

## **FACEBOOK: Profiles vs Page**

Many of you will already have a Facebook personal profile through which you can administer a Page. If you don't, here's a tutorial with video instructions for setting up your personal profile for the first time:

<http://www.wikihow.com/Create-a-Facebook-Profile>

Once you have created a personal profile, you can set up a Page. Pages, unlike personal profiles, are completely public. Connections are unlimited, Pages rank higher than personal Profiles in online search engines, and there is no limit to the number of connections you can have. If you're wondering why you should have a Page if you already maintain a personal profile to promote your work as an artist, attend the workshop to learn more about Pages and how they function differently and in tandem with personal profiles!

Here's a great step-by-step tutorial on how to create your first Page, but before you follow this tutorial, please make sure to read caveats 1 & 2 below:

<http://mashable.com/2011/05/22/how-to-facebook-page/>

### **1. Choose Your Page Name Wisely**

Once you have 100 "likes" you can no longer change the name of your Facebook page or the page "type," so choose wisely. For example, if in a moment of cheekiness you call yourself a "monarch" rather than an "artist" when you create your page that could become permanent. Unlike personal Facebook profiles, Pages are completely public and connections need no approval. Likes can rack up quickly!

### **2. Wait to Publicize Until You Have Added Content**

The tutorial instructs you regarding how to alert Facebook friends and email contacts to the creation of your new page. We suggest holding off on this step until you have populated your page completely by adding photos and descriptive content. When people visit your Page for the first time, you want them to find something you have taken care to create - something worth connecting with.

