

Etail Systems Tip Sheet

Objective: To be able to edit your Facebook business page & post content as the page.

The following tells you how to achieve this;-

Facebook requires every business page to have a “manager”, which is someone who’s personal Facebook profile is linked (& has full access) to the Facebook Business page. It is against Facebook’s Terms & Conditions to have a personal profile for a business – it has to be a real person. Please let us know if you need help becoming an admin of your page.

Differences: Profiles & Pages

The general differences between a personal Facebook profile & a business page are below, or see this link from Facebook: <https://www.facebook.com/help/217671661585622>:

Profile: for non-commercial, personal use. You can have friends, friend other people, ‘like’ pages, write on people’s walls & tag them in photos.

Page: this is for business use. People can ‘like’ your page, but you can’t friend them. You can ‘like’ other pages.

Merging Profiles & Pages

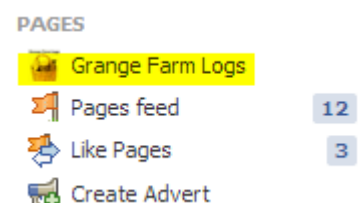
If you have a profile for your business, you can make this into a page. Please let us know if you’d like to do this. If you have a profile & a page for your business, you’ll need to make the profile into a page, & then merge the new & existing pages into one. Again, ask if you need help doing this.

NB: If you merge profiles/pages, some of these changes can take up a week to come into effect, & it might look like you have 0 likes on your page, even if you actually have lots more. This is just Facebook taking its time doing its thing, so leave it to run its course.

Managing a Page from your personal profile

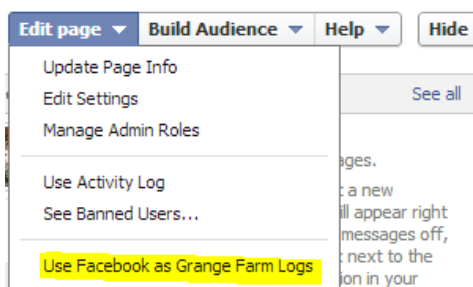
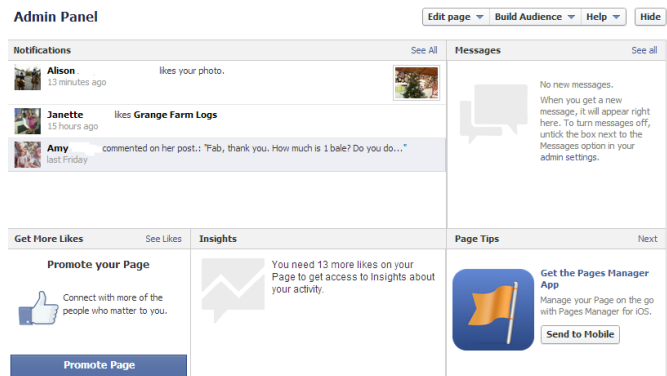
If you aren’t already an admin of your own

When you log into Facebook, look down the left hand side. Under the “Pages” sub heading, you’ll see a link to your page. Click this.



Editing your Facebook business page

If you're setup as admin on your Page, you'll be able to see the admin panel at the top of the page. Here, you can see your notifications on the Page, any messages you've been sent & Facebook Insights, which is basically Google Analytics, but for Facebook pages.



Before you post as the Page e.g. updates, make sure that you're actually posting as the Page & not just writing on the Page's wall as yourself! You can do this by clicking the "Edit page" button & then clicking "Use Facebook as *insert business name here*". Once you want to go back to using your personal profile, click here again & select "Use Facebook as *your name here*".

Daily management

We recommend keeping your Facebook Page open whenever you're in the office, & replying to custom queries quickly. People are replying on social media more & more to voice complaints or get information, & not replying to customers looks very bad on your business.

Update wise, try & post every day, & engage customers. It doesn't just need to be about your products, a viral/funny image relating to your industry can gain you publicity.

We do a social media package if you feel you can't update your Page enough. Please contact us for a quote.

If you need any help or more information about editing your Facebook Page, please call 0844 482 0908 or email support@etailsystems.com