



Facebook Workshop Guide

Email Setup (Optional if you already have email)

Step 1 > Setup a Gmail account at www.gmail.com

Facebook Profile Setup (Optional if you have a Facebook profile)

Step 1 > Create a Facebook account at www.facebook.com

Step 2 > Confirm your email account to finish sign-up process

Step 3 > Set privacy settings under Account dropdown menu

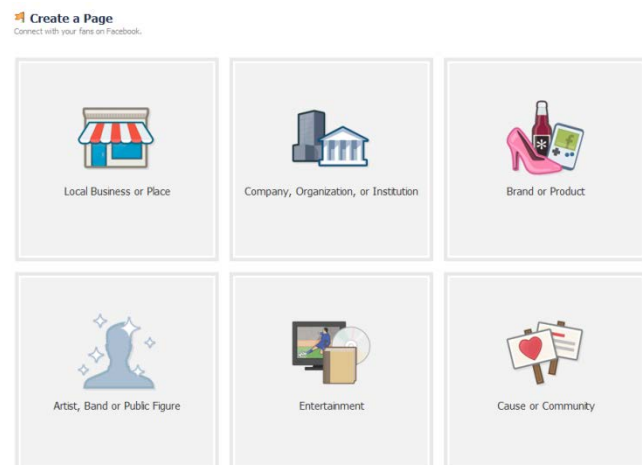
Facebook Page Setup

Step 1 > Create a Page

1) Go to this URL <http://www.facebook.com/pages/create.php>

Step 2 > Select what kind of page you want to create:

1) Local Business or Place



Step 3 > Fill out Page Forms

- 1) Choose a Category
- 2) Fill in business information
- 3) Upload your logo



- a. Image dimensions: width = 180px height = 50 – 540px
- 4) **IMPORTANT!** Do not invite friends yet
- 5) Enter website and about information

Step 3 > Set Page Settings

- 1) Click on the **Edit Page** button (Upper right on the Getting Started or Wall tab.)
- 2) Set **Page Visibility** to admin only (Until you get some postings on this page so that people do not come to a work in progress)
- 3) Under **Posting Ability** uncheck all boxes here so that you are the only one who can post content to your Wall. (The public will still be able to comment on a post.)
- 4) Fill in fields that apply under **Basic Information**

Step 5 > Add a Custom Tab with Static HTML App

- 1) In the Facebook search for “Static HTML: iframe tabs”.
- 2) Click on “Go to App” button (next to Like button)
- 3) From the drop-down pick the business page you want to add the app to
- 4) Click the Add Static HTML: iframe tabs

Step 6 > Edit the Static HTML: iframe tab

- 1) Click on the Welcome tab (Right left side under your profile image)
- 2) There are two text boxes. Top for what non-fans will see and the bottom for what fans will see.
- 3) Copy template text below into those boxes



Top

```
<html>
  <head>
    <style>
      body {
        margin:0;
        padding:30px;
        background-color:#3B5998;
        color:#FFF;
        text-align:center;
        overflow:hidden;
      }
      p { font-size:1.5em; }
    </style>
  </head>
  <body>
    <h1>Welcome to Name of Business</h1>
    <p>Click the Like button above to help support our business and keep updated with
    what we are doing.</p>
  </body>
</html>
```

Bottom

```
<html>
  <head>
    <style>
      body {
        margin:0;
        padding:30px;
        background:#6E963A;
        color:#FFF;
        text-align:center;
        overflow:hidden;
      }
      p { font-size:1.5em; }
    </style>
  </head>
  <body>
    <h1>Welcome to Name of Business</h1>
    <p>Thank you for Liking us. Stay tune.</p>
  </body>
</html>
```

- 4) This is just to demonstrate what can be done to really take advantage of this you will need to have graphic designer or web designer make a custom graphic for both non-fan and fan views. Ad size is limited to 520px wide by 800px high.



- 5) See examples below of what can be done with this type of page tab. You can set this as the main page that people come to when they visit your Facebook page

Carnival Cruise Lines Like

Travel/Leisure

LIMITED TIME OFFER

— GET UP TO —
\$150
CASH BACK*

150 REASONS TO CRUISE

SO WHAT'S YOUR REASON?

Carnival

Wall
Info
Cruise Shopper
Didja Ever?
Carnival
Carnival Magic
Photos
Discussions
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Then enter for the chance to treat yourself and three friends to one amazing concert experience this summer.




Torian Group, Inc.

LIMITED TIME OFFER

GET UP TO
\$150
CASH BACK*

150 REASONS TO CRUISE

SO WHAT'S YOUR REASON?



- Wall
- Info
- Cruise Shopper
- Didja Ever?**
- Carnival
- Carnival Magic
- Photos
- Discussions
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About

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Carnival Cruise Lines ▶ Didja Ever?

Travel/Leisure



HEY AMERICA, DIDJA EVER?

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Carnival is helping you make 2011 the year of firsts. Starting with a chance at one amazing concert experience for you and three friends. Enter below for a chance to win a VIP trip to our next stop in Philadelphia, PA on our Summer Mystery Tour¹.

CARNIVAL PRESENTS THE 2011 ROCK THE DECK SUMMER MYSTERY TOUR

ONE AMAZING CONCERT

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