“Tag”...You’re It!

Some of the benefits of @tagging include exposure on other pages, cross promotion, and credibility. To @tag, go to the status bar on your fan page and type in the @ symbol followed by the name of the fan page you want to tag. You can tag any other fan page on Facebook, but to tag a person, or personal profile, it must be done from your personal profile. Your comment will show at the top of their page, and their fans can click your page name and go directly to your fan page.

Three No-No’s of @Tagging:

- Never tag spam or an irrelevant page. Tag pages in your market.
- Do not tag multiple pages in the same post. This can lead to your being banned from pages and is considered spam.
- Do not mention sales or promotions. This can also lead to your being banned.

To find relevant pages in your market, search Google for keywords in your market followed by the word Facebook. You can get very specific and targeted with this method. You can also find relevant fan pages using Facebook search. Go to the bottom of the search results window and choose see more results, then choose pages from the menu on the left side of the screen after the results load.

After finding some relevant pages, find their owners and start a dialogue. This will help build cross promotion relationships. To find the fan page owner, click on the “About” section. Some pages, particularly big brands, will not have the owner(s) listed. Once you find the owner, you can friend them or send them a message. Below the video is a
template you can use for making initial contact. Make sure you actually check out their page and product to ensure that it is relevant to your market.

You can also @tag your audience. You can tag individuals from your fan page if they have commented on your post. This is a great way to keep the conversation going between you and your fans, and increase the exposure of your post.

**Action Steps to Take**
- Find relevant pages
- Contact page owners
- @tag those pages
- Tag page owners and their friends