

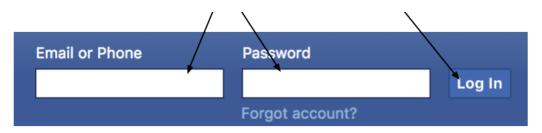


Facebook helps you build relationships with new and existing customers and ultimately drive sales by taking advantage of word-of-mouth marketing. For more help, visit <u>https://www.facebook.com/business/</u>.

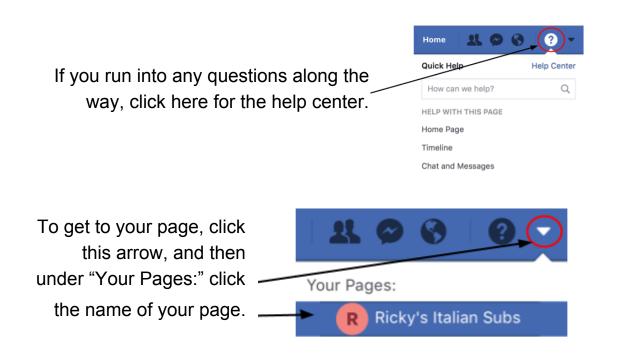
#### 4. Signing In

To log into your Facebook account, type "<u>https://www.facebook.com/</u>" in the address bar.

Type in your email address and your password here. Then click Log In.



### Now you're ready to start posting!



## 4. Manage Your Page

Click Settings at the top of your page's Admin Panel



You'll see this list of options It's a good idea to click on each and see what it lets you do.

🔅 General	Page Visibility	Page published	Edit	Click "Edit" to
Messaging	Visitor Posts	Anyone can publish to the Page Anyone can add photos and videos to the Page	Edit	make change
🔅 Edit Page	News Feed Audience and Visibility for Posts	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off	Edit	in each
Post Attribution	Messages	People can contact my Page privately.	Edit	category.
<ul> <li>Notifications</li> <li>Messenger Platform</li> </ul>	Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit	When you
Videos	Others Tagging this Page	People and other Pages can tag my Page.	Edit	
L Page Roles	Page Location for Frames	Other people can use your Page's location for photo and video frames.	Edit	have it how
People and Other Pages	Country Restrictions	Page is visible to everyone.	Edit	you want it,
Preferred Page Audience	Age Restrictions	Page is shown to everyone.	Edit	remember to
Authorizations	Page Moderation	No words are being blocked from the Page.	Edit	Sava Changa
Branded Content	Profanity Filter	Turned off	Edit	Save Change
) Instagram	Similar Page Suggestions	Choose whether your Page is recommended to others	Edit	
Featured	Page Updates	Sege posts are automatically published when you update Page into reach milestones, receive reviews and more.	Edit	
M Crossposting	Post in Multiple Languages	Ability to write posts in multiple languages is turned off	Edit	
Page Support Inbox	Translate Automatically	Your posts may show translations automatically for people who read other languages	Edit	

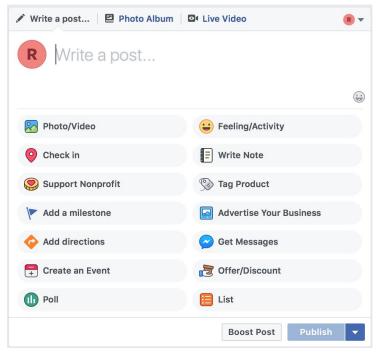
Click on Page Roles to add, delete or edit permission for other Facebook users to be Admins to your page You can set "Profanity Filter" to strong so people can't use profanity on your page.

# 5. Engage Fans

Scroll down on your page until you get to "Write a post..."

Start talking and **make it count!** Post photos, promotions and events to encourage customers to visit and engage with your page.

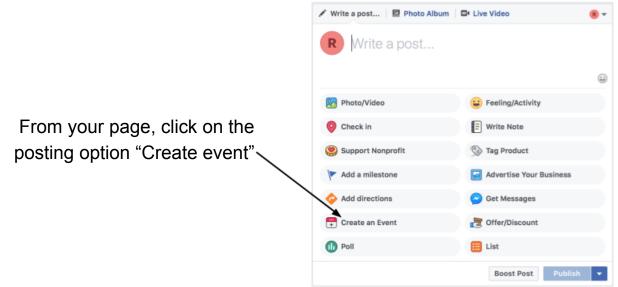
**Important!** When posting, maintain **consistency** (at least 2x/week) and **quality** - is this useful or interesting to my customer?





Click Insights to see the data on who's been engaging with your page and how.

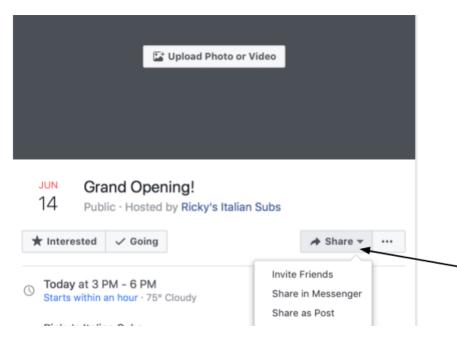
#### 6. Create and Share an Event



A window will then pop up for you to put all of the event's information into. Scroll through and make sure you fill out everything that you want to such as time, place, and tickets if needed!

tion event by hiery i	rianari ouso			
Basic Info This info will also appe	ar in News Feed and any ads created for this event			
Event Photo or 🕤 Video	Upload Photo or Video	Upload a photo here for your event!		
Event Name ()	Add a short, clear name 0 / 64	Enter the location and time. If it is a reoccurring event, click		
Location ()	R Ricky's Italian Subs			
Frequency 🕥	Occurs Once	the bar next to "Frequency" to make this event happen daily		
	Starts 6/14/2018 🗐 2:00PM 🕚 EDT	weekly or create your own		
When you create an ever	t on Facebook the Pages, Groups and Events Policies apply.	frequency .		
Event Tips Website	Boost Event Save Draft Publish			
	$\vee$			

When you've filled out all of your info, either save as a draft to post later or publish right now!



Go to your event page and click the "Share" button to invite friends, message people about your event or post about it!

Congratulations, you've created an event!