



# STEP-BY-STEP FACEBOOK GUIDE

for LEGALSHIELD ASSOCIATES



# WELCOME

Facebook is the world's largest social media network and continues to grow at an exponential pace, with over one billion users. Facebook users are able to create brand pages and join the social conversation where their customers are already spending a large amount of their free time. Word of Mouth Marketing is becoming more and more prevalent, as people are trusting peer recommendations over advertisements more than ever.

## In this document you will find:

- Overall policy on how to cultivate a positive online LegalShield persona
- A step-by-step guide on how to set up your Facebook Business Page
- Information and best practices on how to engage on Facebook and grow and nurture your Facebook audience
  1. What is Social Media? “Five Guiding Principles” to keep in mind while creating your Facebook presence
  2. Creating Social Media Content
  3. How to Measure Your Facebook Success
  4. Miscellaneous Facebook Features
- LegalShield contact information for social media question support
- Facebook Help resources

# HOW TO CULTIVATE A POSITIVE ONLINE LEGALSHIELD PERSONA

As you prepare to set up and run your LegalShield Facebook account, you should follow these best-practice policies to maximize your business-building potential:

- **NO CROSSOVER**—Keep your LegalShield Facebook account separate from any personal Facebook (or other personal social media) accounts that you may have.
- **NO BIAS**—On your LegalShield page, do not appear to take sides on any hot-button issue that you may post about; remain an impartial moderator, not a biased proselytizer.
- **NO OFFENSE**—On your LegalShield page, your audience is always your primary consideration in determining what to post and how to reply to comments; do not post anything that would alienate your potential future Associates, or reveal your personal views on possibly controversial issues.
- **EXCLUSIVE LEGALSHIELD USES**—Your LegalShield Facebook page is for your LegalShield business purposes only. Do not advertise, solicit, mention or discuss other direct selling or MLM businesses, products or opportunities.
- **MONETARY STATEMENTS**—For regulatory reasons, your LegalShield Facebook business page should not include income statements, representations or photographs.
- **“MLM” Directories**—Please note that it is not permitted to join or register on any sites that help promote business representatives. This includes but is not limited sites such as: Find Your Rep and MLM Gods. Accordingly, you may also not share any such listings on social media channels.

## Purpose of Policies

These policies are to prevent any of your posts or comments from unintentionally driving away those following you. Once you have alienated someone in your audience, the chances of being able to effectively communicate to them about LegalShield diminish or disappear completely. If your content is in violation of this Starter Kit, the LegalShield Advertising Policy or the LegalShield Web Guidelines, you may be subject to correction, loss of commissions or termination.

## Topics of Interest and Current Events

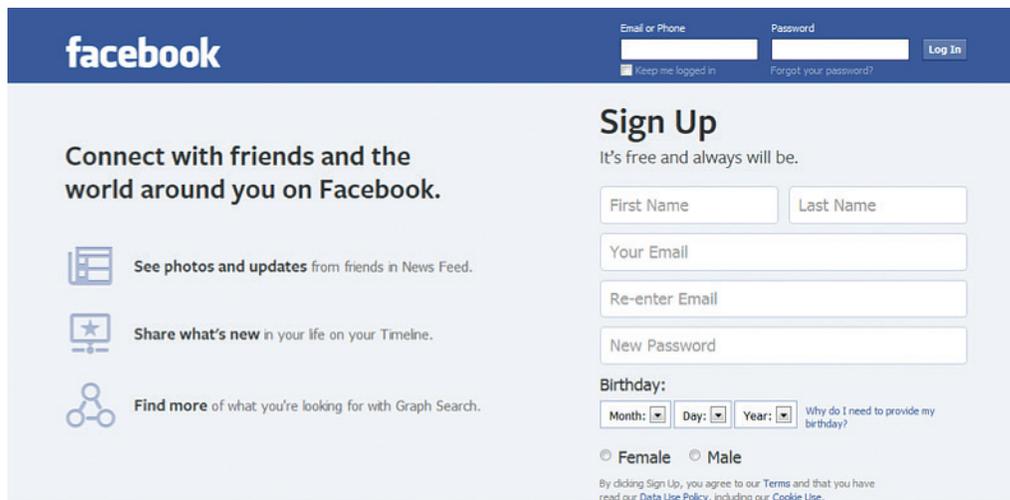
It's okay to post news about current events—even if the topic is hotly debated and polarizing. Of course, we advocate that you don't do this every time you post. And please remember the common sense rules that govern civil conversations at work: don't discuss religion, politics, or sex. More often than not, these are good standards to apply to your LegalShield Facebook posts.

If you do post some news of interest along these lines, contextualize the post with a question. EXAMPLE: Congress may end subsidies for farmers. What do you think about this?

As you respond to the comments and discussion spurred by your post, continue to reveal no personal preference, stance or bias, and do not offend.

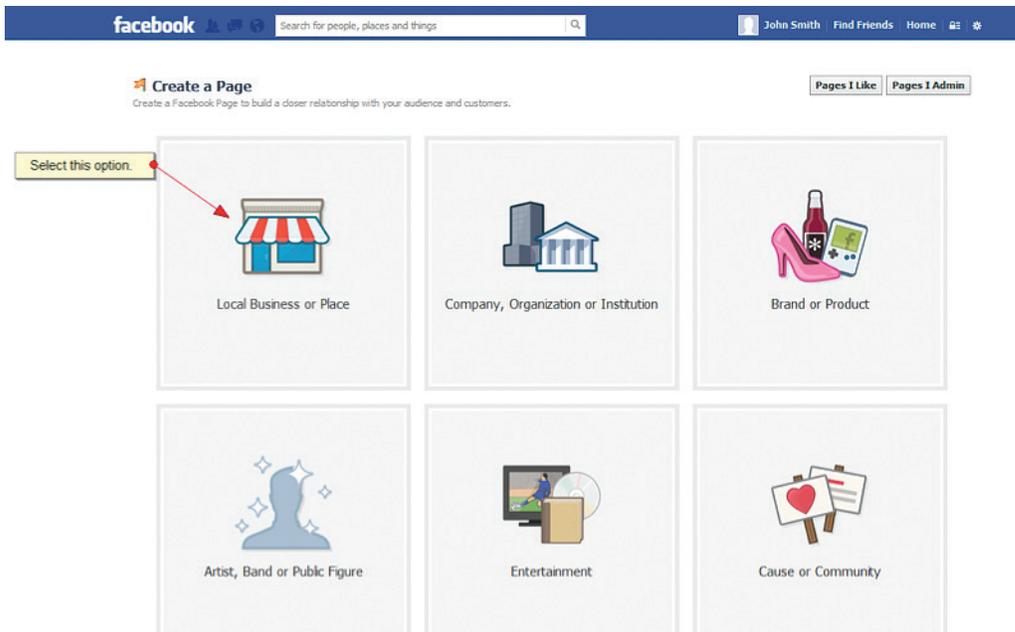
# STEPS TO GET STARTED ON FACEBOOK

1. If you don't have a personal account already, you must create one by visiting [www.facebook.com](http://www.facebook.com) and filling out the "Sign Up" information.



The screenshot shows the Facebook sign-up interface. At the top, there are fields for "Email or Phone" and "Password", with a "Log In" button and links for "Keep me logged in" and "Forgot your password?". Below this is the "Sign Up" section, which includes the text "Connect with friends and the world around you on Facebook." and "It's free and always will be." The form contains fields for "First Name", "Last Name", "Your Email", "Re-enter Email", and "New Password". There is also a "Birthday" section with dropdown menus for "Month", "Day", and "Year", and radio buttons for "Female" and "Male". A small note at the bottom states: "By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use."

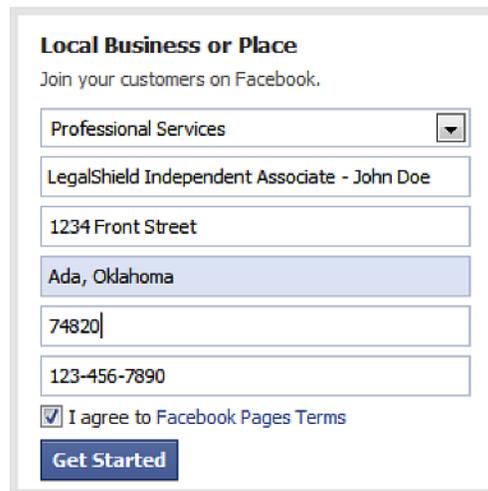
2. Once you have created a personal account, you will be able to create a page and be an administrator. While logged-in to your account, visit [www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php) to create a Facebook Business Page.
3. Next, select "Local Business or Place" to get started on building your LegalShield Associate Facebook Business page. (See image below.)



4. Choose the category “Professional Services,” then enter in all the pertinent business information, agree to the Facebook Pages Terms, and click “Get Started.” **IMPORTANT:** *Your page name must follow this naming convention: Legalshield Independent Associate—First and Last Name. Failure to follow this convention may result in action by LegalShield.*

### Create a Page

Create a Facebook Page to build a closer relationship with your au



The screenshot shows the 'Local Business or Place' creation form on Facebook. It includes a dropdown menu for 'Professional Services', a text field for the page name 'LegalShield Independent Associate - John Doe', and several text fields for address: '1234 Front Street', 'Ada, Oklahoma', '74820', and '123-456-7890'. There is a checked checkbox for 'I agree to Facebook Pages Terms' and a blue 'Get Started' button at the bottom.

You may notice that Facebook’s rules do not allow the “S” in LegalShield to be capitalized. Please keep Legalshield as one word, with a lowercase “s.”

Also note that if you have a previously created Facebook business page with a name that does not follow the required naming convention (listed above), you will be required to change your page name so that it’s in compliance. If your page name change is a significant change (meaning that indicates a different entity than the old name), Facebook will alert users of this name change and give them 14 days to unlike your page if they no longer wish to be connected to the new entity. After 14 days have passed, Facebook will instate your new Facebook page name. You can find information about changing your page name here: <https://www.facebook.com/help/271607792873806>.

5. Next, follow the steps to set up your page, starting with Step 1, filling out your business description in the “About” section. This “About” section will hold most of the SEO (search engine optimization) weight, so it is important to add in all the relevant pieces of information seen below. You should disclose that you are a LegalShield Associate in this section.

### Set Up Independent Legalshield Associate - John Doe

1 About 2 Profile Picture 3 Facebook Web Address

Add categories, a description and a website to improve the ranking of your Page in search.

Professional Services

Click a specific category:

Arts & Entertainment Community & Government Event Food & Restaurant Home Nightlife Outdoors  
Professional Services Region Residence & Other Shopping & Retail Sports & Recreation  
Travel & Transportation

I am a LegalShield Associate. Contact me for more information about how you can protect yourself and family for a small monthly fee.

http://yourwebsite.com Add Another Site

Is Independent Legalshield Associate - John Doe a real establishment, business or venue?  Yes  No  
This will help people find this establishment, business or venue more easily on Facebook.

Will Independent Legalshield Associate - John Doe be the authorized and official representation of this establishment, business or venue on Facebook?  Yes  No  
This is a legally binding statement regarding the authenticity and representation of this Page.

Visit Help Center [Save Info](#) [Skip](#)

- Step 2 allows for the uploading of a profile picture. Choose a professional headshot of yourself and upload here. Once you have your profile photo uploaded, you will be able to also add your cover image, as provided by LegalShield, once the page is live. **IMPORTANT:** *Please ensure that your cover photo is the one provided in this Starter Kit. Failure to do so may result in action by LegalShield.*

**Set Up Legalshield Independent Associate - John Doe**

1 About 2 Profile Picture 3 Enable Ads

Upload From Computer Import From Website

Next

- Step 3 allows you to set up a Facebook Web Address (or a “vanity URL”). Be sure to set it up as **http://facebook.com/LegalShieldIndependentAssociateFirstandLastName** then click “Set Address.” So John Doe’s Facebook Web Address would end with **/LegalShieldIndependentAssociateJohnDoe**.

**Set Up Legalshield Independent Associate - John Doe**

1 About 2 Profile Picture 3 Facebook Web Address 4 Reach More People

Choose a unique Facebook web address to make it easier for people to find your Page. We've made a suggestion below, but you can also choose your own. Once this is set, it can't be changed.

http://www.facebook.com/LegalshieldIndependentAssoci

Set Address Skip

8. The last step enables ads. Do **NOT** enable ads or add a payment method, as it is against LegalShield’s current Independent Associate Social Media Policy, and failure to comply may result in action by LegalShield. Click “Skip.”



Note: ads from other businesses or companies may show up in your Facebook account. Those ads are from other companies that are purchasing these social media ads, and it is completely normal for you to see them. LegalShield does not allow you to create your own LegalShield-related ads.

9. Next, Facebook will lead you through a “tour” of your new Facebook Business Page.

10. Before you begin posting on your Facebook Business Page, you will upload a professional looking cover photo. LegalShield Corporate has provided one in this Starter Kit that is recommended to use. To upload the cover photo, click on the “Add a Cover” button (see image below) and select “Upload photo.” Then choose the cover image provided by LegalShield Corporate from your computer and click the “Save Changes” button.



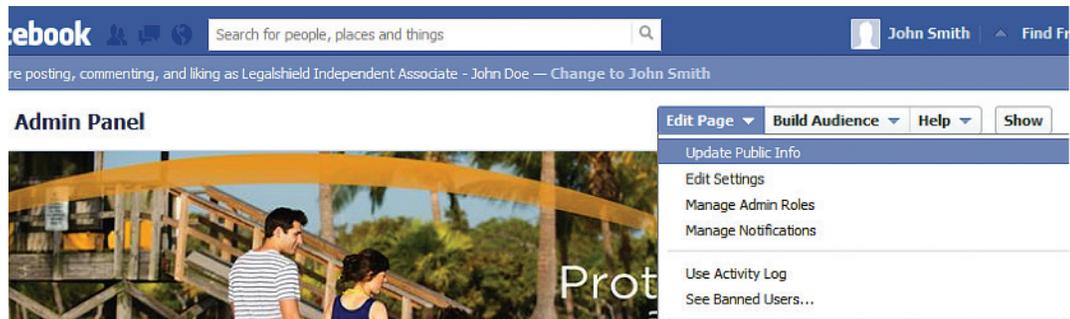
11. At any point, you will be able to edit your page information by clicking on “Edit Page” on the top right of the Admin Panel. The full Admin Panel can be seen by clicking “Show” and will allow you to see notifications, check messages, track new “likes,” and view your page analytics. We discuss this more in the “Being an Administrator” section.



12. If you did not do it during the set-up process, one edit we highly recommend is to establish your Facebook Web Address (also called a Facebook Username or more simply, your URL). Facebook will allow you to create a vanity URL for your page, such as **www.facebook.com/LegalShieldIndependentAssociateJohnDoe**. The purpose of a vanity URL is so that you can give people a URL that is easy to remember and makes it easier for them to find you on Facebook.

It is important to note that once you create your username, it can only be changed once. **IMPORTANT:** *You must follow the naming convention: **LegalShieldIndependentAssociateJohnDoe**.*

To create your own vanity URL, click on “Edit Page” and select “Update Public Info” from the drop-down options. (See image below). Then click on “Create a username for this page? Learn more.”



**Legalshield Independent Associate - John Doe**

Category: Local Businesses Professional Services [?]

Official Page: Pick a topic [?]

Place Sub-categories: Professional Services x [?]

Username: [Create a username for this page? Learn more.](#)

Address: 1234 Front Street

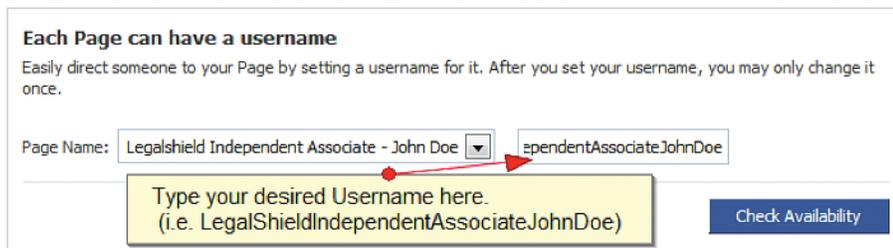
You will then need to verify your account via mobile phone. Click “Continue” and follow the instructions provided.

**Before you can set your username, you need to verify your account.**

If you have a mobile phone that can receive SMS messages, you can [verify via mobile phone](#). If not, please try to register your username at a later time.

[Continue](#)

Type in your desired username (follow the naming convention IndependentLegalShieldAssociateJohnDoe) and check availability.



**Each Page can have a username**  
Easily direct someone to your Page by setting a username for it. After you set your username, you may only change it once.

Page Name: Legalshield Independent Associate - John Doe | IndependentAssociateJohnDoe

Type your desired Username here.  
(i.e. LegalShieldIndependentAssociateJohnDoe)

Check Availability

If the username is available, click “confirm.” If it is not, you will need to find a different version that represents yourself. For example: [LegalShieldIndependentAssociateJDoe](#) or [LegalShieldIndependentAssociateDoeJohn](#).

13. Under the “Edit Page” section, you may also want to review “Your Settings” and “Manage Permissions” and customize your page based on your preferences.



**Legalshield Independent Associate - John Doe**

- Your Settings
- Manage Permissions
- Basic Information
- Audience Suggestions
- Profile Picture
- Featured
- Resources
- Admin Roles
- Apps
- Mobile
- Insights
- Help
- Deals

Similar Page:  Include Legalshield Independent Associate - John Doe when recommending similar Pages

Suggestions: [Timeline](#)

Edit “Your Settings” and “Manage Permissions” based on your personal preferences.

Page. [IndependentAssociateJohnDoe@gmail.com](#) when people post to, ...

View all email settings for your pages.

Onsite Notification:  Send me a notification on Facebook when people post, like, comment on, or Associate - John Doe a message.

Save Changes Cancel

14. Congratulations—You have now set up your professional LegalShield Independent Associate Facebook Business Page! To learn “best practices” of Facebook engagement, continue reading.

# WHAT IS SOCIAL MEDIA?

## INTRODUCTION

Social media is one of the top ways that people now communicate with friends, family and businesses. It's a place where people can create, share and exchange information with online communities. It has become a big part of our everyday lives. Today, 91% of adults online use social media regularly, and 85% of internet users have Facebook accounts.

The main purpose for social media is to be social, not promotional. Facebook was created for users to connect with the people and things they care about, and it is meant to be friendly, social and engaging. Alternatively, the intent of social media channels was never for business promotion, but businesses learned how to use these channels to connect with audiences. With that in mind, businesses should never be overly-promotional on Facebook (or other social channels) as it will risk turning-off its potential audience(s).

With that in mind, there are Five Guiding Principles to keep in mind while building and growing your Facebook presence:

### **Five Guiding Principles:**

1. Build a strategy that is social by design
2. Create an authentic (and not too sales-driven) voice
3. Make it interactive (ask questions, draw insights from fans on how to build your business)
4. Nurture your relationships
5. Keep learning

# CREATING SOCIAL MEDIA CONTENT

Once you have the page set up with a profile picture and cover image, and all important page information is completed, it's time to focus on the power behind the page's success: CONTENT. There are many things to think about when creating content for your Facebook page such as: how often to post, what percentage of promotional vs. conversational content mix you should use, voice, how to creatively write content, scheduling, EdgeRank and more.

## How Often To Post

Have you ever had a Facebook friend who posted too often, and they bombarded your news feed? Many of us have experienced that, and it can be annoying. Therefore, keep in mind when you post on Facebook that you do not want to go overboard and post so frequently that it bothers those who “like” your page. It is not unheard of for people to “unlike” a friend or business page because of hearing from them too often!

The perfect formula for how often to post varies between brands, people, etc.; however, **it is widely accepted to post once per day.** When starting your page, we recommend posting no more than this. If you build a large following over time and want to experiment with your post frequency, feel free to try posting twice a day (only a few times per week) and see how your audience responds. If you see your number in “likes” drop, go back to doing a once/day posting schedule. Alternatively, if you see your number in “likes” increase, you know that your audience is happy to hear from you at this frequency.

**We recommend never posting more than twice per day,** and if you do need to do more than 1 post in a day, space them out by more than 4 hours. If your posts are spaced closer than that, people might feel overwhelmed by your content.

## Finding the Right Promotional vs. Conversational Content Mix

As previously mentioned, you don't want your content to be too overly-promotional, but the reason you have a Facebook Business Page is to promote your LegalShield business, so—how do you balance it? We recommend following the **60/20/20 rule.** This means 60% of your content is conversational, 20% is industry-related, and 20% is promotional.

Conversational content is non-legal services and non-LegalShield related content that will resonate with your audience. For example, conversational content may be asking on Friday what people's weekend plans are, sharing any kind of advice/tips they might find useful, reminding them of upcoming holidays/events, sharing fun and engaging internet memes (that are appropriate), sharing inspirational

quotes, asking how their Monday is, etc. Over time, you will find out what kind of conversational content your audience engages with most, and you can follow that pattern for future content.

Content that is “industry-related” may be information like facts about how often the average American needs legal assistance, how many people are affected by identity-theft, etc. It may also include current events or any other facts or news that is related to legal services. It does not *directly* mention or discuss LegalShield. LegalShield corporate will provide content to share from [www.facebook.com/legalshieldofficial](https://www.facebook.com/legalshieldofficial)

Promotional content is information about LegalShield. This can be LegalShield history, awards, services, cost, etc. These types of posts aim to inform people of LegalShield, why they might need it, how they can get it, etc. With this kind of content you will want to direct people to your associate hub-page or the official LegalShield website. If your content is in violation of company policy, you may be subject to correction, loss of commissions, or termination. If you have questions, contact [SocialMedia@legalshield.com](mailto:SocialMedia@legalshield.com) before posting.

## How to Develop Your Facebook Voice

Take time to think about what your business persona is going to be across social media platforms, and how that persona will translate to a social dialect. Are you funny, professional, sarcastic, sincere, etc.? Whatever it is, own it. (Just make sure that it is not offensive!) Social media is about casual conversations. Be who you are, and stay consistent with that. Making a Facebook presence is hard work, but you should also have fun and get to know the fan base and user base.

## How to Creatively Write Content

Your fans have “liked” your page, and now they expect to get fun, informative updates from you! How do you make sure that you don’t do the same content every day, and how do you make sure your posts aren’t boring? Beyond following the 60/20/20 rule previously mentioned, the key to engaging content is to first identify your audience, and then write the posts that are interesting to them in different formats.

Here are steps to create good content:

1. Spend time analyzing your target audience and demographic:
  - a. Who are they? (Age, gender, income, etc)
  - b. Where do they spend their time online?
  - c. What are their interests, hobbies, etc?

2. Next, create a “content calendar” for each month. A content calendar can be easily drafted in a table or Excel document that lists what you will post about each day. This helps you plan ahead, save time, and easily see if your month’s worth of content follows the 60/20/20 rule.
3. Try crafting your posts in different ways, not just the same boring sentence format every day. Some fun, engaging ideas are:
  - a. **Fill-in the blank posts:** People love filling in the blanks with their opinion. An example post would be: My favorite thing about LegalShield is \_\_\_\_\_.
  - b. **Photo Caption:** Facebook users generally respond very enthusiastically when challenged to provide photo caption for an image post. Try this out with your audience!
  - c. **True or False?** A simple, fun way to get users to converse with your brand. Provide a simple, interesting “fact” with a true or false question. Make sure to respond at some point with the correct answer.
  - d. **Share current industry news:** Add value for your community by helping them stay informed about current trends or news occurring in your industry.
  - e. **Seasonal/Holiday Updates:** Is there a big event coming up? A change in weather? Use this timeframe to either provide tips or relate your brand to this change.
  - f. **Event Reminders:** If there is an upcoming event in your industry or organization, remind everyone! This can be a useful post that people will appreciate.
  - g. **Ask and answer a popular question in your niche:** Chances are, there are some common questions people have about a popular product, service, etc. in your industry. Ask and answer the question and you will be fulfilling an important need.
  - h. **Quotes:** Quotes are something people can relate to. Find ones that you think are most relevant to your community and post them. See how many people “like” or share them!
  - i. **Interesting facts:** Expand readers’ knowledge with some fun facts! Bonus points if they tie in to your community and encourage discussion. Start with “Did you know...”, “FUN FACT:...”, or “Bet you didn’t know...!” (These can also be fun as “trivia” posts. Pose the trivia question and answer after fans have guessed.)

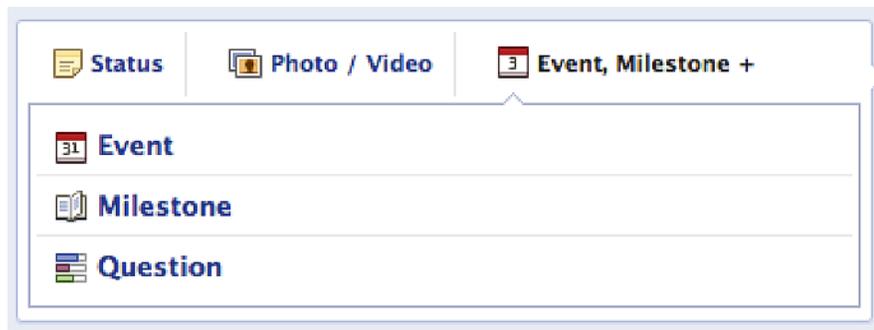
- j. Polls:** People love to provide their opinions. Polls are a quick, easy way to get fans engaged, whether it's about your brand or something conversational like holiday plans. (Facebook has a "Question" format in its status update, and we will show you how to use that as a Facebook "Poll" in the "Types of Posts" section below.)
- k. Countdown:** Have a new service coming out soon? Do a countdown to pump up the buzz about it. Getting ready for Christmas or New Years? A countdown also works for a larger event like this and can be paired with suggestions, tips, fun facts, etc.
- l. Memes:** Memes have become increasingly popular and can be found or made at sites like [www.quickmeme.com](http://www.quickmeme.com). Many popular ones can also be found on [www.redditt.com](http://www.redditt.com).
- m. Relaxation tips:** Everyone, especially those who use social media, are constantly plugged in to a fast moving and quickly changing world. Help people find a way to relax. Suggest different tips like stretches, teas, breathing exercises, mental tricks, etc.
- n. Get your audiences' opinion on your social skills:** Every now and then it's nice to check in with your fans and ask them how you are doing and what they would be interested in seeing more of. You might find some more inspiration for other posts!
- o. Crowdsourcing for opinions:** Use social media as your free focus group and ask for people's opinions on topics of interest.
- p. Important business announcements:** When something new happens at LegalShield or your Associate business, be sure to communicate it with your audience directly over social media and respond to their opinions on your new change.
- q. Ask users to share their favorite memory:** Relate the requested memory to something about your brand or something time sensitive. For example, if it is the holiday season, ask users for a favorite memory about the holidays.

4. Experiment with varying the time of day that you post the content to see how your engagement levels increase with the fan base.
5. Visit LegalShield’s Official Facebook Business Page at [www.facebook.com/LegalShieldOfficial](http://www.facebook.com/LegalShieldOfficial) and read what content is being published there. Feel free to use this content on your own Facebook page by clicking “Share.” Please also “like” the page when you are there so that you will get updates in your News Feed that you can use for content!

## How to Schedule Facebook Posts

We recommend using a social media dashboard to schedule posts, so you can input the content for each month well in advance and not scramble to add content haphazardly at the last minute. Some platforms you could consider using are [Hootsuite](#) or [Sprout Social](#). Facebook also has an option to schedule posts from your Facebook Business Page, and you can find step-by-step directions on using it here: <https://www.facebook.com/help/389849807718635/>.

## Types of Content



Depending on what type of content you’d like to share, you have numerous options via posting on your timeline for your fans to see.

- **Status** A status update is strictly a text post but may also include a link to an article, website (such as your hub site) or video (such as a LegalShield Official YouTube video, which you can learn more about in the YouTube Guide.)
- **Photo/Video** If you’d like to add a photo or a photo album to your page, you can click the “Photo” option pictured above, and you have the option to upload a photo, take a photo, or create an album. Select an option, and enjoy sharing your

visual content. We have seen higher engagement rates with photos over regular status updates or videos.

- **Event** To share an event that you are hosting for friends or existing or potential new customers, create an event using this option, and invite your fans and friends to the event.
- **Milestone** With the new Facebook Timeline, users are able to add important personal and/or corporate milestones to the page. Examples include the date you started your associate work with LegalShield, events you've hosted or attended, etc.

## Facebook Algorithm Explained

The content you create and share is your “make-or-break” component on Facebook. To get the most out of your Facebook page and presence, your posts appearing on your fans’ newsfeeds is essential. This is where the Facebook Algorithm becomes important. The Facebook Algorithm is the social channel’s way to personalize users’ newsfeeds and inserts posts it thinks will interest them. In very simplified terms, if users (or their friends) are interacting with your page on a fairly frequent basis, you show up; if not, you get dropped.

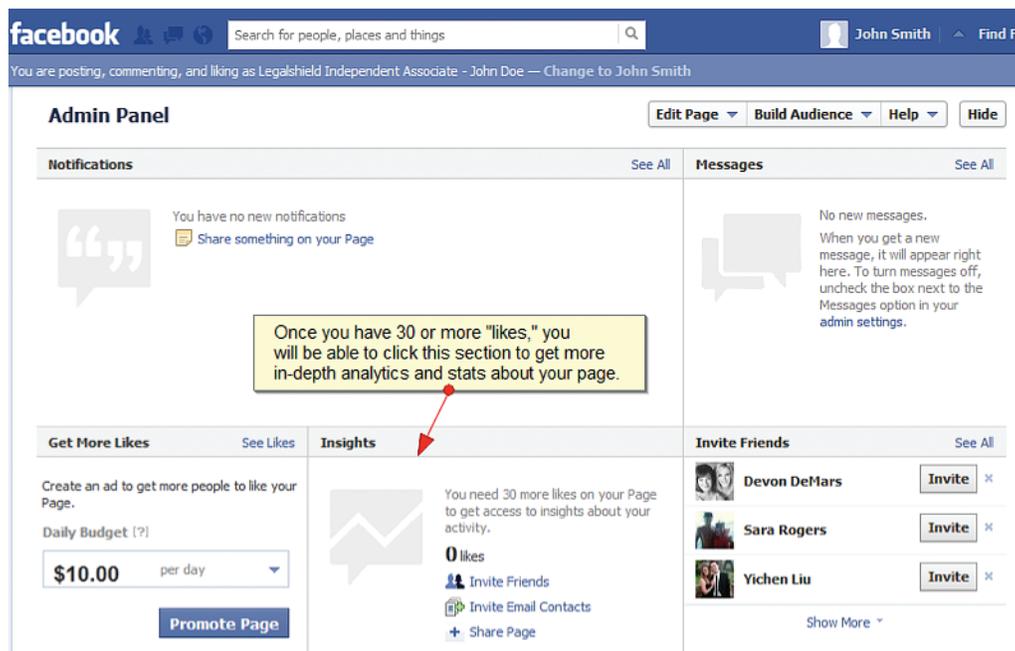
When it comes to Facebook marketing, you can use two metrics to measure your success: engagement rate and the “people are talking about this” rating:

- Your engagement rate can be determined by dividing your total “likes” and comments by your total number of fans ( $\text{Likes} + \text{Comments} / \text{Total \# of Fans}$ ). That’s why your posts need to be engaging and spark a reaction. A high engagement rate helps you build your credibility and ranking according to the Facebook Algorithm and gets you seen more often.
- Your “people talking about this” rating is basically your “buzz” metric. It measures who’s talking about you or your posts on their pages and can be found in your page’s Facebook insights as well as on your page.

The next logical question is, “How do we increase our interaction and sharing?” To boost interaction, you need to post often and engage consumers in a two-way dialogue. More than 70% of interactions occur during the first hour after a post is made. Keep your interactions up by posting more often and by being online and available right after you post to monitor the conversations. In other words, don’t post and go to bed. And keep in mind that a post posed as a “question” tends to drive more interaction than one written as a statement.

# HOW TO MEASURE FACEBOOK SUCCESS

Instead of strictly using your number of “likes” as a success benchmark, clearly outline what goals you have for your page. Whether it be engagement levels (reach, interactions with the page, etc.) or SEO (search engine optimization) purposes, or sending more people to your Associate hub page, the goals are yours to make. As an administrator of the page, you will have access to the Facebook Page Insights from within the Administrator Dashboard, where you can see how your page grows and develops week over week and month over month. (Note: you must have 30 or more “likes” to get access to Insights.)



The analytics platform shows you overall “likes,” how many people you are reaching via your posts, and how many people are “talking about” your brand. You also will be able to see how your customer breakdown looks like in terms of demographics (age, gender and location). This is beneficial as you can and get a better feel for who your audience is and can help you tailor your messaging on the page. Learn more about how to fully leverage Facebook insights [here](#).

# MISCELLANEOUS FACEBOOK FEATURES

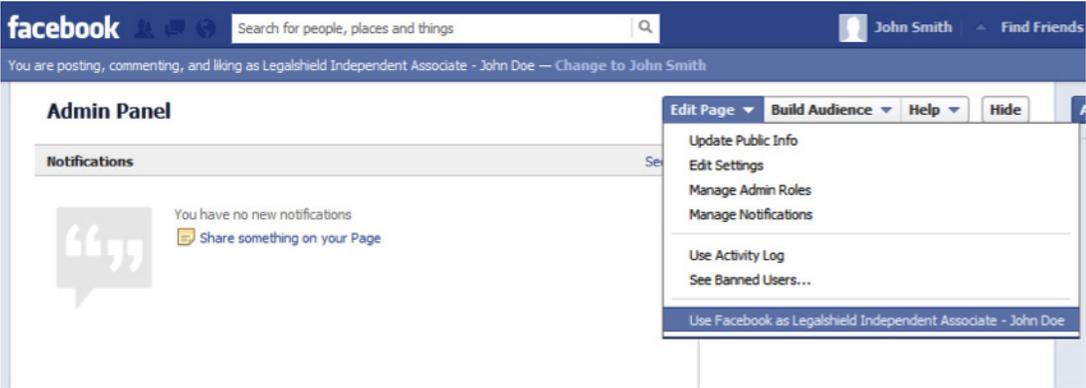
## Being an Administrator

As discussed above, there are many nooks and crannies that are exposed as a page administrator. Let’s dive into some more specifics on how to take full advantage of the admin privileges.

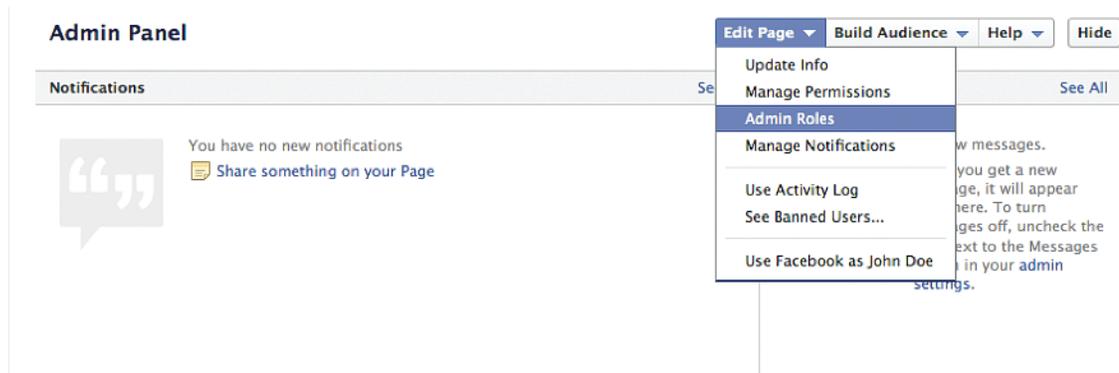
1. When you post on your page, you will show up as coming from the page itself, and NOT you personally. However, you are able to post or respond to comments as yourself by changing the “voice” at the top of your page where it says, “You are posting, commenting, and liking as \_\_\_\_\_ - Change to \_\_\_\_\_”. (See image below.)



2. If you would like to post on another page as your page, you must click the “Use Facebook as [page]” link on the top right of your page. This will allow you to “Like,” comment or engage with other pages while assuming your page’s identity. For example, you may “like” other local businesses or affiliates. This helps to boost your overall engagement and exposure with other audiences on other pages.



- To add or remove an administrator to your page, you can click the “Edit Page” button on the Admin Panel on the top right of the page. You will be able to add someone as long as they like the page and know the email that they use to login to facebook. You can remove someone as long as you enter your password after making the update. The new admin will be notified that they have been added as a page administrator.



## Sending Messages from Your Facebook Business Page

Unlike your personal Facebook account, Business Pages are not allowed to Facebook message just anyone. A Business Page can only respond to messages initiated by an individual. A Business Page can not initiate the conversation.

## LegalShield Contact Information for Facebook Question Support

If you should have a question about Facebook, first look to Facebook’s Help page (<https://www.facebook.com/help>) to see if you can find the answer to your question. Another easy way to find answers to Facebook questions is to simply Google it, as you will often find a wealth of information in articles and forums where other people have asked the same question.

If you are unable to resolve the issue, please reach out to LegalShield Social Media at [SocialMedia@LegalShield.com](mailto:SocialMedia@LegalShield.com). Please be aware that responses may take up to 48 hours.

## FACEBOOK HELP RESOURCES

Facebook has a great Help Center that covers almost any Facebook page issue you may have you. You can find the Help Center here: <https://www.facebook.com/help>.

You may also want to “like” the Facebook Tips Page to stay up-to-date on Facebook news and features: <https://www.facebook.com/facebooktips>.

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