

DAY 21 - Network Like a Champ

It's an exciting time! You've set up your business page on Facebook. You've built a strong a bio, written a memorable tagline and even created a custom cover photo. Your updates are full of variety, and they're posting consistently. Your engagement is increasing and so is your fan base.

So now what?

It's time to start networking! The best (and most powerful) part of Facebook is the community -- and it's time to make relationship-building a priority in your day.

But how do you get started?

What if you post the wrong thing? What if... what if... what if?

If you're new to online networking, it can feel a little nerve-wracking at first. But think of it like this -- networking on Facebook is no different than networking IRL. Well, it's a little different since you can do it while wearing your pajamas!

We've put together a simple checklist to help you get started networking on Facebook. Just remember to be yourself and to show your personality. Don't worry about making mistakes along the way -- we all make mistakes!

Humanize your business by showcasing your expertise through helping others. Become part of the Facebook community.

Facebook Networking Checklist

1. Find your Facebook voice -- Think about your tone on Facebook. You want to nail this so others will have a clear and accurate perception about your business. Don't try to get fancy with your communication. Simple is always better.

Be careful about using sarcasm, which is often tough to translate online. Are you going to use emoticons? According to [AMEX OPEN](#), using emoticons increases comments by 33% (and overall engagement by 52%).

Do you want to come across as humble, playful, serious, scientific, friendly, direct, warm? It's not just about *what* you post on Facebook, it's also about *how* you post it. Find your social media voice.

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Think about the vibe you're posts are putting out there. Is it consistent with your brand? Will it delight your customers? These are important questions to ask.

2. Join a few Facebook groups - Be selective about the groups you join. Choose the ones where you can offer the most value. Introduce yourself. Comment and contribute to the conversation. Show people that you are paying attention and present.

3. Comment on other people's content - Visit at least 5 pages in your niche each day and leave comments about something specific that they've posted. This takes more effort than just liking their posts -- but it's worth it. It shows the other person that you care about the topic, and you've taken the time to leave a thoughtful response.

4. Tag People (when it's relevant) - Not only is this a great way to network, but if you can get the attention of the people and businesses you've mentioned, often times they will thank you by sharing your post with their audiences.

Consider tagging other people in these situations:

- You want to notify the winners of your contest
- You shared a post from an influencer, and you want to let the influencer know
- You want to alert someone, but without having to send an email or private message
- You want to let someone know you mentioned them on your business blog

How to tag personal profiles on your page:

First, write a post on your page like you normally would.

Then, click on the downward-facing arrow in the top right corner.

Next, click on "Edit Post" in the dropdown menu.

In the editable textbook, type @ before the person's name you want to tag, just like you would to tag a person normally on Facebook.

If you don't see the profile of the person you want to tag, make sure to type the full name of the person's profile (it should appear).

Finally, click "done editing" -- and the person you tagged will receive a notification!

5. Create a Facebook Offer - A Facebook offer is a special post that lets users claim an offer online, which they then redeem in person at your business. It's a great way to network with your local Facebook community.

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Try hosting a giveaway or contest so those who visit your business in person will have a chance to win something free or get a special gift. Make the most irresistible part of your offer the part that requires an in-store visit!

6. Connect with Influencers - There are many online tools that can help you find influencers in your niche on Facebook. One that we love to use is [Buzzsumo](#). Another tool that makes it easy to find influencers is [Klout](#).

Once you've found the influences you want to network with -- how do you get their attention?

The best way to get anyone's attention on Facebook is to comment on their blog posts, and then share those posts on your page. Comment and like their status updates and show them that you're paying attention. You might also offer to write a guest post for them -- or even review their product or service.

If you want to get noticed by influencers on Facebook, don't send private messages asking them for favors. Instead, think "what's in it for them?" Treat influencers like you'd treat anyone you want to build a relationship with on Facebook -- with respect!

7. Quality over Quantity (always) - Think about what you are posting before you post it. Ask yourself if it's REAL, RELEVANT and RELAXED. Don't post or comment just for the sake of doing it -- it's all about the value you're providing the community.

Remain positive and think long term - We've all seen the rants on Facebook about this or that. They're fun to read and completely fine for your personal page. But when you're representing your business on Facebook, think twice about ranting.

It's easy to get the personal and professional stuff mixed up on Facebook -- but don't fall into that trap. Maintain your professionalism always, which means remaining positive even in stressful situations. You are in this for the long haul, and you're building your business' reputation every day!

8. Don't be one of the annoying businesses on Facebook - Do you know what's considered "annoying business behavior" on Facebook? It's important information to know. The last thing you want is to be considered annoying by your fans, influencers and people you're trying to network with!

Don't do these things (unless you're trying to be annoying) -

1. Post completely irrelevant info that isn't valuable to anyone except you
2. Post only about yourself (overly self-promotional)

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3. Abuse hashtags
4. Come across as desperate to fit in (by trying too hard to be clever or begging for shares)
5. Your contest has too many rules (people aren't going to flip backwards to participate)
6. You come across as vain, entitled and ungrateful (unless you're a big brand that has earned this right -- or it's part of your persona -- this attitude doesn't work well on Facebook)
7. You use stock photos (many people associate stock photos with ads)
8. You don't respond to comments or questions (too much automation)

Networking on Facebook is just like networking offline -- the more you do it, the easier it gets. Go to the pages of people who are masters at Facebook networking and learn from them.

Handle your Facebook relationships with care. Always be respectful, trustworthy and loyal. The relationships you build on Facebook will benefit your business for years to come!