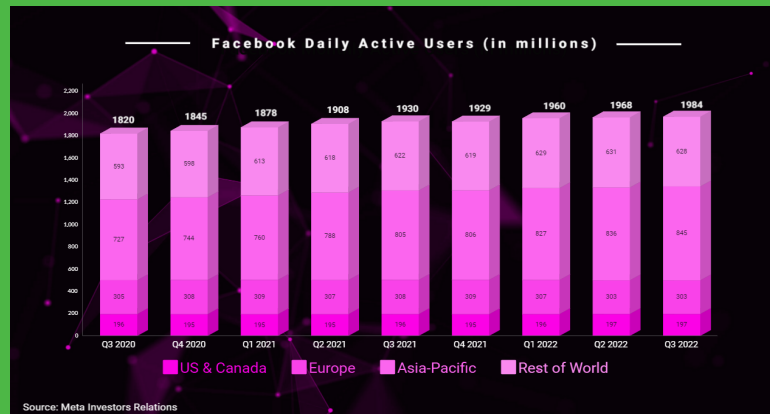
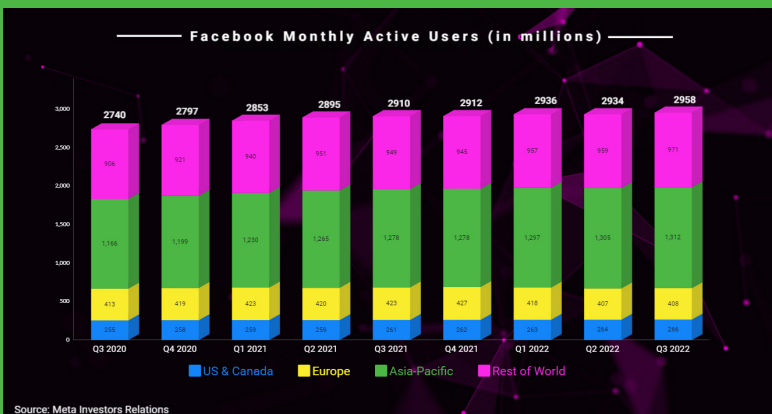
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# INTRODUCTION

In 2004, Mark Zuckerberg created and launched TheFacebook as a membership site for students at Harvard University, and later, the platform grew to accept students from other universities, college students, and, finally, anyone with an email address.

Today, as a **Social Media giant**, counting over 2.958 million monthly active users and 1.984 million daily active users as of September 30, 2022, Facebook is the most popular platform worldwide.



In recent years, more and more businesses have started to ask themselves why should they be on Social Media Platforms like Facebook and how would the exposure benefit their brand.

What is the most effective combination of content and targeting or when should the post be scheduled so it can reach as many people as possible? And what should they do or not do when they create their Facebook Page?

**36.8%** of all the people on Earth today equate Facebook's monthly active users to\*.

**56.8%** of Facebook's global users are male, and 43.2% female.\*

**29.9%** of Facebook's total ad audience (648.6 million users) are aged 25 to 34.\*

Facebook has become a tool for connecting people with those around them and, because of that, businesses have an opportunity to expand their online presence and engage directly with clients and prospects.

Source: <https://datareportal.com/essential-facebook-stats>

# WHY SHOULD YOUR BUSINESS BE ON FACEBOOK?

For many businesses, Facebook has become a critical part of their Social Media strategy, especially for those that understand that being present on the platform is more than just creating a page and uploading some photos. Through Facebook, you start a conversation with your customers or potential customers. You show them what you do, how you do it, and why should they choose your business.

With over 1.9 billion daily active users, Facebook offers great opportunities for businesses:



## Making the business visible

Being a place where so many people spend their time (de inclus o informatie cu timpul petrecut de user pe FB) Facebook is a source of potential customers, and it is a great opportunity to promote your business.



## Building your reputation

With over 49% of the world's population seeking out brands on social media and more and more people relying on it to make purchasing decisions, Facebook is a great way to create a brand image and build your reputation through positive feedback, rankings, and comments.



## Understanding the audience

With the help of the Facebook Insights tool, you can get hold of important about the audience that can help you create a better Social Media Strategy: when is the most effective time for you to schedule your posts, who is interested in your business, their demographics, and what type of content they enjoy.



## Building Relationships and Connections

Through your Facebook Page, you can interact with your customers in a way that would not be possible otherwise. You have the opportunity to push the information directly to them, instead of waiting for them to come to your website.



## Increasing your Google Ranking

The first place people will search for more information about your company is Google. With Facebook having a high page rank, being updated frequently, and having millions of pages and links, there is a good chance that you will obtain a page one ranking and your prospects will find you faster. Plus, every time you appear in the first search results on Google, you push down any of your competitors.

# THE DO'S

## Complete your profile

The About section, profile, and cover photos are your business card, these are the first thing that your potential customers see. Use a recognizable profile picture and make sure that your About section displays relevant information about your business.

## Add collaborators to your page

If you have a team that will manage your Facebook Page you'll want to grant access and assign different roles, from Admin to Analyst, depending on the level of control you want to give them.

## Invite your audience

After setting up your Facebook Page you can begin to invite your audience to follow you. Whether they are people from your Facebook friends list or other businesses, they are a good starting point for bringing traffic to your page.

## Start creating consistent content for your audience

Create posts and deliver personalized content that will help the audience to understand you as a brand and the benefits of your products and will persuade them to want to know more. Consistent content will make clear the fact that you are present and you have constant communication with the audience. Keep the communication clear and simple and define your brand voice from the beginning.

## Go through the entire funnel when creating your content

Create awareness about your business, and build interest in you and your products so that your audience considers you and finally takes action.

## Be responsive

Communication is the key and constant interaction with your audience is very important. A fast response to a complaint or query will make a difference and your customers will appreciate it. Engage with them and ask them questions and they will understand that you do care. It is a good way of building trust

**49%** of internet users worldwide visit social media in order to learn about brands and see their content.

# THE DON'TS



## **Don't create a personal page for your business**

A Facebook Business Page gives you many tools and opportunities to grow your business, from content creation tools to insights and analytics. Another important aspect is that using a personal page, users would need to send you a friend request to engage with you.



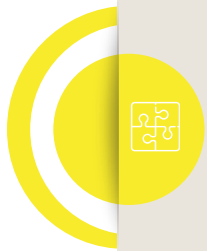
## **Don't overpost**

Although being consistent is very important, don't overdo it. Especially now, when people are more and more careful with the time they spend on social media, don't risk irritating your audience with irrelevant content.



## **Don't forget about Call-to-Action**

Let your audience know what you want them to do and make it easy for them to contact you. Depending on the message you are sending, you can use CTAs like "call now", "book now", "use the app", "shop now", and others.



## **Don't limit yourself only to feed posts**

Over the years, Facebook developed many features meant to help a page grow. You can use stories, Facebook Live, podcasts, event pages, or Facebook Shop to engage with your audience.



## **Don't ignore the importance of having a strategy**

You might want to increase brand awareness or maybe increase your revenue - either way, you need to define your objectives, and a strategy will help you achieve them.



## **Don't forget to check your progress**

Always use trackable URLs and Facebook Insights to analyze your page performance, see what works and what does not, and adjust your strategy based on your findings.

# CONCLUSION

While Facebook offers many opportunities and benefits for businesses, it is for them to determine how they can monetize it based on their business objectives. But many success stories prove that Facebook should be a part of any marketing strategy if businesses wish to engage as much as they can with their audience and achieve their goals.

