

Social Media Fast-track

Optimizing Your Social Media

Objectives:

- 1) Setting Up Google+ Business Page
- 2) Automating Your Social Media
-  3) Facebook Group VS Pages
- 4) Attracting Fans With Connection Targeting
- 5) How To Generate Leads & Sales
- 6) Convert Clicks To Customers w/ Paid Advertising
- 7) Connecting Facebook to Twitter

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Facebook Group VS. Pages

Group VS. Pages

What Is It?

These are separate pages in Facebook that you can create for your business or fan base.

Why Is It Important?

They reach an unlimited population and can help with brand building and recognition. It is also a great way to interact with your customers (fans) to get feedback on your products and services.

Facebook Group VS. Pages

Pages are visible to unregistered people which means that they get indexed. This is very important for searches.

Group easily allows you to bulk invite your entire group which makes it better for viral marketing... any member can also send bulk invites to their friends.

Facebook Group VS. Pages

Objective 3 Facebook Group VS. Pages

	Pages	Group
Private	No	Yes (discussions are public)
Special Username	Yes	No
Visible within Fan/Friend Tab	Yes (info tab)	No
Visible from outside FB	Yes (Branded widgets)	No
Hosting a discussion	Yes	Yes
Discussion Wall & Forum	Yes	No
Extra Applications	Yes	No
Messaging to ALL Members	Yes (via updates)	Yes (via PMs)
Visitor Statistics	Yes (Page insights)	No
Event creation & Invite	Yes	No

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Facebook Group VS. Pages

Pages are more suited for longer term relationships with your customers.

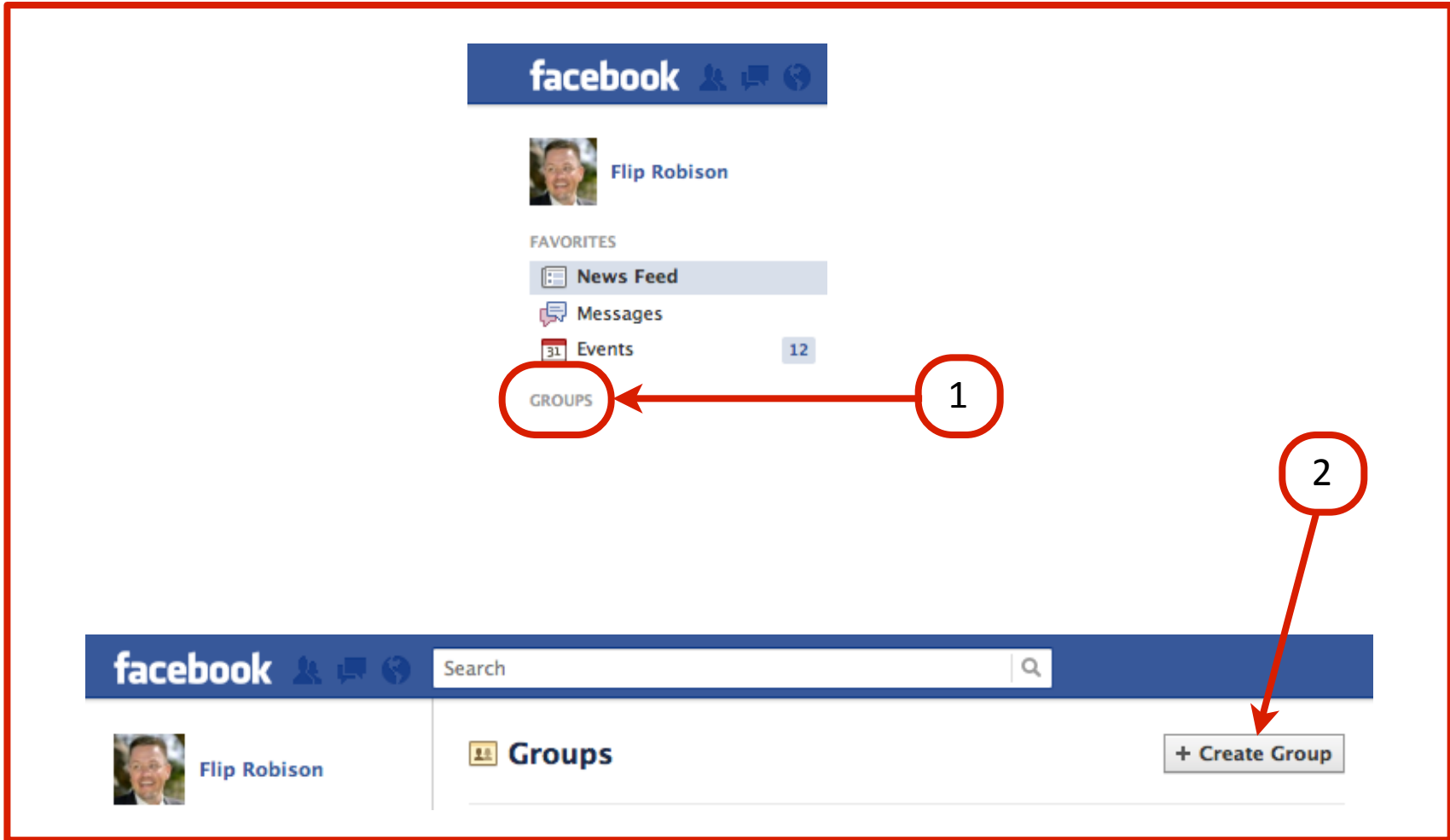
Group Pages are more suited for hosting active discussions and attracting attention.

Pages are for fans. Groups are for members.

Step
1

How to set up a Group Page. Log into your Facebook account. Click on the word "GROUPS" and then click on "+ Create Group"

Objective 3 Facebook Group VS. Pages



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Step
2

Enter in the group name and then start typing the names of your friends that you would like to add to this group.

Objective 3 Facebook Group VS. Pages

The screenshot shows the 'Create New Group' interface on Facebook. The 'Group Name' field contains 'Social Media Fast-track' and is annotated with a red circle containing the number '1' and an arrow pointing to the text. The 'Members' field contains 'dani ly' and is annotated with a red circle containing the number '2' and an arrow pointing to a search result for 'Dani Lynn Robison, Austin, Texas'. The search result includes a profile picture and the user's name and location.

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Step
3

Select if you would like an Open,
Closed or Secret Group. Then click on "Create"

The screenshot shows the 'Privacy' settings for a Facebook group. A red circle with the number '1' is positioned to the left of the three options. Three red arrows point from this circle to the radio buttons for 'Open', 'Closed', and 'Secret'. A second red circle with the number '2' is positioned above the 'Create' button, with a red arrow pointing to it.

Privacy:

- Open**
Anyone can see the group, who's in it, and what members post.
- Closed**
Anyone can see the group and who's in it. Only members see posts.
- Secret**
Only members see the group, who's in it, and what members post.

Objective 3 Facebook Group VS. Pages

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Step
4

Now your Group Page is created. You can see what kind of group it is and you can add more friends to this group.

The screenshot shows a Facebook group page for "Social Media Fast-track". The group is a "Secret Group" with 2 members. The page includes a search bar, a "Write Post" section, and a "Members (2)" list. A red circle labeled "1" points to the "Secret Group" label. A red circle labeled "2" points to the "Who else should be in this group?" section, which contains a "+ Add Friends to Group" button.

Objective 3 Facebook Group VS. Pages

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Social Media Fast-track

Next Video...

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