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**BASIC PROGRAM**

## Social Media Presentation **Building your Business Page for Facebook**

Want to know how to get started with your business on Facebook? This step by step guide for establishing a successful Facebook page for your business will guide you through the set up and design and show you how to invite and start attracting fans. Often getting started can be the most difficult step you take in social marketing, it's also one of the most important ones.

### **Agenda:**

- The three faces of Facebook (Profile, Group, Page)
- Getting started with Facebook for Business
  - Setting up your Facebook Page
  - Editing your Facebook Page's information
  - The look of your page (graphics)
    - Facebook Page cover design (rules)
    - Facebook Page profile design
    - Other image sizes
  - Your first milestone
- Understanding Facebook posts
  - Types of posts
  - Scheduling
  - Targeting
  - Pinning a post
  - Highlight a post
- Understanding other features
  - Facebook apps
  - Facebook Events
  - Facebook Notes
- Q&A

**Outcome:** This program will provide you with an understanding of best practices for setting up your first Facebook page.