

Is Facebook becoming a nightmare for small business?

I logged on to my Facebook page to find the following message:

Changes to How You Share Content on Your Page

We want you to connect with your fans in the most effective ways possible. That's why as of September 30th you'll no longer be able to automatically import posts from your website to your page notes. The best way to get people to interact with your content is to give them insight into the links you share on your Wall by adding personal comments and responding to feedback from fans.

We're focused on creating even better tools for pages – look for announcements soon.

Somehow, I am not sure that making it harder for me to share my blog posts on Facebook will also make it more effective for me to connect with my “fans.” Why is Facebook telling me what is better? The answer is simple: Facebook wants me to spend money. Advertise the page to get more fans, and more clients.

Over on Mashable, there is an article “What Facebook’s Changes Mean for Marketers.” Basically, the new Facebook changes will force marketers (businesses) to create a more interactive approach to the getting fans. It will require more work and more dedication.

For small businesses, which are working on getting paying customers and using social media to amplify their reach, putting more work into ONE platform is nonsensical. Yes, Facebook has A LOT of users, but not all those users are your customers. If a business finds that its best base is coming from Facebook, then yes, it will be worth investing the extra

time.

I am not convinced that Facebook generates sales. It does help create brand awareness and build image, which adds value. Small businesses will have to decide how much more time they want to devote to Facebook, since it looks like it will require more time, more work and more strategy.

Your thoughts?