

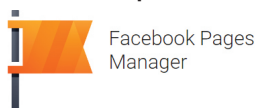


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Creating a Facebook Page

1. Create a personal Facebook page (under your name) from the Facebook home screen, if you do not have one.
2. On the left hand side of your personal Facebook home page, under **PAGES**, select **Create Page**.
3. You will likely want to choose **Local Business or Place**.
4. Select category, for example, **Professional Services, Home Improvement, Plumbing, Wholesale, etc.**
5. Fill in your company information and **Get Started!**
Tip: Enter as much as you can about your business - it will help you be found!
6. Choose your target audience, such as **location, age groups, and interests**.
Tip: Think hard about who is already your customer!
7. Upload your profile picture.
Tip: your logo, the front of your building, a company vehicle with logo, mascot, etc.
8. Assign administrative duties. Who do you want managing your company Facebook account?
Tip: That person must have a personal Facebook account to be an admin or editor on your page. Have them like the page and assign them!
9. Invite your friends and customers to **LIKE** your page. Encourage them to share your posts with their network of friends.

Install **Facebook Pages Manager** on your phone. It will help you monitor, post to, and respond to questions on your page.



SOCIAL MEDIA GUIDE: QUICK VIEW



Does the term "Social Media" seem out of reach to you?

"That's a waste of time" or **"I wouldn't know where to start,"** may relate to you and your business's social media presence.

Perhaps, you have initiated a Facebook page for your business but are wondering how to take it a step further. **"How do I get more people to like my page?"** or **"How do I use Facebook to get more people talking about my business?"**

A successful business, such as yours, knows the importance of word of mouth. Believe it, social media, i.e. Facebook, is the new word of mouth. More than 50 million small businesses in the United States have their own Facebook pages. This means your competition is using social media too. Water-Right is here to help, whether you're starting from scratch or already have a Facebook page established.

In partnership, with our local marketing agency, Water-Right has created a Social Media guide. Here are some simple steps and quick tips. For a more detailed look at using social media to help your business grow, refer to Water-Right's Social Media Guide.

You can find the Social Media Guide in the "Advertising Support" section on the Water-Right.com website under Dealer Login. If you have forgot how to login, give marketing at Water-Right a call!



How Do You Maintain a Facebook Page?

People are talking about you online. By getting involved with social media, you can respond to, influence, and join those online conversations.

- Don't always talk about yourself. Showing off is ok, but have balance. Post photos about your employees, before and after install photos are nice, show your holiday spirit, share feel good news stories in your area.
- Be informative! You don't always have to share your recent promotions. Allow your followers to learn something new. Get your customers thinking and asking questions. Become the expert!
- Always refer them back to you business; providing your website and phone number.
- Always be interactive with followers. Answer questions and complaints promptly. Complaints are a great way to rectify issues and look like the hero!
- Be visually appealing. Catch their attention with pictures or short videos.
- Share news stories in your community that pertain to water treatment.
- LIKE a local business you have been working with and invite them to like you back.
- People are always praising your business — post their testimonials. Ask them to leave a review on your Facebook page!

DON'T FORGET TO INVITE WATER-RIGHT TO LIKE YOUR FACEBOOK PAGE!