



**Online Training Sessions  
for WaterBrook Multnomah Authors**

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## **WEB BASICS**

**Downloading images or pictures from the web** – Right click on the image and choose “Save File As” – then save the image on your desktop or elsewhere on your computer’s hard drive.

**Shortening Links** – Use <http://j.mp> (also known as <http://bit.ly> - they’re one and the same) - Create an account. This allows you to shorten and track how many times your link was clicked on, where it was clicked on and when.

## **HELPFUL APPLICATIONS**

**TweetDeck** – Use this free program on your computer or iPhone as a way to quickly make posts to your Facebook and Twitter profiles. You can also use it as a way to track all tweets being made by a certain keyword. Download it at [www.TweetDeck.com](http://www.TweetDeck.com)

**TweetAdder** – Use this program to search for tweets by keyword and follow people that are tweeting about a certain topic. You can follow those people en masse and also automatically respond to those that follow you or DM you. [www.TweetAdder.com](http://www.TweetAdder.com) - Free to try. Cost is \$55 per profile for extended use.

**Sendible.com** – Use this program to schedule and make updates to your Facebook friend or fan page, blog, email, MySpace, LinkedIn profile and/or your Twitter page. Schedule your profile updates to go only once or recur as many times as you like. [www.Sendible.com](http://www.Sendible.com) - Free to try. Regular use is \$3-9 per month.

# **FACEBOOK FAN PAGES**

## **Setting Up a Facebook Fan Page**

Go to: <http://www.facebook.com/advertising/>

Click on the “Pages” link then click on “Create a Page”

## **Setting A Username**

Go to: <http://www.facebook.com/username/>

Select the page that you want to create a username for. Follow the instructions carefully from Facebook. You cannot change the name once it has been set, so choose carefully!

## **Create an Advertisement**

Go to your page.

Click on “Promote With An Ad”

Follow the instructions to create your ad.

## **Creating a Post**

- **Videos** – Create one off your web cam, upload one from your computer, or just copy and paste a link to a video from any video site like YouTube, Vimeo, etc.
- **Links** – Copy and paste the link. If possible, choose the best picture that fits the link
- **Note** – Just type in text
- **Photos** – Create an album or upload any photo from your computer
- **Events** – Create an event following the on screen instructions
- **Creating an Event** – Click on the event button under the “What’s on your mind” box and follow the instructions.

## **Creating an Event**

Click on the “Events” tab on the top of your page. If you don’t see the “events” tab. Click on the “>>” or “+” tabs to locate it.

Click on “Create Event” button on the top right and follow the steps outlined for setting up an event.

Be sure to give your event a photo and invite friends/fans to the event! You can also take out Facebook ads to promote your event. Be sure to direct people to the URL where the Facebook event is stored in Facebook.

## **FBML**

FBML, or Facebook Markup Language, is a way for you to really make your page shine and a way for you to collect emails and other information on your fans.

If you're handy with HTML you might be able to do FBML yourself. To add FBML, simply click on "Edit page" and then click on the pencil under "More Applications" (you'll end up clicking on "Browse More"). Browse for "Static FBML" and then download the application. Once installed on your fan page you can use it to create new tabs and place custom content on the left column on your Fan page.

## **Link Your Twitter Page to Your Facebook Page**

Every time you Tweet you can also update your Facebook page. To do so you'll need to go here: <http://www.facebook.com/apps/application.php?id=2231777543>

Then click on "Go to Application" and then choose to install the application. Follow the instructions

## **Link Your Facebook Page to Twitter**

Go here: <http://www.facebook.com/twitter/>

Then follow the instructions.

## **Link Your Blog to Facebook**

Add the "Notes" application to your fan page. (For instructions on how to add read the "FBML" section above).

<http://www.jeanobrien.com/2009/06/11/how-to-import-a-blog-into-a-facebook-fan-page/>

## **Sending An Update to Fans**

One of the main benefits of a fan page is the ability to send an update to fans. Click on the "Send An Update to Fans" link under your profile picture on your fan page. Then choose if you want to target your message and then send it!

## **Page Insights**

Allows you to track fans, visits, video plays, picture views and more. Great reporting tool not available on your friend page. To access Page Insights click on "edit page" under your profile picture on your fan page and then click on "All Page Insights" on the right column.

## **SMS Texting**

Follow the instructions on the link "Get More Fans With SMS" – the link is under your profile picture on your fan page.