



– How to set up a Facebook Page

Facebook is another form of word-of-mouth marketing and a great way to promote sales of the new 2011 | 2012 Entertainment™ Book, plus communicate your organisation's fund-raising projects and widen your support base.

Below is a quick step-by-step guideline to creating a Facebook page and tips on how to increase your 'following' and interact with your supporters.



Create a page

1. Create a Facebook Page

- Go to www.facebook.com
 - you can either create a Group or Business Page
 - we would recommend creating a Business Page because you have greater flexibility and ways to interact with your friends.
- Login with your Facebook account. If you do not have one, you can set one up now.
- Select the option 'Cause or Community'. You will be asked to name your Page and agree to Facebook's Terms and Conditions.

2. Add an image and outline content

– Getting Started Page

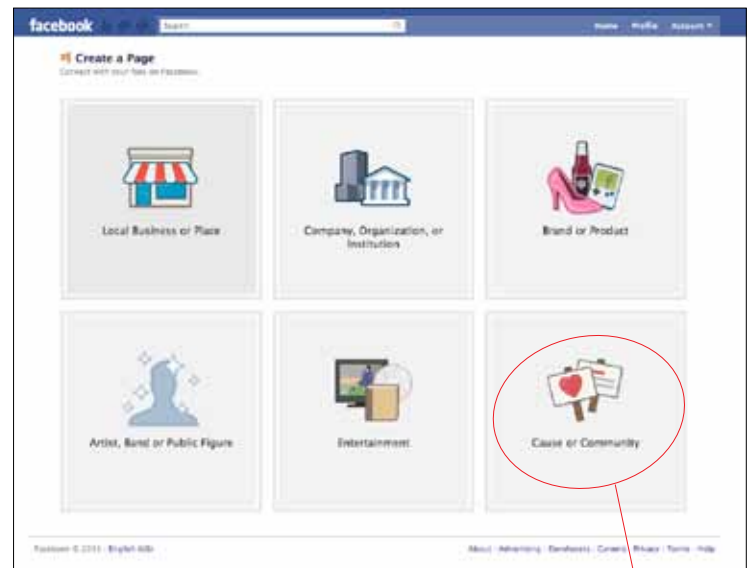
- a) Upload a profile picture such as your organisation logo
- b) Include a summary of your organisation
- c) Follow the numbered instructions on the Page to complete set-up. They are all optional.

3. Add more detail in the Info tab

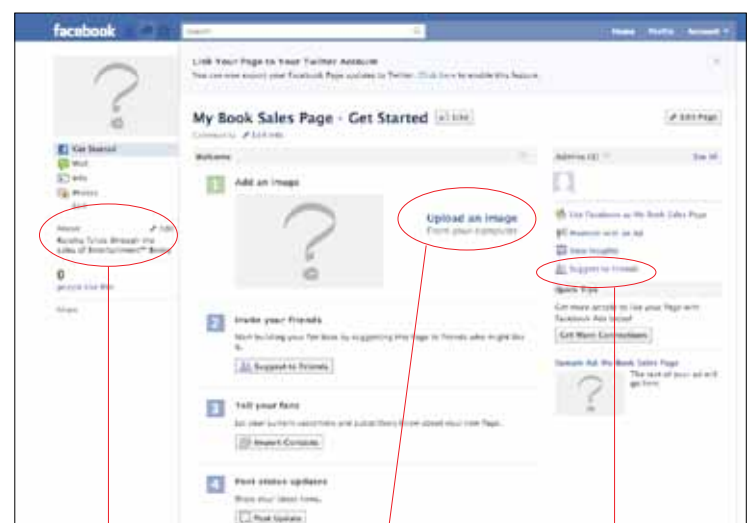
- company/organisation overview
- mission
- products (if relevant)
- website address
- email address

4. Suggest friends

To get noticed on Facebook, you will need to have 'likes'. When somebody likes your Facebook page, they can see your posts, photos and can communicate with you via your 'wall'.



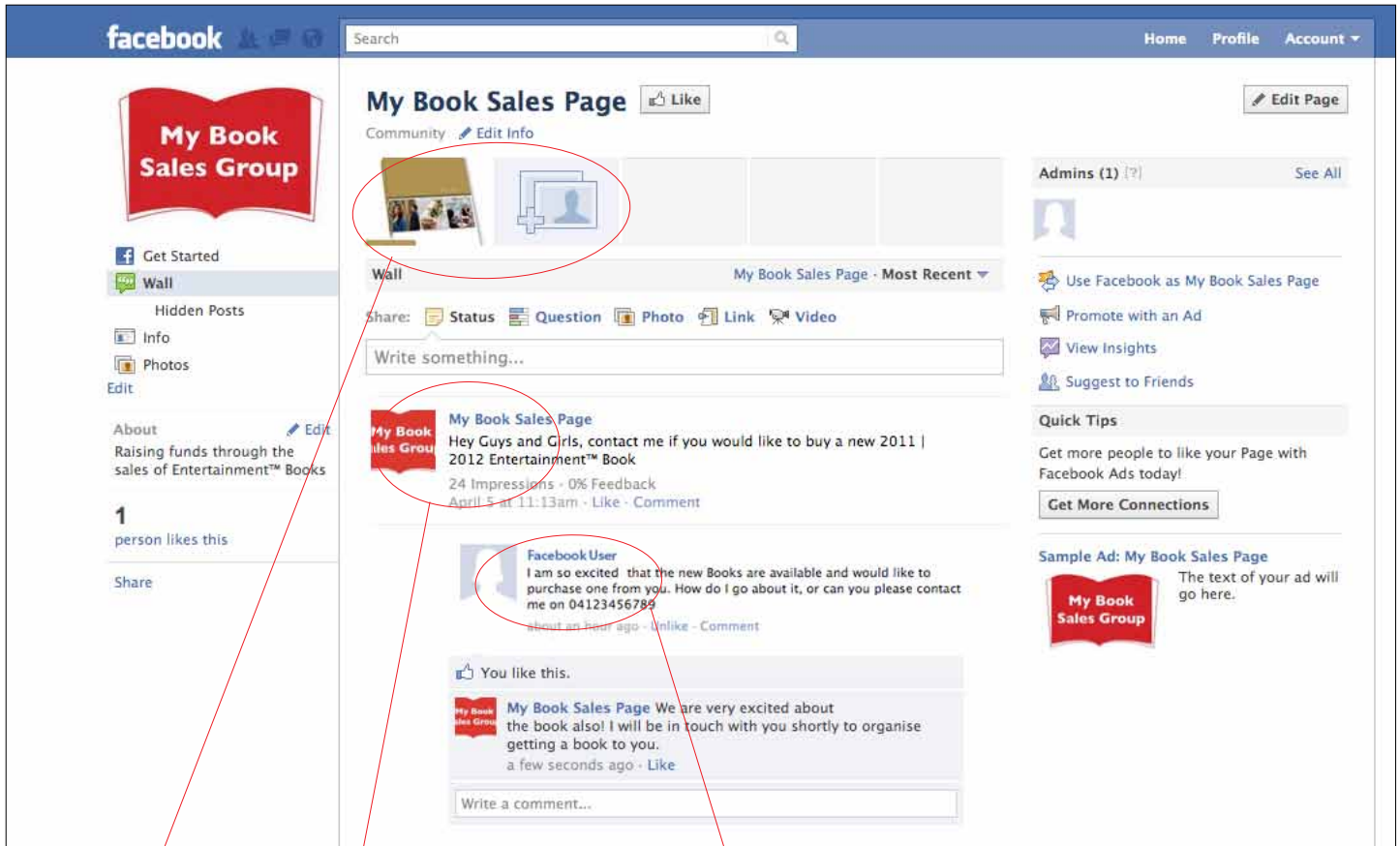
Select Cause or Community



3. Summary of your organisation

2. Select a profile image

4. Suggest group to friends



My image uploads

My wall post

A friend's reply

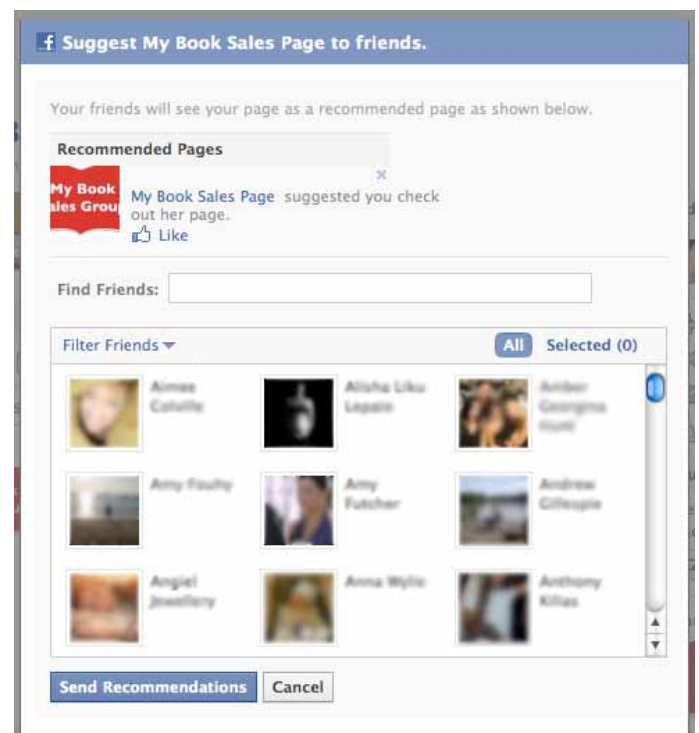
What next?

Once your Page is set up and you have a network of 'fans' or 'likes', you can start sending out posts which will appear on people's news feed. This is a great way to communicate about the Entertainment™ Books and your group's cause, encouraging people to purchase Books. This is also a great way to post links to your Payment Page (if you have one) or direct people to the online Flick Book pages.

Make sure you check your account regularly to respond to requests or questions, and you can refer people to the Entertainment™ Book website for more information or to view the Book online.

Setting up a hyperlink

You can set up a direct link to your Facebook Page from your website or through a link on your email signature. You can embed the URL from your Facebook Page into the 'Like us on Facebook' button found on www.facebook.com. To do this, right click on the image and select 'insert hyperlink' (URL) of your Facebook Page. (Tip: make sure you include the full web address.)





- How to set up a Twitter Page

Twitter is an information network made up of 140-character messages called Tweets. It's a way to discover the latest news ("what's happening") related to subjects, people and companies of interest.

How to create an account:

1. Go to **twitter.com** and click the yellow button as shown above.
2. Fill in the first field with your full name.
3. Select a username. Try to pick something that describes you - whether it's a nickname, an interest or a hobby.
4. Enter a password. Be tricky! Make sure your password contains letters, numbers, and symbols.
5. Enter your email address.
6. Search for Friends or companies, and follow them.
To follow the Entertainment™ Book click here:
For Australia <http://twitter.com/#!/EntBookAU>
For NZ <http://twitter.com/#!/EntBookNZ>
Select the 'Follow' button as shown below.



Getting personal: Import contacts

If you choose, Twitter can scan your email address book contacts in order to find anyone who is also using Twitter. Go to 'Find Friends' at the top right of the Home page to use this service.

Setting up a hyperlink

You can set up a direct link to your Twitter Page from your website or through a link on your email signature.

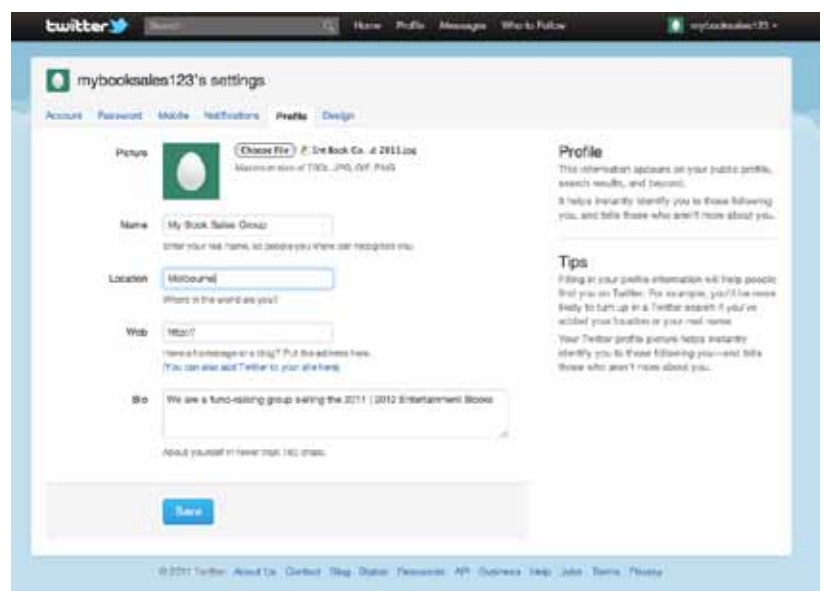
You can embed the URL from your Twitter Page into the 'Like us on Twitter' button found on **www.twitter.com**. To do this, right click on the image and select 'insert hyperlink' (URL) of your Twitter Page.

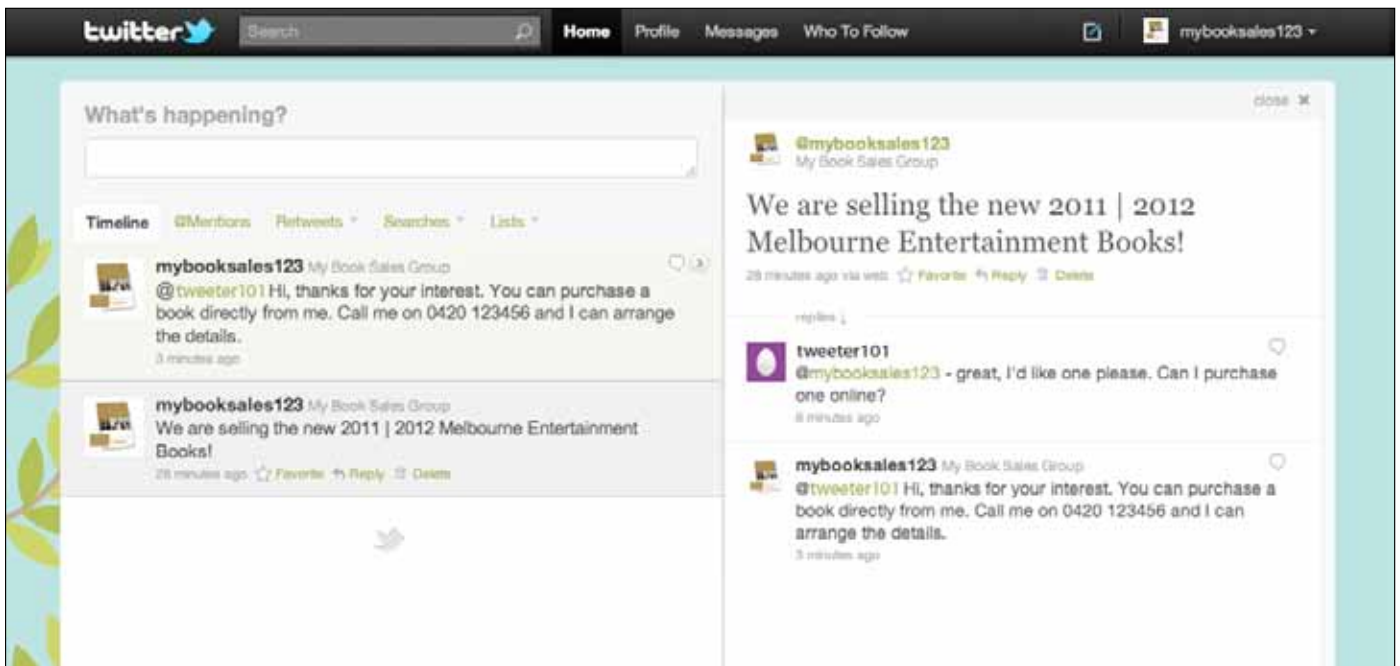
(Tip: make sure you include the full web address.)

New to Twitter?

Easy, free, and instant updates.
Get access to the information that interests you most.

Sign Up >





How to start Tweeting:

Simply type your message in the 'What's happening?' box shown above. Remember, you only have 140 characters, so you need to keep your message brief or drive people via links to more information on your website or Facebook page. Anyone following you will see you on their page and can respond to you.

1. Retweet, reply, react

Retweet messages you've found and like. (Tip: If you're a new user, others are more likely to find your messages if they are retweets or replies.)

2. Mention

You can reference others in your Tweets by including the prefix @ sign. For example, if you wanted to reference the Entertainment™ Book Page, you would write @entBookAu, and this will come up on any Followers' pages.

Remember you can also post links through your tweets. For example if you have a Payment Page set up you can tweet the direct link, or post a link to the online Flick Book.

This will get you started but there are lots more features including adding photos or videos to your Tweets, or connecting to your Facebook, blog or website. There are great resources on <http://support.twitter.com/groups/31-twitter-basics> to help you.