



facebook[®]





WHY FACEBOOK?

- Over 300 Million Users
- Fastest Growing Demographic is 35+
- 10 Million Become Fans Daily



GROUPIES vs. FANS



	Group	Fan Page
Visitor Stats		X
Events	X	X
Ad Promotion		X
Applications		X
Vanity URL		X
Messaging	5000	Unlimited



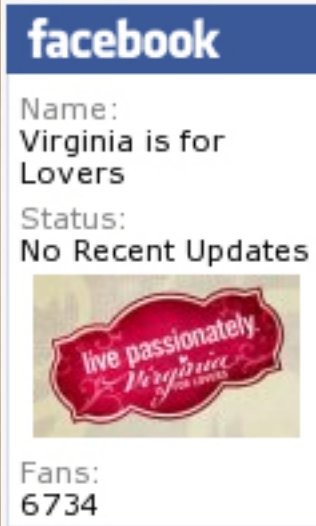
BUILD-A-PAGE

- Local or Brand?
- Details, details ...
- Publish
- Invite – starting with **Virginia Love**
- Vanity URL – www.facebook.com/username



ADVERTISE IT


- K.I.S.S.
 - Email signature
 - eNewsletter
 - Website
 - Blog



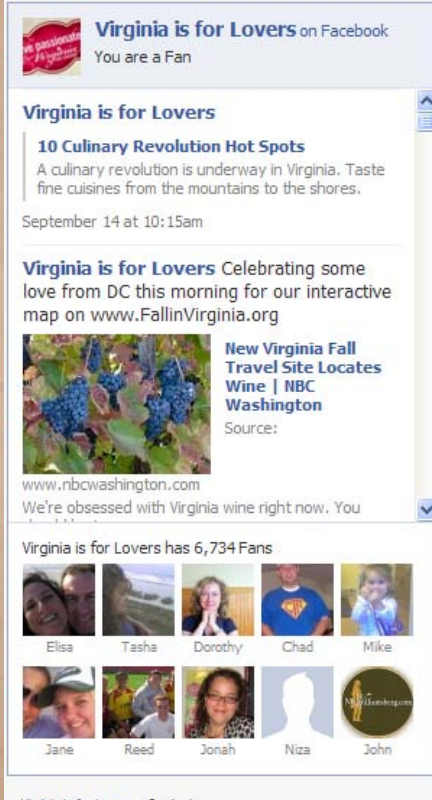
facebook

Name:
Virginia is for Lovers

Status:
No Recent Updates



Fans:
6734




live passionately
Virginia
FOR LOVERS

Virginia is for Lovers on Facebook
You are a Fan

Virginia is for Lovers










10 Culinary Revolution Hot Spots
A culinary revolution is underway in Virginia. Taste fine cuisines from the mountains to the shores.
September 14 at 10:15am

Virginia is for Lovers Celebrating some love from DC this morning for our interactive map on www.FallinVirginia.org



New Virginia Fall Travel Site Locates Wine | NBC Washington
Source:
www.nbcwashington.com
We're obsessed with Virginia wine right now. You

Virginia is for Lovers has 6,734 Fans

 Elisa	 Tasha	 Dorothy	 Chad	 Mike
 Jane	 Reed	 Jonah	 Niza	 John

Virginia is for Lovers on Facebook



LOGO TERMS OF USE

www.facebook.com/pages/manage/promo-guidelines.php





ENGAGE

- Hands-Off
 - RSS
 - Share This
- But Not Too Far Off
 - Monitor the Wall
 - Answer Questions
 - Post Links



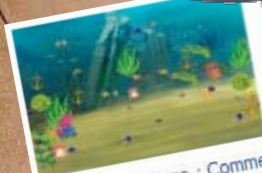


INTEGRATE

- There's an app for that ...
 - Twitter
 - YouTube
 - Flickr



PIT FALLS



Heather has taken a picture of her fish tank in Fish World!

Fish World puts you in control of a virtual aquarium. Take care of fish, feed them, decorate tanks, and keep them happy!

15 hours ago · Comment · Like · [View The Tank] · [Play Fish World Now]

Peanut



You're everybody's little cousin or brother...If anybody messes with you, you got the whole ready to fight them...



FARMVILLE



Duff Beer

You're just like Homer-- a dumb, fat alcoholic. But you know, that's why everyone loves you ♡. You may spend half your time in front of the tv, but when you occasionally go out, you know how to show everyone a good time. As long as you have a donut in one hand and a beer in the other, you're good to go. D'oh!



Latisha completed the quiz "Which Muppet are you?" with the result **Kermit the Frog**. You are a leader, and the calm in the center of a storm. Thoughtful by nature, you enjoy talking (or maybe singing) about the simple things in life. A fierce...

Read More ▾
Yesterday at 11:22pm · Comment · Like · Take this quiz!