



A Facebook Page for Your Convenience Store

A Step-by-Step Guide to Getting Started

by Boyd Coffee Company



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Introduction

For the past 110 years, Boyd Coffee Company has been in the business of supplying coffee, food products and equipment to businesses. At our core, though, we're really a service business, helping our customers provide their customers with a consistently high-quality experience to keep them coming back. We're passionate about helping our customers succeed; after all, success for them is what will keep us going for our next 100 years.

Because our business model is direct sales distribution, our account managers have the opportunity to talk to convenience store owners and employees on a daily basis. Again and again, we hear from c-stores who want to connect with their customers in new ways, but they don't have large budgets for advertising or for hiring marketing employees or consultants. Many customers have expressed interest in promoting their convenience stores on Facebook, but they don't know how to get started. At Boyd Coffee Company, we decided to help by writing a step-by-step guide to creating a Facebook Page.

With 400 million active users (and growing), we think Facebook is a great (and free!) tool for our c-store customers. Starting and maintaining a Facebook Page requires a small time commitment, but you don't need to be a technical whiz. This guide will walk you through everything you need to know to get started; you can build your Page in stages and save your progress before you publish.

Note: These instructions are for Facebook **Official Pages**, which allow businesses and public figures to share information and interact with their fans. There are three other types of Facebook presences that these instructions do not address: how to set up a Facebook presence for an **Individual** person, a semi-private **Group** of people who have a shared interest, or a public **Community** page that supports causes or topics. We think Official Pages are the best option for businesses, so that's what we'll cover here.

Grab a cup of Boyds coffee and get started!

Steps covered in this guide:

1. Make a plan.
2. Start your Page.
3. Upload your logo.
4. Write a business description.
5. Add business information.
6. Choose your settings.
7. Add posts and stay on top of your content.
8. Promote your Page!
9. Take it to the next level.
10. Bonus: Content planning worksheet

Important Note

Facebook often changes or updates its interface with little or no warning. If these instructions aren't working for you, please contact Boyd Coffee Company to make sure you have our latest version.

Contact:
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1. Make a plan.

Before you get started, think about how your business might use Facebook. Be creative and have fun! This is your chance to express your business's personality and form connections with your customers. For example, you might share:

- Company news (“We’re introducing a new breakfast wrap today..”)
- Special offers, promotions and events — a great way to combat days or times when you’re typically slow. (“Free coffee with your fill-up today if you mention that you’re our Facebook fan..” “After 4 p.m., decaf coffee is 50 cents off.”)
- Questions to engage with your fans and learn about them (“We’re thinking of expanding our selection of fresh foods. Any items you’d like to see?”)
- Behind-the-scenes information (a photo album from a charity event at your store)

For more ideas, look at how your favorite companies — and your competitors — use Facebook. The worksheet at the end of this guide will help you brainstorm posts.

Next, think about the logistics of starting and maintaining your Facebook Page. Does your convenience store have one or more people with Internet access and time to post information and periodically monitor the account? You don’t need to have technical skills to set up a Facebook presence for your business, but you do need to make a small time commitment of at least an hour per week in order to be successful.

Now it’s time to sit down in front of a computer and get started. You can do it, and Boyd Coffee Company is here to help you!

Are you a complete beginner? *That’s OK; everyone is at some point! These instructions are meant to walk you through each step of setting up a business page, but if you don’t have a personal account on Facebook and have never used Facebook before, you might want to pause here. We suggest that you set up a personal account in order to become comfortable with using Facebook before you introduce it to your business. Basic instructions for setting up a personal account are available at: www.dummies.com/how-to/content/how-to-set-up-your-facebook-profile.html. You can also go to www.facebook.com and get started in the “sign up” area; Facebook will provide instructions for each step.*

Important Tip from Boyds: *If you have your own personal Facebook account, we recommend that you log out of it before you begin; otherwise, your personal account and business Page will be permanently linked. A unique login for your business Page will allow you to easily pass administrative duties for the Page to someone else without still having it linked to your personal account. Log out of your personal page by clicking on “Account” in the upper-right-hand corner, then click on “Logout” from the drop-down menu. After the first step of creating your business’s Page, you will be prompted to create a new, unique username and password solely for your business Page. We’ll walk you through this step next.*

2. Start your Page.

To create your convenience store's Facebook Page, go to www.facebook.com/pages/create.php. Fill out the requested information, as follows:

Official Page Type: Under "Official Page," most people using this guide will want to select "Local Business," then select "Local Business" or "Store," from the drop-down menu. Another option under "Official Page" is "Brand, Product or Organization," which is a good choice for a business with multiple locations or a national presence.

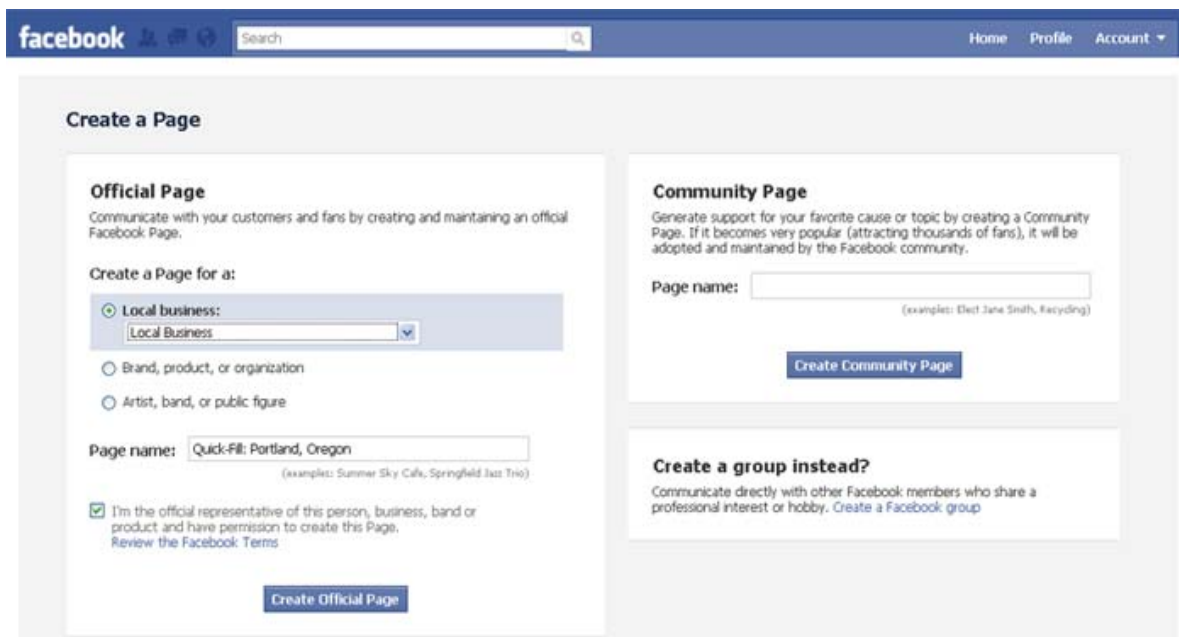
Page Name: Enter your business name. **Choose carefully;** you can't edit this field later.

(Tip from Boyds: If your business name is also used by others, you might want to distinguish it with descriptors like your type of business or location, such as "Quick-Fill: Portland, Oregon" rather than just "Quick-Fill." This will help people search for you and not confuse you with another location.)

Important note from Boyds: Remember the name you give your Page! You'll need it to navigate back to your Page after you close your web browser. To get back to your Page later, go to www.facebook.com, log in, and then begin typing your Page's name in the search box. It will appear as a drop-down link.

Next, check the box next to, "I'm the official representative ..."

When you're finished, click the "Create Official Page" button.



The screenshot shows the Facebook 'Create a Page' interface. At the top, there's a navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. The main content area is titled 'Create a Page' and is divided into two columns. The left column is for 'Official Page' and the right for 'Community Page'. In the 'Official Page' section, 'Local business' is selected under 'Create a Page for a:'. Below that, 'Local Business' is chosen in a dropdown menu. The 'Page name' field contains 'Quick-Fill: Portland, Oregon'. A checkbox for 'I'm the official representative of this person, business, band or product and have permission to create this Page.' is checked. A 'Create Official Page' button is at the bottom. The 'Community Page' section has a 'Page name' field and a 'Create Community Page' button. A 'Create a group instead?' section is also visible at the bottom right.

When the next page comes up, we recommend that you choose "I do not have a Facebook account" (even if you do!) and enter a valid email address that isn't linked to your existing personal Facebook account. This will keep your personal and business accounts separate. **Remember which email address you enter; you will need it to sign into your account later!** Fill out the requested information and click the "Sign up Now" button. Facebook will send a confirmation email to the address you entered. Check your email inbox and click on the link to confirm your account.

3. Upload your logo.

To personalize your Fan Page with an image, hover your mouse over the question mark place holder on your business home page. A link called “Change Picture” will appear. Click the link, then choose “Upload a Picture.” Follow the instructions to upload your company logo (it must be in .jpg, .gif or .psd format to upload).



Tip from Boyds: Facebook will automatically resize your image’s width to 200 pixels. Upload an image that’s at least 200 px wide to ensure that it won’t look fuzzy or pixilated.

Tip from Boyds: Facebook will use the image that you upload to automatically create a square, 50 px by 50 px thumbnail image that will appear next to your posts. Therefore, square logo images — or images with plenty of space at the sides that can be cropped out — will create the best-looking thumbnail images. You can edit your thumbnail image by hovering your mouse over your profile image, clicking on “Change Picture” and then clicking on “Edit Thumbnail,” but remember that the thumbnail will always be square.

4. Write a business description.

This is your chance to express your store’s personality and tell people what you offer. In the left-hand column, you will see a link that says “Write something about [Your Business Name].” Click on this link and enter a brief, 1-2 sentence description of your business. Your fans aren’t the only ones who look at your description. Search engines, such as Google, “see” this information, so make sure you use key words (such as “convenience store” and “Portland”) to help people find you. You can edit this information at any time.

5. Add business information.

Here you can add more detailed information, such as your website and hours. Click on the “Info” tab and then click “Edit Information.” Fill out the fields under “Basic Info” and “Detailed Info;” click on the save button after each section so you don’t lose your content. You can leave fields blank if they don’t apply to you; blank fields won’t show up on your Page. Note that you can always edit this information later if you’d like to make changes.

6. Choose your settings.

Click on the “Edit Page” link below your logo to take you to the settings page. You can change each section by clicking the “Edit” link, and you can change these settings at any time.

On this page, you can choose your settings based on your personal preferences. The Boyd Coffee Company team suggests allowing people to write or post content on the wall; this will allow your guests to interact with your convenience store, which we think is the best part of a site like Facebook. Just be aware, though, that allowing people to post content create the potential for unwelcome or negative comments. As a page administrator, you have the ability to delete posts; for example, you might choose to delete a post that contains profanity. However, don’t overuse your power to delete; people will notice that you’re doing so and might comment about it. If you receive a negative post or comment, it’s best to respond constructively (or, in some cases, to ignore it).

Tip from Boyds: *The “Settings” area is also where you can give other people administrative access to your account. For example, you might want a co-worker, friend or family member to have access to post to the Page. To do this, ask the person to “friend” the account you’re using as the admin account for your business Page; at that point, you’ll be able to add him or her as an administrator by clicking the “Add” link next to the “Admins” section.*

7. Add posts and stay on top of your content.

You can add status updates, links, photos, events and videos in the “What’s On Your Mind” box in the center of the page. Things that you post here will be visible to your Page’s fans in their news feeds, and it will also be visible to people who visit your Page, even if they don’t become fans. People can comment on your posts and/or “like” them if you’ve allowed this in your settings. If you make a mistake, you can remove a post by hovering your mouse over it and clicking on the “Remove” link.

Be creative and have fun! Just remember that the people who follow you are inviting information from you into their personal lives, so be respectful of their permission and provide interesting, engaging and useful content, not just marketing/sales blasts, which could annoy people. The worksheet at the end of this guide will help you brainstorm ideas for posts.

Remember to update your content regularly. Exactly how frequently is up to you. There’s no magic number for the “right” number of posts, but think about how often you’d like information from one of your favorite businesses to appear in your personal Facebook account.

8. Promote your Page!

Time to get people to follow your Page!

If you have a personal Facebook account, you can become your business's first follower. Log into your personal account and then navigate to your business page (search for it by beginning to type the name you chose in the search box, or click on "Ads and Pages"). Then click the "Like" button that appears next to the Page name. From your personal account, you can also use the "Suggest to Friends" link under your image to alert your personal Facebook network. Word of mouth is great, too! Tell your co-workers, friends, family and customers to get your fan base started.

Tip from Boyds: *Optionally, after your Page has at least 25 followers, you can choose a username for your page (a unique, easy-to-remember web address). For example, we use www.facebook.com/boyds. To set up your own web address, log into your account, then go to www.facebook.com/username/. Click on the link in the middle of the page called, "Set a username for your Pages" to begin, then find your page on the drop-down menu on the next screen. You will be prompted to set up a personal profile before you can do this, if you haven't already done so.*

Advanced Tip from Boyds: *If you or someone at your convenience store would like to add a link to your Facebook Page from your company's website, on the bottom right column, you'll see a "Get your Badge" link under "Promote with Facebook Badge." Click the link and follow the instructions to generate the HTML code so that you can include a badge on your website to promote your business Page.*

Boyds would love to support your Page. Tell our Online Marketing Manager, Alissa Barron Stranzl (alissa.barron.stranzl@boyds.com) about your Page, and she will add your Page to our company's list of favorites. We also might have advice on optimizing your page; just ask!

We'd be honored if you'd add our Page to your company's list of favorites; you can do this by going to www.facebook.com/boyds and clicking on the "Add to my Page's Favorites" link under our logo. Adding our Page and others to your Favorites connects your fans to the businesses and groups you think are important.

9. Take it to the next level.

These basic instructions are just to get you started. There's lots more you can do on Facebook once you're more comfortable, such as custom tabs and targeted, pay-per-click ads. To learn more, try these resources:

The official Facebook blog: <http://blog.facebook.com>

Unofficial Facebook resources: All Facebook www.allfacebook.com

Inside Facebook www.insidefacebook.com

We suggest that you read Facebook's Promotion Guidelines, which sometimes change, before you run any contests or sweepstakes on your Fan Page: www.facebook.com/promotions_guidelines.php

You did it! Enjoy the new way to connect with your customers and fans of your business. We think you deserve a nice cup of Boyds coffee!

10. Content Planning Worksheet

Now that you've completed all of the setup work, the real fun begins! The most effective Facebook Pages are kept up-to-date with posts that connect with fans. Use this template from Boyd Coffee Company to brainstorm ideas for posts.

1. Company news

Examples: "Attention early birds and night owls: We've extended our hours to..."
"Try our summertime Island Mist® Tropical Iced Tea..."

My ideas: _____

2. Special offers, promotions and events

Examples: "Free coffee with your fill-up today if you mention that you're our Facebook fan."
"Tuesday is \$5 car wash day."

My ideas: _____

3. Questions to engage with your fans and learn about them

Examples: "We're thinking of expanding our selection of fresh foods. Any items you'd like to see?"
"We serve Boyds Coffee® 100% Organic Café Rojas®. Do you think it's important for us to offer organic items?"

My ideas: _____

4. Photos and videos

Examples: Menu items; Behind-the-scenes pictures; Charity events; Employee of the month

My ideas: _____

5. Your niche (tips, advice and community info)

Examples: "Here's a gas-saving tip from our manager: ..."
"We just got back from the class play at Lincoln High School -- what talent!"

My ideas: _____

Tip from Boyds: You can monitor how people respond to your posts and adjust accordingly. After people start to become your followers and interact with you, the "Insights" page, which is visible only to Page administrators, can give you information about your followers, such as their level of activity, gender and age.

About Boyd Coffee Company

Boyd Coffee Company has served its customers with vision and innovation for more than 100 years of family management. The company's commitment to be the purveyor of choice inspires their high-touch personal service, including a Direct Store Distribution system covering 22 states, industry-leading equipment innovations, specialty and rare estate coffees, teas and an extensive line of food products. Boyds sets the standard by being one of the first certified organic roasters in North America. The company sources much of its coffee from Rainforest Alliance Certified™ farms to ensure that the coffee is grown to sustainable standards that protect the environment and the rights and welfare of workers, their families and communities.

Boyds® innovative spirit led to key inventions including the airpot brewing system and now the Coffee Profiler®—the only brewing system certified by the Specialty Coffee Association of America to brew each cup to the highest standard in the industry—the Golden Cup Award Standard. Boyds is headquartered on a 30-acre site in Portland, Oregon. Portland retail stores are located in the Pearl District at 404 NW 11th Ave., in the Cultural District at 1229 SW 10th Ave., and in the Roastery at 19730 NE Sandy Blvd.

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