

# FACEBOOK FOR FELTMAKERS – AN INTRODUCTION

Facebook is heading towards 1 billion users. By the time you read this, it could already have reached that number. And it's not just for kids. Facebook is now used at least as much for business purposes as personal...but how?

Once you have signed up for Facebook it is crucial, if you are to use it efficiently, to:

- Create a Personal Profile
- Create a Business Page

Do not use your Personal Profile to promote your felting. Why not? Well, there are quite a few differences between the two....here are the main ones:

Personal Profile	Business Page
Personal profiles have <b>Friends</b> , which require mutual acceptance.	Anyone can become a <b>Fan</b> of your Page without needing your (the administrator's) approval.
Personal Profiles are for individuals to share information and interact with friends and organizations on Facebook.	Pages are split into different categories (local businesses, brands, musicians) that help you promote your felting business.
Visibility of every aspect of your profile (photos, contact information, education information) can be controlled via the Profile privacy settings.	Pages are, by default, public, and are starting to rank in Facebook and relevant public search results.

So, to illustrate the difference between a Personal Profile and a Business Page, I will use my own Facebook account as an example.



As you can see, there is a picture of me with one of my personal photos in the background. In order to see more of my personal profile, you have to send me a Friend Request, which I can choose to accept or not. As a Friend, I am happy for you to see my posts...these can be comments, personal photos, the music I'm currently listening to, Youtube clips...the range is endless. You can even play Scrabble with me.

Remember, of course, that I can also see your posts.

However, I'm not particularly keen on sharing all of these aspects of our private lives if you are a keen feltmaker from Latvia that I have never met, but who likes my work....and I'm sure you agree.

So, this is where my Page comes in.

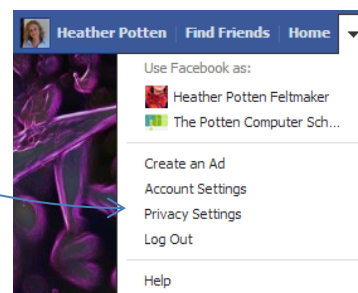


Here, I can be found by anyone around the world who has been searching for feltmakers on Facebook or the Internet. All they need to do is click on LIKE and they are now my fan. So, if I have made a new collar, have made a sale, am recommending a particular product, have found a useful link or want to publicise an exhibition...all of these will appear on my fans' news feed.

So how do you get started?

Personal Profile first....in as few words as possible.

1. Sign up for Facebook by going to [www.facebook.com](http://www.facebook.com)
2. Fill in the basic information requested.
3. Click on **Profile** and **Edit Profile**....add as much or as little personal information as you wish.
4. Click on **Friends** and **Find Friends**....these can be located via your email contacts.
5. Click **Add Friend**....this will activate a Friend Request which your friend must accept before you can see their profile page.
6. Once you have connected with a few of your friends, Facebook will then suggest **People you May Know**. These names are based on your friends' friends. This is how you can find people you may not have seen for a while....or saw just yesterday!
7. On your Profile Page, you will see a box where you can share information, pictures and links...these will then show on your Friends' **News Feeds**.
8. Set your **Privacy Settings**  
Visibility of every aspect of your personal profile can be controlled via the Privacy settings so it's definitely worth taking the time to do this.



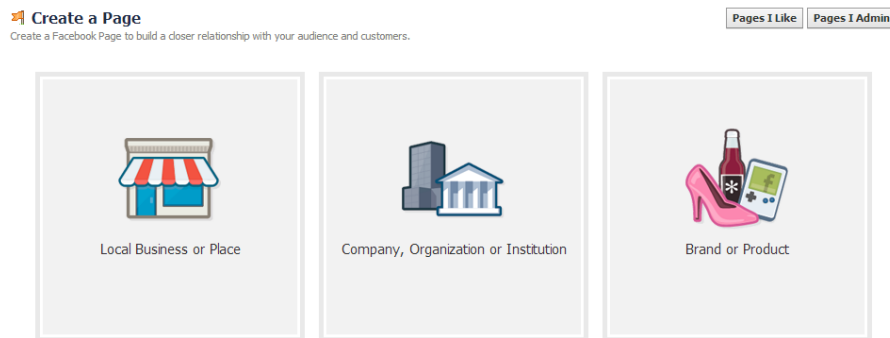
Log off and have a rest.

9. When you log back into Facebook, click on **Home** to see your **News Feed**. Click on your name to see your Profile.

This is just the beginning. However, I want to talk you through creating a page before we finish this introduction.

## Create a Page

1. Log into Facebook and then click on [www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php)



2. There are more categories than this, but you are most likely to want to be a company and a small business but you may find another category that suits your work better.
3. The set-up wizard will guide you through how to fill in information about your business. Remember you are the administrator of this page....it is not about you so much as it is about your work.
4. In order to get your page off to a good start, make sure you have high quality image, both for the profile picture and cover. The profile picture is not necessarily of you but of your product...your cover can be more of the same, or your workshop, or the area where you work. But obviously, you want to make it relevant to your felting. Here's another example...thanks to Jan Waller for allowing me to feature her excellent page:



Once you have done everything in this article, you are on the way to finding out how Facebook can be used to promote your felting business. You are going to have questions because this is just a start.

My suggestion is that you send your questions to me. In my non-felt life, my husband and I own a computer training school. Increasingly, we are being asked to help our clients out with Social Media. So, my next article, on how to make Facebook work for you, will be based on my experience and your questions.