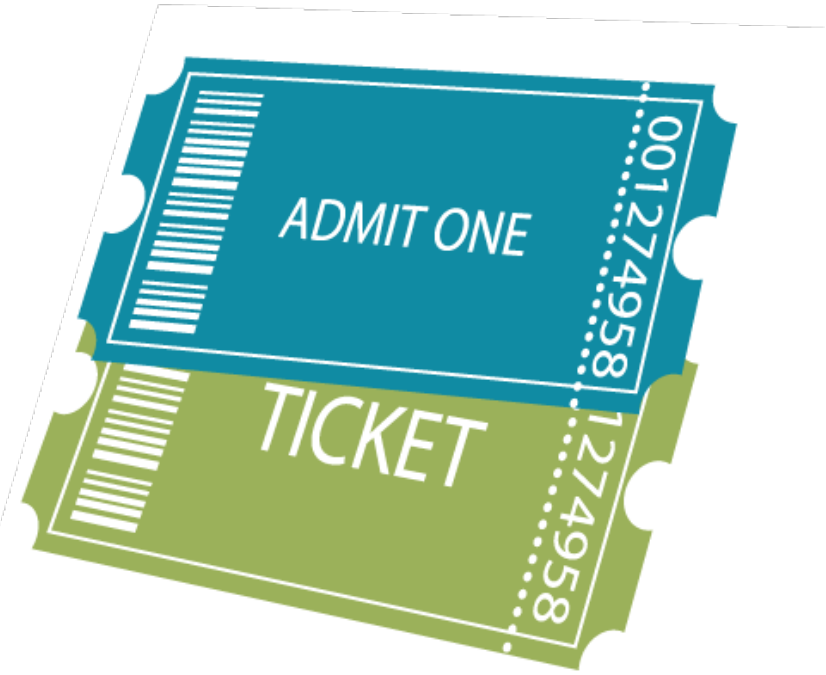


Social Media *Education*

Create Your Own Facebook FanPage



SOCIAL MEDIA EDUCATION FOR HEALTH COACHES

Setting Up Your Facebook
Fanpage

INTRODUCTION

Hello everyone! Welcome to our first social media lesson for health coaches! I am so excited to be sharing this with you.

Some of us have found ourselves stuck in an easy marketing rut of posting our products and services on other people's threads and in their groups. The problem with that:

- This makes their brand grow, not yours.
- This also limits your exposure to their crowd.
- When they decide to close down or limit their thread, you have lost control and your only source of income, if you made the mistake of putting all your eggs in one basket.

We are not saying that you should not post on other people's threads, just don't rely on it for your bread and butter.

This **FREE** webinar is the first of many that will help your business to build a community of it's own around your brand. We will be starting with Facebook.

SETTING THE FOUNDATION

Some of you already have a FanPage, others do not. This is the first big step in building your community or tribe. Some of this may be remedial for you, but I promise if you follow along, you will find gems.

Facebook DOES NOT allow you to use your personal profile to conduct your business. So, the first thing you want to do is create a Page for your business.

“How are Pages different from personal timelines?”

Each person who signs up for Facebook has one account with login information. Each account can have a personal timeline and manage multiple Pages.

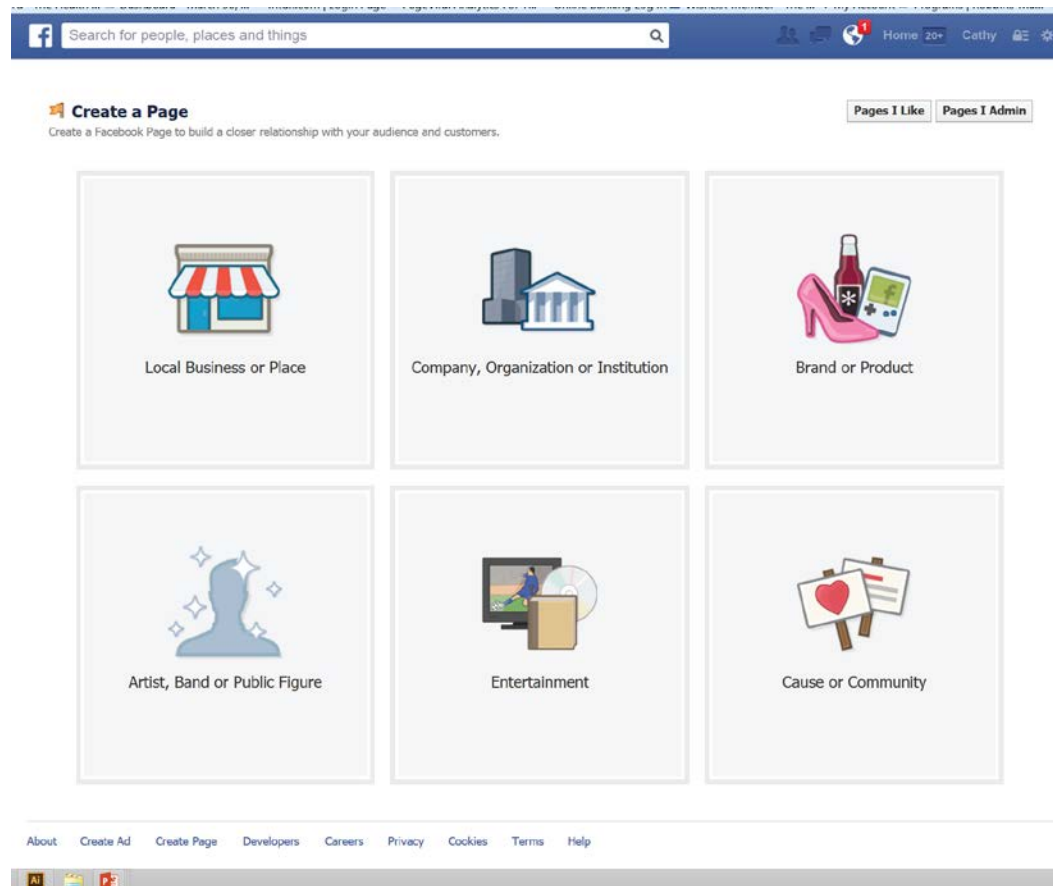
Personal timelines are for individual, non-commercial use. They represent individual people and must be held under an individual name. You can follow Timelines to see public updates of people you're interested in but aren't friends with.

Facebook Pages look similar to personal timelines, but they offer unique tools for connecting people to a topic they care about, like a business, brand, organization or celebrity. Pages are managed by admins who have personal timelines. Pages are not separate Facebook accounts and do not have separate login information from your timeline. You can like a Page to see updates in News Feed. “ *FACEBOOK HELP TOPIC*

STEP ONE — FIND YOUR SPOT

- Login to your Facebook page.
- Go to facebook.com/pages/create

STEP TWO — CHOOSE A PAGE CATEGORY



- Local Business or Place
- Company, Organization
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community

STEP THREE — CHOOSE A SUBCATEGORY

- Health/Beauty
- Health/Pharmaceuticals

STEP THREE — SET IT UP — DESCRIPTION, ADDRESS



Set Up Social Media

1 About 2 Profile Picture 3 Add to Favorites

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

*Add a description with basic info for Social Media Educati

Website (ex: your website, Twitter or Yelp links) [Add Another Site](#)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can't be changed.
<http://www.facebook.com/> Enter an address for your Page ...

Is Social Media Education a real organization, school or government?
This will help people find this organization, school or government more easily on Facebook.

☒ Yes ☐ No

[Need Help?](#) [Save Info](#)

Tell a story about your business. Be sure you include keywords as well as a link to your landing page on your website. This builds your list by gaining “opt-ins”.

Be sure to list your website.

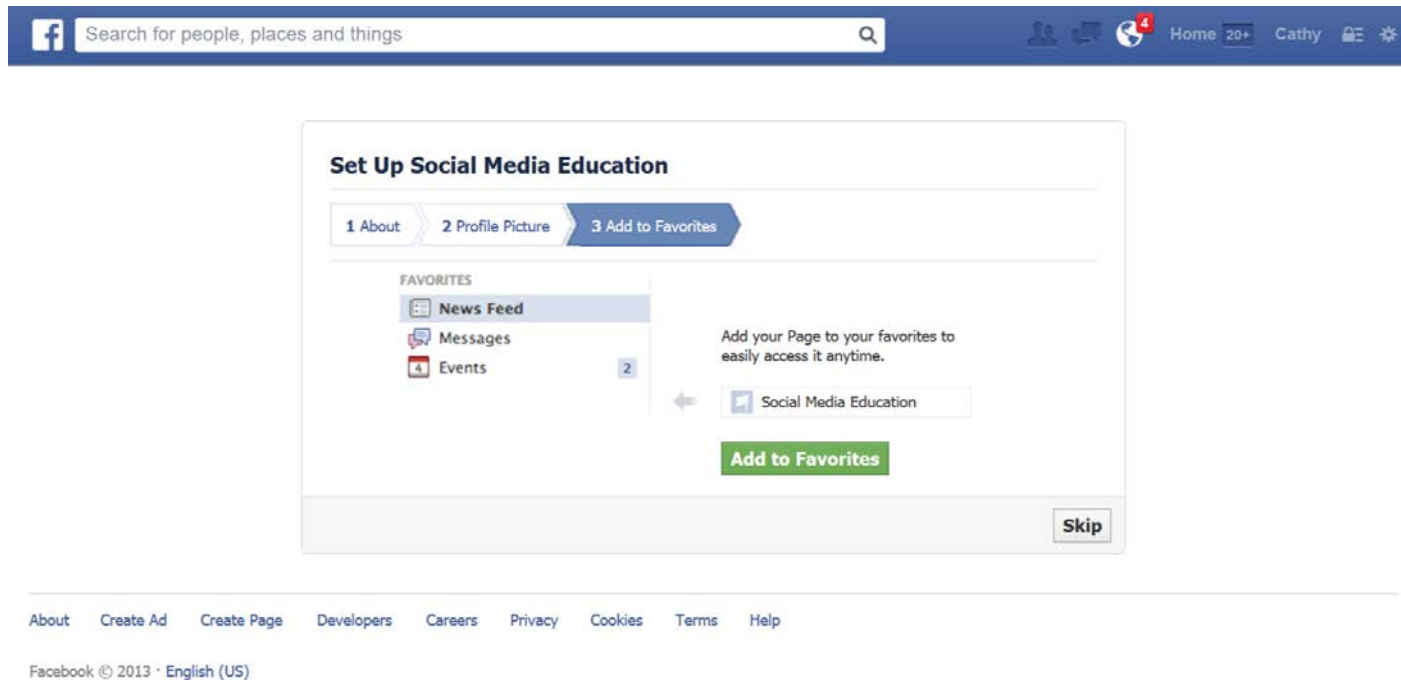
STEP THREE — SET IT UP — PROFILE PICTURE



The screenshot shows the Facebook interface for setting up a profile picture. At the top is a dark blue navigation bar with the Facebook logo, a search bar, and user navigation links. Below this is a white box titled 'Set Up Social Media Education'. Inside the box, there are three steps: '1 About', '2 Profile Picture' (which is highlighted), and '3 Add to Favorites'. Under the '2 Profile Picture' step, there is a large square placeholder with a white flag icon on a blue background. To the right of the placeholder are two buttons: 'Upload From Computer' and 'Import From Website'. At the bottom right of the white box are two buttons: 'Save Photo' and 'Skip'. Below the white box is a footer with links for 'About', 'Create Ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help'. At the very bottom, it says 'Facebook © 2013 · English (US)'.

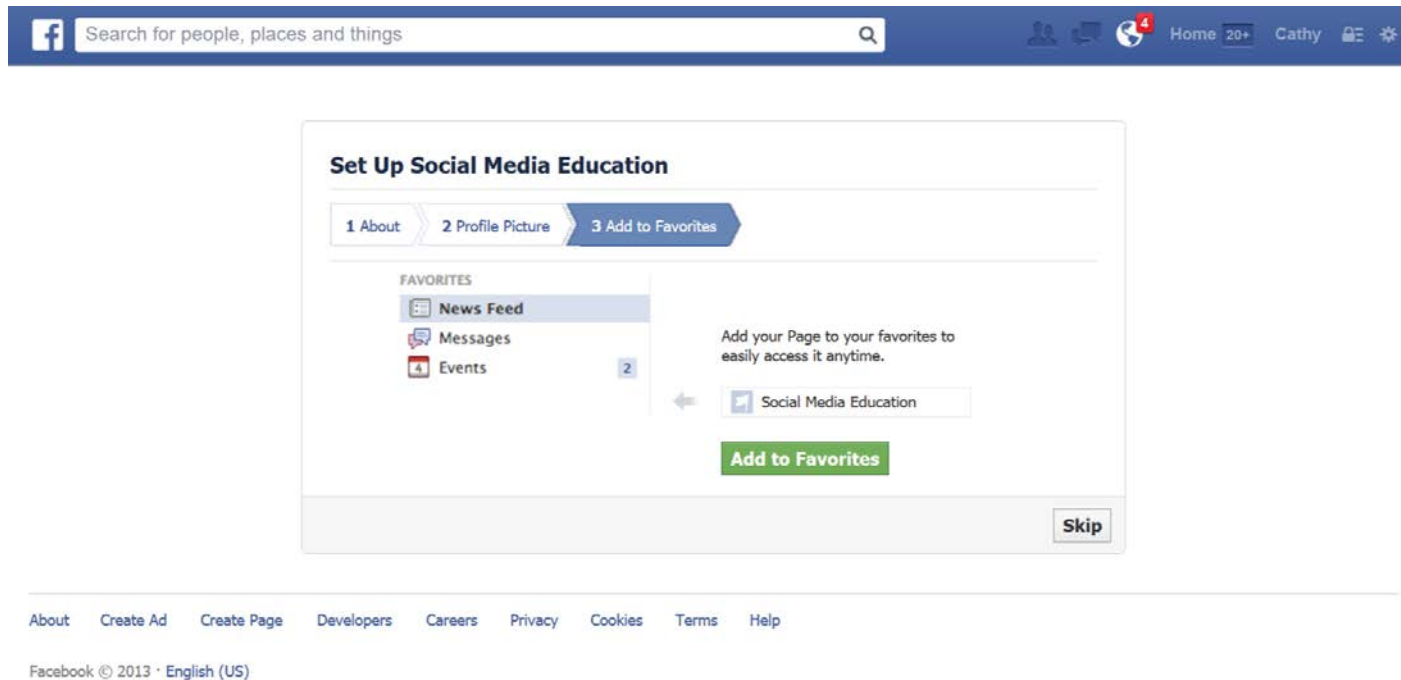
Insert your picture. Your picture is preferable to your logo because it is more personal and your fans will feel like they are dealing with you instead of a stranger at a vague organization.

STEP THREE — SET IT UP — PROFILE PICTURE



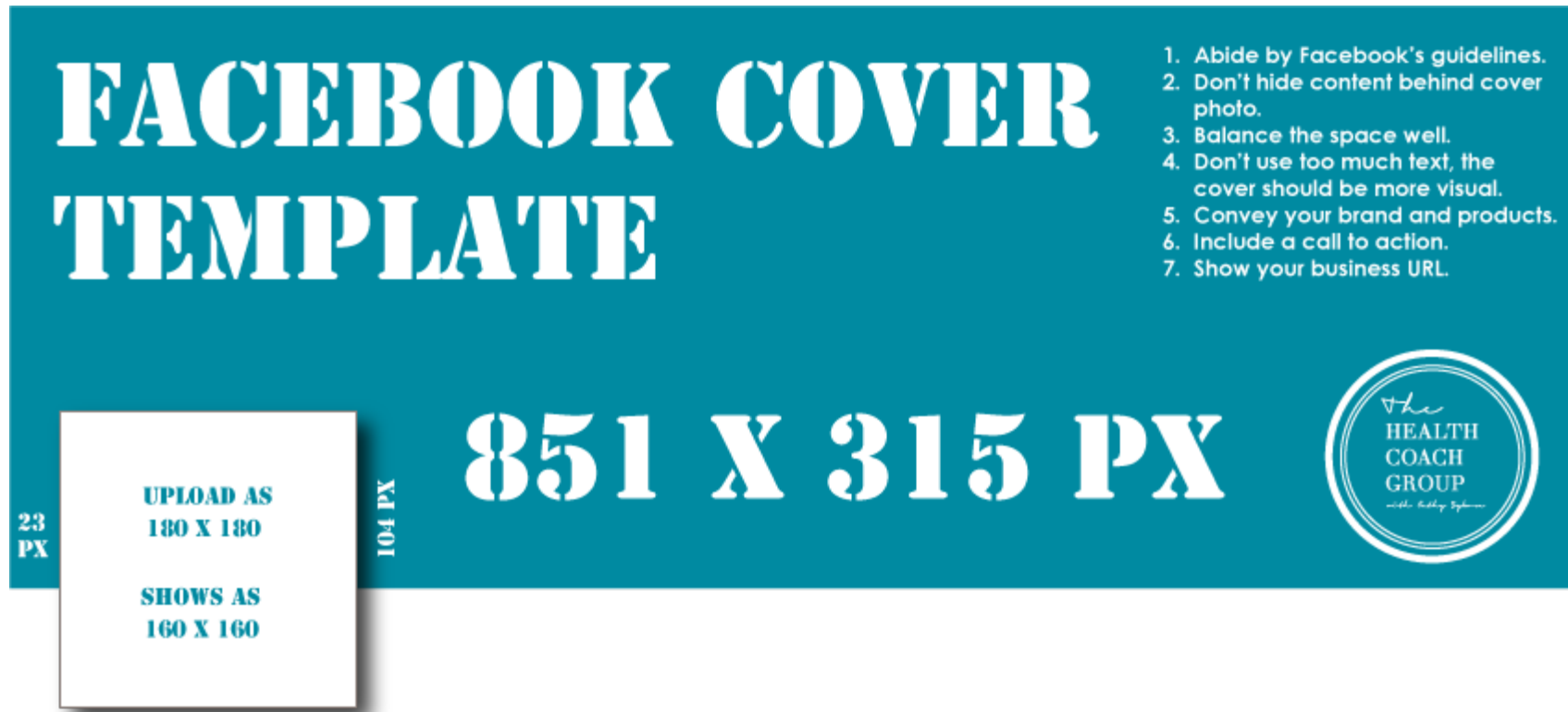
Add your page to your favorites so you can easily see what is happening before getting involved in other Facebook business.

STEP THREE — SET IT UP — PROFILE PICTURE



Add your page to your favorites so you can easily see what is happening and you don't have to go searching for it.

STEP FOUR — BRAND YOUR PAGE



Your cover for your Facebook Fanpage conveys your company's brand to your customer and tells them that you know them and you can help them with what they need.



RULES OF ENGAGEMENT

1. Your Fanpage is about your ideal client – not about you.
2. Add variety in your content.
3. Ask for what you want, ex. like, share, comment, buy.
4. It is okay to sell, just don't over do it.
5. Use appealing images.
6. Showcase your clients.
7. Share yourself, add some personality and some personal details for connection.
8. Stay consistent.

HOW TO CAPITALIZE ON YOUR PERSONAL PROFILE

Be sure you connect your fanpage to your personal profile. You do this by editing your “about” section. Click on the little pencil and begin to edit.

Your About Section:

- Your position and company name.
- The link to your website.
- The link to your Fanpage.

RESOURCES

<http://www.pagemodo.com/welcome/custom-tabs>

<http://www.grosocial.com>

CONTACT US

<http://www.thehealthcoachgroup.com>

cathy@thehealthcoachgroup.com

402.551.2225

Other Health Coach Group Programs That Might Interest You:

[November 5, 2014 Mastermind](#)

[6 Figure Private Coaching](#)

[Building Abundance, The Business Plan for Health Coaches, be happy, healthy AND wealthy](#)

[The Inner Circle](#)

[The 3-6-9 and 12 Month Programs](#)

[The 28 Day Slim, Sexy & Smart](#)

[The 12 Day Detox](#)