

10 Ways to Enrich Your Company's Facebook Page

While [Facebook](#) is primarily known as a way to stay connected with friends and play games, it can also be used as an effective business tool for companies. With a variety of features and applications, Facebook allows companies to directly interact with their target audience to increase brand awareness, conduct research and promote a product or service. However, the simple act of creating a Facebook Page for your company will not generate results. It is important for company pages to be appealing and engaging.

Affect Strategies has outlined 10 ways that companies can enhance their company's Facebook page.

1. Populate your company page with a constant flow of industry news as well as news from the company.
2. Upload videos and photos of your company's products, people and activities.
3. Create invites and post information for events that the company is organizing or participating in, such as webinars, conferences, tradeshows or speaking engagements.
4. Join [network](#) and industry groups related to your company's business.
5. Refrain from engaging in games/applications that are not related to your company, as they will clutter your page and distract your audience.
6. Sync your Facebook updates with other social media, such as Twitter, LinkedIn or a company blog.
7. Consider conducting a contest or giveaway that only friends/fans can enter to win – encouraging them to invite friends or spread the word about your Facebook presence.
8. Use the [Notes](#) application as a blogging tool, which can be connected to an existing blog or updated independently.
9. Create a [Discussion Board](#) to engage your friends/fans in conversations about topics related to your company.
10. Develop Facebook Ads that are targeted specifically at your ideal customer/client profile. A small investment can boost interest in your Facebook presence and encourage participation.

Facebook Fast Facts

- There are more than 300 million active Facebook users
- Facebook's fastest growing demographic is those 35 years old and older
- 70% of Facebook users are outside of the U.S.

Source: Facebook

About Affect Strategies

Affect Strategies is a public relations, strategic marketing and social media firm located in New York. Specializing in technology and business to business, we combine strategy, creative and intelligent program development, impeccable execution and exemplary customer service to help our clients achieve their specific business goals. Find out how Affect can help your company. Contact us at 212-398-9680, info@affectstrategies.com or connect with us at www.techaffect.com.