

## Two More Changes to Facebook

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In last week's article, [What Facebook's New Features Mean for your Business](#), I discussed a recent change Facebook made that allows business pages to interact throughout the site as a business and not just as an individual. Facebook made two other changes to business pages that affect how advisors use them as a marketing tool:

1. Displaying page owners
2. Receiving notifications of comments by email

### Display page owners

**New feature:** Prior to these changes, the names of the administrators of a business page were anonymous. There were no visible links between a business page and the personal profile of the owner or administrator. This has now changed with an optional feature that allows you to showcase some or all of the business page administrators.



The screenshot shows a Facebook interface. On the left, under 'Page Owners', there is a profile picture of a woman and the name 'Kristen Luke'. Below this are links for 'Add to My Page's Favorites', 'Unlike', and 'Share'. On the right, there is a post from 'Wealth Management Marketing for Advisors' titled 'Interacting on Facebook as Your Business'. The post text discusses changes to Facebook business pages. Below the post, it shows '551 Impressions · 0% Feedback' and a timestamp 'April 10 at 9:45pm via NetworkedBlogs' with 'Like · Comment · Share' options.

**The pros:** You can now put a human face on the business page, letting people know who is responsible for the content of the page. Facebook users who “like” your business page are now able to click your name, visit your personal profile and send you a message directly.

**The cons:** Many advisors use business pages to separate their business and personal Facebook interactions. This new feature will direct visitors of the business page to the advisor's personal page. Luckily, this is an optional feature; if this is a concern of yours, do not turn on this option.



**How to do it:** Go to your business page, click “Edit Page” and then click the “Featured” menu. Next click the “Add Featured Page Owners” button. You will be able to select the featured page owners among the current administrators of your page. Featured page owners will show up in the left hand column of the business page.

### **Notifications of comments**

**New feature:** In the past, Facebook users could comment on your business’ posts and possibly post on your wall, depending on your security settings. Unless you regularly monitored your business page, you may not have realized that a comment had been made. With the new change, you will receive an email anytime there is a post on your business page, allowing you to better monitor and remove unwanted activity.

**The pros:** It is critical to monitor comments on your page in case there is anything that could be deemed questionable by compliance. An email alert will allow you to monitor, address and delete any comments that may pose a problem.

**The cons:** Other than receiving yet another email in your inbox, there is no downside to activating this feature.

**How to do it:** Go to your business page, click “Edit Page” and then click the “Settings” menu. Check the box next to the “Add Email Notifications: Send notifications to [email address] when people post or comment on your page” option. You will begin receiving emails anytime someone comments on a post or writes on your business page wall.

Facebook is now making changes that affect your business page and in turn will impact your compliance and marketing. If this is a channel you are using, keep abreast of the changes in order to ensure that your page is functioning as you intend.

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*Kristen Luke is the Principal of Wealth Management Marketing, Inc., a firm dedicated to providing marketing strategies and support for Registered Investment Advisory firms. Her firm enables independent advisors the ability to market with the same quality and consistency as their larger competitors by providing the resources of an entire marketing department at a fraction of the cost of a single employee. For more information, visit [www.wealthmanagementmarketing.net](http://www.wealthmanagementmarketing.net).*

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