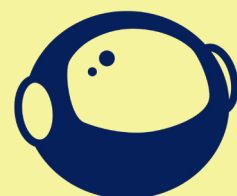


# Getting started on Facebook



**andromeda**

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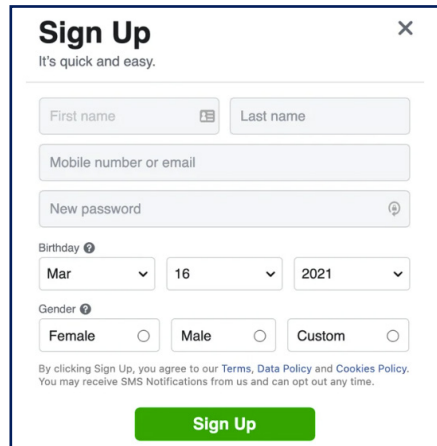
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# Setting up a new Facebook Account

## 1. Sign up for a Facebook account

To sign up for a Facebook account, follow these three easy steps.

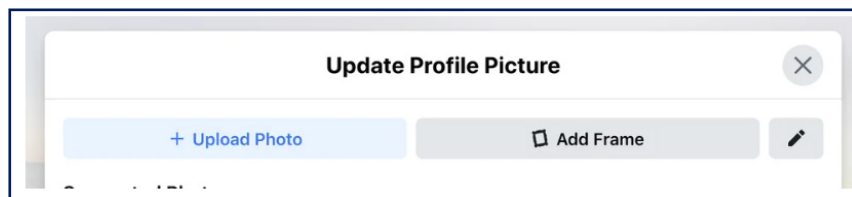
- Visit Facebook's website.
- On the homepage, enter your first name, last name, mobile number or email, new password, birthday, and gender.
- Click Sign Up.

A screenshot of the Facebook 'Sign Up' form. The form is titled 'Sign Up' with a subtitle 'It's quick and easy.' and a close button (X). It contains input fields for 'First name', 'Last name', 'Mobile number or email', and 'New password'. Below these are dropdown menus for 'Birthday' (Month: Mar, Day: 16, Year: 2021) and 'Gender' (Female, Male, Custom). A small disclaimer states: 'By clicking Sign Up, you agree to our Terms, Data Policy and Cookies Policy. You may receive SMS Notifications from us and can opt out any time.' A green 'Sign Up' button is at the bottom.

## 2. Personalise your profile

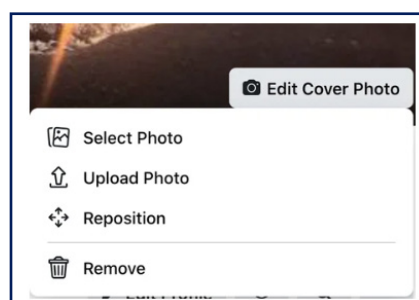
### Picking a Profile Picture

- Go to your profile and click on your profile picture.
- To pick your profile picture, choose a photo that you're already tagged in on Facebook, one that you've uploaded to Facebook, or a photo from your computer.



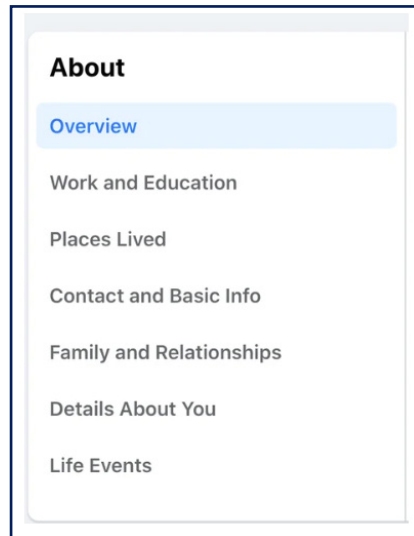
### Choosing a Cover Photo

- Click the camera button on your cover photo, which is on your profile.
- To choose your cover photo, you can pick a photo from your Facebook profile, a selection of Facebook's own cover artwork, create a collage, or upload a photo from your computer. You can also reposition or delete your current cover photo.



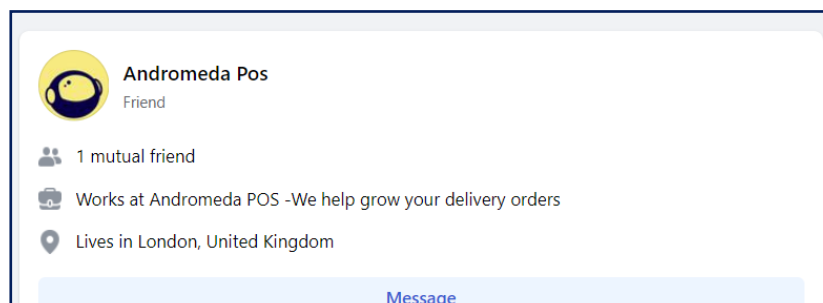
## Updating Your Profile

- Click the “About” section on your profile page.
- In this section, you can fill in information about your work and education, the places you’ve lived, contact and basic info, family and relationships, details about you, and life events.



## 3. Like and follow public pages

On Facebook, you can follow and get updates from your favourite brands, celebrities, sports teams, and publications. The best way to do this is by searching for them on Facebook and liking or following their public page. After you like or follow their page, you’ll start to see their updates in your news feed.



## 4. Add friends on Facebook

There are three ways you can add friends on Facebook. You can either search for them, find them in the “Find Friends” tab, or import a list of contacts from your email, iCloud, or phone.

To find friends on Facebook, go to your profile, select the “Friends” tab, and tap the “Find Friends” button. You’ll see a list of friend requests from other people and a list of people you may know that you can add as a friend on Facebook.

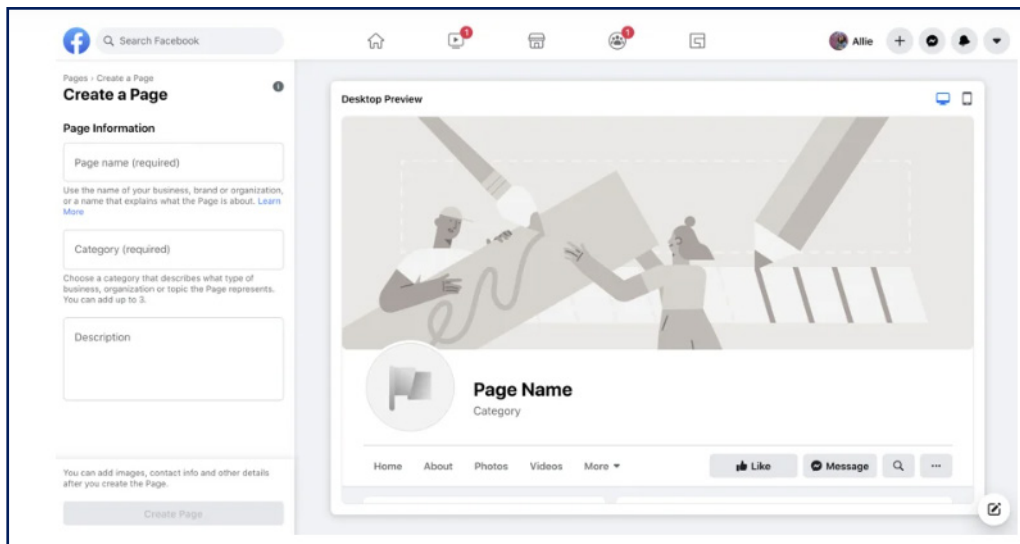
If you upload a list of contacts onto Facebook, you can add your friends as you sort through each of your contacts.

# Setting up your Facebook Business Page

Follow these steps to get your Facebook Page up and running in no time.

## 1. Create a Page

To begin, head to Facebook. On the left-hand menu, choose Pages > Create New Page. This should launch the Page creator within your Facebook interface.



Enter your Page name and choose up to three categories. Type in a brief description — what your business does, the services you provide, or the purpose of the Page in under 255 characters. You should see this information populate the right side of the Page creator.

Once finished, click Create Page.

## 2. Add images

Clicking Create Page shouldn't move you off the Page creator. You'll see two more prompts added to the left-hand menu: to add a profile photo (170 x 170 pixels) and cover photo (1640 x 856 pixels).

Add a logo or widely recognized image for your profile photo. If you have other social media accounts for your business, consider using the same profile photo from those to keep your online presence consistent.

For your cover photo, choose an image that represents the purpose or theme of your Page.

You should see these images populate the right side of the Page creator. When finished, click Save.

### 3. Choose a username and assign a CTA (Call to Action)

After the previous step, Facebook should move you to the Facebook Business Page dashboard where you'll manage all other aspects of your Page.

This interface can feel overwhelming, but don't be afraid! First things first, choose a username for your Page. A username helps people find your Page in search and allows them to easily tag your Page when posting about your company. Your username also makes up your Facebook Business Page URL.

Next, click + Add Action Button to add a CTA to your Page. This should be the action you want your visitors to take when they visit your Facebook Business Page.



### 4. Edit your Page info

After setting a username and choosing a CTA, click More > About in the main menu. This will navigate you to your Page info, where visitors will go to learn more about your organisation.

Click Edit Page Info in the top right corner to update this information.

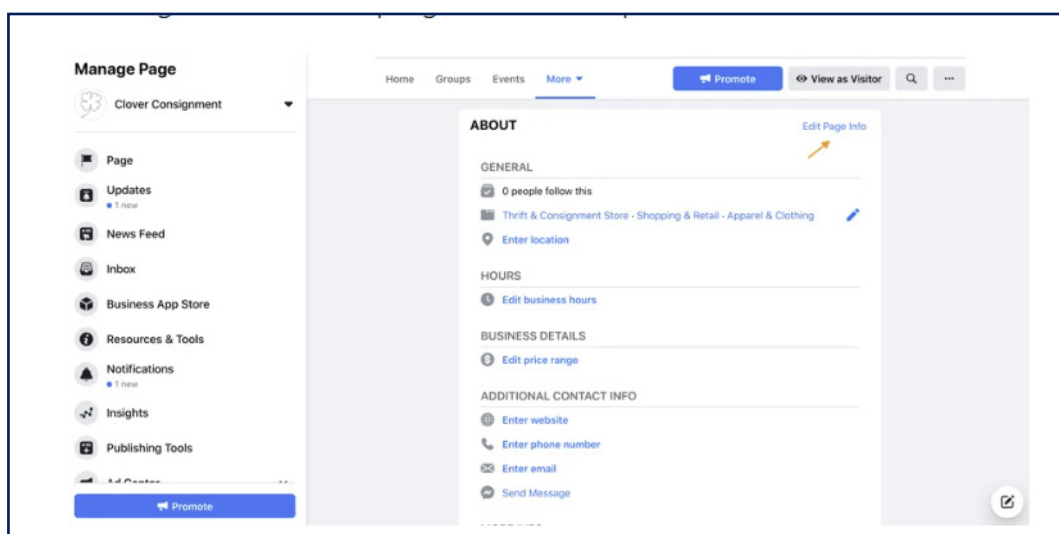
There are many fields to update here. Here's what to focus on:

- **Location:** If you're a local business, input your business address so visitors can find you.
- **Hours:** Brick and mortar businesses should input their store hours as some shoppers may reference their Page to see when they can visit.
- **Price range:** You don't have to fill out this designation, but it may help to specify the price range of your products and services to target the right shoppers.
- **Additional contact info:** Input your website, phone number, and email so visitors can contact you outside Facebook. This information will also help drive Facebook traffic to your website and products.
- **More info:** The description you added in step one should be under "About." You can add more information under "Additional information," and you can write in a mission or vision statement under "Impressum."

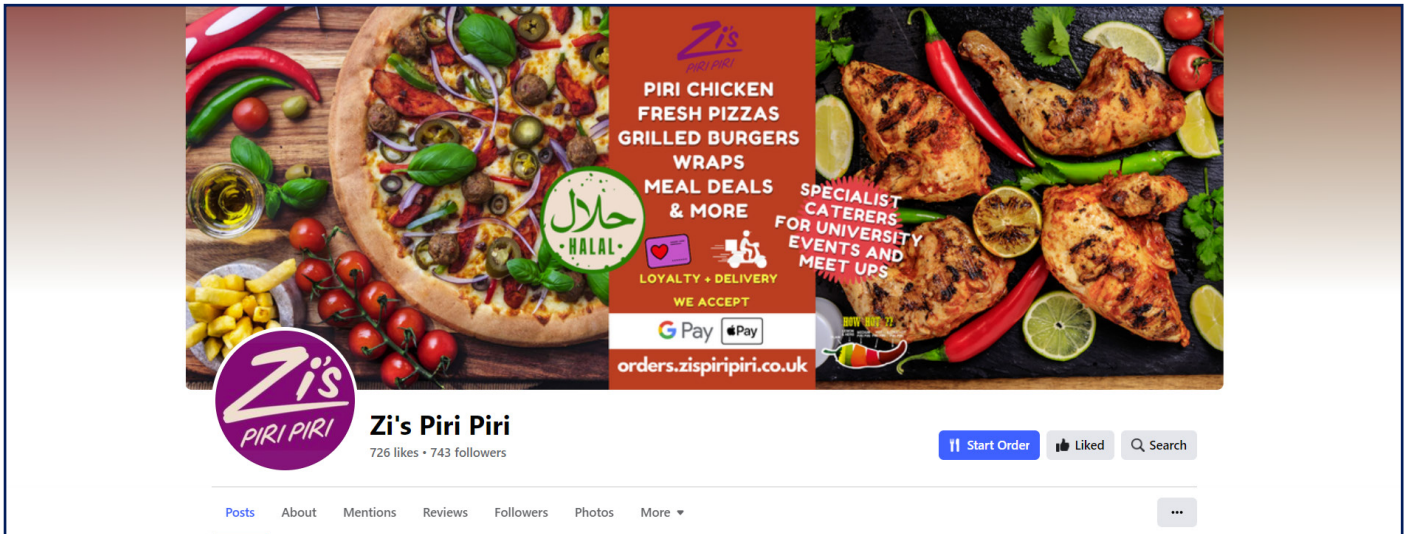
## 5. Understand your Page settings

In the left-hand navigation, click Settings at the bottom. The left-hand menu will change to more detailed categories, and the right side interface will list (seemingly) countless options.

- **General > Others Tagging this Page:** Make sure this is checked as it will allow others to post about and share your Page.
- **General > Similar Page Suggestions:** Make sure this is checked so Facebook recommends your Page to new followers and fans.
- **Messaging > Show a greeting:** Turn this on so your Facebook Page will automatically send your followers a greeting when open Messenger.
- **Templates and Tabs:** If you need to rearrange the menu on your Page or the information offered to visitors, you can do this here.
- **Notifications:** This section allows you to customize when and how you'd like to receive Page alerts. Set a frequency that fits your social media marketing schedule.
- **Page Roles:** Whether or not you'll be the main manager of the Page, there may be others at your organisation who need access to your Facebook Page. Here, you can invite other colleagues to make changes to your Pages. Some common use cases here include:
  - A public relations manager who needs to respond to any delicate questions.
  - A support representative who can assist those asking technical questions.
  - A designer tasked with uploading new photo creative to the Page.



# The Finished Product



## Cover Image:

Eye Catching image highlighting your store and your brand

## Profile Logo:

Your company logo, sized to fit perfectly in the space

## Call to Action Button:

Set to "Start Order" & linked to your ordering website to make it quick and easy for customers to order from you