

This document is part of the Author Platform/Book Promotion curriculum offered by Vault University at <http://vaultu.publetariat.com>, and was authored by [April L. Hamilton](#).

FACEBOOK

[Facebook](#) is a site that's set up to help users easily connect with past and present family, friends, classmates and associates. It also offers various search tools that make it easy for you to find people who share your interests, live in the same geographic region as you, went to the same school(s) as you, lived in towns you've inhabited, and more. It also offers lots of great, easy ways to share information about yourself (and your books!), interact with your Profile visitors, and even set up dedicated "pages" and "groups", which can be used to form online clubs/discussion groups, or can serve as information hubs about a person, product or organization.

Getting Started With Facebook

There are entire books written about how to use all the various features of Facebook, and with good reason. The amount of content and the number of options available on FB can be overwhelming, and Facebook has a maddening habit of frequently redesigning the site. Here, I'll only aim to present basic information about how to get an account set up and then go on to use specific features of FB that relate to author and book promotion. If you'd like to learn more about Facebook, consult the Help pages on the Facebook site, do an internet search on "how to use Facebook", or head to the library or bookstore for books on the subject.

On Facebook, there are Profile/User Account pages and Fan Pages. The type of page that's right for you depends on your goals and plans. If you're totally new to Facebook, I suggest you read through the entire Facebook section of this lesson before you decide which type of page to establish, to get a better idea of the functionality of each option and the differences between the two.

FACEBOOK PROFILES/USER ACCOUNTS

1. Set Up A Facebook (FB) Account

Go to the [Facebook site](#), fill out the onscreen form and click the "Sign Up" button to create your FB account. FB site Terms of Use specify you must register your Facebook account under your real (or pen) name, not a book or business name. On Facebook, Fan Pages are used for book, business, and other commercial profiles; I'll explain how to set up Fan Pages later in this lesson.

An email confirmation notice will be sent to the email address you provide when signing up, so make sure it's an account you use regularly. In that email, click on the provided link to finalize your account setup.

The Find Friends Gotcha To Avoid

When you login to FB for the first time, by default, FB prompts you to add friends from your email address book. It seems like FB will just check your email list for anyone who's already an FB member and let those people know you're now on FB too, but

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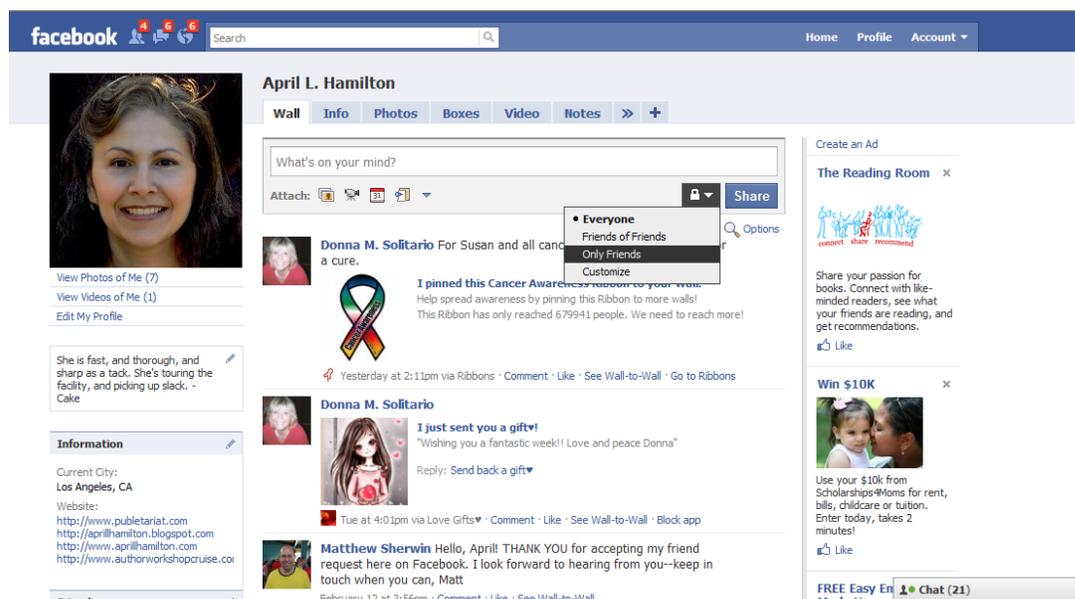
that isn't how it works. What it actually does is send an email to everyone in your email address book, either letting them know you're on FB (in the case of people who already have FB accounts) or inviting them to join FB (in the case of everyone else). Clicking "Yes" here has the potential to greatly annoy everyone in your address book, so don't do it! It's far better to search for specific friends on the Facebook site after you've got your Profile set up, and I'll explain how to that do later in this lesson.

2. Complete Your Profile

While logged in to FB, click the "Profile" link at the upper right corner to access your FB Profile. This is the page people will see when they 'visit' you on FB.

Anatomy of Your FB Profile Page

Note that your Profile page is divided up into sections.



The "ribbon" along the top contains three icons at the left, a sitewide searchbox near the middle, and links to Facebook home, your FB Profile, and the Account menu.

The three icons are, from left to right, **friend requests**, **messages** and **notifications**. Friend requests let you know when someone has asked you to "friend" them on Facebook, which will add them to your list of followers and you to theirs. Messages are communications from any Facebook Groups or Fan Pages to which you belong. Notifications let you know if anyone has written on your Wall, responded to a post you made on someone else's Wall, changed their Profile information, etc. If any of these icons have a red box with a number in it, as shown in the screenshot above, click the icon to view the associated friend requests, messages or notifications.

The **search box** allows you to search all Facebook content the same way you can search the internet using a search engine like Google.

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The **Home link** takes you to a page that displays your FB “News Feed” and certain other links and information. I’ll explain that page in more detail later. For now, let’s just focus on the Profile page.

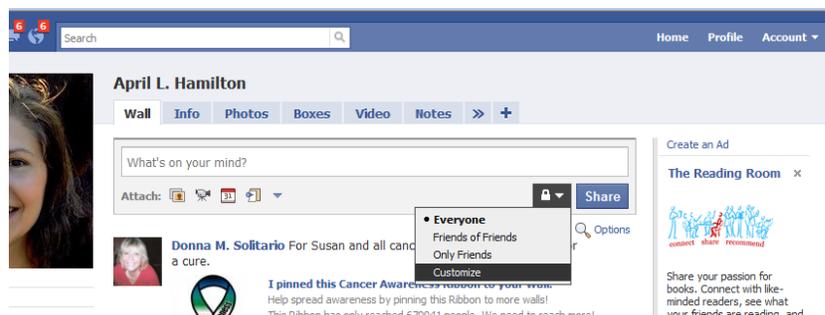
Beneath the ribbon, your username appears. Beneath that, there’s a **set of menu tabs**. By default you will always have a Wall and Info tab, but others may only appear after you’ve uploaded or posted content relevant to them.

The **left-hand column** is where your picture or desired image goes, along with a personal quote or snippet of information if you opt to provide one (many authors use this space to post something like, “Author of [book title], now available on Amazon” or something similar). Beneath that is a selection of some personal information items, as selected to display here by you, pulled from your “Info” section—more on how to access and edit that section is coming up. Beneath that is a randomly-generated selection of your FB ‘friends’, or followers (not shown in screen shot above). Beneath that, there’s space for you to add customized content using FB Applications, or “apps”. I’ll explain a bit more about apps later in this lesson.

The **center column is your “Wall”**, where you can post brief messages of your own (see the “What’s on your mind?” box in the screen shot, below the tabs), as well as the **“Live Feed”**, which displays a “real time” listing of messages posted by your FB friends on their own Walls. This means that each time one of your FB friends posts to his or her Wall or yours, the post is displayed at the top of the list on your Wall and earlier posts are pushed down, until they eventually fall off the page completely and can only be accessed by clicking the “Older Posts” link at the bottom of your Profile page.

To post a message to your Wall, just type it in the box and click “Share”. The same process is used to post a message to the Wall of a Facebook friend, but when you are viewing a friend’s Wall, the box says “Write something”.

Note that by default every post you make to your own Wall is visible to anyone on Facebook, but you can click on the little lock icon next to the Share button (see screen shot below) to change the privacy setting on a post-by-post basis. If you want to do this, just be sure to make your privacy selection *before* you click the Share button.



The **right-hand column** contains advertising targeted to each FB user based on the content of his or her Profile and Wall.

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The bottom of the page contains various links to Facebook site pages (e.g., Help Center) and a Chat notification box. The Chat notification box displays a count of your FB friends currently online and available to chat with you in real time. Click on the chat box to open it, select the friend with whom you'd like to chat from the list by clicking on his or her picture, then start chatting. Note that the text of these real-time chats will not be saved or displayed on your Profile page, but the text will be saved on FB's own servers so don't assume your FB chats are totally private.

Editing Your FB Profile

Once on your Profile page, you can use the "Edit My Profile" link under your Profile picture at the upper left, or click the Info tab, to access your Profile information:

April L. Hamilton

Wall Info Photos Boxes Video Notes >> +

Edit Information

Basic Information

Sex: Female
Birthday: February 22
Hometown: Los Angeles, CA
Relationship Status: Married
Looking For: Friendship, Networking, sensible
Political Views:
Religious Views: Agnostic

Personal Information

Activities: Kid-wrangling, being a Swiss Army Wife, promoting indie authorship and indie publishing, running Publetariat.com and the Publetariat Vault, taking care of my pets, and in all my free time, writing.
Interests: Books, publishing, movies, music, comedy, frontier science and technology, metaphysics, animals, crafting.
Favorite Music: Too much to name, and changes too often. Current faves include The Wombats, Finger Eleven, Ludovico, Teddybears, TV on the Radio, Shiny Toy Guns, Josh Rouse and Daft Punk. But I'll never tire of: New Wave & Two-Tone (i.e., English Beat); Drum & Bass; Mozart, as performed by The Academy of St. Martin in The Fields; old-school industrial, like Nitzer Ebb and Einstürzende Neubauten; old progressive, like Yes, King Crimson and Genesis; The Who; Bowie; The Clash; The Cure.
Favorite TV Shows: Big Bang Theory, Mythbusters, House, Bones, True Blood, The Graham Norton Show, Comedy Central roasts, Comedy Central standup, Doctor Who, Torchwood, Real Time With Bill Maher, The Simpsons, Family Guy, Flight of the Conchords, Supernatural, Frisky Dingo, Robot Chicken, and if I'm being perfectly honest... Survivor.
Favorite Movies: 300, Dangerous Liaisons, Dirty Rotten Scoundrels, anything from Peter Greenaway, almost anything with an archetypal good vs. evil plotline (The Prophecy, Angel Heart, Constantine), vampire movies.
Favorite Books: The Princess Bride; The Talsman + Black House; Raise High The Roofbeams Carpenters And Seymour; A Good Man Is Hard To Find And

View Photos of Me (7)
View Videos of Me (1)
Edit My Profile

She is fast, and thorough, and sharp as a tack. She's touring the facility, and picking up slack. - Cake

Information

Current City: Los Angeles, CA
Website: <http://www.publetariat.com>
<http://aprilhamilton.blogspot.com>
<http://www.aprilhamilton.com>
<http://www.authorworkshopprize.co>

Friends

229 Friends See All

Create an Ad

Look 15-20 Years Younger

Look amazingly youthful in 90 minutes w/a low cost renewlift office procedure. Click for a free consult and change your life now!

Like

Cities I've Visited

Pin your travel map and show off cities you've visited! Create your map

Like

Matthew Sherwin likes this.

The Ritz-Carlton® Destination Club

Chat

Your information will be mostly blank here when you first sign up, with just the headings for the different types of information. Click on the "Edit information" link next to the little picture of a pencil near the top of the page to enter as much information about yourself as you'd like, bearing in mind that this information will be displayed to the general public. Click the "Save Changes" button in each section to save your changes.

To upload your photo, or change an existing photo later on, mouse over the Profile picture field to bring up the "change picture" link. Click on that link and follow the prompts to upload your desired image. You can only upload photos/images (and videos, for that matter) for which you have distribution rights. This means that you are the owner of the content, you have purchased rights to use the content (i.e., have paid to use a stock photo), or the content is offered to the public with no distribution restrictions (e.g., public domain images, images licensed under [creative commons](http://creativecommons.org/), etc.). Pornographic images are not allowed.

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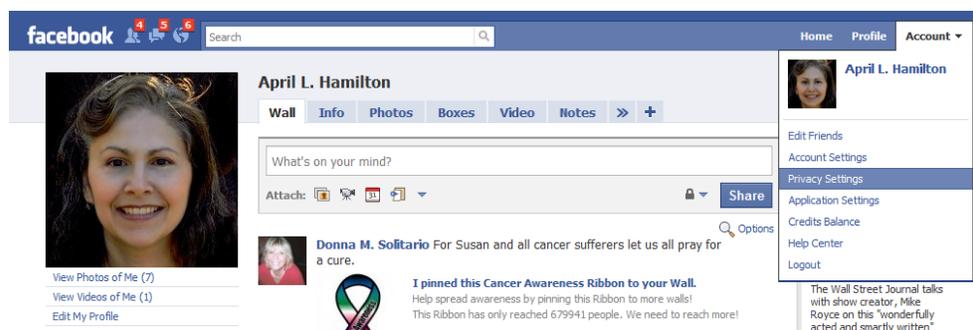
Select the photo/image to upload from its location on your computer, check the box certifying you have distribution rights and the image is not pornographic, then click the "Upload Picture" button. If the picture is not an acceptable size or file format, you'll have to edit the picture outside of Facebook to meet FB requirements, then re-upload it.

Some authors, like me, use a standard author photo everywhere online. Others use an image related to a book, event or site they're currently trying to promote, and change the image as needed.

Note that anytime you change your Profile information or photo, all your FB friends (followers) will be notified of the change.

3. Check Out Your Account Settings

On your Profile page, click the Account link at the upper right. The drop-down menu offers several choices.



"Edit Friends" is for adding or removing Facebook 'friends', or followers. More on that later.

"Account Settings" is for changing things like your username, password, email address and the like. This is also where you can specify your preferences for 'notifications', telling Facebook whether or not to send you an email notification when various things happen (e.g., someone new adds you as a friend, you're tagged in a post or photo, someone posts something on your Wall, etc.). Set your desired preferences here and save your changes.

"Privacy Settings" is covered in the next section.

"Application Settings" is for changing your preferences with respect to any FB applications you use. FB applications ("apps") are little computer programs that run right on the FB site. Many of them are games, but there are also polls, birthday reminders, and much more.

One of the better-known apps is called Poke; it enables you to perform a virtual action (selected from a pre-defined list) on anyone on your list of friends, with a little graphic or animation and personalized message attached. For example, you can "share a pizza with" a selected friend or group of friends, which will send the recipients a notification that you're sharing a pizza with them and will include your

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personalized note. Recipients must choose to enable the Poke app to receive and send Pokes.

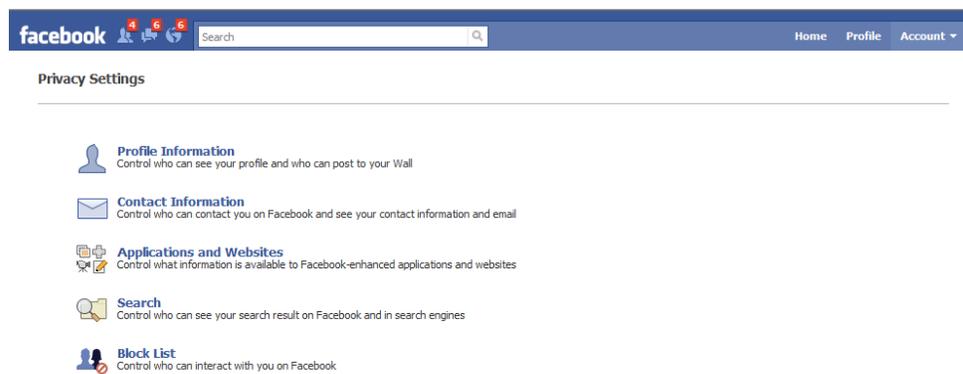
When you first set up your account, no apps will be enabled so you won't need to do anything here. In my experience, most apps are major time gobblers and when your list of friends gets to be up into the three digits, you can quickly become buried in app requests. I advise against using game and "fun" type apps at all, unless you have a great deal of time to devote to them, because people who use them may take offense if you've enabled a given app but don't respond to their actions in using the app (e.g., you don't Poke back every time they Poke you).

"Credits Balance" shows your current balance of FB site credits, which are a form of virtual money used on the site to play certain games, use certain apps, or add premium content to your Profile. When you first start out, you will have a zero balance. Unless you buy or earn credits (by playing games and using apps that employ them), your credits balance will always be zero.

"Help Center" and **"Logout"** are self-explanatory.

4. Adjust Your Privacy Settings

Click on "Privacy Settings" to display the privacy menu.



Go into each sub-menu here and set your desired preferences, but don't forget your purpose in joining FB in the first place. I keep most of my **Profile** and **Search** items totally public, to make it easy for people to find me on FB and give them access to all the information and content I'm sharing there.

Contact Information and **Block List** items are explained right on the menu.

Application and Websites settings allow you to grant permission for FB apps and outside sites and programs to access your FB Profile and potentially, to post to your Wall. For example, there's an app that allows you to automatically copy any tweets you post on Twitter to your FB Wall; to enable it, you must grant it permission to access and post to your FB Profile.

When you're first starting out you won't have any apps enabled and won't need to use this menu, but later on I'd encourage you to check it out from time to time and make sure your settings are the way you want them.

5. “Friending” on Facebook

“Friending” someone on Facebook basically means inviting them to follow your Facebook updates and offering to follow theirs in return. If you both agree, you will each show up in one another’s FB Friend list and each of your updates/Wall posts will appear on the other’s Wall/Live Feed. Your group of FB friends becomes your FB community.

To get started, on your Profile page, click on the Account drop-down menu and select Edit Friends. The Edit Friends menu contains a Friend Finder email tool, a list of friend suggestions, a Search for People tool, and a Find People You IM tool.

The **Friend Finder (aka, Find People You Email)** is a tool you can use to have Facebook scan your email address book to find anyone you’ve emailed who’s already on Facebook. You can choose to friend only those contacts you wish, the tool will not automatically attempt to friend or invite everyone in your email address book. The **Find People You IM tool** works basically the same way, but it searches your instant messaging networks instead of your email address book.

Friend suggestions are generated by Facebook based on information you’ve provided in your Profile. FB may also suggest friends of people you’ve already ‘friended’, based on common interests entered into their Profiles.

The **Search for People tool** is self-explanatory.

To Friend, Or Not To Friend?

This may seem like a no-brainer, but it’s not as straightforward as you might think. While you’ve come to FB to build up a fan base of friends, that doesn’t mean the wisest course is to just start friending anyone and everyone on the site.

Friending is something that’s done on a mutual, opt-in basis on FB. This means that while you can put in a request to become another user’s FB friend, they get to choose whether or not to approve your request. Conversely, when users put in a request to become *your* FB friend, you decide whether or not to approve *their* request. This system is in place primarily due to privacy concerns, since many FB users elect to share their FB posts and content only with people they actually know in real life, or have known online for a very long time.

A secondary reason for this setup is that the sharing of information between FB friends is a two-way street. Once you’re FB friends, the other person’s Wall posts appear on your Profile’s Live Feed and vice-versa.

When you receive a friend request, it’s a good idea to click on the user’s name and view their Profile/Live Feed. If the person who made the request or many of his/her existing FB friends frequently post profane or otherwise potentially offensive messages, pictures, links or videos to that user’s Wall/Live Feed, it’s probably best not to friend him/her because once you do, that stuff will start showing up on *your* Wall/Live Feed.

Similarly, if the requestor frequently posts opinions or statements with which you strongly disagree, friending him/her may not be a good idea. To the casual observer,

it can seem that the things which appear on your Wall/Live Feed were all put there by *you*. It's not obvious to visitors who are not FB users that most of that stuff was posted by your FB friends.

There are plenty of spammers and scammers on FB too, and checking out user Profiles before friending people will shield you from most of them.

Friend requests don't have to be refused outright however, they can simply be "ignored". When you select this option to respond to a friend request, the requestor doesn't become your FB friend but they are not explicitly rejected, either. They just never get a response to their request.

6. Home Page vs. Profile

Every FB user has a Home page and a Profile page. The Profile page is what people will see when they look you up on Facebook, so it's mostly geared to display information *you* want to share with *others*. The Home page, on the other hand, is an FB-generated page that's geared to display FB information and links *FB* wants to share with *you*.

Instead of the Live Feed seen on your Wall, your Home page contains a News Feed, listing Wall posts culled within the past 24 hours from all your friends', groups' and Fan Pages based on your activities on FB. The point of this is to display posts that may be of particular interest to you, but which have fallen off the Live Feed on your Wall. For example, let's say you frequently visit a fantasy football league FB group page (more on group pages later in this lesson). If a post is made there, FB will add it to the News Feed on your Home page, to help ensure you're staying in the loop with what's going on with this group you're obviously following closely. The News Feed will also include posts made by FB friends with whom you frequently interact.

In addition, the Home page contains links to all the most commonly-used FB user functions, such as Messages, Photos, Groups, Who's Online and more.

FACEBOOK FAN PAGES

Recall that per FB site Terms of Use, an FB user Profile must be created under the name (or pen name) of an individual. If you want to set up a Profile for a book, business or other commercial entity, you must create it as a Facebook Fan Page.

In its Help section, in answer to the question, "Why is a Page a better solution than a personal account for artists, businesses, or brands?" FB responds:

Personal accounts are optimized for individuals, not artists, businesses, or brands. Facebook Pages allow artists, businesses, and brands to showcase their work and interact with fans. These pages come pre-installed with custom functionality designed for each category. For example, a band Page has a music player, video player, discography, reviews, tour dates, a discussion board that the artists can take advantage of. Third party developers will also build an array of applications that they will compete for Page Admins to add to their Pages. Facebook Pages are also not subject to a fan limit and can automatically accept fan requests.

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FB Fan Pages are virtually identical to FB user Profiles, but there are some key differences.

First, as explained above, Fan Pages have pre-installed functionality keyed to the type of Fan Page.

Second, instead of “friends”, Fan Pages have “fans”.

Third, fans don’t have to be approved by the person who runs a Fan Page; if you want to become a fan, you just click the “Become a Fan” button and poof! You’re a fan. The Fan Page administrator/creator can limit membership by age or country, but that’s all.

Fourth, communication on Fan Pages tends to be mostly one-way: you post information to your fans and they’re free to discuss it on the Fan Page by commenting on your Wall posts and content uploads. Fan Pages do not pull fans’ Wall posts and FB activities in for display the way the Live Feed on a FB Profile or News Feed on a FB Home page does. You always have the option of contributing to the discussions happening on your Fan Page Wall, and such contributions will always be welcomed by your fans, but it’s not generally expected the way it would be on a Profile page. Think of it this way: where a Profile page is set up for you to interact with a mix of family, friends and fans, a Fan Page is set up for you to share information with fans, and for your fans to interact with each other.

Finally, where FB Profile pages have a friend limit of 5,000, there is no limit to the number of fans a Fan Page can have.

Should Authors Have Profiles or Fan Pages?

You can use the “Artist, Band or Public Figure” option to create a Fan Page for yourself as an author. You can have both a regular FB Profile and a Fan Page, but doing so will double the time you have to spend posting to FB and interacting with fans or friends, so it’s generally a good idea to choose one or the other. There are some pros and cons to consider here.

While a Fan Page doesn’t place an upper limit on the number of fans you can have, it also doesn’t require you to approve fan requests so Fan Pages are easily targeted by spammers and other undesirables. You’ll need to keep on top of moderating the content of your Fan Page (e.g., deleting objectionable posts, blocking unwanted fans) on a near-daily basis.

While visitors to a Fan Page don’t generally expect the same level of one-on-one interaction with you they’d find on a Profile page, you’re not likely to gather many fans without first having the level of personalized, one-on-one interaction that usually takes place on Profile pages. You may wish to start with a Profile page and then switch to a Fan Page if/when you get so famous, or accumulate so many friends, that it’s impossible to continue with the personalized exchanges typically reserved for Profile pages. In that case, you’ll have to alert all your friends to the existence of the new Fan Page and get as many of them as possible to become fans before you delete your Profile.

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Another option favored by many authors is to maintain a Profile for him- or herself as an author, then create Fan Pages for each of his/her books or for the books' protagonists. There will be some additional upkeep demands if you choose to go this route, since you'll have multiple pages to maintain on FB.

1. Setting Up An FB Fan Page

If you've already got a FB account, login to FB, then scroll down to the bottom of the page and click the **Advertising** link. The Advertising menu page is displayed.

The screenshot shows the Facebook Advertising dashboard. At the top, there's a search bar and navigation links for Home, Profile, and Account. The main content area is titled 'All Campaigns' and includes a 'Create an Ad' button. Below this, there are two columns: 'Notifications' and 'Daily Spend'. The 'Daily Spend' table shows the following data:

Day	Spent
Today	\$0.00 USD
2/18	\$0.00 USD
2/17	\$0.00 USD
2/16	\$0.00 USD
2/15	\$0.00 USD

Below the 'Daily Spend' table, there's a 'Lifetime stats' section with a 'Select rows to edit' button. At the bottom, there's a table with columns: Campaign, Status, Budget/day, Clicks, Impressions, CTR (%), Ava. CPC, and Spent. The table is currently empty with the message 'No data to display'.

Facebook © 2010 English (US) About Advertising Developers Careers Terms • Find Friends Privacy Mobile Help Center

This is the centralized dashboard for all your advertising and promotional activities on FB. You can buy ad space, and this can actually be a wise investment since ads on FB are carefully targeted to user interests. But we're talking about Fan Pages, so to get started, click on the Pages link in the left-hand menu.

You'll see a message that says "You have not created any pages" and a link labeled Create A Page. Click the link to display the Create New Facebook Page page.

If you're not already an FB member, you can access the Create New Facebook Page page by going to the Facebook home page and clicking on the [Create a page for a celebrity, band or business](#) link, just below the Sign Up button. Note that you don't have to fill out the form on the Facebook home page before clicking the link.

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Create New Facebook Page

Category:

Local
Other Business

Brand, Product, or Organization

Artist, Band, or Public Figure

Name of Page:

Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

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.

Create 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"

If you're not already an FB member, this page will include a CAPTCHA security check to prevent spammers from using it. Otherwise, the two versions of the page are the same.

As shown above, Local > Other Business is selected by default, but you want to select either "Brand, Product or Organization" in the case of a Fan Page for a book, or "Artist, Band or Public Figure" in the case of a Fan Page for yourself as an author, or for a fictional character from your book. In the example shown below, I'm creating a Fan Page for my book, The Indie Author Guide. The book won't be released until November of 2010, so I don't plan to make the page public or start promoting it until closer to my book's release date.

Note that the Brand, Product or Organization drop-down does not offer an option for "Book", so you'll have to leave the drop-down set to its default "Products" value. Also note that I've checked the "Do not make Page publicly visible at this time" option box, so I'll have time to tinker with my Fan Page before allowing anyone on FB to see it. You should do likewise.

Create New Facebook Page

Category:

Local

Brand, Product, or Organization:
Products

Artist, Band, or Public Figure

Name of Page:

The Indie Author Guide

Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

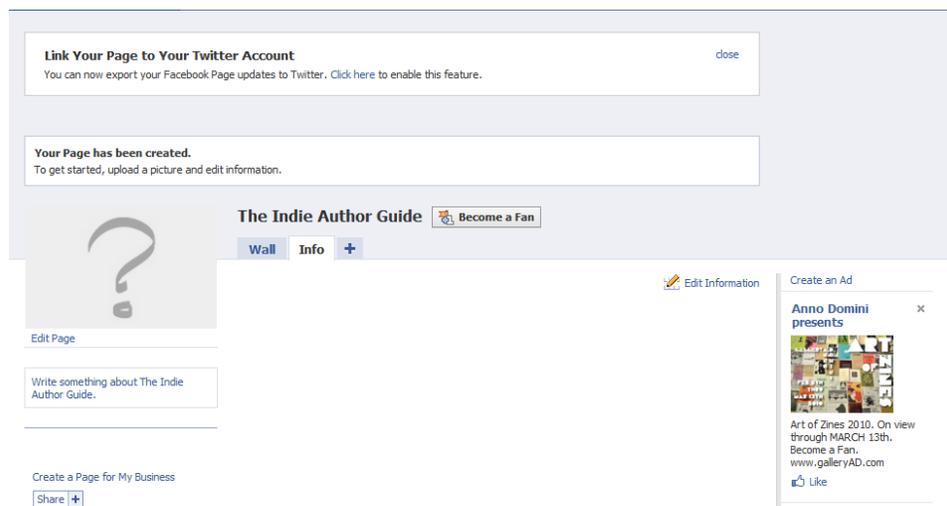
By clicking the "Create Page" button, you represent that you are an official representative of the business, organization, entity or person that is the subject of the Facebook Page and have the necessary rights to create and maintain the Page.

Create 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"

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When I click Create Page, I see my new Fan Page:



2. Completing Your Product/Author Information

My Fan Page looks and works a whole lot like a regular Profile page. When I click the Edit Information link, I get access to the same kinds of fields present on a FB user Profile, but there are far fewer of them and none of them ask for personal information (e.g., favorite books, favorite quote, etc.). A Fan Page for a person (author) does have most of those fields, however.

As with a regular Profile, you can complete as many fields as you like and leave the rest blank. Since the Product type of Fan Page was designed with products other than books in mind, the fields may not seem immediately applicable to a book. Just do your best to use the fields that seem like a fit, and skip any that don't.

Also like a regular Profile, there's a space for you to upload a picture or photo. For my Fan Page, this is where I'll put a picture of the cover of my book when it's provided by my publisher. For an author page, this is where an author photo belongs.

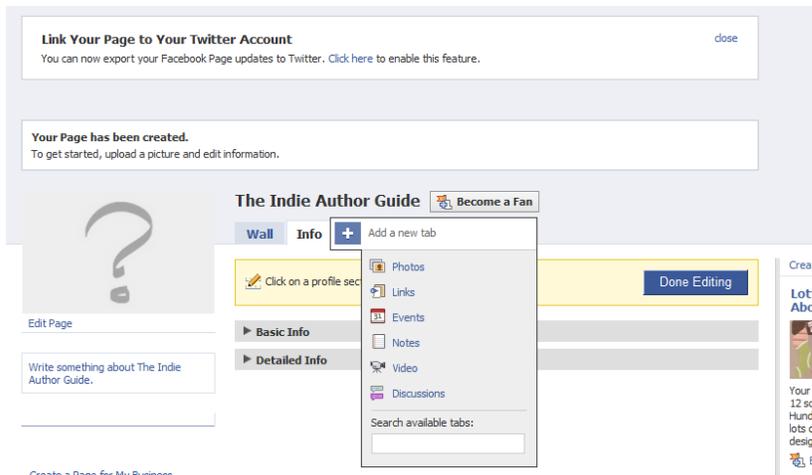
3. Using the Features of Your Fan Page

The first thing you'll notice about your Fan Page is the invitation to link it to your Twitter account, right up there at the top. If you have a Twitter account, linking your Fan Page to it will automatically post a tweet anytime you add new or updated content to your Fan Page.

Think carefully before you enable this feature for linking to a personal or author Twitter account if the Fan Page is for a specific book. It's not safe to assume everyone who follows you on Twitter does so because they want to get a constant stream of information and updates about one of your books. If you've set up a separate Twitter account just for the book however, you'll definitely want to link it up with your Fan Page.

By default, my new Fan Page only has two tabs: Wall and Info. I can click the " + " tab to add more items:

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All of the available tabs can be put to good use in promoting either a book or an author, so don't limit yourself to a Fan Page that's essentially a Wall and nothing else.

Use the Photos tab to post pictures of yourself at events, as well as pictures of your fans. Some authors use this tab to display pictures of their fans holding a copy of the author's book. To include pictures of your fans, just ask fans to post the photos to their own FB Profiles and tag your Fan Page (by title) in the photos. This will cause their photos to automatically display in your Fan Page Photos tab.

Use the Links tab to share links to reviews of your book, author interviews, your author website and blog, articles and guest blog posts you've written, and any other relevant online content.

Use the Events tab to notify fans of upcoming events and appearances. These may be in-person signings or talks, podcast interviews, radio interviews, or any other event or appearance you'd like to invite fans to attend/listen to, or in which you'd like fans to participate. You can also use this tab to alert fans to book, article or story releases, or to spearhead an Amazon rush, in which you get as many people as possible to all buy your book on the same day on Amazon.

Use the Notes tab to post general information and communications to your fans. Some authors use the Notes section as a blog, and others set it up to pull in the RSS feed of their existing blog. Here's [a post from Coree Silva](#) that explains exactly how to do that.

Use the Videos tab to post book trailers, instructional videos, a video blog for your fans, or video of any live appearances.

Use the Discussions tab to start a mini discussion board right on your Fan Page. It will work a lot like the Wall of your Fan Page, but it will be threaded, meaning that people who click on the Discussions tab will be able to view and select from a list of topics. Responses will all be contained within each topic, rather than just posting in real time

right on the Discussions tab one on top of the other, constantly pushing each other down and off the page.

3. Promoting Your Fan Page

Remember that you can't friend people from a Fan Page, people must come to your Fan Page and click the Become A Fan button themselves.

If you have a FB profile, make a few, well-spaced posts to your Wall about the new Fan Page, inviting your FB friends to come check it out and become fans. Tread lightly here, though. Don't just post a stream of Fan Page promotional messages for days on end, conduct business as usual on your Profile, but include a post about the new Fan Page maybe once every few days (or less, if you only post to your Profile infrequently) for the first couple of weeks after the Fan Page goes live. You want to get the word out about your Fan Page, but you don't want to alienate existing FB friends.

If you're on Twitter, post a few, well-spaced tweets about the page.

Post links to the page on your author website and blog, and perhaps even consider writing an entire blog post specifically about your Fan Page: what it is, what it has to offer, and why you've created it.

If you belong to any writer communities, share the link to your Fan Page on them, but again, be careful not to come off as a spammer. Present the information such that you're presenting the Fan Page as a resource for those you're inviting. Here's where availing yourself of all those tabs pays off, since every tab can provide useful information and resources, or at the minimum, amusement to your fans.

4. Keep Building Your Fan Base

Nobody will want to come back to your Fan Page unless you're regularly updating it with new information and content.

Get the ball rolling on the Discussion tab by posting some provocative questions you know people will want to discuss. Questions about ebook pricing and favorite authors or books are a safe bet, as is posting an invitation for fans to pose specific questions about you or your book for you to answer.

If you don't have the time to blog on your Fan Page or don't want to use the Notes tab as a blog, make sure the Notes tab is pulling in the RSS feed for any pre-existing blog of yours—provided it's either specifically about the book/author the Fan Page was created for, or contains posts of interest to fans of your page. For example, I'll be pulling my Indie Author Blog RSS feed into my Notes tab; even though the blog isn't exclusively about The Indie Author Guide, it covers topics of interest to the book's target demographic of indie authors.

Be patient. You can't expect to build a huge fan base over night. Keep promoting the Page whenever the opportunity arises, and keep adding and updating content so fans have a reason to keep coming back and to recommend your page to their friends.

For more information about Fan Pages, see [this page of Help topics on Facebook](#).

FACEBOOK GROUPS

Yet another function FB offers is Groups. An FB Group page is set up, and works, almost exactly like a Fan Page, with a few differences.

Where all Fan Pages are public, with all their content viewable to anyone on Facebook, a Group can be set up as private (its content viewable by members only) or public.

Groups can also be set up such that only FB friends of the Group's founder and its members can join the Group, but this option is far too limiting for a Group intended to grow and strengthen an author's platform; you want to reduce barriers to membership, not erect new ones.

A Group's Info tab is customized to contain information and links relevant to the Group, as opposed to a product or person.

You must be a Facebook member to start a Group.

The Group's founder and members can invite fellow Facebookers to join the Group, and just as with friend requests, the recipient of the invitation can join, decline or ignore the invitation.

Facebookers can also search FB Groups on their own and join any public Groups they like by clicking a Join button on Group pages of interest to them.

The other major difference between the two page types is cultural. Where communication on a Fan Page is generally one-way, with you communicating information to a Group which then communicates mostly amongst themselves, communication needs to be two-way on a Group page. The founder of the Group is also a member, and must participate in Group discussions, events and activities to the same extent expected of any other member.

Groups vs. Fan Pages

If you're already heavily involved in online communities or other social media and have concerns about your time and effort availability, a Fan Page is probably a better choice for you than a Group. On the other hand, if you're just starting out with author platform and looking for an easy, free way to get a full, interactive, one-stop, bells-and-whistles online community going without hiring (and paying for) a web developer to build a site for you, setting up a Facebook Group may be just the ticket.

The major limitation here is that only FB members can join your Group, it won't be open to the general public like a custom-built website. Still, Facebook is hugely popular among the general public in developed nations all over the world, and Google too. So if it comes down to a choice between having an FB Group or having no online community at all, forming an FB Group is not a bad idea.

Forming a Facebook Group

To form a Facebook Group, login to FB and click on the Home page link. On the Home page, click on the Groups link in the left-hand column. This will open the Groups page, which includes a handy Create A Group button at the upper right. Click that

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button and you're off to the races, creating your Group page and filling out its information just the same as you would for an FB user Profile or Fan Page.

Promoting Your Facebook Group

Inviting Facebookers to join your new Group is as easy as clicking the Invite People to Join or Share buttons on the right-hand side of your Group page.

You can also send personal invitations to FB friends, post on your own Wall about the Group, and post on FB friends' Walls too. But as always, be cautious in your promotional efforts. Keep any promotional posts on your own Wall well-spaced among other posts of interest to your FB friends, and if you're considering sending out personal invitations or posting on a FB friend's Wall, be sure the Group is something the recipients of your message/invitation will truly be interested in hearing about. Otherwise, you risk looking like you're only on FB to sell something, which is tantamount to spamming. When in doubt, don't post.

Offer information and resources to Group members, actively participate in Group discussions and events, hold contests, and link to your Group from your other sites and blogs.

Communicating With Your Group

The Group administrator/creator can send messages to up to 5,000 of the Group's members, to be delivered to each Group member's Facebook inbox, but cannot send messages to individual members from the Group page. Use the Message All Members link on your Group page to send a message to the members of your Group.

Don't overdo it with these messages, however. Facebookers don't appreciate excessive FB messages any more than everyone else appreciates excessive email. The two best uses of this feature are to send a BRIEF newsletter to Group members no more frequently than once a month, and to alert Group members to any important changes to the Group. When I say "important changes", I'm not talking about things like new pictures or a new blog post have been added. I mean things like, part of the Group splintering off the form a new, sub-Group, notifications of suspected hacker or spammer activity in the Group, etc.

To learn more about Facebook Groups, see [this page of Help topics on Facebook](#).

FACEBOOK EVENTS

If you have an upcoming event to promote (e.g., a book signing, public appearance, online chat, book launch, Amazon rush, etc.), use Facebook Events to publicize it on Facebook. You can use the Events tab in your Profile, Fan Page(s) and/or Group Page(s) for this purpose. If you create the Event in your Profile, all your FB friends will receive a notification about it in their Live Feeds so it's a great, unobtrusive way to get the word out to your community without coming off as pushy.

Just add the Events tab to your Profile, Fan Page(s) or Group Page(s), click on that tab, and then click on the Create One link to set up all the information about your event. Setup is fairly self-explanatory, as is the process of inviting people to the Event, but if you need more information see [this page of Help topics on Facebook](#).

PAID ADVERTISING ON FACEBOOK

Remember that Paid Ads area on the Advertising Menu page? That's where you can set up targeted, pay-per-click advertisements for your books, classes, events or anything else you're selling. Your ad can be targeted to Facebook users based on their age, gender, keywords used in their Profiles, geographic location, and much more. If you're trying to promote something for which the target audience is fairly narrow, this can be a very cost-effective means of advertising since the ad is only displayed to the people most likely to be interested in your 'product' and you only pay when someone actually clicks on your ad.

I may utilize this type of advertising when my book comes out, since I can target my ad specifically to self-publishers.

If you'd like more information, see [this page of Help links on Facebook](#).

This document is part of the Author Platform/Book Promotion curriculum offered by Vault University at <http://vaultu.publetariat.com>, and was authored by [April L. Hamilton](#).

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This document is just one *part* of the full lesson on Social Media for Authors, which also covers Twitter, online reader communities, online comment forms and more, and is part of the Author Platform/Book Promotion curriculum on the [Vault University](#) site. Vault U. also offers a Publishing curriculum. A new lesson is released in each curriculum every month, and enrollment in either curriculum is just \$5 per month, with no long term commitment. Enrolled students can post questions to, and discuss lessons with, Vault U. instructors on the Vault U. site. If you've found this lesson informative, please consider enrolling in Vault U.