

Facebook 101

ATTRACT
CLIENTS ONLINE



WHY FACEBOOK

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Why? It's simple, really. **Your future clients are there.** 80% of all Internet users use Facebook. Even 65% of adults over the age of 65 use Facebook.

What's the goal of most Facebook users? To be educated.

What works on Facebook? Any business type can be on Facebook and have success because of the platforms' large user-base.

What **Branding or Business Style** should you use on Facebook?

- Friendly, amicable, relatable, thought-leader voices, slightly silly and engaging tones
- All 4 types of content work on Facebook. (*See the 'The 4 Content Types for Social Media Posts' in Milestone 1, Intro to Social Media, for more info on the 4 types)

Pros of **Facebook:**

- Very large user-base
- Great paid advertising options
- Integration with Instagram

How to Set Up a Facebook Page for Your Business

In order to set up a Facebook Page for your business, you need to actually have a personal account already on Facebook.

If you don't have a personal account, you can learn how to set up an account by clicking [here](#).

Once you have your Facebook account created, you need to navigate to top menu bar.

Now, you need to click on Create on the menu bar. This will open up some options like the ones below.

Now in order to create a page, you need to click on Page. This will show up another two options like the ones below.

Now you can choose to create a brand or a public figure. Since we're creating a Facebook page, you want to set up a page for a business or brand. So, choose Business or Brand. Click Get Started.

After entering the name of your business or brand, you need to click on Continue.

You'll then be taken to another page where you're be presented with the following:

2. Choose a Profile Picture

Next you'll have to also add a cover picture for your Facebook page. You can create both of them from Canva.

Good



- Easily recognizable
- Friendly, approachable
- High-quality photo

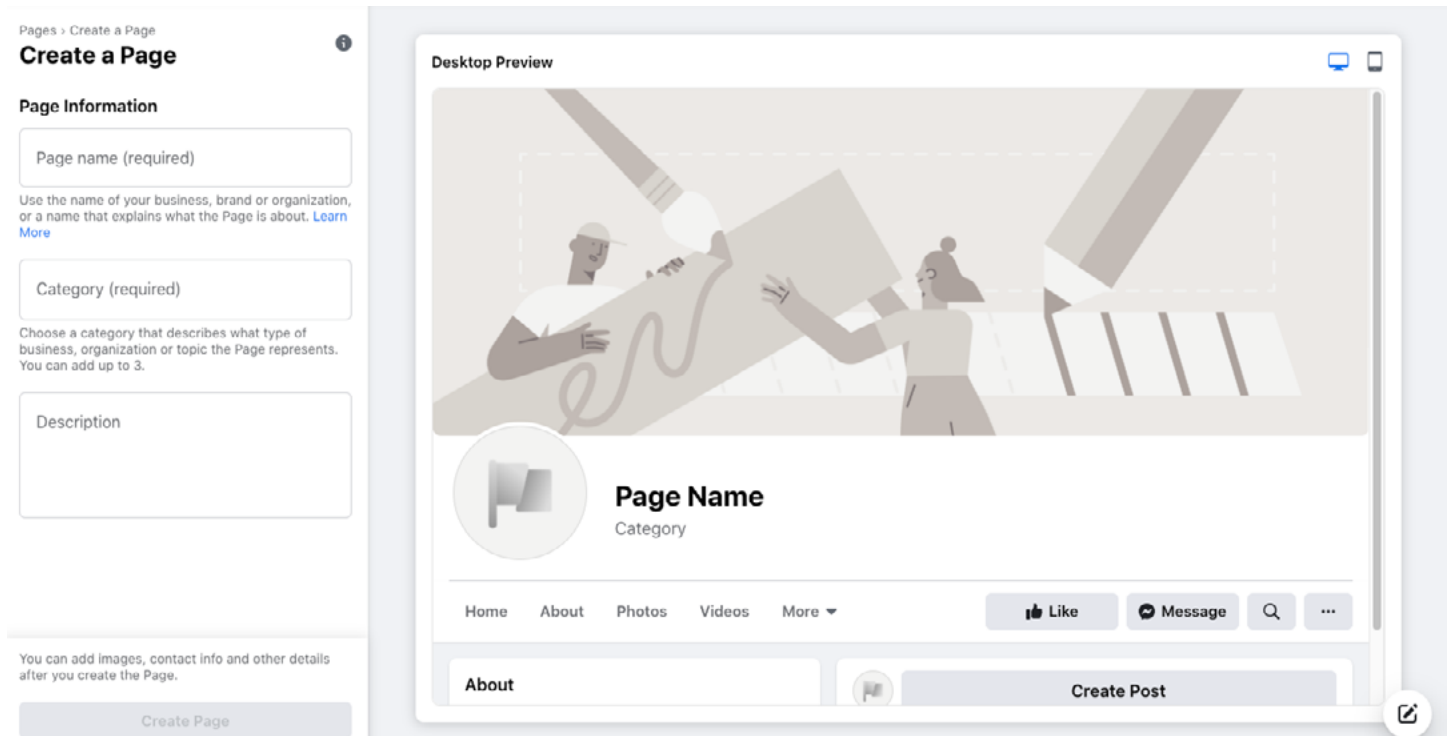
Bad



- Hard to recognize
- Desaturated
- Low-quality photo

Step 2 : Upload A Cover Photo.

And then you will be taken directly to your Facebook Page that's been created for your business or brand.



The screenshot displays the Facebook 'Create a Page' interface. On the left, the 'Page Information' form includes fields for 'Page name (required)', 'Category (required)', and 'Description'. Below these fields, a note states: 'You can add images, contact info and other details after you create the Page.' At the bottom of the form is a 'Create Page' button. On the right, a 'Desktop Preview' shows a mockup of the Facebook page. The preview features a cover photo of two people working on a large object, a profile picture placeholder, the 'Page Name', and the 'Category'. Navigation links for 'Home', 'About', 'Photos', 'Videos', and 'More' are visible, along with 'Like' and 'Message' buttons. At the bottom of the preview, there is an 'About' tab and a 'Create Post' button.

You can go ahead and fill all the other details like

About - Link your website in your description and to other social media.

Username - Choose a username that is your business name

Address

Location

Working Hours

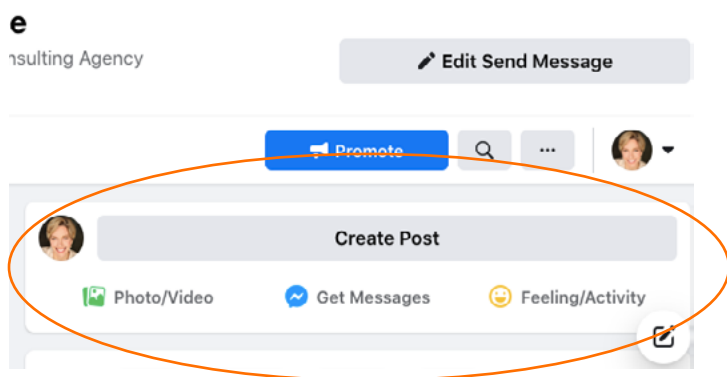
Email - Use the email you want people to contact you with

Phone number - Use the number you want people to contact you with

Likewise, there may be other things you can explore. So go ahead and fill them all. When you're done doing that, you'll have your Facebook page ready for your business.

How to Upload, Edit, and Post Images

Step 1: While on your page, look for the the button that says "Create Post" and click on it.



Congratulations! You've made your page and your first post!

As a next step, consider planning your next few posts. This will save you time and may give you ideas you wouldn't have had otherwise.

Your options include:

1. Writing a post
2. Sharing photos or videos
3. Requesting messages
4. Sharing activities

Step 2 (option), write something to accompany your photo or video.

What you write is ultimately up to you, but we have a few options to consider:

1. Ask a Question.
2. Offer some valuable information.
3. Share a link.

