**Popular Social Media Platforms** *(*[*Wikipedia lists 200+ social media sites*](http://en.wikipedia.org/wiki/Social_networking_websites)*)*

* **Facebook** - <www.facebook.com/ExplorersEdge>

Profile 160x160 – Cover 851x315

* **Twitter** – <www.twitter.com/Explorers_Edge>

Profile 80x80 – Cover 520x260

* **YouTube** - <www.youtube.com/user/ExplorersEdge2>

Profile 250x250 – Cover 2560x1440 or 2560x423 (crops to centre)

* **Pinterest** – <www.pinterest.com/explorersedge/>

Profile 165x165 – Cover 217x147 (735pixels is the best minimum width for image to pin)

* **Linkedin** – <www.linkedin.com>

Profile 200x200 - Logo 100x60 – Cover 646x220

* **Google Plus** – <www.explorersedge.ca/blog/>

Profile 250x250 (circular transparency!) – Cover 2120x1192

* **Blogs** (Wordpress, Blogger, Tumbler, etc.) – <www.explorersedge.ca/blog/>

**Best Practices for developing a Facebook page for business:**

**Profiles, Groups and Pages:**

Everyone on Facebook requires a personal Profile. I suggest you start a profile before starting your page. A group of people who share like interests are a [Facebook Group](http://www.facebook.com/about/groups). For business we are going to create a Page to promote your product, event or service. Your personal Profile will manage this page as the administrator posting under the page name and not your personal name. Multiple people can work as administrators or content creators for a given page all posting as the page.

**Creating your Facebook Page:** [www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php)

* **Profile Image 180x180** pixels minimal, viewable as a small thumbnail
  + Mouse over, click “Edit Profile Picture” / “Edit Thumbnail” then check the “Scale to Fit”
* **Cover Image 815x315** show off your brand experience
  + 20% Text over image is all that’s allowed
  + Custom Tab (apps) images 111x74
  + Shared large photo 403x403
  + Highlight & Milestone images 843x403
  + Tab App pages are 810 in width
  + Resize the image [mouse over profile] / [Edit Profile Picture] / [Edit Thumbnail]
  + Guidelines: <www.facebook.com/help/276329115767498/>
* Profile About Section – [Admin Panel] / [Edit Page] / [Edit Settings] <www.facebook.com/help/127563087384058/>
* Adding Additional Administrators – [Admin Panel] / [Edit Page] / [Manage Admin Roles] <www.facebook.com/help/323502271070625/>
* Inviting Your Personal Friends - [Admin Panel] / [Build Audience] / [Invite Friends]
* Claim your name and create a custom URL - <www.facebook.com/help/121237621291199/>

**Generating Engaging Content:** ([www.facebook.com/help/215169031896481](http://www.facebook.com/help/215169031896481))

Post multimedia content – Pictures, Links, Videos, Offers, Questions, and Events

* Use an open ended, engaging voice:
  + “Here’s a picture of \_\_\_\_\_, have you seen one before?”
  + “Join us for this great event; don’t forget to share this post with your friends!”
  + “A fresh batch of \_\_\_\_ just arrived! Go ahead click that “Like” button, we know you want to!”
* Pin important posts to the top of your page so they get more exposure. ([How To](http://www.facebook.com/help/235598533193464/))
* Create Mile Stones for very important events ([How To](http://www.facebook.com/help/279680818764230/))
* Posts can also be “Highlighted”, great for large wide pictures or videos ([How To](http://www.facebook.com/help/274791689254485/))
* You can even schedule posts to publish at certain times of when your away from your computer ([How To](http://www.facebook.com/help/389849807718635/))
* Posts can be targeted to a certain audience (location, M/F, Age, Interest) ([How To](http://www.facebook.com/help/352402648173466/))
* Lastly when speaking about someone in a post be sure to tag their name EG: @Explorersedge, this insures that they see your post by creating a link to their Facebook page and creating a “Post by others on their page too”

Help file on Posting to your Page: [www.facebook.com/help/330313507048422/](http://www.facebook.com/help/330313507048422/)

How to Create an Offer: <www.facebook.com/help/410451192330456/>

Most engaging type of posts: <www.facebook.com/help/215169031896481/>

How do I get more people to “Like” my Page: <www.facebook.com/help/492935104056753/>

**Facebook Advertising:**

Creating an ad to promote your Facebook Page: [www.facebook.com/advertising/](http://www.facebook.com/advertising/)

Facebook Business Connections: <www.facebook.com/business/connect>

When running a Facebook ad campaign I suggest several tactics for success:

* Have a plan. Facebook ads should achieve a goal, more likes, attend an event, enter a contest, etc.
* Goals control when and how long you will run an ad and what type of budget is needed to support it.
* Measure the outcome, several times before the end of your ad campaign
* Present two ads, compare them and put your money behind the more successful one.
* Don’t be afraid to change it up, I always run two, drop the poorer one and add a third.
* Make it fresh; create a new ad when traffic starts to slow down to keep it fresh.

**More links:**



**Facebook logos:** <www.facebook.com/brandpermissions/logos.php>

* Facebook help centre: [www.facebook.com/help/](http://www.facebook.com/help/)
* Facebook’s Blog: [blog.facebook.com/](http://blog.facebook.com/)
* Facebook for Business: [www.facebook.com/business/](http://www.facebook.com/business/)
* Facebook Mobile App: [www.facebook.com/mobile/](http://www.facebook.com/mobile/)
* Facebook Security: [www.facebook.com/security](http://www.facebook.com/security)
* Facebook Privacy: [www.facebook.com/fbprivacy](http://www.facebook.com/fbprivacy)
* Facebook Developers Site: [developers.facebook.com](http://developers.facebook.com/)