

Business Facebook

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Why Business Facebook?

Create a business presence to engage with your customers and fans on Facebook.

Connect with your customers on Facebook similar to the way they connect with their friends.

Through a Facebook Page, users can show their support by becoming a fan, writing on your Wall, and other actions that automatically generate News Feed stories.

<http://www.facebook.com/business/>

Facebook | Business Solutions - Windows Internet Explorer

http://www.facebook.com/business/

File Edit View Favorites Tools Help

Facebook | Business Solutions

facebook Home Profile Friends Inbox

Christelle Steyn Settings Logout Search

Business Solutions

Facebook Ads
Promote your website or Facebook Page with highly-targeted advertising. Make your ads even more effective by attaching them to News Feed stories about the users' friends. Receive detailed analytics and reporting through Facebook Insights.

Facebook Pages
Connect with your customers on Facebook similar to the way they connect with their friends. Through a Facebook Page, users can show their support by becoming a fan, writing on your Wall, and other actions that automatically generate News Feed stories.

Facebook Insights
Gather insights on who's engaging with your Facebook Pages and who's clicking on your Facebook Ads. You can also see how much your presence is spreading virally without promotion. Facebook Insights is a free service included with Pages and Facebook Ads.

Facebook Platform
Facebook Platform enables you to create social applications that let users interact with their friends and your business. With many deep integration points, platform applications are effective ways for your business to leverage the social graph.

Facebook Polls
Run a survey targeted to the demographic you define and get answers in as little as 30 minutes. Ask your target audience about their attitudes or get feedback before you make business decisions. Watch the results in real time as users respond. Already ran a poll? [Check your results.](#)

Integrated Solutions
Facebook offers more **integrated advertising** opportunities to engage your target audience. We look forward to working with you and seeing your marketing

Learn More About Facebook

- Facebook Factsheet
- Site Statistics
- News Feed
- Wall

To start click on "Facebook Pages"

Applications Online Friends (1) Internet 100%

Create the Page

The screenshot shows the Facebook 'Business Solutions' page in a Windows Internet Explorer browser. The browser's address bar displays 'http://www.facebook.com/business/?pages'. The page features a navigation menu with 'Facebook Ads', 'Pages', 'Insights', and 'Platform'. The 'Pages' tab is selected, and a red box highlights the '+ Create a Facebook Page' button. A callout bubble points to this button with the text 'Create a Facebook Page'. Below the button, the text reads: 'Create a business presence to engage with your customers and fans on Facebook.' Further down, there is a section titled 'Establish an interactive presence on Facebook.' followed by a list of business categories: Restaurants, Local Stores, Artists, Bars, Parks, Musicians, Cafes, Attractions, Politicians, Health and Beauty, Sports Teams, Non-profits, Pets, Games, and And many more... To the right, a preview of a Facebook page for '(RED)' is visible, showing a post with the text 'OVER 1,000,000 LIVES TOUCHED'.

Create the Page (continued)

Choose a category, name the page – then click “Create Page”

Create New Facebook Page

Category:

Local:
Education

Brand or Product

Artist, Band, or Public Figure

Name of Education:
UP Lib

Create Page

Note: Facebook Pages may only be used to represent real entities. Fake Pages will be reported and disabled. If you create a fake Page or violate our Terms in any way, your Facebook account may be disabled.

Create the Page (continued)

Facebook Login | Facebook - Windows Internet Explorer

https://login.facebook.com/alogin.php?gray=2&hash=9308ccf0da18008082261f95db32b5fa&oid=32977013107

File Edit View Favorites Tools Help

Facebook Login | Facebook

facebook

Remember Me Forgot your password?

christelle.steyn@up.ac.za Login

Facebook Login

What is your email address?

Email:

Do you already have a Facebook account?

No, I need to create a new account

Yes, I have a password:

Password: ?

Password strength

Date of Birth: Month: Day: Year:

Please enter your own date of birth. (Why is this required?)

Security Check: Enter **both** words below, **separated by a space**.
Can't read the words below? Try different words or an audio captcha.

to Winfield

Text in the box: What's This?

I have read and agree to the Terms of Use and Privacy Policy

Done Internet 100%

Create the Page (continued)

Facebook Login | Facebook - Windows Internet Explorer

https://login.facebook.com/login.php?gray=2&hash=9308ccf0da18008082261f95db32b5fa&oid=32977013107

File Edit View Favorites Tools Help

del.icio.us TAG

Facebook Login | Facebook

facebook

Remember Me Forgot your password?

christelle.steyn@up.ac.za Login

Facebook Login

What is your email address?

Email: christelle.steyn@up.ac.za

Do you already have a Facebook account?

No, I need to create a new account

Yes, I have a password:

.....

Remember me

Login

Enter your password if you already have an account and Login

Facebook © 2008 English (US) ⌵

About Advertising Developers Jobs Terms Find Friends Privacy Help

/login.php Internet 100%

Edit the Page

The screenshot shows a Windows Internet Explorer browser window displaying a Facebook page for 'UP Lib'. The browser's address bar shows the URL: <http://www.facebook.com/pages/UP-Lib/32284402349?created=>. The Facebook navigation bar at the top includes 'Home', 'Profile', 'Friends', and 'Inbox', along with the user's name 'Christelle Steyn', 'Settings', and 'Logout'. The main content area features a large placeholder image with a question mark and a message: 'Your Page has been created. To start, add information or upload a picture.' Below this is an 'Upload a picture' button. The right sidebar contains several sections: 'Fans' (no fans), 'Photos' (no photos by UP Lib, with an 'edit' button), 'Information' (no recent activity, with an 'edit' button), and 'Video' (no fan photos, with an 'edit' button). A context menu is open over the 'UP Lib' name, listing 'Edit Page', 'Edit Admins', 'Become a Fan', and 'Add to my Page's Favorites'. A blue speech bubble points to this menu with the text: 'Now you can edit the complete page or individual sections'. The Windows taskbar at the bottom shows various application icons, including Facebook, and system tray icons for 'Online Friends (2)' and a notification icon.

Edit the Page (continued)

The screenshot shows the Facebook page editor interface for a page named "UP Lib". The browser window title is "Facebook | UP Lib - Windows Internet Explorer". The address bar shows the URL "http://www.facebook.com/pages/edit/?id=32284402349". The page navigation bar includes "Home", "Profile", "Friends", and "Inbox". The user is logged in as "Christelle Steyn".

A blue speech bubble with a black border points to a red-bordered warning box. The text in the speech bubble reads: "When all the editing is done you need to 'Publish' the page". The warning box contains the text: "This Page has not been published. To make this Page public, publish this Page." Below the warning box is a section titled "News for Page Admins" with three items: "Sharing the right content with the right users", "Dashboard and Directory", and "Facebook Pages Insider's Guide".

The main content area is divided into sections: "Information" (Profile Picture, Basic Info, Detailed Info), "Applications" (Discussion Boards, Events, Information), and "Admins" (Christelle Steyn).

The bottom of the browser window shows the Windows taskbar with various application icons and system tray icons.

<http://www.facebook.com/pages/Pretoria-South-Africa/UP-Library-Services/34563526704>

UP Library Services | Facebook - Windows Internet Explorer

http://www.facebook.com/pages/Pretoria-South-Africa/UP-Library-Services/34563526704

File Edit View Favorites Tools Help

UP Library Services | Facebook

UP Library Services

Department of Library Services

Location: Department of Library Services, University of Pretoria Pretoria, South Africa, 0002
Phone: +27 12 420 3007

Mon: 7:30 am - 9:00 pm
Tues: 8:30 am - 9:00 pm
Wed - Thurs: 7:30 am - 9:00 pm
Fri: 7:30 am - 8:00 pm
Sat: 8:30 am - 1:00 pm

Discussion Board

Displaying 1 discussion topic [See All](#)

What is your view of our Library?
5 posts by 4 people. Updated on September 8, 2008 at 6:59am

Mini-Feed

Displaying 5 stories [See All](#)

September 18

- UP Library Services updated its profile. It changed General Information. Sep 18th at 6:42am

August 7

- UP Library Services updated its profile. It changed the following: Website and General Information. Aug 7th at 7:33am

August 5

News24 Headlines

- McBride gets the boot**
The Ekurhuleni Metro Council has decided to terminate the contract of its controversial metro police head, Robert McBride, with immediate effect.
- Health surprise in new Cabinet**
Among the surprise changes in President Kgalema Motlanthe's Cabinet are a new health minister said to be deeply concerned about HIV/Aids and a new safety and security minister.
- Vodacom reveals iPhone plans**
After much waiting and an Apple-appropriate level of secrecy, Vodacom has finally launched the iPhone and announced its pricing plans.
- Sundowns charged by PSL**
The PSL has charged Mamelodi Sundowns with misconduct after their failure to attend the MTN8 final post match press conference.

Done Internet 100%

Facebook Roadshow

Thank you!

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The New Library Web

Christelle Steyn
Dept. of Library Services, University of Pretoria

Why a new web?

To incorporate all new info

To utilize Web 2.0 / Library 2.0 applications

To align with the UP web

Proposed new Web incl Lib 2.0 tools

Department of Library Services Intranet - Windows Internet Explorer

http://www.library.up.ac.za/libweb/

File Edit View Favorites Tools Help

Department of Library Services Intranet

UP Library Web WWW

English | Afrikaans

Department of Library Services

Library Home About the Library Libraries / Units / Collections E-Resources Journals Catalogue Contact

Text Size: A A A

Library Home

Calendar

October 2008						
S	M	T	W	T	F	S
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

Gadgets powered by Google

Chat with the Webmaster Available

Green indicates that the webmaster is available for web inquiries

Search

Catalogue

Other

Keyword Title

Author Journal Title

UPSpace Exam Papers

UPeTD eJournals

Google Scholar Wikipedia

Quick Links

- Teaching Support
- Research Support
- Undergraduate Support
- Copyright
- Plagiarism
- Referencing Techniques

My Library Space

- Ask / Chat to a Librarian
- My Library Record
- Interlending Info - Requests
- StudentWeb
- IntraUP

Library Intranet (Staff Only)

News and Announcements

- Next open session on UPSpace: 29 October 2008
- Special Collections Book Exhibit 14 - 31 October
- University of Pretoria Virtual Campus
- Visit our brand new Library Facebook profile!
- Special Collections - Book of the month October 2008
- eResources Trials (e-books, e-journals, e-databases)
- New Journal Titles

Done

Unknown Zone (Mixed)

100%

New Library Web

<http://www.library.up.ac.za/libweb>

New Library Web

Thank you!

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