

USING FACEBOOK FOR YOUR BUSINESS

PROS	CONS
<ul style="list-style-type: none">➤ World's most popular social networking website.➤ Easily share messages, photos, video and web pages.➤ Can be (one) useful tool for maintaining connection with your community.➤ Allows you to encourage engagement, deepen relationships.➤ Mobile devices allow almost instant interaction.	<ul style="list-style-type: none">➤ Your target audience may not use FB regularly.➤ Requires time commitment to be effective.➤ Potential conflicts between personal and business use.

FACEBOOK TIPS FOR TAI CHI TEACHERS

- If you're new to FB, make personal page first, and get to know it before making a business page.
- Have a clear intention for your page.
- Know your audience: e.g., interests, demographics, FB use.
- Be professional – the page is an extension of your business.
- Keep personal and business pages (and posts) separate – learn how this works. (Hard to do on mobile app!)
- Assume that anything you post may be shared or viewed publically.
- Share yourself, don't promote yourself.
- Post regularly, but don't overdo it.
- Cultivate relationship – share, "like", comment, show you care.
- Build trust – be truthful, give credit, ask permission, honor privacy.
- Learn what works.
- Proofread everything before posting!!!
- Link your other communication tools to FB.
- To create/manage a Page from your smartphone or tablet, you'll need to download the **Pages Manager App**.

PAGE VS. PROFILE VS. GROUPS

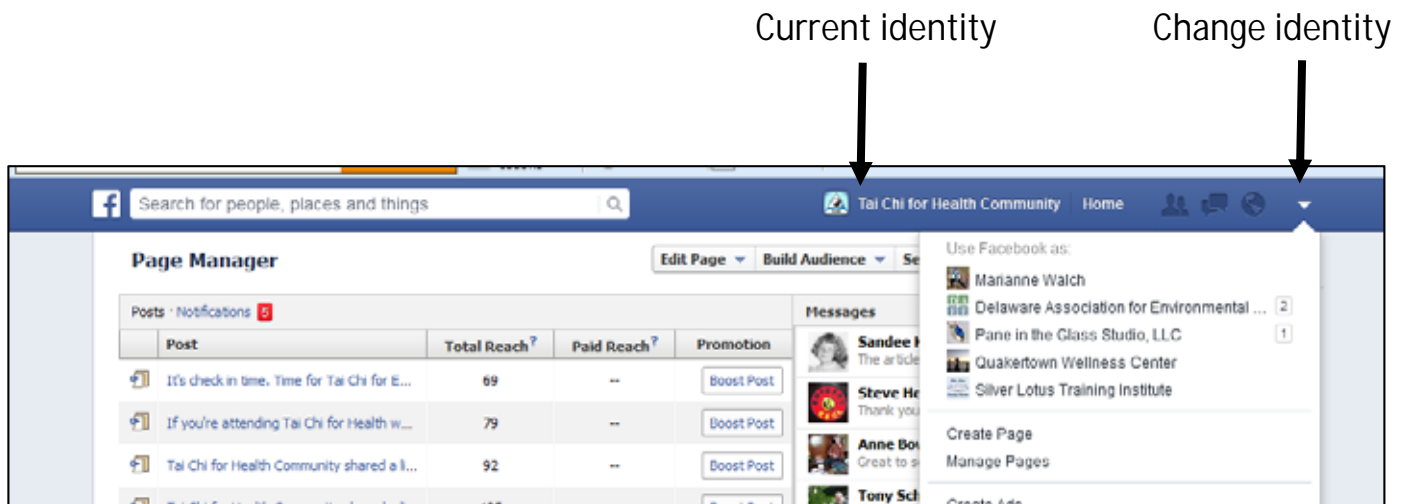
PAGES are for businesses and are entirely open to the public and search engines. Pages can also have applications and custom tabs to help engage with your audiences. You can have as many Pages as you want and there are no limits on the numbers of fans (likes) you can have.

PROFILES are for your personal use and represent you as a person. On your profile you have "friends". You can have up to 5000 friends and you're allowed to "like" up to 500 pages. You're only allowed to have one personal profile. You can control your visibility with the privacy settings.

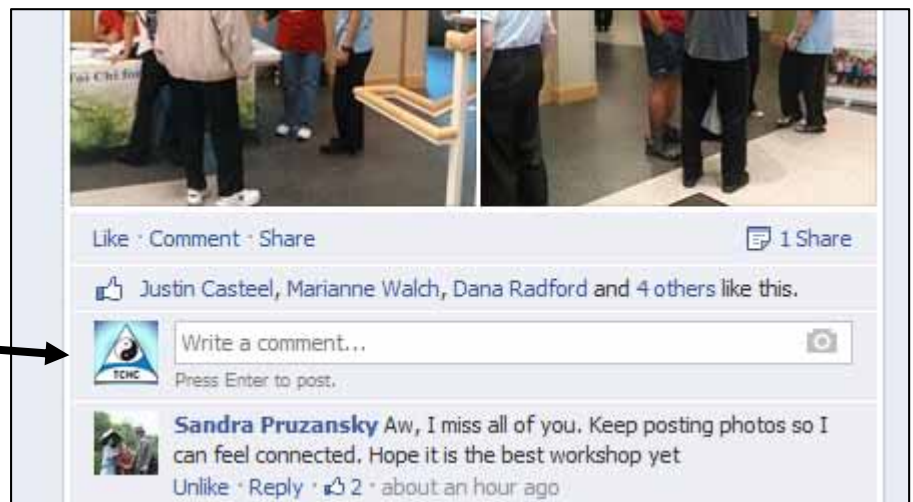
GROUPS are for people who share a common interest. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events. In Groups, there are 3 Privacy Options: Open, Closed or Secret.

From "The Tao of Facebook," workshop presented by Marianne Walch and Eric Borreson at the annual week-long Tai Chi for Health USA Workshop, June 2014, St. Louis, MO.

SWITCHING IDENTITY ON YOUR PAGE



Posting as TCHC



Posting as myself



NOTE: On mobile FB apps, you can only post to your page with your business identity.

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