



5 Reasons To Like or Not Like a Facebook Fan Page

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5 Reasons To Like or Not Like a Facebook Fan Page

Facebook gives us the ability to create profiles and Fan Pages, Community Pages and a page on just about anything that you want to talk about or promote.

Many people do not understand or realize the goal for your Facebook Fan Page is not the amount of "**Likes**" you get but the type of people who are giving you the "Likes." I am in no way implying that any pages or their creators are bad, just that it's best to find and like pages that are closely related to what you do or things that you are interested in.

Look to see who they are what are they interested in? What are they promoting? What kind of marketing strategies do they use?

Marketing Strategies: Yes, even their marketing strategies can have an impact on your page in some way or another. If they are labeled as "spammers" or just constantly throwing out links with no interaction with anyone who has "Liked" their page. Look at what they post or share, if it doesn't stand up to your values, then you may want to reconsider passing up on the "**Like.**" You may not want your name (your brand) and your work associated with them.

Niche: For example, you may or may not be a game player and even though it may have been suggested that you "Like" a gamers page, liking their page or them liking your page just to increase the number is not going to do either of you any good. If their other followers are strictly gamers and are not interested in anything you have to offer or you are not interested in what they offer, then it's best to just pass the page by and do nothing.

Interaction With Followers: It is just good manners to make contact with a new follower and acknowledge their "Like" of your page. Strike up a conversation about something you are both interested in. Go to their page and have a look around and "Like" their page >>**IF**<< you honestly are interested in their topic.

Obligation: Don't let pressure from them or anyone else dictate whether you should like their page or not. There is a good possibility that you are interested in what they have to offer but it's just as likely you won't. Just because they are interested in you and your interests, doesn't mean it should be an automatic reciprocation.

Feel Free To Leave: There may be times that you may have come across a page and "Liked" it and then later on you find that you have no interest in keeping informed of their updates. There is no need to be rude or accuse them of anything (spam or too many notices), just simply leave and be done with it. Be prepared that they might also leave your page but that's okay. They may have realized the same as you, that there was no benefit to either of you.

For a short recap of the **"5 Reasons To Like or Not Like a Facebook Fan Page"**

1. Marketing Strategies (Do they have the same values as you do?)
2. Niche (Is their page related to yours or do you have an interest in their content?)
3. Interaction With Followers (Do they take time to acknowledge a new follower?)
4. Obligation (Are you under pressure to like their page?)
5. Feel Free to Leave (We all make mistakes. Feel free to leave if you have lost interest.)

Creating and building relationships online is almost like creating friendships off line but much more important. You have to remember and realize the written word sometimes does not come across quite the same. Someone reading cannot hear or see your expressions, so make sure you make your responses are friendly and cannot be taken the wrong way.

You cannot please everyone all of the time, just do the best that you can.

Some contacts will turn out to be business relationships, some will turn out to be friends or both and then some will not work out at all. You will find you have interests with some people and nothing in common with other people. We are all different

It doesn't mean anyone is right or wrong. Treat people with respect and kindness as you would if you were standing right in front of them

Learn more about social media and in depth strategies from Lynn Terry. This is Lynn's **"Signature Product"** and we are all very happy that she has so graciously shared her knowledge of marketing with us. [Social Marketing Results by Lynn Terry](#)



About Monna Ellithorpe

Monna Ellithorpe is a writer/author and full-time Internet Marketer, online since the year 2000. Subscribe to The Biz Lady Journal for the latest in writing trends, self-publishing and affiliate marketing updates...[more>>](#)