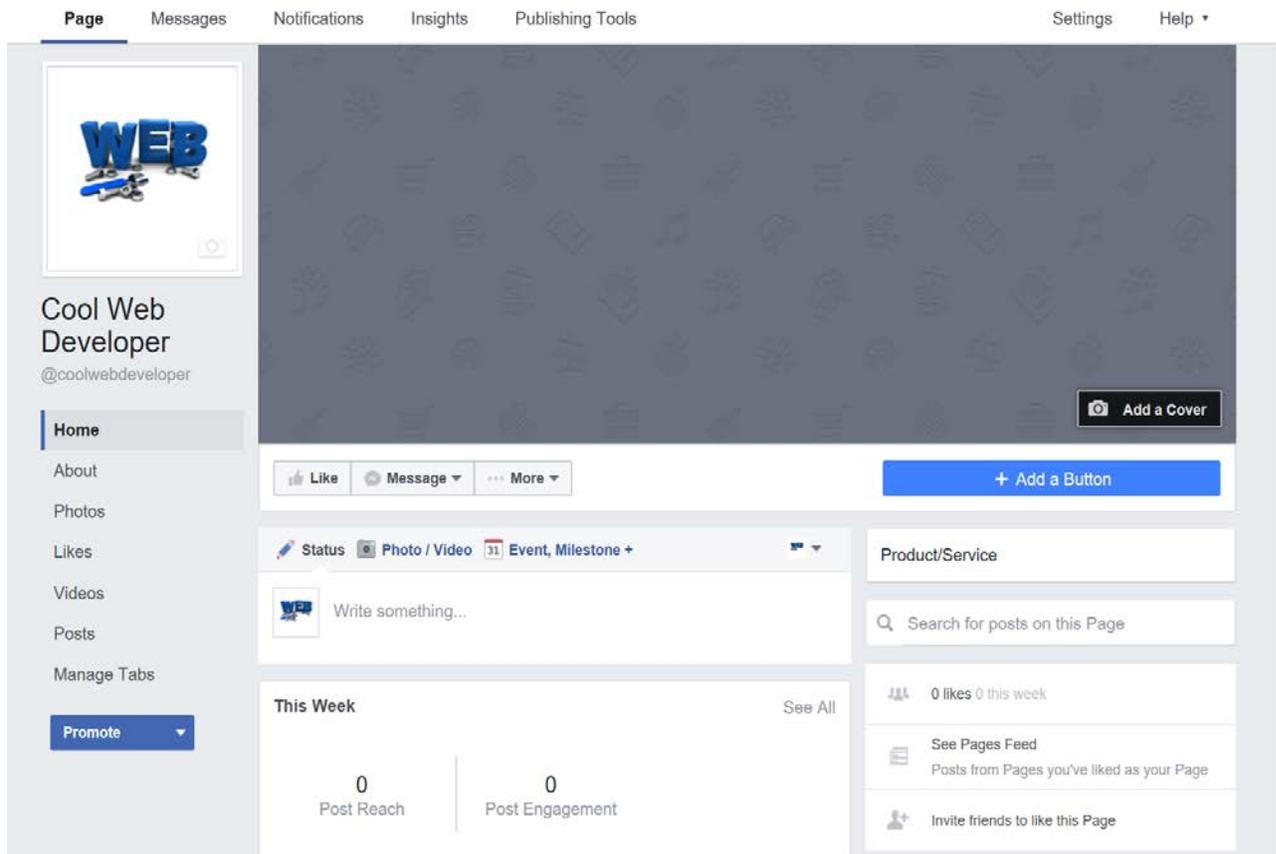


How to Manage Facebook Fan Page

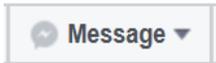
Even creating a Fan Page is quite simple, managing it sometime can be challenging. Once you follow each steps on How to Create Facebook Fan Page, now you will be directed to the Page where you actually can manage it as shown below:



To get started, first you should be familiar with all the buttons function in each Tab. Below are some key buttons on the home page that you need to explore:

- 1.**  It is always a good idea to have more pictures, and cover page is essential to make your Page to be more attractive. Just simple as uploading a photo, you can just upload it or even take new photo with limited editing tools.
- 2.**  Add a button will enable people directly to go to your website or app. You can just simply choose the category of actions you want to add on the tab such as book now, call now, contact us, send message, use app, play game,

shop now, sign up, watch video, send email or learn more, and then add the link to the blank space given. You can also set up a link to an app by adding the information needed like deep link or app store link for IOS user, or e adding the package name or play store link for Android user. This tab later will enable the user to be directed automatically.

3.  This Button will allow you to give positive feedback of each page you visited. This can be one of the good sources to analyze your Page by checking how many Like it can be generated over time. The more Like you get, the better your Page is.
4.  Click the Message button to view messages. It is very important to check your message on daily basis or set up notification so that you know if there is new message. Customers always expect a prompt answer, so any delay on replying a message may affect your rating review which is bad for your Page reputation. Moreover, your visitor will able to see how likely you usually reply the customer message on average, in which it will be the determination on how reliable your Page is. It also will drive the customer to engage more if they see shorter preferable time.
5.  More Button gives you more functions in which you can manage this Page even further. The functions include edit Page info, View as Page Visitor, Add to Favorites, Create Event, Invite Friends, Suggest Page, Like As Your Page, View Insights, Block Page, Share and Create a Page.
6.  Once your Page has established with all the contents, you may start to promote your Page for greater result. However, this service is not free and complete guidance will be available in the advance level (Growth Level Guidance Vol. 2)
7. **Setting** Tab is designed for you to manage your account preference, such as privacy setting, audience preference setting, Page roles setting and also other apps setting. Moreover, there will be explanation on each setting that is very easy to be followed.

Tips to maintain an engaging Facebook Fan Page

- **Post Frequently** – Make sure that your timeline is updated frequently, at least once a week. No one ever interested to check your Page if it was updated long time ago. There are many ways you can create status update such as post a link to your wall, upload photos and video, ask a question or a specific status update at the top. This way your visitors will be more encouraged to like your page and get engaged.

- **Complete Your “About” Information** – This information will help verify your Page in the eyes of your visitors. Only few information will create doubt to your visitor to trust your Page and it will be difficult to regain them again.
- **Monitor Through Insights** – Insights help you to understand your visitors better. It will give you an idea what is working and what is not. You can then make decisions about the best ways to connect with your audience.