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Stop Spam in the Use of a Fans Page on Facebook by Winny Aliangan

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Have you noticed that are fewer emails today than they were a year ago? This is because business owners have begun to use social networks to promote your business. However, they forget that social networking is about being social or never taught the proper way to use social networks for growth and promoting your business.

One of the many tools that teach business owners how to properly use to promote your business for free is social networking. Facebook allows you to have a personal page, group, and a fan page. Many business owners use the site for your personal use and the fan page to promote your business by SPAM to their fans. This is a big NO NO. Facebook slammed for spamming like other social networking sites.

I did not even see people offering to send spam to teach social media, or do for your business.

So let's review the basics so you can start to grow your business by using its Facebook fan page properly.

What is SPAM?

SPAM is the message that is repeated unwanted promotes a product or event. If all you are doing with your fan page is sending promotional ads is SPAM. If all that is to publish status updates with links to your website that is SPAM.

What is a social network?

Social networking is about being social. You should take the time to start a real conversation with their followers. Social networks are also not the place to put a negative comment or a rude conduct. Think of it as a great show or a cocktail in which not many people know. You want to be on their best behavior. As I always say, "If you can not write something nice do not write anything at all."

Using your fan page to promote your business without spamming your fans:

1. Participate in real conversation.

2. Share tips related to your industry or business that add value to their fans.

3. Post photos of business events or activities.

4. Share web links that provide value to its fans.

5. Respond to frequently asked questions.

6. Conduct a survey or questionnaire.

7. Ask questions to find out what your customers are thinking or what you want from your business.

8. Conduct a contest. But make sure you are following the new rules for the conduct of a contest on Facebook.

9. Share YouTube videos related to your industry or YouTube accounts of their customers or clients.

10. They use it to promote their events only after completing at least three non-promotional messages.

Remember, social networking is about being social. You will increase your fan page followers by friending compound. Just as the word of mouth referrals to your business can help or hurt your business in the world friending made online can help grow your business. SPAM hurt your business. There is a risk of losing not only the fans but lose the opportunity to grow your business and promote your business using the free Internet.

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