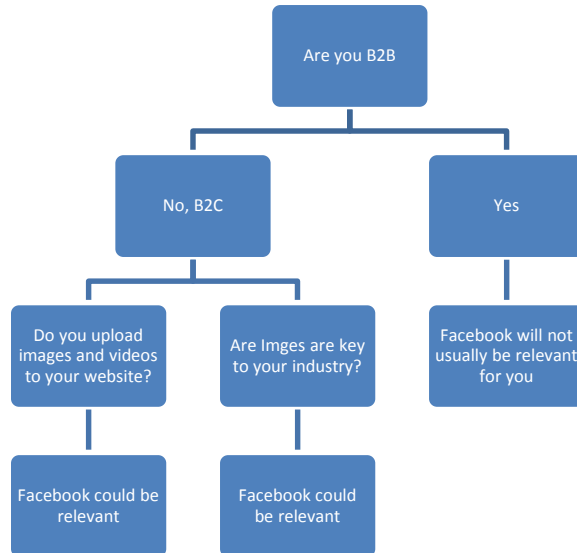


The Big 4: Facebook

How to decide if Facebook is relevant for your business?

Follow the route the matches your business.



Using a Facebook Business page

Give 3 reasons on why somebody should be a fan of your page

1.
2.
3.

Promoting your page should be one of the first things that you do once you have created your page. How could you initially promote a new page?

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Find a Facebook page in your industry that has a lot of Likes, comments and Liked statuses. What do think they are doing well and how frequently are they posting new content?

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The best way to get a popular Facebook page is to engage with your fans. Give 3 ways to engage with fans on your Facebook page.

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