CREATING A FACEBOOK PAGE

A Facebook business page is a great way to promote your business, connect with your customers, and build a following online. Having a Facebook page is free and is a prerequisite if you want to use Facebook to promote your page, increase website views, or get more leads. Think of it almost like your company's profile on Facebook. Here are five more reasons why you should create a Facebook page:

1) FACEBOOK HAS A LOT OF USERS

As of 2019, Facebook has 1.6 billion daily users, 189 million of which are in the U.S. and Canada. A little less than ¾ of users are high-income earners, and on average, people spend more than an hour on the site every day. More and more people are using the platform to find products, businesses, and services to solve their everyday problems, which means that having a Facebook page is a free way for potential customers to find you, remember your brand, and share it with their friends. Facebook makes it very easy for you to get your business's name out there and to share your content.

2) YOUR COMPETITOR PROBABLY HAS ONE

Businesses are on Facebook to connect with their customers, and customers want to connect with their favorite businesses. More than 140 million businesses are active on Facebook, and 17% of users in the U.S. say one of their primary reasons for using the site is "to follow brands/companies." If your competitor is using social media and using it well, you are missing out on big opportunities. As if that wasn't reason enough, you can also monitor your competition using the "Insights" tab!

3) SEARCH ENGINE OPTIMIZATION (SEO)

Content marketing should be a major part of your digital marketing strategy. You can hand-feed your community tips, tidbits, newsworthy items, and interesting events so that when they need your services, you are the first company they think of. This type of content will drive traffic to your website, which tells Google's algorithms that your site is reputable. In the age of "I don't know…Google it!", appearing on page 1 of the search results instead of page 4 can be the difference between life and death for your company.

By sharing links on Facebook, you can amplify your message and share your content with your followers. This will in turn drive more traffic to your site, which will help with SEO. And who knows, your content might even go viral!

4) START A DIALOGUE

Even if you automate certain parts of your social media presence with IcyFire, connections and genuine communication remain important. You can use your Facebook page to start a dialogue with your customers, connecting a face, name, and personality to your brand. If a customer messages you, you can individualize your response. You can also ask fans to give feedback, organize contests and promotions, and ask for them to leave comments. Facebook allows you to engage your target audience and invite them into your business every day.
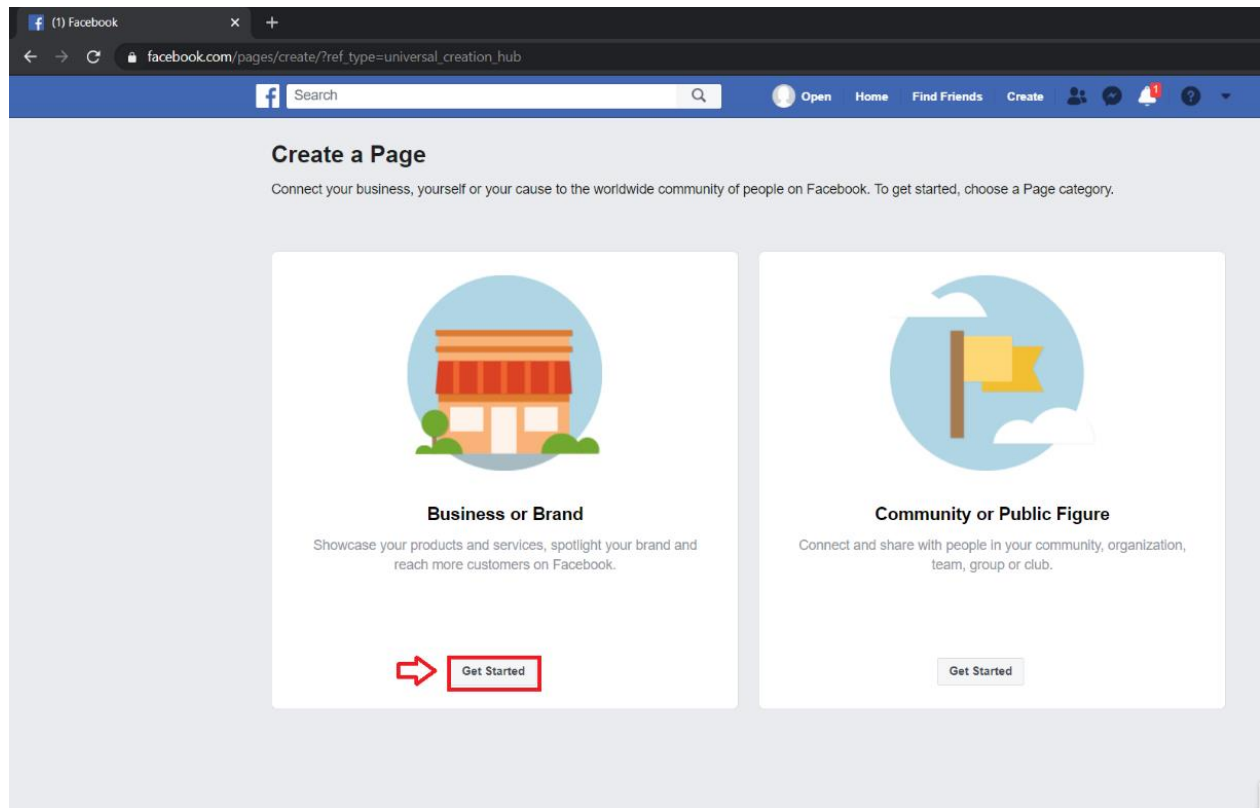
5) GAIN ACCESS TO FACEBOOK'S POWERFUL TOOLS

Facebook doesn't have a $600 billion valuation for nothing; it has tools that are extremely helpful to businesses looking to increase profits. First, businesses can pay for hyper-targeted advertisements based on demographic, which can double sales if used effectively. Second, you can use "Insights" to see what works and what doesn't content-wise, as well as keep an eye on your competition. Finally, you can use chat bots to deal with clients in Messenger if you so choose.
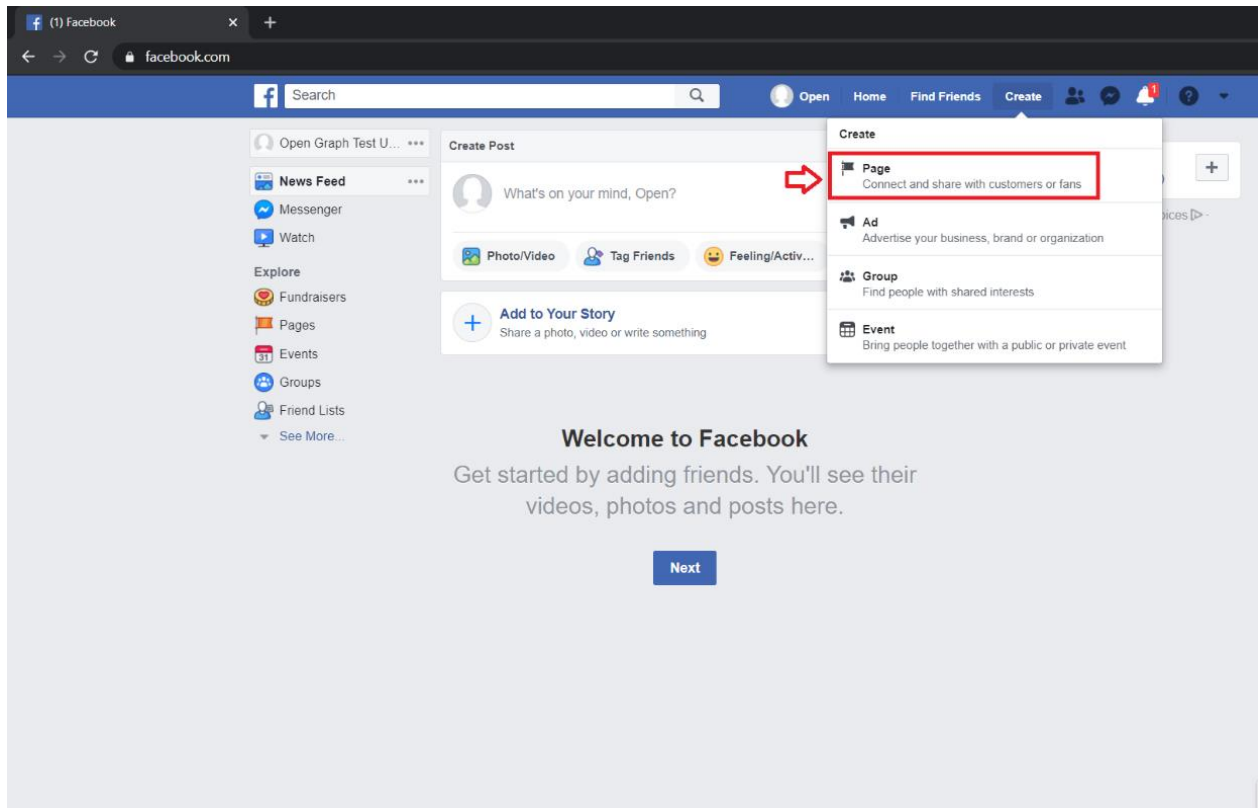
Step 1. Log in to Facebook and click the "Create" button in the upper-right corner. In the drop-down menu, click "Page."

It is perfectly fine (and encouraged) for you to use your personal Facebook account to create a page for your business. Any time you want to manage your page as an admin, you will use your personal account to do so. Facebook will keep your private information and your business's public information separate.

Step 2. Click the "Get Started" button in the "Business or Brand" category.

Step 3. Fill in your business's information. Pick a category that best describes your business from the drop-down list. Click "Continue" when finished.
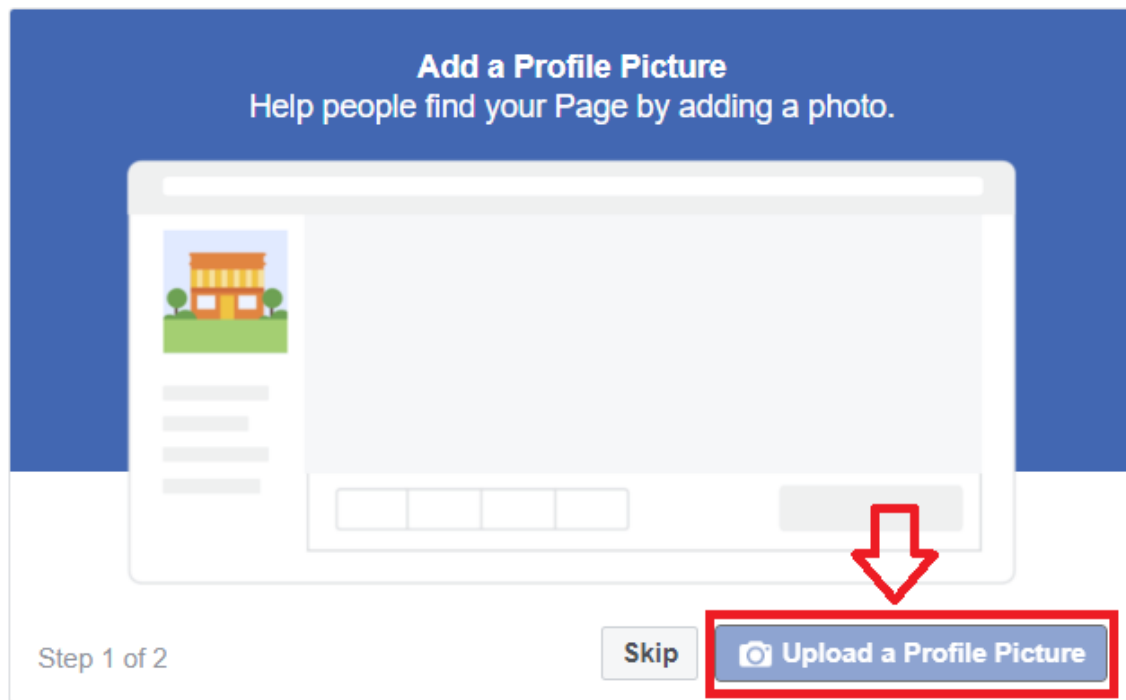
Step 4. Upload a profile picture and a cover photo for your business. Your profile picture could be your company's logo, and your cover picture could be your storefront.
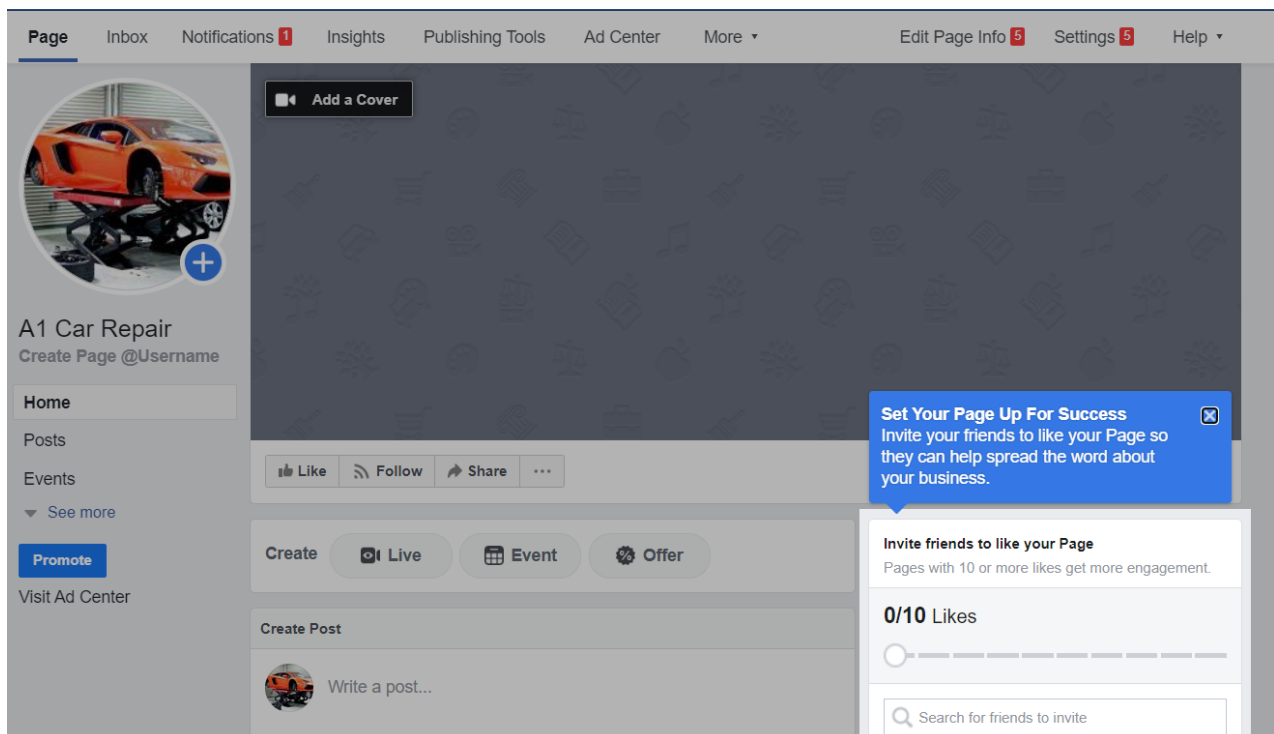
Step 5. Congratulations! Your Facebook page has been made. Feel free to invite customers and fans to like your new page.

Step 6. If you head over to the "Settings" tab in the top-right corner, you will see a long list of settings. To get a feel for what you can and cannot do, we encourage you to experiment with these options early on. But for now, let's get some housekeeping out of the way!

Step 7. Click on "Page Info" on the left side. Here, you can give more information about your business, such as a description, phone number, website, contact email, and business hours. This allows people to find your page more easily, as well as find out commonly asked questions about your business.

Step 8 (Optional): If you want to give other people permission to manage certain aspects of your page, click on "Page Roles" on the left. Under "Assign a New Page Role", you can add people and give them permissions. Click here for more information on what these permissions mean.
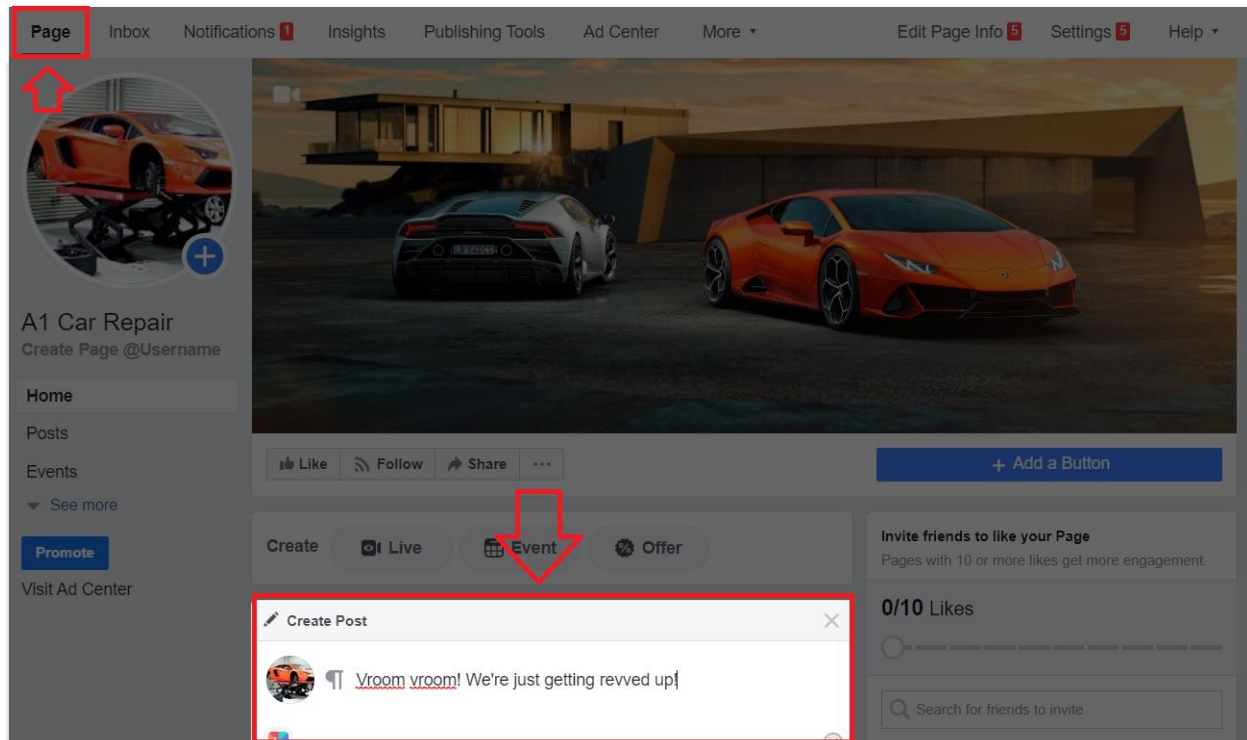
Step 9. Click on the "Page" tab in the top-left corner and write your first post.

And that's it! Now, let's set some things up so that we can work our automation magic.

IcyFire Setup

Graph API

Websites that you view in your browser are optimized for humans. They use colors, buttons, and animations. APIs, or Application Programming Interfaces, are optimized for computer programs. APIs allow programs and scripts to interact purely with the data of a site. We use Facebook's API to publish posts on your company's behalf.

Facebook restricts the use of its API in the following ways:

- It restricts how many times a program can access the API in a given time frame (e.g. once per minute).

- It requires app verification, meaning that Facebook employees need to see how the app works and if you are a business, you need to send supporting documentation.

- If you are a third-party app, you can only request certain information. This access to information expires after a while, and you will have to request access again.

Apps that you have previously dealt with have likely gone with the third-party route. Today, we are going to have you do something slightly different and more technical. We are going to have you build your own app (i.e. interface to Facebook's API) and provide us your credentials. Here's why:

- If we operate our own third-party app, we will max out our rate limit very quickly. This will either force us to impose limits on how often you can post or affect our ability to post on your behalf, which would mean breaking our promise to you. However, if you own the app, you will not reach your rate limit (unless you plan to post 80 times a minute).

- If we operate our own third-party app, we will need to periodically re-request permission to post on your page. This goes against our whole "queue and forget" philosophy. However, if you own the app, you will not have to re-grant permission because it's your page. You will also have full transparency and have complete control over what happens on your page.

- If you operate your own app, you are in full control of the app review process. You can also provide Facebook with the necessary documentation to prove that you are the legitimate owner of your business.

Just a heads up, this is going to be more complicated than your average app installation process, but it will benefit your business in the long run. Thanks in advance for your understanding.

If it gets to be a bit much, you can always ask your Agent for help with the setup process. And don't worry, it just gets easier from here. Let's get started!
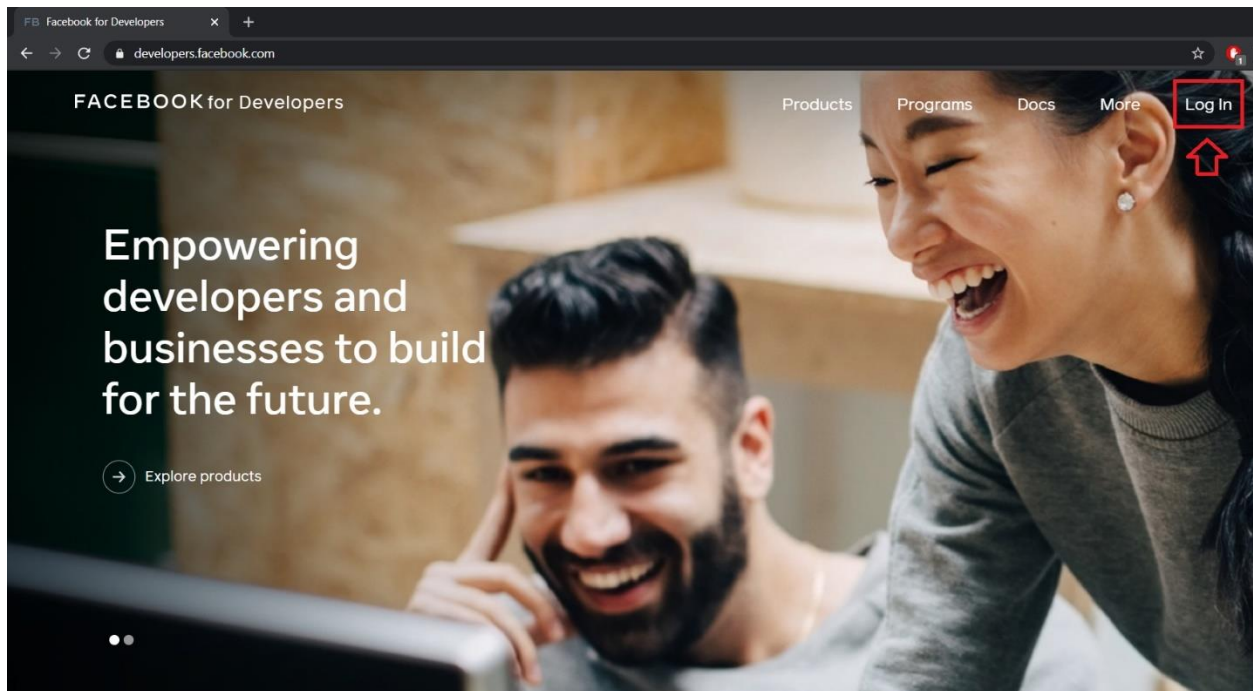
Step 1. Go to https://developers.facebook.com and click "Log In" in the top-right corner.
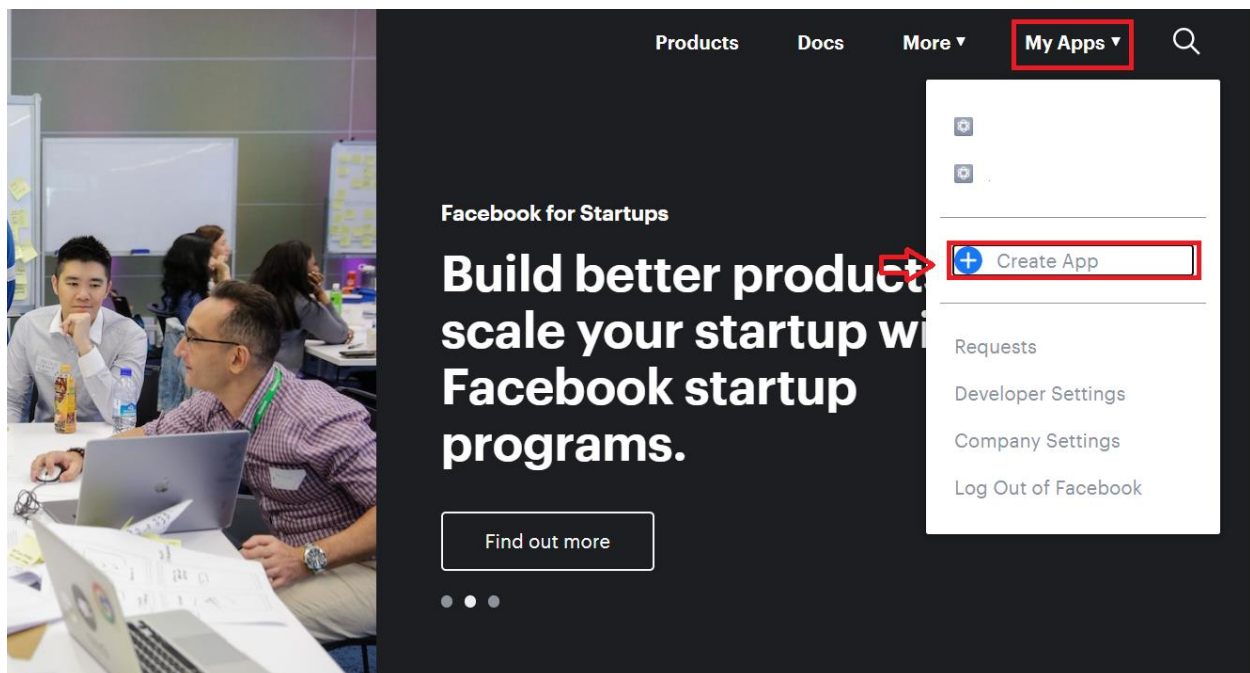
Step 2. Click "My Apps" in the top-right corner. In the drop-down menu, click "Create App."

Step 3. Fill in the information requested. (You can call it whatever you want, it doesn't matter.) Complete the Captcha if prompted.
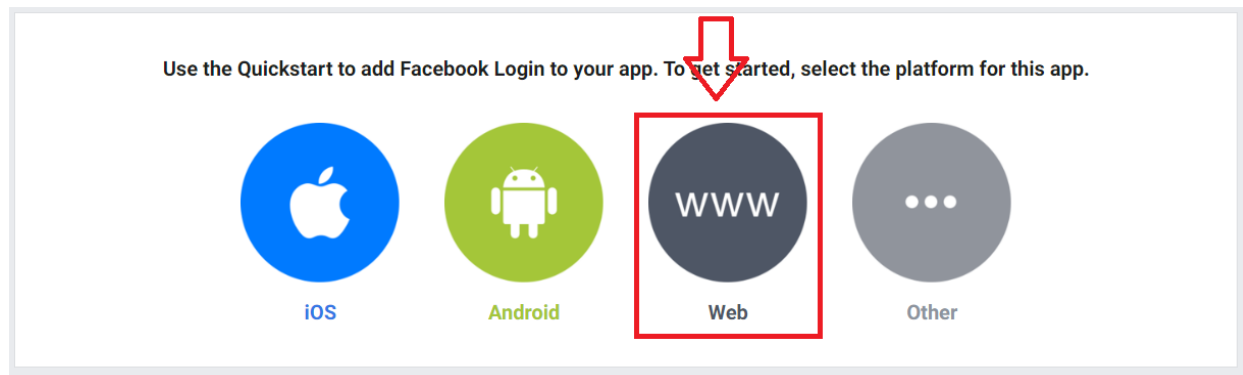

Step 4. Find "Facebook Login" and click "Set Up."

Use the Quickstart to add Facebook Login to your app. To get started, select the platform for this app.

iOS   Android   Web   Other

Step 5. Click WWW.

1. Tell Us about Your Website

Tell us what the URL of your site is.
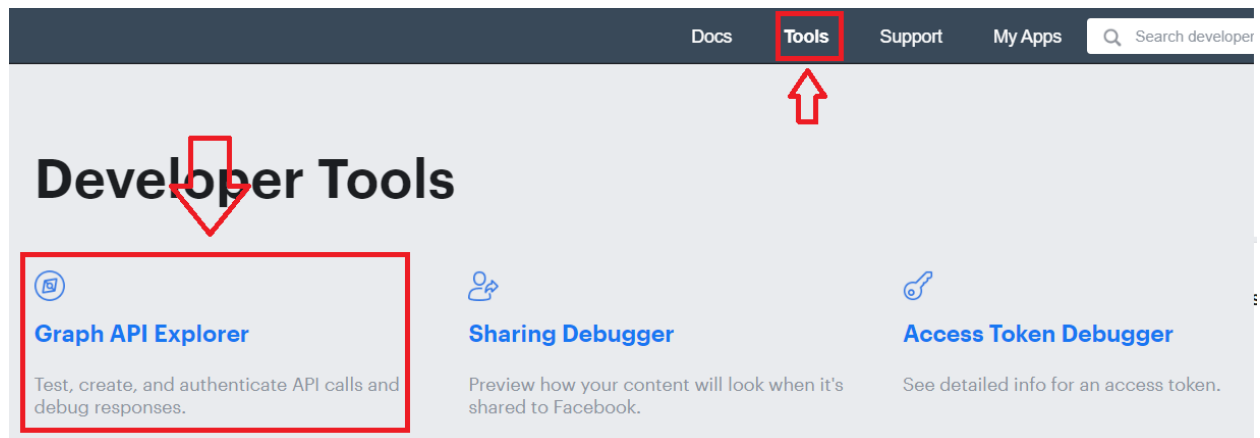
Site URL

http://www.icy-fire.com/

Save

Continue

2. Set Up the Facebook SDK for Javascript

3. Check Login Status

4. Add the Facebook Login Button
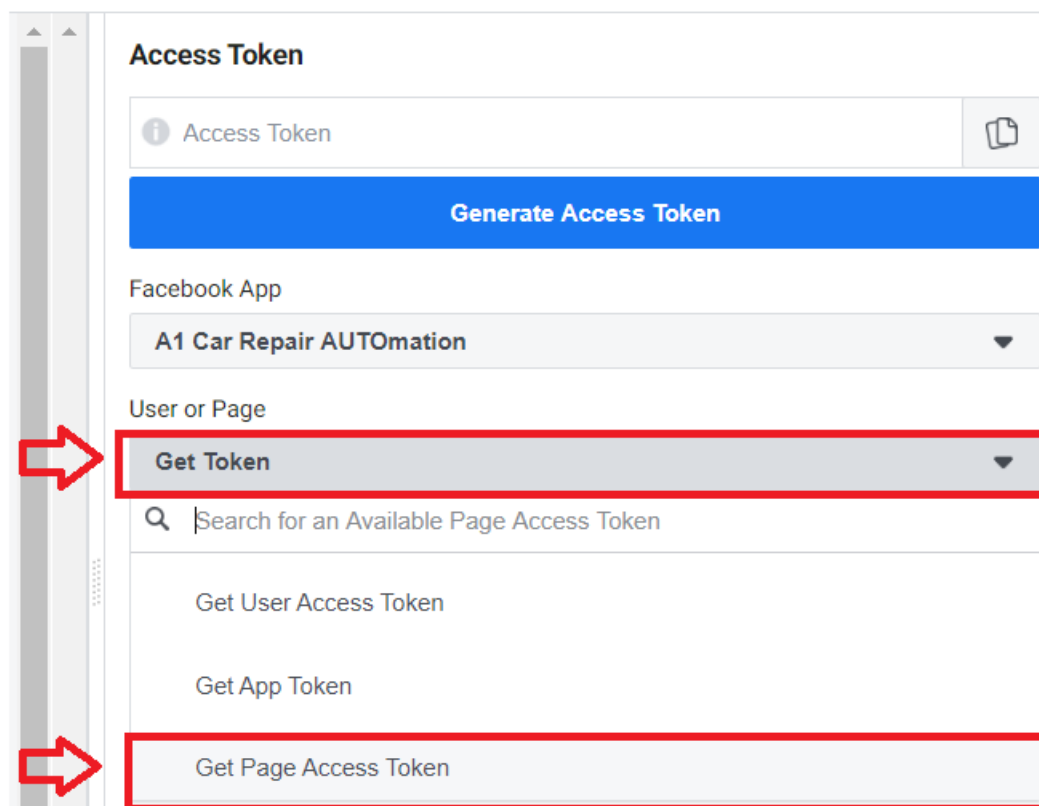
5. Next Steps

Step 6. Enter "www.icy-fire.com" as your Site URL. Save and continue. Skip through the other four steps of the Quickstart process by clicking "Next".

Step 7. Click the "Tools" tab in the top-right corner, then click "Graph API Explorer."

Step 8. Make sure the Facebook App is correct. In the "User or Page" drop-down menu, click "Get Page Access Token." …
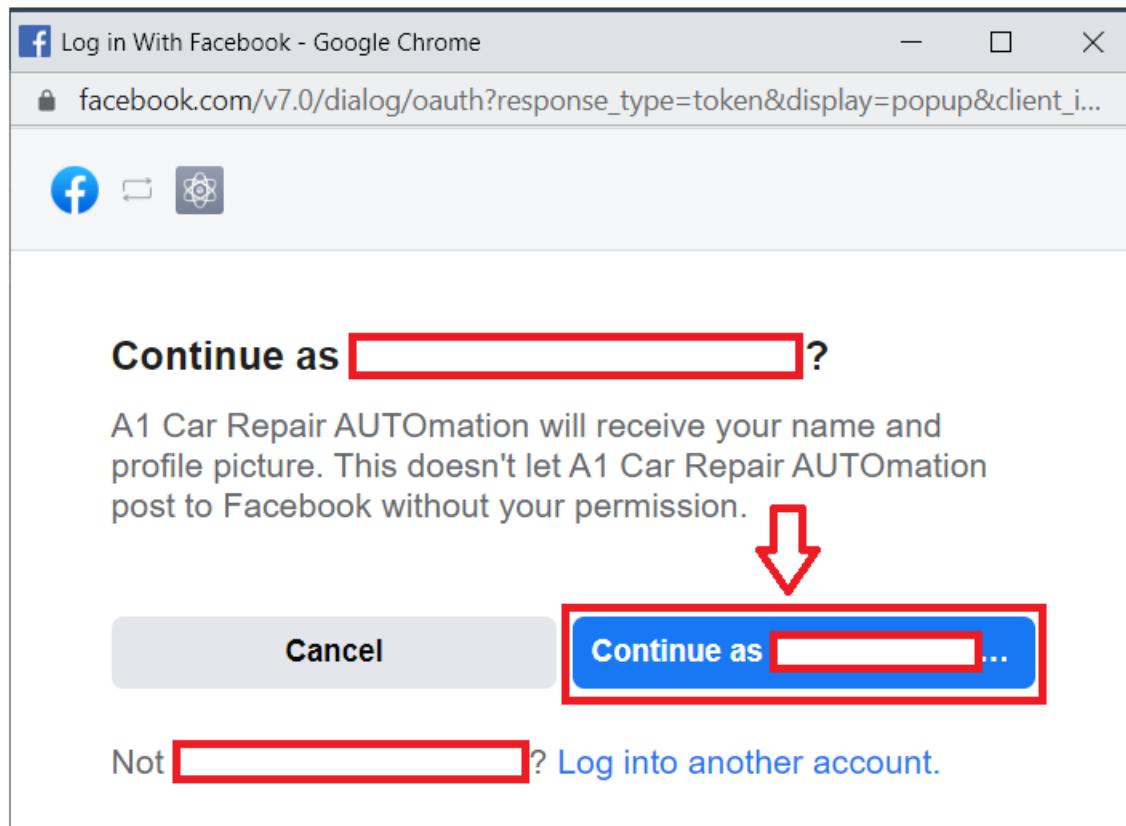
Step 9. …which directs you to a permission screen. Click "Continue as [Your name]".

Step 10. Select the page you want to grant permission to. Click "Next" when you are finished.

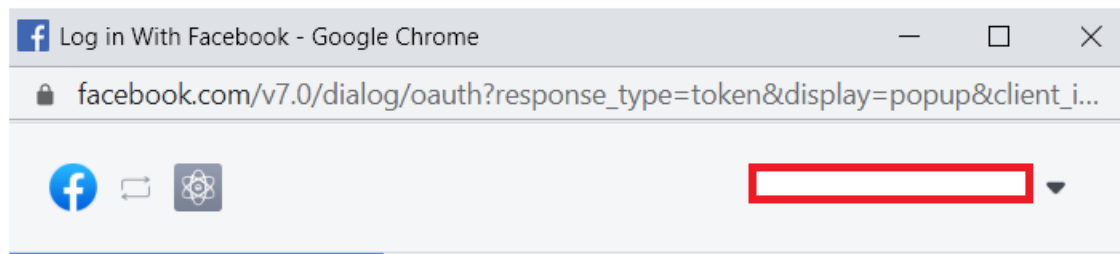⚠ **Submit for Login Review**

Some of the permissions below have not been approved for use by Facebook.

Submit for review now or learn more.

What is A1 Car Repair AUTOmation allowed to do?

ⓘ A1 Car Repair AUTOmation may not work properly if you turn off these options.

Read content posted on the Page

A1 Car Repair   🔘 YES

Cancel   **Back**   **Done**

Step 11. To be able to post to your page, you will need to submit your app for review. (This is Facebook's way of fighting bots and fake news.) Click "Submit for review now." Go back to the pop-up and click "Done" and then click "OK" to finish up the permissions process.

App Review Requests

Before you request permissions or features, read our App Review, Sample Submissions, and Common Rejection Reasons documents to familiarize yourself with the process.

You don't have a current request.

Request Permissions or Features

Request History

Step 12. Click on "Request Permissions or Features."

Step 13. Find "pages_manage_posts" and click "Request" on the right side of the screen. Click "Continue ➔" when prompted.

You will need to complete this step in addition to App Review before you can access live data.

Business verification: You'll need to connect your app to a Facebook Business Manager account and upload an official document showing your business or organization's name and physical address. You'll also need to sign 1 contract. Learn more

or

Individual Verification: You'll need to provide an email address where you can receive, review, and submit a contract, and upload an image copy of an approved ID or document. By verifying as an individual, certain permissions or Features from your request may not be available or will be limited per each app installer. You'll also need to sign 1 contract. Learn more

Go To Verification

Step 14. Click "Go To Verification."

Step 15. Make sure you have filled out the highlighted fields and have added an app icon. You cannot submit it for review without these things filled out. (Also, small typo in the Privacy Policy URL. It should be www.icy-fire.com/legal/user/privacy-policy.)

Business Verification

Verify Your Business on Facebook

⚠ You can connect your app to a Facebook Business Manager account, if applicable, and get started on the business verification process. You'll just need to upload a document showing your business or organization's name and physical address. After successfully completing business verification, you'll also need to sign either 1 or 2 contracts. Learn more

Get Started

Step 16. Go to "Verify Your Business on Facebook" and click "Get Started."

Create Business Manager Account ✕

With a Business Manager account, you can assign roles and permissions to people, and add the Pages, ad accounts and more connected to your business on Facebook.

Add the name and email you typically use for your business. Nothing from your personal Facebook profile will be shown to people in your Business Manager account.

Your Business Name

A1 Car Repair

Your business name should match the public name of your business. It can't contain special characters.

Your Name

Joe Schmo

Your Business Email

joe@a1-car-repair.biz

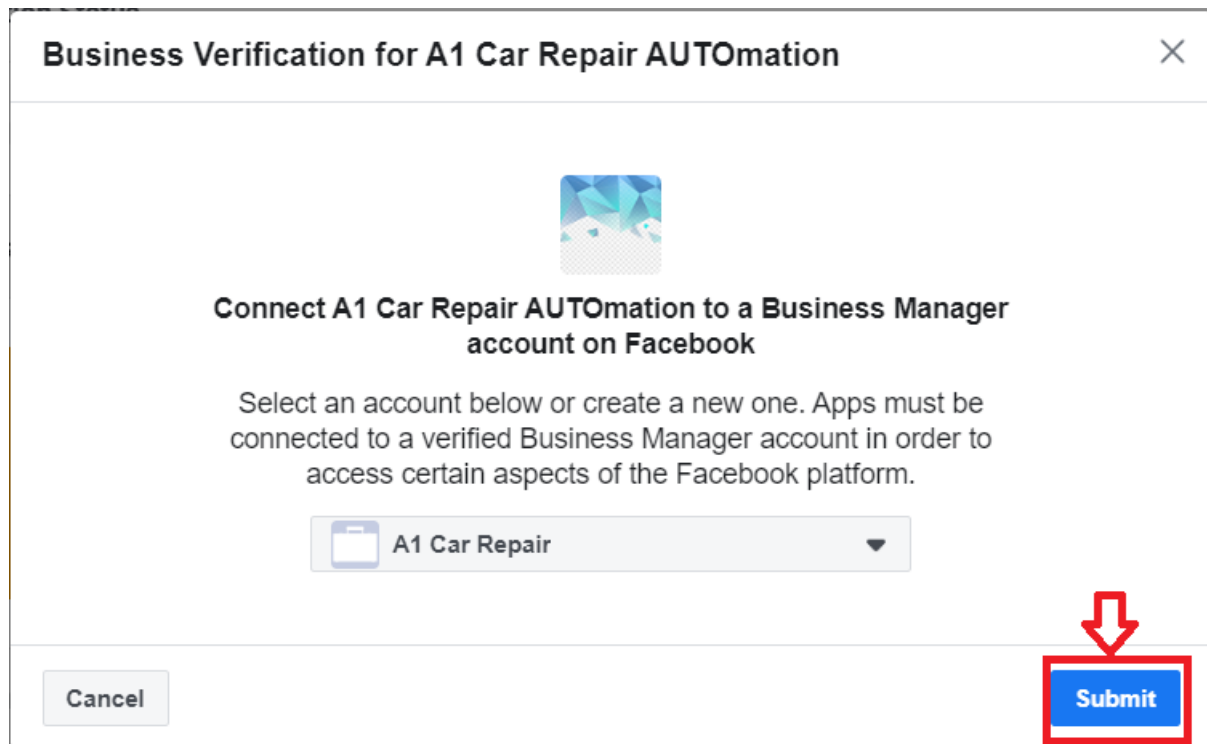This should be the email you use to conduct official company business. We'll send notifications about your business to this email.
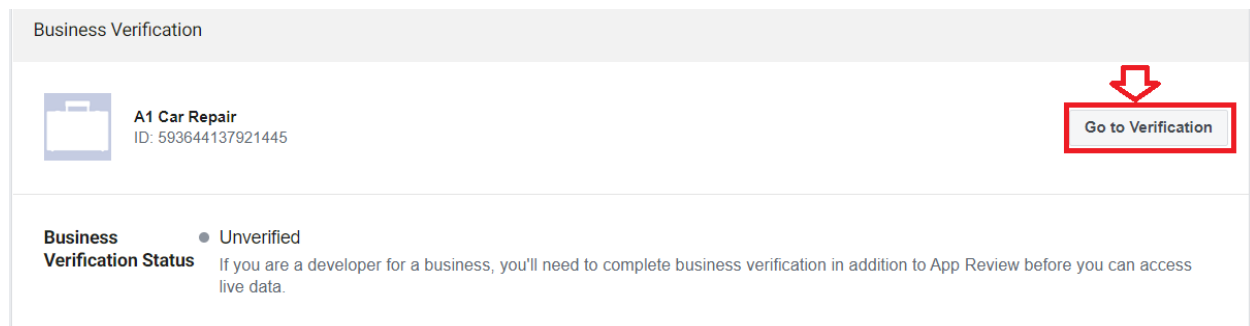
Cancel   **Create Account**

Step 17. Fill in the requested information and click "Create Account" when finished.

Step 18. Click "Submit" to connect your app to your business profile.

Step 19. Click "Go to Verification."

Step 20. Fill in your business's information, then click "Next."

Step 21. Upload one of the three accepted documents and click "Next." Continue with the business verification process on your own. Once you are finished, move on to the next step.
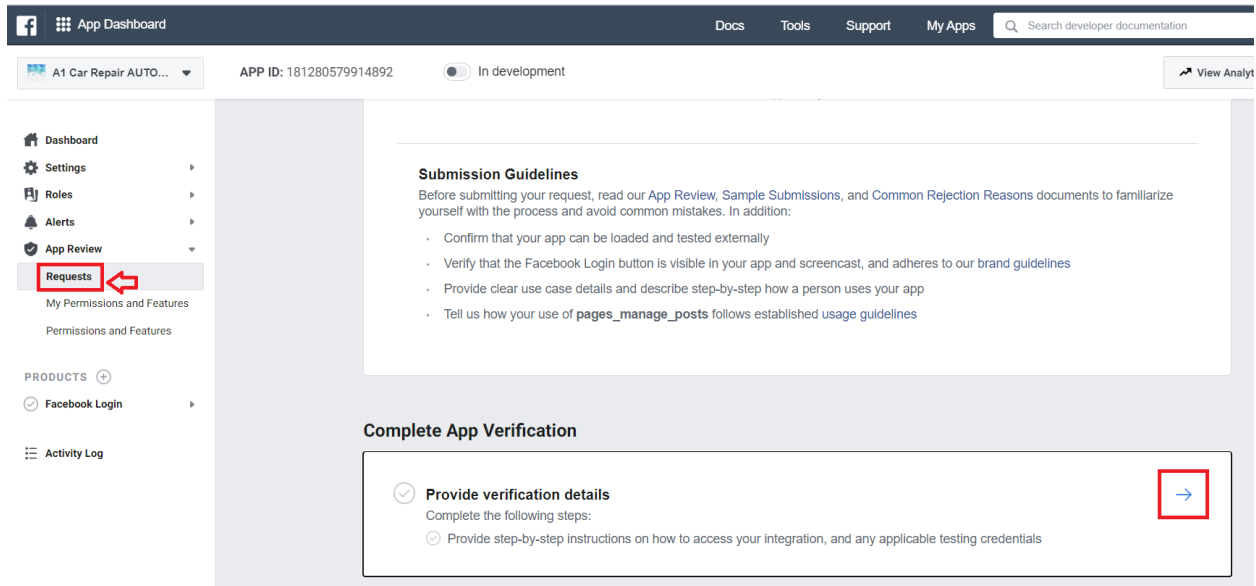
Step 22. Go back to the App Dashboard and click "App Review > Requests" on the left side. Click the arrow icon in the "Provide verification details" section.
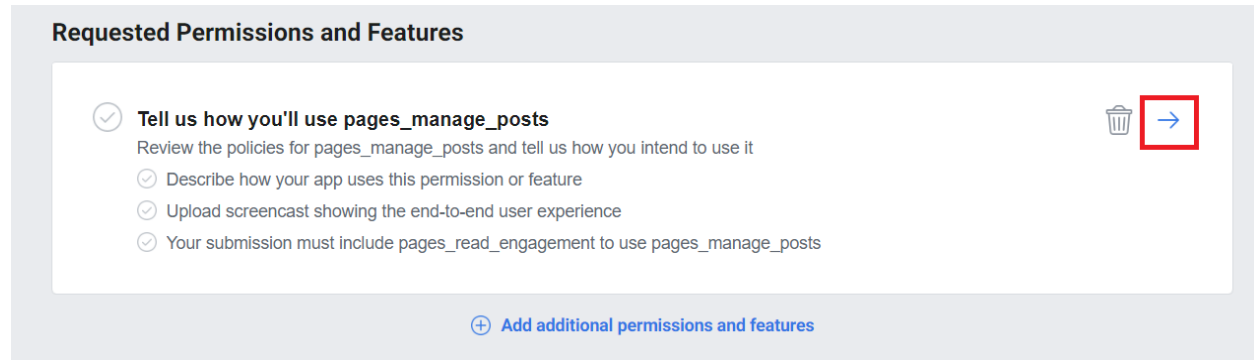

Step 23. Follow the directions in the image above. In the description box, copy and paste the following explanation:

My app is a server-to-server app that programmatically publishes posts to our Facebook page from a queue. At a daily time of our choosing, the script will run and check our queue for posts. If found, a
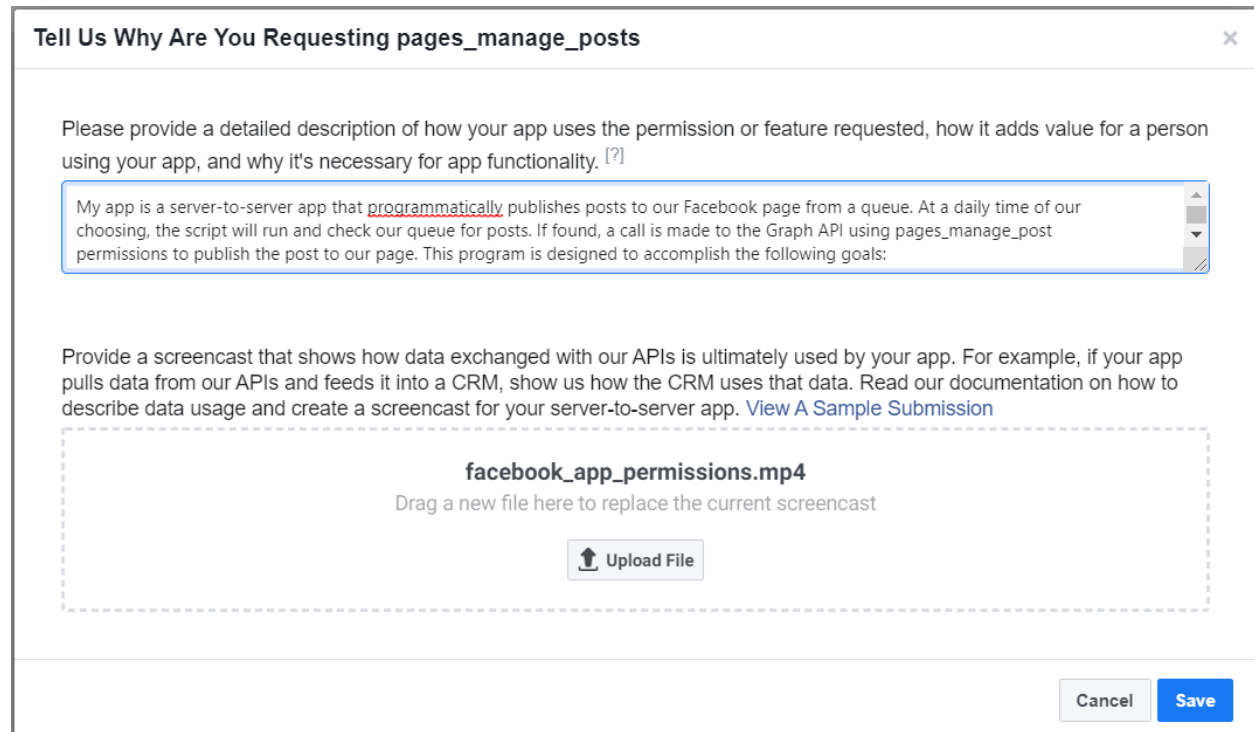
call is made to the Graph API using pages_manage_post permissions to publish the post to our page. This program is designed to accomplish the following goals:

- Automate certain parts of the social media posting process;
- Allow for efficient division of labor and supervisory oversight within our business with regard to social media;
- Allow employees to save time by typing the post once instead of six times into six different platforms.

Click "Save" when finished.

Step 24. Go down to "Requested Permissions and Features" and click the arrow icon.

Step 25. Use the same answer from Step 23 for the description. Download our video here and upload it as the screencast. Click "Save" when finished.

Step 26. Since we also apparently need page_read_engagement, click "Add additional permissions and features."

Step 27. Click "Request" in the pages_read_engagement section. Click "Continue to the request" in the top-right corner when finished.

Step 28. Click the arrow icon in the "Tell us how you'll use pages_read_engagement" section.

Step 29. Use the following description:
We are requesting this permission because we cannot use pages_manage_posts without it. In addition, this will help our page admin manage posts on the page, delete posts if necessary, and get names of our followers if necessary.
Click "Select from Previous Upload" and select the screencast that you uploaded previously. Click "Save" when finished.

Step 30. Click "Submit for Review" at the bottom-right corner of the page.

Step 31. Accept the terms and click "Submit."

Step 32. <u>Once the app has been approved</u>, go to https://developers.facebook.com/tools/explorer/. Make sure that the Facebook app is correct, the page is correct, and that "pages_manage_posts" is included in the permissions. Click "Generate Access Token" and click through the authorization pages like we did in Steps 9-11. When you are finished and the access token is generated, copy and paste the access token into a Word document.

	A1 Car Repair AUTO... ▼	APP ID: 181280579914892	● In development		↗ View

App ID
181280579914892

App Secret
b78e4aef8b3a9ce323d15b81504985a2   Reset

Display Name
A1 Car Repair AUTOmation

Namespace

App Domains

Contact Email ❶
admin@a1-car-repair.biz

Left sidebar:
- 🏠 Dashboard
- ⚙ Settings ▼
  - Basic ⇐
  - Advanced
- 🗐 Roles ▶
- 🔔 Alerts ② ▶
- 🛡 App Review ▶

Step 33. Go back to the App Dashboard and click on "Settings > Basic" on the left. Copy and paste both your App ID and your App Secret into your Word document as well. Your Word document should look something like this:

Access token:
EAACk36ySDIwBAKwnDVylFEer8vrZBJeCPKsAR2mz7FlokOYfCFMr568pkj5kFvZBPRWpX8g
aAsku8ZCni2RM0xCpDmSTRqg993uUXNMZBfVbPWZAJFvVRhAf3oJ7pXCOZBwhii3M10Im
YJT3ga4TGRbJYNSae8wRiq2qZBJFGa8c2ZCPloPpsy9bqnkc85ZA6kV0ZD

App ID: 181280579914892

App Secret: b78e4aef8b3a9ce323d15b81504985a2

A1 Car Repair, LLC's social media accounts

Housekeeping

- We use UTC time for scheduling posts. This helps us keep everyone on the same page, especially when daylight savings comes into effect. Keep that in mind when you schedule posts.
- We know that the UTC time is frustrating and it adds a layer of complexity. We apologize for the inconvenience; please know that we are working on a way to convert UTC times into your local timezone.
- For your safety, we do not show OAuth credentials or time slots on this page. If you would like that information, please click the "Edit" link.
- We recommend 1 post/day/account, but if you would like to post more often than that, you are free to do so. Click "Connect a new ... account", use the same account credentials, and choose additional times.
- Be courteous and don't spam. You will receive a warning if we suspect you are abusing our platform. If you fail to heed the warning, IcyFire reserves the right to take action against your domain account as we see fit.

Facebook

New account

- Set-up instructions
- Connect a new Facebook account ⇐

Existing account(s)

ID	Alias		Edit		Delete

Existing timeslot(s)

Server number		Facebook cred ID		Posting time (UTC)

Step 34. Go to www.icy-fire.com/register/link-social, go to the Facebook section, and click "Connect a new Facebook account."

Account and scheduling

Account alias (e.g. Facebook-1)

Weekdays at lunch (11:00am EST)

Access token

EAACk36ySDIwBAKwnDVylFEer8vrZBJeCPKsAR2m

Schedule post on Mondays

15:00

Schedule post on Tuesdays

15:00

Schedule post on Wednesdays

15:00

Schedule post on Thursdays

15:00

Schedule post on Fridays

15:00

Schedule post on Saturdays

I don't want to post on Saturdays.

Schedule post on Sundays

I don't want to post on Sundays.

Submit

Step 35. Enter your access token, then choose your time slots.

We intend to post on weekdays at 11:00 EST, but notice how we selected 15:00. This is because all of IcyFire's times slots are labeled in UTC time. This may seem strange at first, but it helps all of our users stay on the same page across different time zones.

When you are finished, click "Submit".

Facebook

New account

- Set-up instructions
- Connect a new Facebook account

Existing account(s)

ID	Alias		Edit	Delete
1	Weekdays at lunch (11:00am EST)		Edit	Delete

Existing timeslot(s)

Server number	Facebook cred ID	Posting time (UTC)
1	1	Mondays at 15:00 UTC
1	1	Tuesdays at 15:00 UTC
1	1	Wednesdays at 15:00 UTC
1	1	Thursdays at 15:00 UTC
1	1	Fridays at 15:00 UTC

Step 36. If you were successful, you will see your account alias appear under "Existing account(s)." You will also see your reserved timeslots appear under "Existing timeslot(s)." Congratulations, you just linked your Facebook account!

You may want to post more than once a day. If this is the case, you may click "Connect a new Facebook account" just like you did before, use the same access token, and choose different timeslots. Please use this feature responsibly.