

DEACTIVATING FACEBOOK BUSINESS PAGE

DEACTIVATING FACEBOOK BUSINESS PAGE CAN BE A NECESSARY STEP FOR BUSINESSES LOOKING TO STREAMLINE THEIR ONLINE PRESENCE OR REDIRECT THEIR MARKETING EFFORTS. WHETHER YOU'RE TEMPORARILY STEPPING BACK FROM FACEBOOK OR PERMANENTLY SHUTTING DOWN YOUR BUSINESS PAGE, UNDERSTANDING THE PROCESS IS CRUCIAL. THIS ARTICLE WILL GUIDE YOU THROUGH THE INTRICACIES OF DEACTIVATING A FACEBOOK BUSINESS PAGE, INCLUDING THE REASONS FOR DEACTIVATION, THE STEP-BY-STEP PROCESS, AND WHAT TO EXPECT AFTERWARD. ADDITIONALLY, WE WILL COVER THE DIFFERENCES BETWEEN DEACTIVATION AND DELETION, HOW TO RECOVER A DEACTIVATED PAGE, AND OFFER SOME BEST PRACTICES TO CONSIDER BEFORE MAKING THIS DECISION.

- UNDERSTANDING FACEBOOK BUSINESS PAGES
- REASONS FOR DEACTIVATING YOUR FACEBOOK BUSINESS PAGE
- STEP-BY-STEP GUIDE TO DEACTIVATING YOUR FACEBOOK BUSINESS PAGE
- DEACTIVATION VS. DELETION: WHAT'S THE DIFFERENCE?
- RECOVERING A DEACTIVATED FACEBOOK BUSINESS PAGE
- BEST PRACTICES BEFORE DEACTIVATION
- CONCLUSION

UNDERSTANDING FACEBOOK BUSINESS PAGES

FACEBOOK BUSINESS PAGES SERVE AS A PLATFORM FOR BRANDS TO ENGAGE WITH THEIR AUDIENCE, PROMOTE PRODUCTS OR SERVICES, AND BUILD COMMUNITY. THESE PAGES ARE DISTINCT FROM PERSONAL PROFILES, PROVIDING BUSINESSES WITH TOOLS TO ANALYZE PERFORMANCE, RUN ADVERTISEMENTS, AND MANAGE CUSTOMER INTERACTIONS EFFECTIVELY. WHEN BUSINESSES CREATE A FACEBOOK PAGE, THEY CAN CUSTOMIZE IT WITH ESSENTIAL INFORMATION SUCH AS BUSINESS HOURS, LOCATION, AND CONTACT DETAILS, MAKING IT EASIER FOR POTENTIAL CUSTOMERS TO CONNECT.

HOWEVER, MANAGING A FACEBOOK BUSINESS PAGE REQUIRES CONSISTENT EFFORT AND STRATEGY. IN SOME CASES, BUSINESSES MAY FIND IT BENEFICIAL TO DEACTIVATE THEIR PAGE, EITHER TEMPORARILY OR PERMANENTLY. UNDERSTANDING THE MECHANICS OF THIS PROCESS IS ESSENTIAL FOR ANY BUSINESS OWNER CONTEMPLATING THIS STEP.

REASONS FOR DEACTIVATING YOUR FACEBOOK BUSINESS PAGE

THERE ARE SEVERAL REASONS WHY A BUSINESS MIGHT CONSIDER DEACTIVATING ITS FACEBOOK PAGE. RECOGNIZING THESE MOTIVATIONS CAN HELP YOU MAKE AN INFORMED DECISION. BELOW ARE SOME COMMON REASONS FOR DEACTIVATING A FACEBOOK BUSINESS PAGE:

- **TEMPORARY BREAK:** BUSINESSES MAY NEED TO PAUSE THEIR FACEBOOK ACTIVITIES DUE TO SEASONAL CHANGES OR STAFFING ISSUES.
- **REBRANDING:** COMPANIES UNDERGOING A REBRANDING PROCESS MIGHT CHOOSE TO DEACTIVATE THEIR EXISTING PAGE WHILE DEVELOPING A NEW BRAND IDENTITY.

- **SHIFT IN STRATEGY:** If a business decides to focus on other marketing channels, such as Instagram or LinkedIn, they may deactivate their Facebook page.
- **RESOURCE ALLOCATION:** Smaller businesses may lack the resources to manage multiple social media platforms effectively.
- **NEGATIVE ENGAGEMENT:** If a page is receiving negative feedback or spam, deactivation might be a way to manage the situation.

UNDERSTANDING YOUR REASON FOR DEACTIVATION CAN HELP IN DETERMINING THE BEST APPROACH AND NEXT STEPS FOR YOUR BUSINESS MOVING FORWARD.

STEP-BY-STEP GUIDE TO DEACTIVATING YOUR FACEBOOK BUSINESS PAGE

DEACTIVATING YOUR FACEBOOK BUSINESS PAGE IS A STRAIGHTFORWARD PROCESS, BUT IT REQUIRES CAREFUL ATTENTION TO DETAIL. FOLLOW THESE STEPS TO ENSURE A SMOOTH DEACTIVATION:

STEP 1: LOG INTO YOUR FACEBOOK ACCOUNT

BEGIN BY LOGGING INTO THE FACEBOOK ACCOUNT THAT HAS ADMINISTRATIVE ACCESS TO THE BUSINESS PAGE YOU WISH TO DEACTIVATE. ENSURE YOU HAVE THE APPROPRIATE PERMISSIONS TO MAKE CHANGES TO THE PAGE.

STEP 2: NAVIGATE TO YOUR BUSINESS PAGE

ONCE LOGGED IN, NAVIGATE TO YOUR BUSINESS PAGE BY SELECTING IT FROM THE MENU OR SEARCHING FOR IT DIRECTLY. YOU SHOULD SEE THE PAGE YOU WANT TO DEACTIVATE DISPLAYED ON YOUR PROFILE.

STEP 3: ACCESS PAGE SETTINGS

ON YOUR BUSINESS PAGE, LOCATE AND CLICK ON THE “SETTINGS” OPTION, TYPICALLY FOUND IN THE UPPER RIGHT CORNER OF THE SCREEN. THIS WILL TAKE YOU TO A MENU WITH VARIOUS OPTIONS REGARDING YOUR PAGE MANAGEMENT.

STEP 4: FIND THE GENERAL SETTINGS

IN THE SETTINGS MENU, LOOK FOR THE “GENERAL” TAB. HERE, YOU WILL FIND MULTIPLE OPTIONS RELATED TO YOUR PAGE’S VISIBILITY AND MANAGEMENT.

STEP 5: DEACTIVATE THE PAGE

SCROLL DOWN TO FIND THE “REMOVE PAGE” SECTION. YOU WILL SEE AN OPTION THAT READS “DEACTIVATE YOUR PAGE.” CLICK ON THIS OPTION, AND FOLLOW THE PROMPTS TO CONFIRM YOUR DECISION. FACEBOOK MAY ASK YOU TO PROVIDE FEEDBACK ON WHY YOU’RE DEACTIVATING YOUR PAGE, THOUGH THIS STEP IS OPTIONAL.

STEP 6: CONFIRM DEACTIVATION

AFTER COMPLETING THE PROMPTS, FACEBOOK WILL CONFIRM THE DEACTIVATION OF YOUR BUSINESS PAGE. YOU WILL NO LONGER BE ABLE TO ACCESS THE PAGE UNTIL IT IS REACTIVATED.

DEACTIVATION VS. DELETION: WHAT'S THE DIFFERENCE?

IT'S ESSENTIAL TO DISTINGUISH BETWEEN DEACTIVATION AND DELETION OF A FACEBOOK BUSINESS PAGE, AS THEY HAVE DIFFERENT IMPLICATIONS:

- **DEACTIVATION:** THIS ACTION TEMPORARILY SUSPENDS YOUR PAGE. ALL CONTENT REMAINS INTACT, AND YOU CAN REACTIVATE YOUR PAGE AT ANY TIME. YOUR FOLLOWERS WILL NOT SEE THE PAGE DURING THE DEACTIVATION PERIOD.
- **DELETION:** PERMANENTLY REMOVES YOUR PAGE FROM FACEBOOK. THIS ACTION IS IRREVERSIBLE, AND ALL CONTENT, FOLLOWERS, AND DATA ASSOCIATED WITH THE PAGE WILL BE LOST. IT IS CRUCIAL TO BACK UP ANY NECESSARY INFORMATION BEFORE PROCEEDING WITH DELETION.

CHOOSING BETWEEN THESE OPTIONS DEPENDS ON YOUR LONG-TERM STRATEGY AND NEEDS. IF YOU ARE UNCERTAIN ABOUT YOUR FUTURE PLANS, DEACTIVATION MAY BE THE SAFER CHOICE.

RECOVERING A DEACTIVATED FACEBOOK BUSINESS PAGE

IN THE EVENT YOU DECIDE TO REACTIVATE YOUR BUSINESS PAGE, THE PROCESS IS RELATIVELY SIMPLE. HERE'S HOW TO RECOVER A DEACTIVATED PAGE:

STEP 1: LOG INTO YOUR FACEBOOK ACCOUNT

RETURN TO THE FACEBOOK ACCOUNT THAT WAS USED TO DEACTIVATE THE BUSINESS PAGE.

STEP 2: ACCESS YOUR PAGES

FROM YOUR PROFILE, NAVIGATE TO THE "PAGES" SECTION TO SEE THE LIST OF PAGES YOU MANAGE.

STEP 3: REACTIVATE THE PAGE

YOUR DEACTIVATED PAGE SHOULD APPEAR HERE. CLICK ON THE PAGE, AND YOU WILL SEE AN OPTION TO REACTIVATE IT. FOLLOW THE PROMPTS TO RESTORE FULL ACCESS TO YOUR PAGE.

ONCE REACTIVATED, ALL CONTENT, FOLLOWERS, AND SETTINGS WILL BE RESTORED AS THEY WERE PRIOR TO DEACTIVATION.

BEST PRACTICES BEFORE DEACTIVATION

BEFORE PROCEEDING WITH DEACTIVATION, CONSIDER THE FOLLOWING BEST PRACTICES TO ENSURE THAT YOUR BUSINESS IS NOT NEGATIVELY IMPACTED:

- **NOTIFY YOUR FOLLOWERS:** CONSIDER INFORMING YOUR FOLLOWERS ABOUT YOUR DECISION TO DEACTIVATE THE PAGE AND ANY ALTERNATIVE WAYS TO ENGAGE WITH YOUR BUSINESS.
- **BACKUP YOUR DATA:** DOWNLOAD ANY ESSENTIAL DATA, INCLUDING ANALYTICS AND CONTENT, TO MAINTAIN A RECORD OF YOUR PAGE'S PERFORMANCE.
- **EVALUATE YOUR MARKETING STRATEGY:** ASSESS IF DEACTIVATION ALIGNS WITH YOUR OVERALL MARKETING GOALS AND WHETHER IT'S THE BEST COURSE OF ACTION.
- **REVIEW ADVERTISING CAMPAIGNS:** IF YOU HAVE ACTIVE AD CAMPAIGNS, PAUSE OR TERMINATE THEM BEFORE DEACTIVATION TO AVOID UNNECESSARY CHARGES.
- **PLAN FOR REACTIVATION:** HAVE A PLAN IN PLACE FOR WHEN YOU INTEND TO REACTIVATE THE PAGE, INCLUDING ANY MARKETING STRATEGIES YOU MAY WANT TO IMPLEMENT.

TAKING THESE STEPS CAN HELP YOU MAINTAIN A POSITIVE RELATIONSHIP WITH YOUR AUDIENCE AND ENSURE A SMOOTH TRANSITION DURING THE DEACTIVATION PROCESS.

CONCLUSION

DEACTIVATING A FACEBOOK BUSINESS PAGE IS A SIGNIFICANT DECISION THAT REQUIRES CAREFUL CONSIDERATION. BY UNDERSTANDING THE PROCESS AND IMPLICATIONS OF DEACTIVATION VERSUS DELETION, BUSINESSES CAN MAKE INFORMED CHOICES THAT ALIGN WITH THEIR STRATEGIC GOALS. WHETHER YOU ARE TEMPORARILY STEPPING BACK OR CONSIDERING A PERMANENT CLOSURE, FOLLOWING THE STEPS OUTLINED IN THIS ARTICLE WILL HELP ENSURE A SEAMLESS EXPERIENCE. ALWAYS REMEMBER TO KEEP YOUR AUDIENCE INFORMED AND PREPARED FOR ANY CHANGES, AS COMMUNICATION IS KEY TO MAINTAINING TRUST IN YOUR BRAND.

Q: HOW CAN I DEACTIVATE MY FACEBOOK BUSINESS PAGE?

A: TO DEACTIVATE YOUR FACEBOOK BUSINESS PAGE, LOG INTO YOUR FACEBOOK ACCOUNT, NAVIGATE TO YOUR BUSINESS PAGE, ACCESS THE SETTINGS, FIND THE "GENERAL" TAB, AND SELECT THE OPTION TO DEACTIVATE YOUR PAGE. FOLLOW THE PROMPTS TO CONFIRM YOUR CHOICE.

Q: CAN I RECOVER MY DEACTIVATED FACEBOOK BUSINESS PAGE?

A: YES, YOU CAN RECOVER YOUR DEACTIVATED FACEBOOK BUSINESS PAGE BY LOGGING INTO YOUR FACEBOOK ACCOUNT, ACCESSING THE "PAGES" SECTION, AND SELECTING THE DEACTIVATED PAGE. YOU WILL HAVE THE OPTION TO REACTIVATE IT.

Q: WHAT HAPPENS TO MY FOLLOWERS WHEN I DEACTIVATE MY FACEBOOK BUSINESS PAGE?

A: WHEN YOU DEACTIVATE YOUR FACEBOOK BUSINESS PAGE, YOUR FOLLOWERS WILL NO LONGER BE ABLE TO ACCESS THE PAGE. ALL CONTENT WILL BE HIDDEN UNTIL THE PAGE IS REACTIVATED.

Q: IS DEACTIVATION THE SAME AS DELETION ON FACEBOOK?

A: NO, DEACTIVATION IS TEMPORARY AND ALLOWS YOU TO RESTORE YOUR PAGE LATER, WHILE DELETION IS PERMANENT AND RESULTS IN THE LOSS OF ALL CONTENT AND DATA ASSOCIATED WITH THE PAGE.

Q: DO I NEED TO INFORM MY FOLLOWERS BEFORE DEACTIVATING MY FACEBOOK BUSINESS PAGE?

A: WHILE IT IS NOT MANDATORY, IT IS GOOD PRACTICE TO INFORM YOUR FOLLOWERS ABOUT THE DEACTIVATION. THIS HELPS MAINTAIN TRANSPARENCY AND TRUST WITH YOUR AUDIENCE.

Q: CAN I STILL RUN ADS IF MY FACEBOOK BUSINESS PAGE IS DEACTIVATED?

A: NO, YOU CANNOT RUN ADS FROM A DEACTIVATED FACEBOOK BUSINESS PAGE. IT IS ADVISABLE TO PAUSE OR TERMINATE ANY ACTIVE AD CAMPAIGNS BEFORE DEACTIVATION.

Q: HOW LONG CAN I KEEP MY FACEBOOK BUSINESS PAGE DEACTIVATED?

A: THERE IS NO OFFICIAL TIME LIMIT FOR HOW LONG YOU CAN KEEP YOUR FACEBOOK BUSINESS PAGE DEACTIVATED. YOU CAN REACTIVATE IT WHENEVER YOU ARE READY.

Q: WILL MY PAGE ANALYTICS BE LOST IF I DEACTIVATE MY FACEBOOK BUSINESS PAGE?

A: NO, YOUR PAGE ANALYTICS WILL NOT BE LOST WHEN YOU DEACTIVATE YOUR PAGE. ALL DATA WILL REMAIN INTACT AND ACCESSIBLE UPON REACTIVATION.

Q: WHAT SHOULD I DO IF I WANT TO PERMANENTLY DELETE MY FACEBOOK BUSINESS PAGE INSTEAD OF DEACTIVATING IT?

A: IF YOU WISH TO PERMANENTLY DELETE YOUR FACEBOOK BUSINESS PAGE, NAVIGATE TO THE “GENERAL” SETTINGS OF YOUR PAGE, FIND THE OPTION TO DELETE, AND FOLLOW THE PROMPTS TO CONFIRM YOUR DECISION. BE CAUTIOUS, AS THIS ACTION IS IRREVERSIBLE.

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Even if you have a Facebook marketing strategy, have you taken into consideration Pinterest? Spotify? Foursquare? Facebook Marketing All-in-One For Dummies, 2nd Edition does. This detailed resource not only reveals how to create successful Facebook marketing strategies, it also shows you how to incorporate and use the entire social network to its full potential. Covers the tools, techniques, and apps you need to know to create successful Facebook marketing campaigns Nine minibooks cover the essentials: Joining the Facebook Marketing Revolution; Claiming Your Presence On Facebook; Adding the Basics; Building, Engaging, Retaining, and Selling; Understanding Facebook Applications; Making Facebook Come Alive; Advanced Facebook Marketing Tactics; Facebook Advertising; Measuring, Monitoring, and Analyzing Explores the new Timeline design for Pages, changes to Facebook Insights, new apps to incorporate into your strategy, and more Facebook Marketing All-in-One For Dummies, 2nd Edition is the perfect resource for any marketer who wants to build or refine a social media marketing presence that includes Facebook.

deactivating facebook business page: Diploma in Facebook Marketing - City of London College of Economics - 6 months - 100% online / self-paced City of London College of Economics, Overview Everybody knows Facebook and knows that you can reach a lot of people. So it is important to know about Facebook Marketing to get ahead and do business even across the globe. Content - Marketing on your Page and your Profile - Developing your Page to be a hub of activity - Using Facebook Ads to research your ideal audience - Defining your Facebook marketing goals - Setting Up Resources and Manpower for Your Plan - Deciding on in-house or outsourced marketing - Making a Places Page - Creating a Facebook Group - Setting Up an Interest Page - Choosing the right name for your business Page - Setting up your mobile phone - And much more Duration 6 months Assessment The assessment will take place on the basis of one assignment at the end of the course. Tell us when you feel ready to take the exam and we'll send you the assignment questions. Study material The study material will be provided in separate files by email / download link.

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managers, a redesigned news feed, and enhancements to the timeline. Minibooks cover creating a personal timeline, connecting with others, connecting Facebook to other social media, building a fan page, marketing a business on Facebook, and developing Facebook apps

deactivating facebook business page: The End of Business As Usual Brian Solis, 2011-10-18 It's a new era of business and consumerism—and you play a role in defining it Today's biggest trends—the mobile web, social media, real-time—have produced a new consumer landscape. The End of Business As Usual explores this complex information revolution, how it has changed the future of business, media, and culture, and what you can do about it. To be successful in business, you need to see what others don't. Start with this book. Someone's going to do it, why not you? —Mark Cuban, owner of the Dallas Mavericks and Chairman of HDNet Innovation has always changed the business landscape. People expect to access information anywhere, anytime, and on any device. Collaborative, cloud, and video technologies are leading this change. As Mr. Solis correctly writes, companies have to lead this change, not follow. —John Chambers, CEO of Cisco Systems, Inc. Winning the hearts and minds of customers with new media experiences will turn them into your most valuable sales force. Solis's book is the map to unleash this treasure. —Peter Guber, author of Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story Your customers will share their experiences both good and bad. Now that everyone is connected, it's amplified and incredibly influential. This book will help you rethink your vision and mission to survive in a new era of digital Darwinism. —Mark Burnett, Television Executive Producer

deactivating facebook business page: Social Media Security Michael Cross, 2013-11-01 Social networks, particularly public ones, have become part of the fabric of how we communicate and collaborate as a society. With value from micro-level personal networking to macro-level outreach, social networking has become pervasive in people's lives and is now becoming a significant driving force in business. These new platforms have provided new approaches to many critical enterprise functions, including identifying, communicating, and gathering feedback with customers (e.g., Facebook, Ning); locating expertise (e.g., LinkedIn); providing new communication platforms (e.g., Twitter); and collaborating with a community, small or large (e.g., wikis). However, many organizations have stayed away from potential benefits of social networks because of the significant risks associated with them. This book will help an organization understand the risks present in social networks and provide a framework covering policy, training and technology to address those concerns and mitigate the risks presented to leverage social media in their organization. The book also acknowledges that many organizations have already exposed themselves to more risk than they think from social networking and offers strategies for dialing it back to retake control. - Defines an organization's goals for social networking - Presents the risks present in social networking and how to mitigate them - Explains how to maintain continuous social networking security

deactivating facebook business page: Facebook for Seniors: Beginner's Guide Matthew Hollinder, 2015-04-10 Facebook is the most popular online social network. Originally developed to connect college students, Facebook is used by different people from around the world amounting to its 1.39 billion users. The website gained popularity by providing an easy means of communication between people. Instead of having to send several messages to different people about how you are doing, you can post one update on Facebook to alert everyone. It also allows you to share pictures and other media with multiple people instantaneously, creating simpler and faster communication. More and more people join the network daily and the fastest growing demographic of users are in the age group of 55 and over, proving that Facebook is no longer a network limited to teenagers and young adults. People of all age groups and backgrounds recognize the value in the services it provides which is why Facebook has become a social buzzword because of its prominence in modern culture and interaction.

deactivating facebook business page: Facebook for Grown-Ups Michael Miller, 2010-09-29 Facebook started out as a social network for high school and college kids. But now grown-ups like you are getting connected, too—even if you use Facebook much differently than your kids do. If

you're a grown-up looking to join the Facebook bandwagon, Facebook for Grown-Ups is just the guide you need. You'll learn how to use Facebook to reconnect with old friends and family members and keep them up-to-date on what's happening in your life. Facebook for Grown-Ups shows you how to open a Facebook account, find new friends, post status updates, and share family photos and videos. You'll learn how to become a fan of your favorite performers, join a business network, and create your own topic-specific groups. And if you're worried about privacy, Facebook for Grown-Ups shows you how to keep your personal information from becoming public knowledge. You'll even learn how to keep track of what your kids are doing on Facebook-without them knowing it. Read this book to discover how grown-ups can take advantage of everything Facebook has to offer. It's not just for kids anymore!

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deactivating facebook business page: The SMART Balance Ankita Arora, 2020-02-20 HOW SMART DO YOU FEEL WITH YOUR SMARTPHONE? We live in exciting times. It is the first time in the history of humanity when a new intelligence exists - not in the brains of varied species, but in our own pockets. It is the first time in the history when a piece of technology is defining our friendships and changing the way we work, walk and talk. But as Thoreau once said, Men have become the tools of their tools. Technology, which was supposed to make our lives easier and comfortable, is proving to be the biggest drivers of stress, loneliness, weakened brainpower, and behavioral addiction. We may have all the information at our finger touch, but we are failing to lead a happier life. In this book, the author uses real-life examples and case studies to identify the various ways technology and internet have changed our lives leading to the stick-to-the-screen syndrome, or commonly referred to as digital addiction and cyber addiction. The book explores methods for better tech management and principles to build a better structure for a happier and healthier life.

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embraced it as a financial savior. Writing with fairness and compassion, McWhirter and Elinson explore America's gun culture, revealing the deep appeal of the AR-15, the awful havoc it wreaks, and the politics of reducing its toll. The result is a moral history of contemporary America's love affair with technology, freedom, and weaponry. Includes 8 pages of black-and-white images.

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deactivating facebook business page: The Facebook Era Clara Shih, 2009-03-12 "People in all demographics and regions of the world are more connected than ever before to the products, issues, places, and individuals in their lives. This book recognizes that we've come to a place where people can represent their real identity--both personal and professional--and use the social filters on the Web to connect with the world around them." --Sheryl Sandberg, Chief Operating Officer, Facebook "...A must-read for CEOs and other executives who want to understand Facebook and more importantly take the right actions to stay relevant and stay competitive." --David Mather, President, Hoovers, Inc. The '90s were about the World Wide Web of information and the power of linking web pages. Today it's about the World Wide Web of people and the power of the social graph. Online social networks are fundamentally changing the way we live, work, and interact. They offer businesses immense opportunities to transform customer relationships for profit: opportunities that touch virtually every business function, from sales and marketing to recruiting, collaboration to executive decision-making, product development to innovation. In *The Facebook Era*, Clara Shih systematically outlines the business promise of social networking and shows how to transform that promise into reality. Shih is singularly qualified to write this book: One of the world's top business social networking thought leaders and practitioners, she created the first business application on Facebook and leads salesforce.com's partnership with Facebook. Through case studies, examples, and a practical how-to guide, Shih helps individuals, companies, and organizations understand and take advantage of social networks to transform customer relationships for sales and marketing. Shih systematically identifies your best opportunities to use social networks to source new business opportunities, target marketing messages, find the best employees, and engage customers as true partners throughout the innovation cycle. Finally, she presents a detailed action plan for positioning your company to win in today's radically new era: *The Facebook Era*. Join the conversation--www.thefacebookera.com. Fan the book--www.facebook.com/thefacebookera. Right this minute, more than 1.5 million people are on Facebook. They're interacting with friends--and talking about your brands. They're learning about your business--and providing valuable information you can use to market and sell. In the Facebook Era, you're closer to your customers than ever before. Read this book, and then go get them! Clara Shih offers best practices for overcoming obstacles to success, ranging from privacy and security issues to brand misrepresentation, and previews social networking trends that are just beginning to emerge--helping you get ahead of the curve and ahead of the competition, too. Includes a practical 60-day action plan for positioning your company to win in the Facebook Era For companies of all sizes, in all industries--and business

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