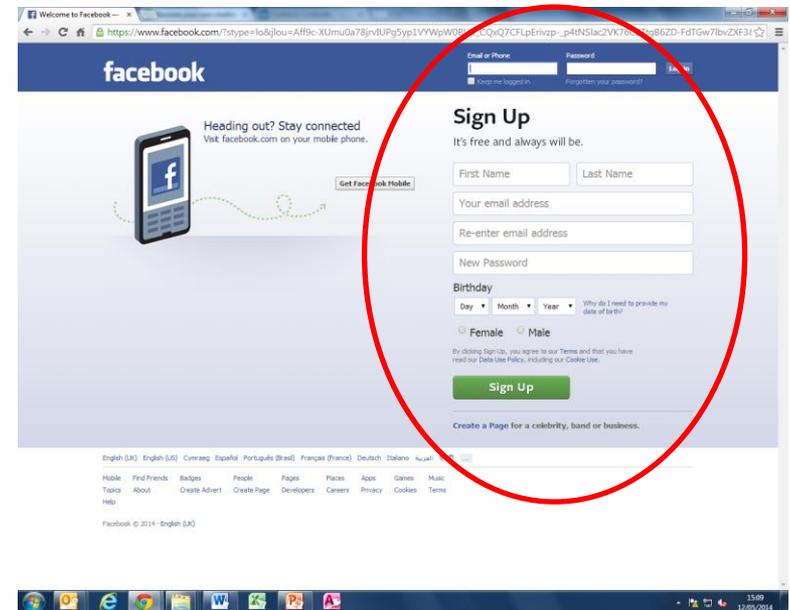




How to guide for **facebook.**

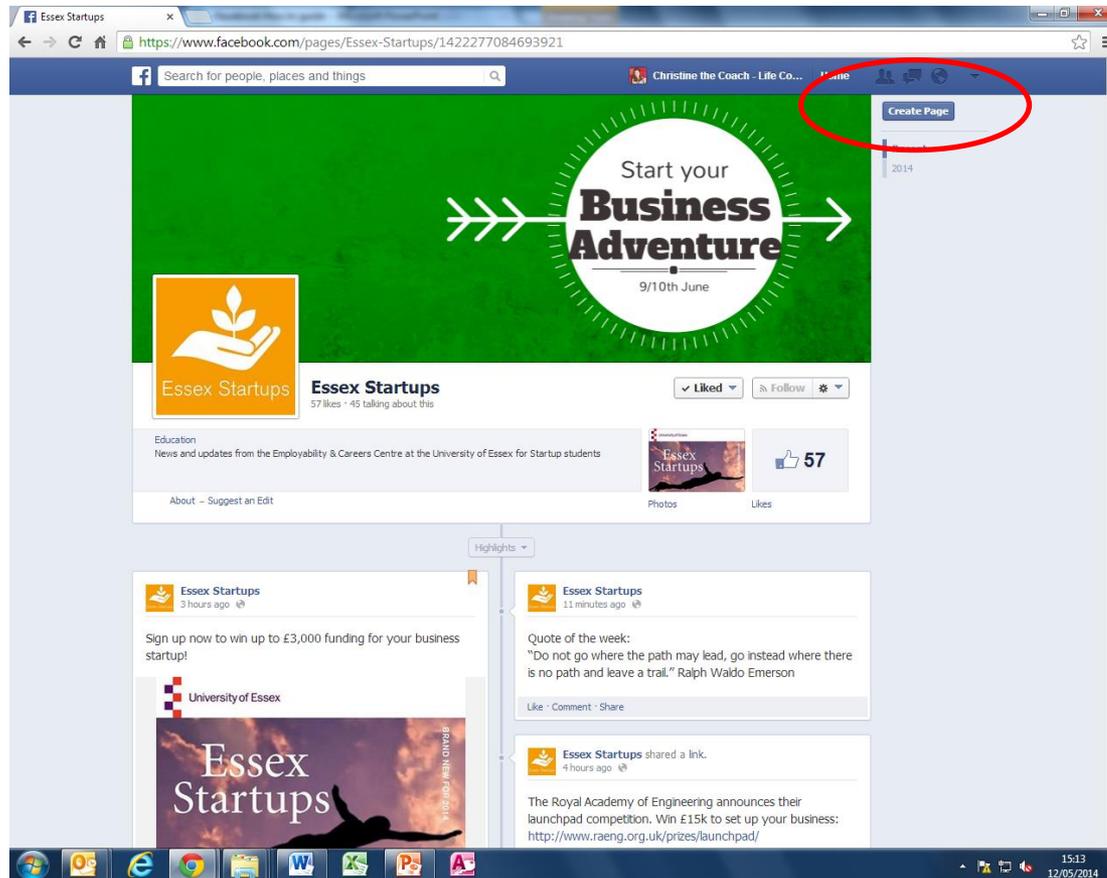
Create a business page

- To be able to create a business page, you will need a personal profile on Facebook
- Go to www.facebook.com
- Fill in the information below
- Click “Sign up”
- Or if you already have a profile, log in



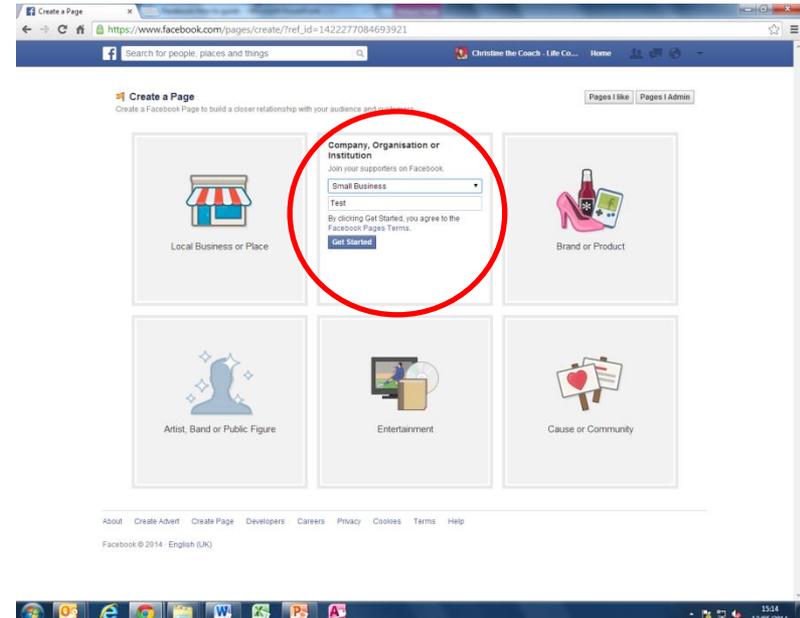
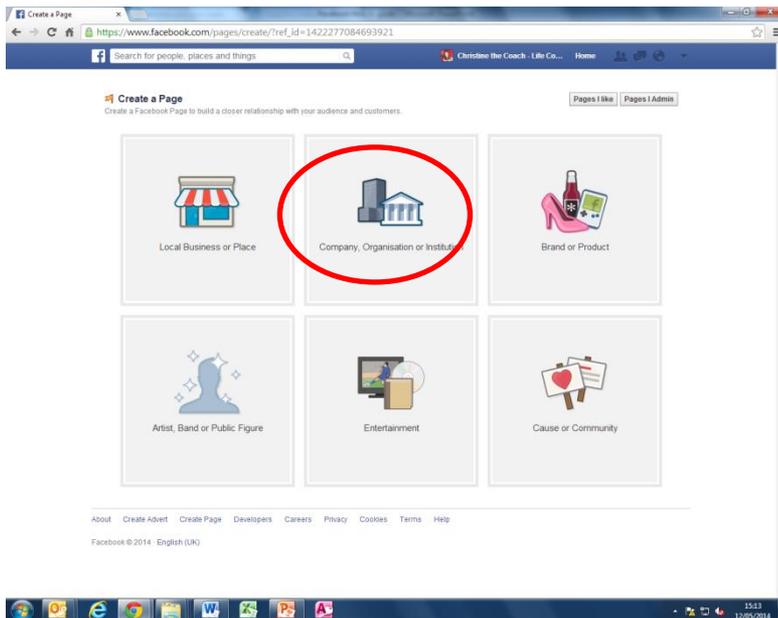
Create a business page

- Go to any business page and click on “create page”



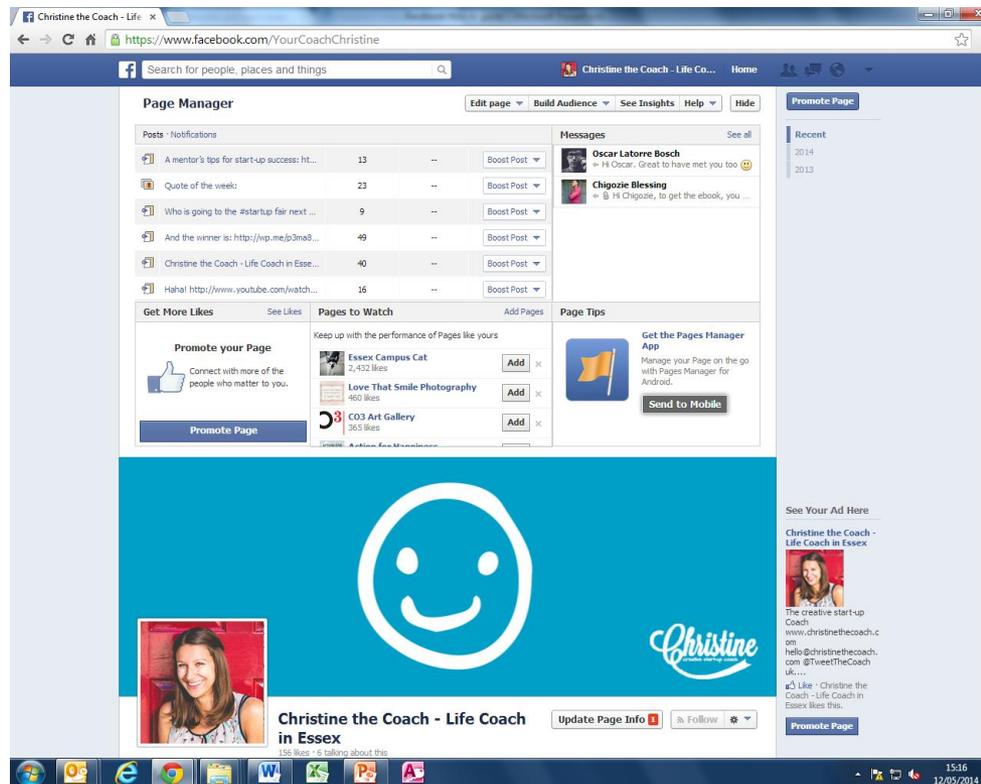
Create a business page

- Choose the category that describes your business best and fill in the information needed (example below shows a company/small business)
- Click on “Get started”



Create a business page

- It will prompt you to your business page and give you some hints on what to do next

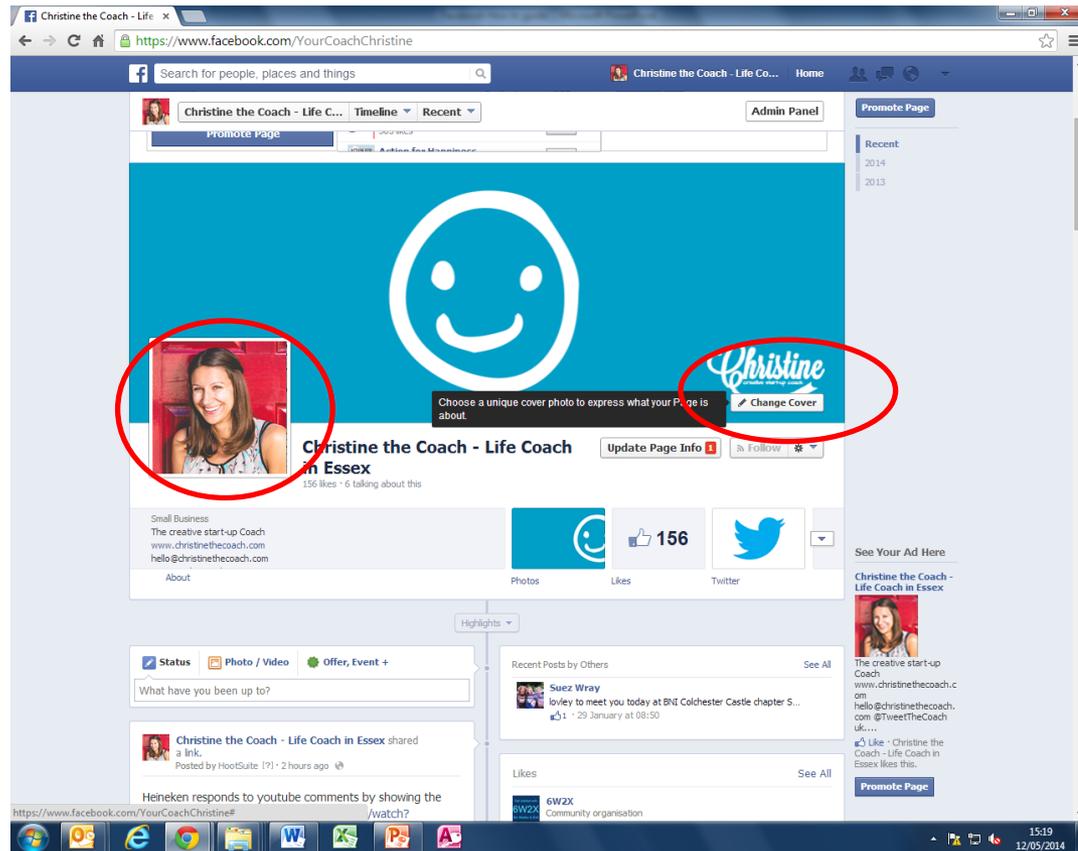


The screenshot shows a Facebook browser window displaying the business page for 'Christine the Coach - Life Coach in Essex'. The page features a blue header with the page name and a search bar. Below the header, there is a 'Page Manager' section with a table of posts and their engagement metrics. The table includes columns for post type, number of likes, and a 'Boost Post' button. To the right of the posts is a 'Messages' section with two recent messages. Below the posts is a 'Get More Likes' section with a 'Promote your Page' button. To the right of this is a 'Pages to Watch' section with three recommended pages: 'Essex Campus Cat', 'Love That Smile Photography', and 'CO3 Art Gallery'. Further right is a 'Page Tips' section with a 'Get the Pages Manager App' button. The main content area features a large blue banner with a white smiley face logo and the text 'Christine the Coach - Life Coach in Essex'. Below the banner is a profile picture of Christine and a 'Follow' button. On the right side of the page, there is a 'Recent' section with a list of dates and a 'See Your Ad Here' section with a small advertisement for the page.

Posts - Notifications	Likes	Boost Post
A mentor's tips for start-up success: ht...	13	Boost Post
Quote of the week:	23	Boost Post
Who is going to the #startup fair next ...	9	Boost Post
And the winner is: https://vp.me/j3ma8...	49	Boost Post
Christine the Coach - Life Coach in Esse...	40	Boost Post
Haha! http://www.youtube.com/watch...	16	Boost Post

Create a business page

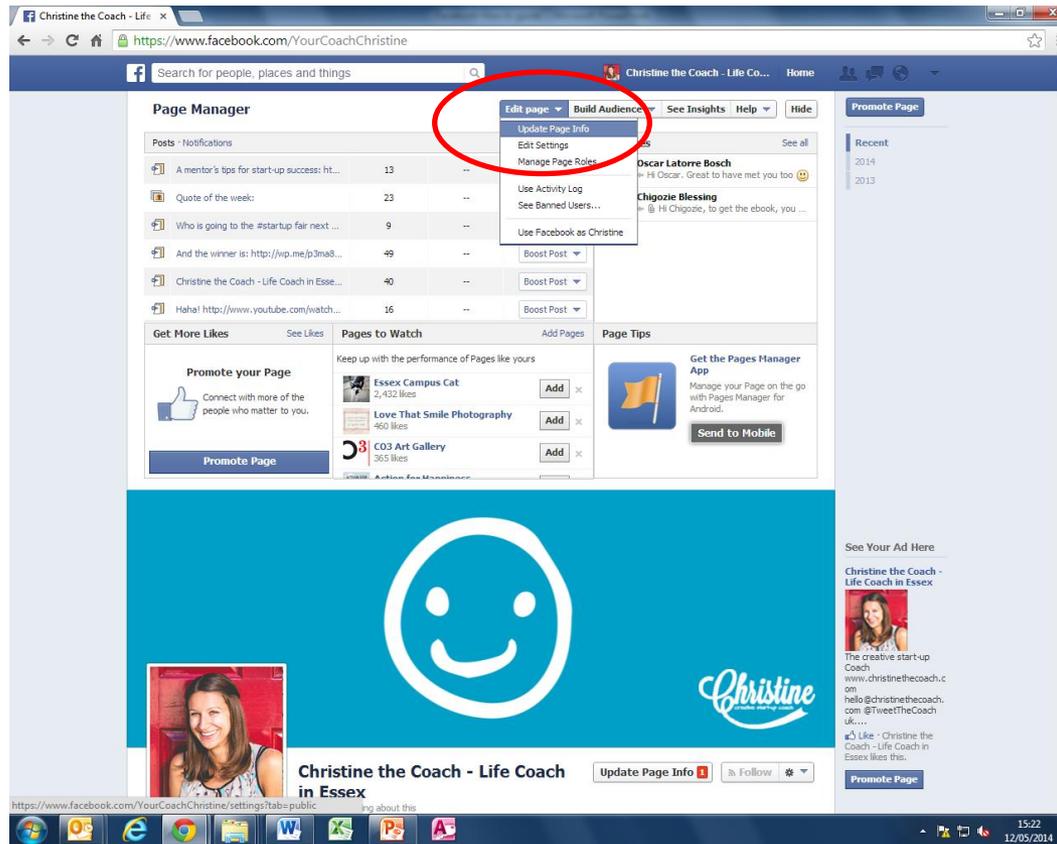
- Upload a cover photo and a profile picture



The screenshot shows a Facebook business page for "Christine the Coach - Life Coach in Essex". The page has a blue cover photo with a white smiley face. A red circle highlights the profile picture of a woman, and another red circle highlights the "Change Cover" button. The page includes a search bar, navigation tabs (Timeline, Recent), and an Admin Panel. The page name is "Christine the Coach - Life Coach in Essex" with 156 likes. The bio mentions "Small Business" and provides contact information. Recent posts and a "See Your Ad Here" section are also visible.

Create a business page

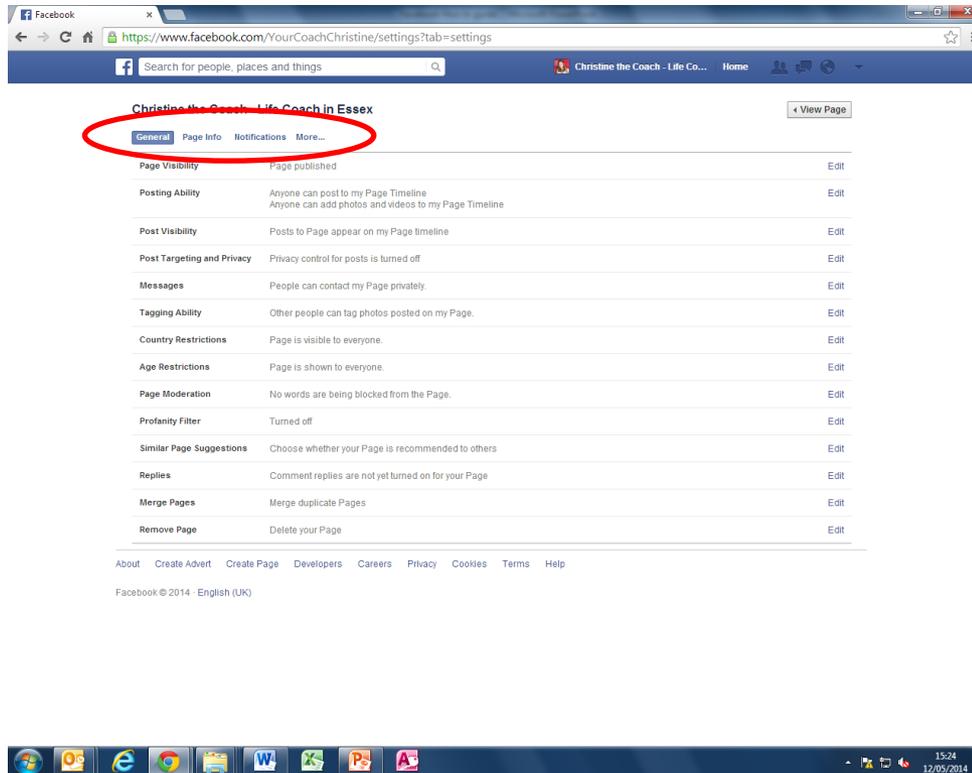
- Click on “Edit Page/Update Page Info”



The screenshot shows the Facebook Page Manager interface for 'Christine the Coach - Life Co...'. The 'Edit page' dropdown menu is highlighted with a red circle, showing options: Update Page Info, Edit Settings, Manage Page Roles, Use Activity Log, See Banned Users..., and Use Facebook as Christine. Below the menu, the 'Update Page Info' button is visible. The page features a large blue header with a white smiley face logo and the text 'Christine the Coach - Life Coach in Essex'. A profile picture of Christine is shown in the bottom left. The right sidebar includes a 'Promote Page' button and a 'Recent' section with dates 2014 and 2013. The bottom of the page shows the Windows taskbar with various application icons and the system clock displaying 15:22 on 12/05/2014.

Create a business page

- Go through every point and ensure that the settings are as you want them to be (General/Notifications)



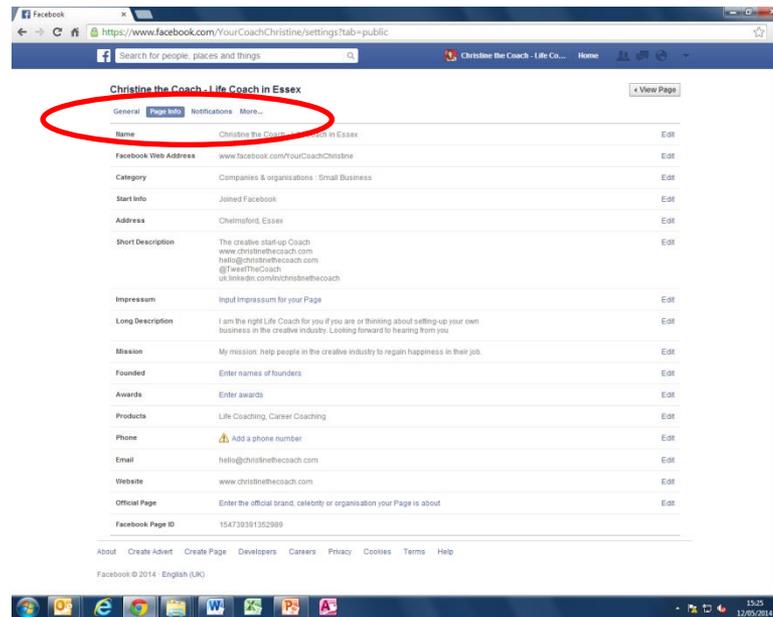
The screenshot shows the Facebook settings page for a business page named "Christine the Coach - Life Coach in Essex". The "General" tab is selected and circled in red. The settings are organized into a table with various categories and their corresponding values, each with an "Edit" link.

Category	Value	Action
Page Visibility	Page published	Edit
Posting Ability	Anyone can post to my Page Timeline Anyone can add photos and videos to my Page Timeline	Edit
Post Visibility	Posts to Page appear on my Page timeline	Edit
Post Targeting and Privacy	Privacy control for posts is turned off	Edit
Messages	People can contact my Page privately	Edit
Tagging Ability	Other people can tag photos posted on my Page.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Replies	Comment replies are not yet turned on for your Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

At the bottom of the page, there are links for "About", "Create Advert", "Create Page", "Developers", "Careers", "Privacy", "Cookies", "Terms", and "Help". The footer text reads "Facebook © 2014 - English (UK)".

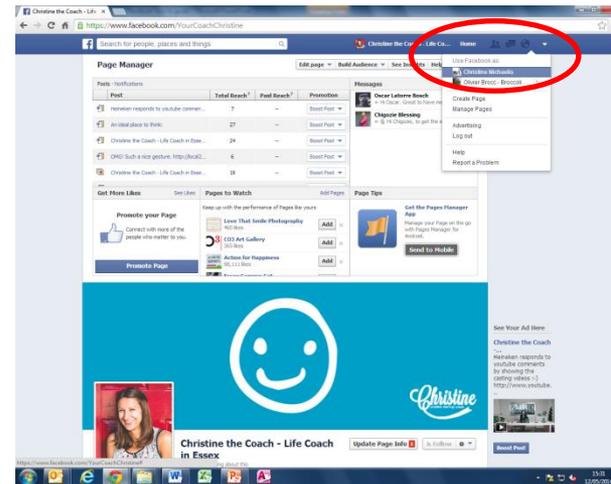
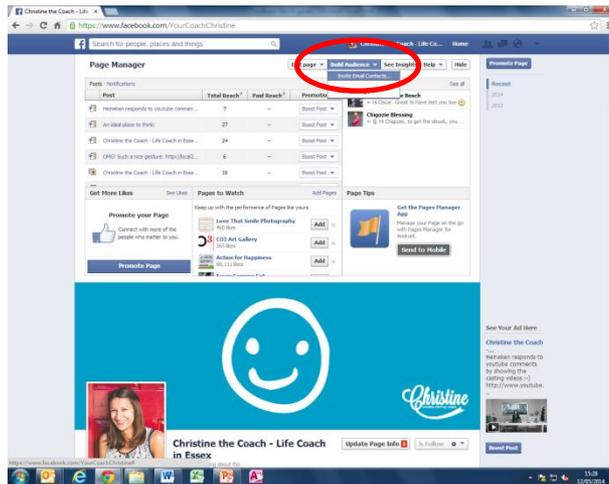
Create a business page

- Update your page info including all your other social media links
- Think about your Facebook web address carefully. Once set you won't be able to change it afterwards



Build an audience

- In the top navigation you can click on “Build an audience”
- If you are logged in as your business, you will only be able to invite people via email
- If you change to your personal profile you can invite your Facebook friends



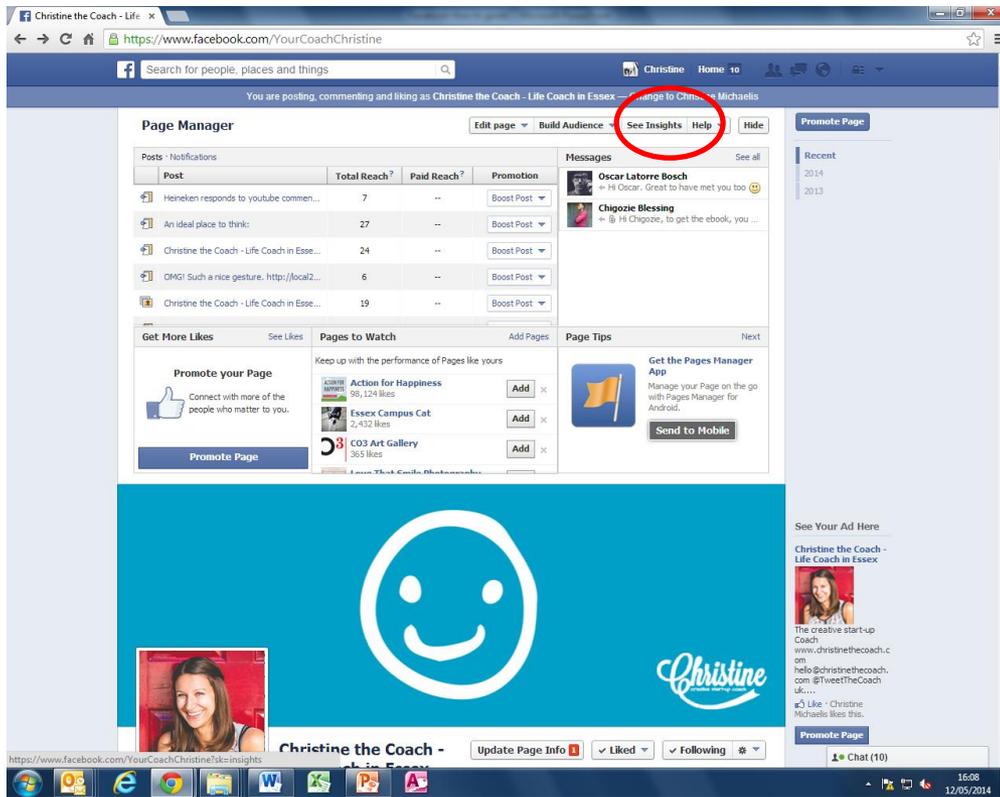


Build an audience

- When inviting people via email or promoting your Facebook page **ALWAYS** give reasons why they should like your page. What are you going to post? What are the benefits for them?

Statistics

- To see statistics click the “Insights” button on the right hand side

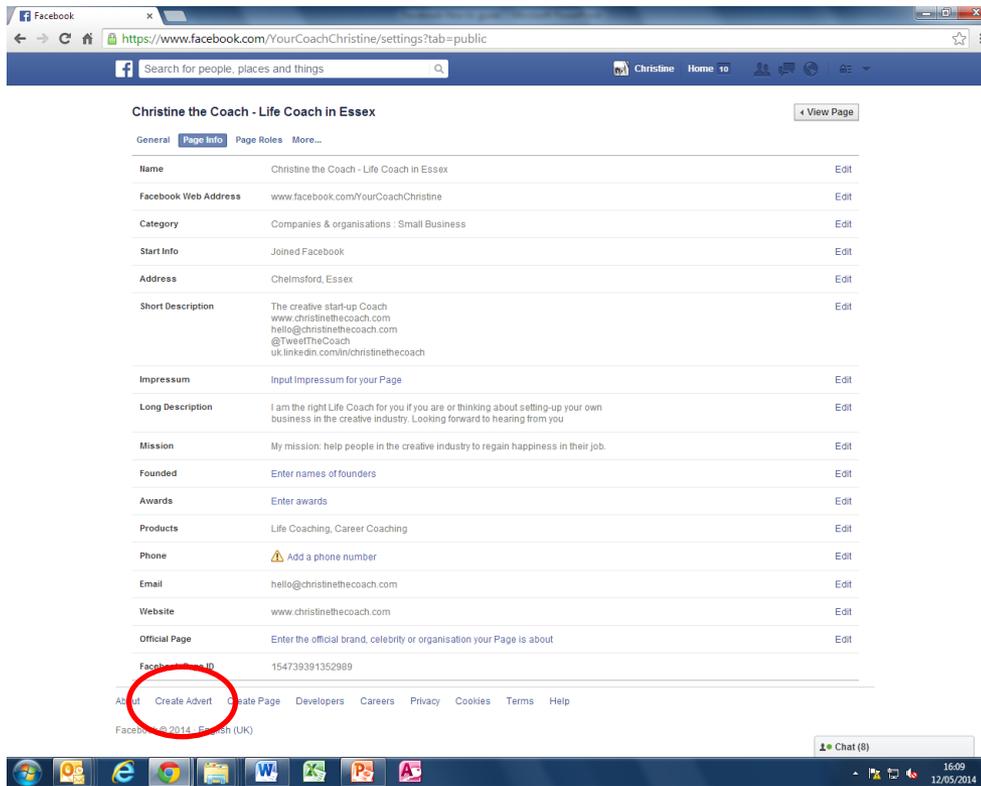


The screenshot shows the Facebook Page Manager interface for 'Christine the Coach - Life Coach in Essex'. The 'See Insights' button is circled in red. The interface includes a search bar, navigation tabs (Home, Insights, Posts, Messages, Reviews), and a 'Page Manager' section with a table of posts and their reach. The table has columns for 'Post', 'Total Reach?', 'Paid Reach?', and 'Promotion'. Below the table are sections for 'Get More Likes', 'Pages to Watch', and 'Page Tips'. The page also features a large blue banner with a white smiley face logo and the name 'Christine the Coach'.

Post	Total Reach?	Paid Reach?	Promotion
Heineken responds to youtube commen...	7	--	Boost Post
An ideal place to think:	27	--	Boost Post
Christine the Coach - Life Coach in Esse...	24	--	Boost Post
OMG! Such a nice gesture. http://local2...	6	--	Boost Post
Christine the Coach - Life Coach in Esse...	19	--	Boost Post

Create an advert

- To create an advert click on the “Create advert button” at the bottom of the page



The screenshot shows the Facebook page settings for 'Christine the Coach - Life Coach in Essex'. The page is titled 'Christine the Coach - Life Coach in Essex' and has a 'View Page' button. The settings are organized into sections: General, Page Info, Page Roles, and More... The 'Page Info' section is currently selected and displays the following information:

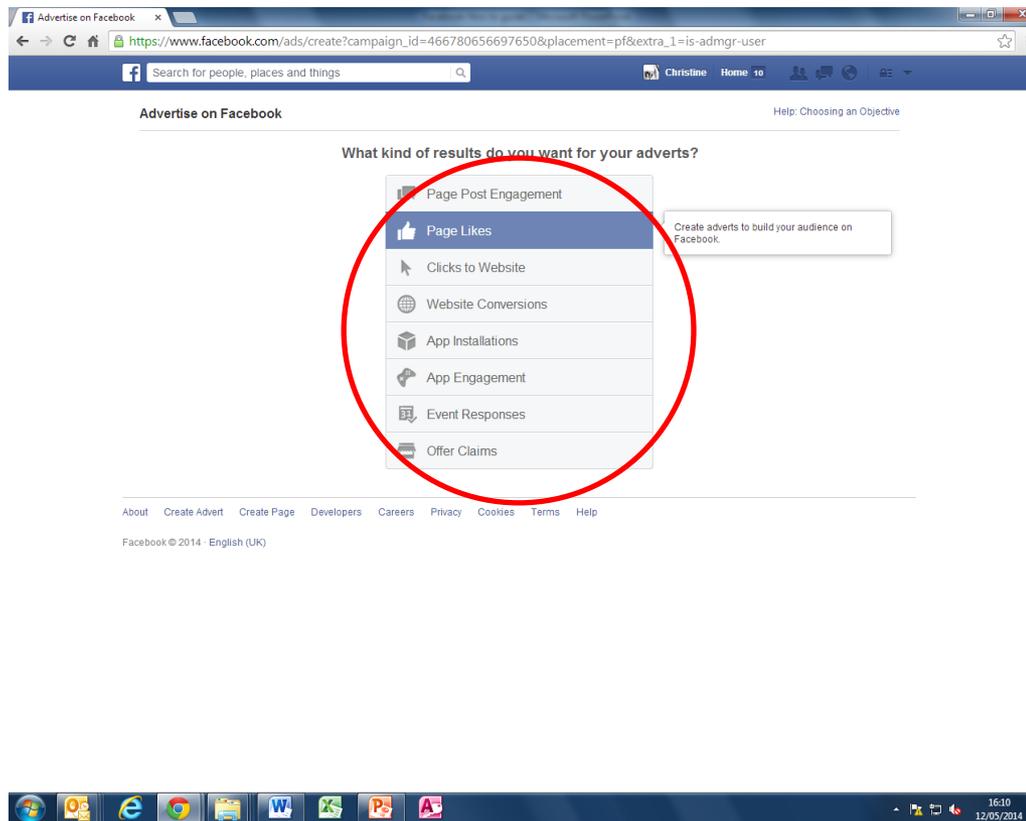
Field	Value	Action
Name	Christine the Coach - Life Coach in Essex	Edit
Facebook Web Address	www.facebook.com/YourCoachChristine	Edit
Category	Companies & organisations : Small Business	Edit
Start Info	Joined Facebook	Edit
Address	Chelmsford, Essex	Edit
Short Description	The creative start-up Coach www.christinecoach.com hello@christinecoach.com @TweetTheCoach uk.linkedin.com/in/christinecoach	Edit
Impressum	Input Impressum for your Page	Edit
Long Description	I am the right Life Coach for you if you are or thinking about setting-up your own business in the creative industry. Looking forward to hearing from you.	Edit
Mission	My mission: help people in the creative industry to regain happiness in their job.	Edit
Founded	Enter names of founders	Edit
Awards	Enter awards	Edit
Products	Life Coaching, Career Coaching	Edit
Phone	Add a phone number	Edit
Email	hello@christinecoach.com	Edit
Website	www.christinecoach.com	Edit
Official Page	Enter the official brand, celebrity or organisation your Page is about	Edit
Facebook ID	154739391352989	

At the bottom of the page, there is a navigation bar with the following links: About, Create Advert, Create Page, Developers, Careers, Privacy, Cookies, Terms, Help. The 'Create Advert' link is circled in red.

Facebook © 2014. English (UK)

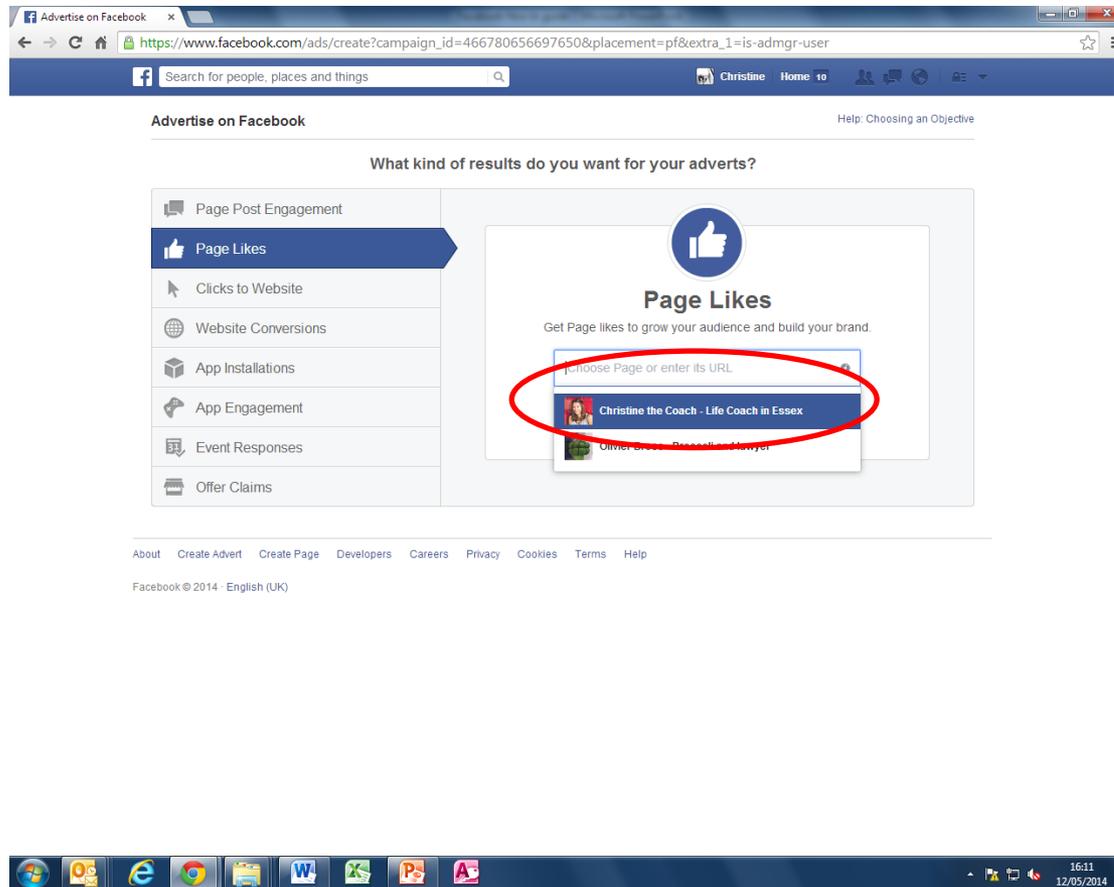
Create an advert

- Choose the result you would like with your ad



Create an advert

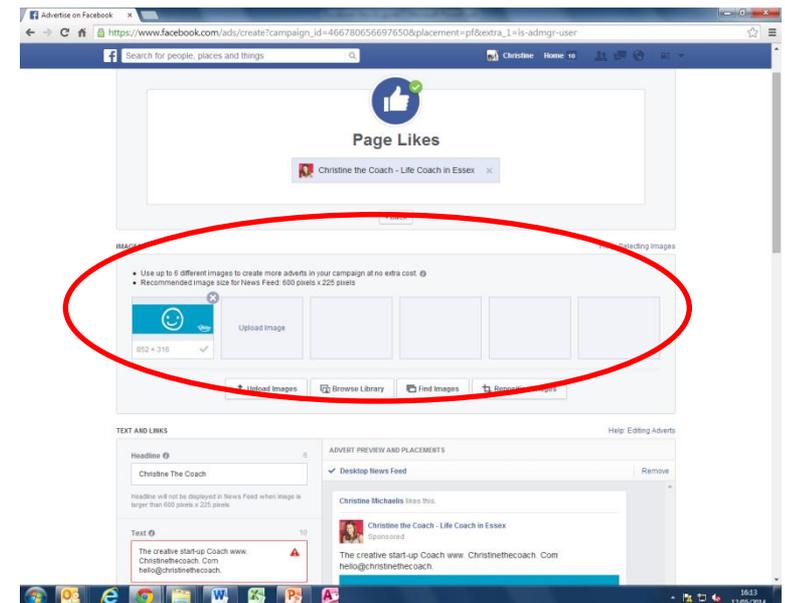
- Choose the page you want to promote



The screenshot shows the Facebook 'Advertise on Facebook' interface. The browser address bar displays the URL: https://www.facebook.com/ads/create?campaign_id=466780656697650&placement=pf&extra_1=is-admgr-user. The page title is 'Advertise on Facebook' and the user is logged in as 'Christine'. The main heading is 'What kind of results do you want for your adverts?'. On the left, a list of objectives is shown, with 'Page Likes' selected and highlighted by a blue arrow. The right side of the interface shows a preview for 'Page Likes' with the text 'Get Page likes to grow your audience and build your brand.' Below this, a dropdown menu is open, showing a search bar with the text 'Choose Page or enter its URL' and a list of suggestions. The top suggestion is 'Christine the Coach - Life Coach in Essex', which is highlighted in blue and circled in red. Other suggestions include 'Oliver...'. At the bottom of the page, there are links for 'About', 'Create Advert', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help'. The footer text reads 'Facebook © 2014 - English (UK)'. The Windows taskbar at the bottom shows the time as 16:11 on 12/05/2014.

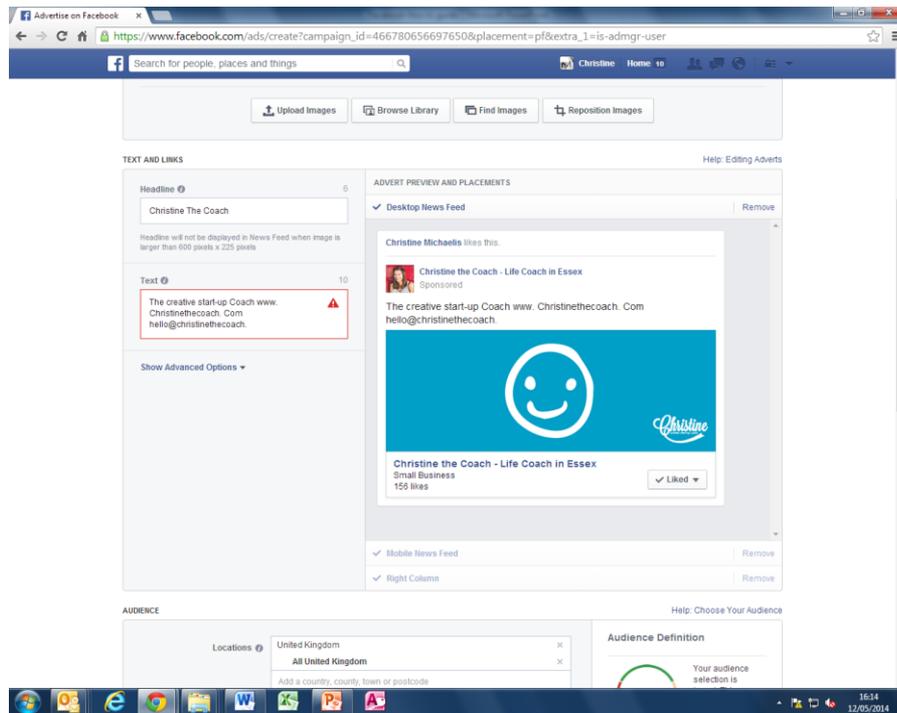
Create an advert

- Upload images that you want to use for the ad. They need to be 600x225 pixels. You can choose up to 6 images
- It might default to some images, make sure they are the right size or delete them



Create an advert

- Edit the text that will be shown in your ad (limited characters)



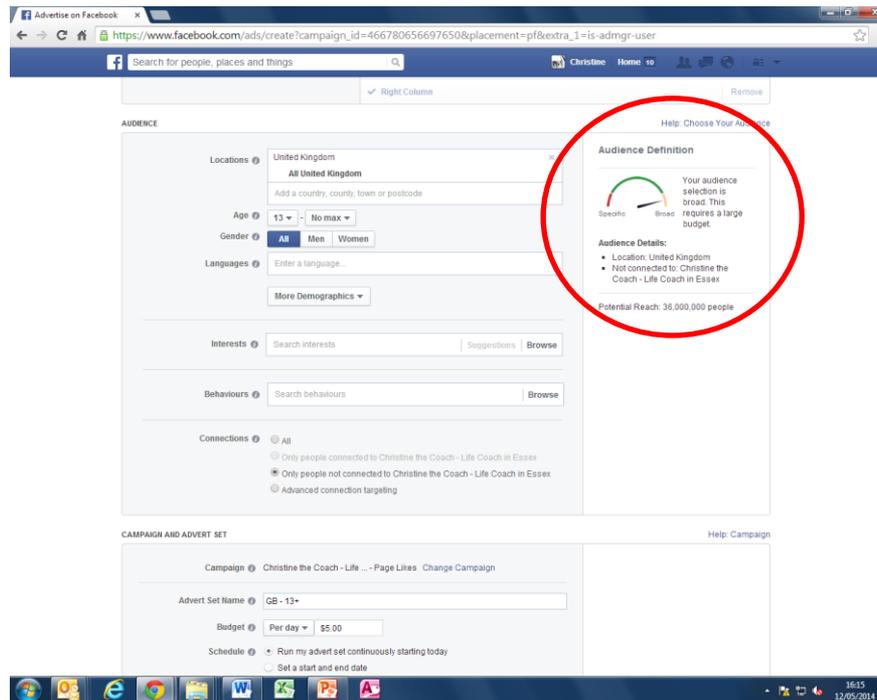
The screenshot shows the Facebook Ads creation interface in a web browser. The browser address bar displays the URL: https://www.facebook.com/ads/create?campaign_id=466780656697650&placement=pf&extra_1=is-admgr-user. The interface is divided into several sections:

- TEXT AND LINKS:** Contains a "Headline" field with the text "Christine The Coach" and a "Text" field with the text "The creative start-up Coach www.Christinethecoach.Com hello@christinethecoach.". A red warning icon is present next to the text field.
- ADVERT PREVIEW AND PLACEMENTS:** Shows a preview of the ad in a desktop news feed. The ad features a blue background with a white smiley face and the text "Christine the Coach - Life Coach in Essex". Below the preview, there are checkboxes for "Desktop News Feed", "Mobile News Feed", and "Right Column", all of which are checked.
- AUDIENCE:** Shows the "Locations" section with "United Kingdom" and "All United Kingdom" selected. The "Audience Definition" section shows "Your audience selection is" with a green progress indicator.

The Windows taskbar at the bottom of the screen shows the date and time as 16:14 on 12/05/2014.

Create an advert

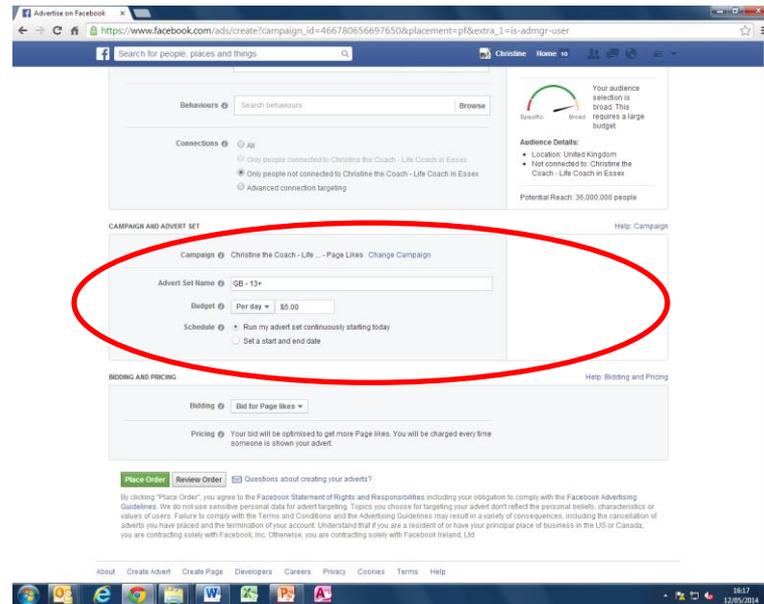
- Choose your target audience. Don't narrow it down too much. On the right hand side you will see an indicator if your audience has a good size



The screenshot displays the Facebook Ads creation interface. The 'AUDIENCE' section is active, showing various targeting options. A red circle highlights the 'Audience Definition' warning, which states: 'Your audience selection is broad. This requires a large budget.' Below this, the 'Audience Details' are listed: 'Location: United Kingdom' and 'Not connected to: Christine the Coach - Life Coach in Essex'. The 'Potential Reach' is shown as 36,000,000 people. The 'CAMPAIGN AND ADVERT SET' section is also visible, showing the campaign name 'Christine the Coach - Life ... - Page Likes', the budget set to 'GB - 13+', and the budget type set to 'Per day' at '\$5.00'.

Create an advert

- Set your budget and timeframe
- If that is your first ad, you will be asked to give your payment details
- You will receive a confirmation email



The screenshot displays the Facebook Ads creation interface. The 'CAMPAIGN AND ADVERT SET' section is highlighted with a red circle. This section includes the following fields and options:

- Campaign:** Christine the Coach - Life ... - Page Likes Change Campaign
- Advert Set Name:** GB - 13*
- Budget:** Per day \$5.00
- Schedule:** Run my advert set continuously starting today (selected), Set a start and end date

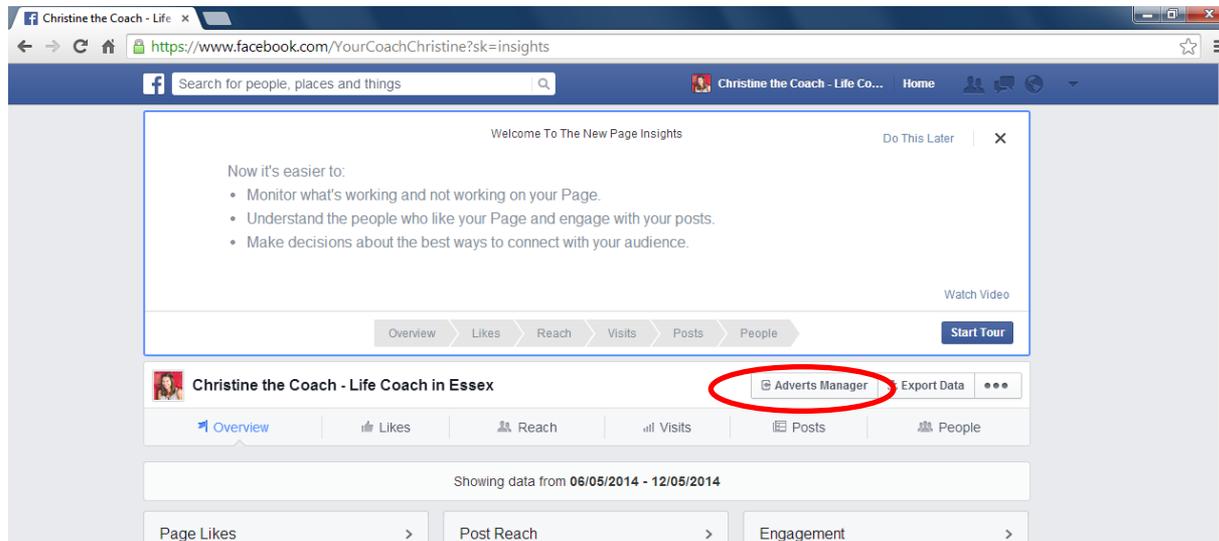
Other visible sections include:

- Behaviours:** Search behaviours, Browse
- Connections:** All, Only people connected to Christine the Coach - Life Coach in Essex, Only people not connected to Christine the Coach - Life Coach in Essex, Advanced connection targeting
- Audience Details:** Location: United Kingdom, Not connected to Christine the Coach - Life Coach in Essex, Potential Reach: 35,000,000 people
- BIDDING AND PRICING:** Bidding: Bid for Page likes, Pricing: Your bid will be optimised to get more Page likes. You will be charged every time someone is shown your advert.

At the bottom, there are buttons for 'Place Order' and 'Review Order', along with a link for 'Questions about creating your adverts?'. A disclaimer is also visible at the bottom of the page.

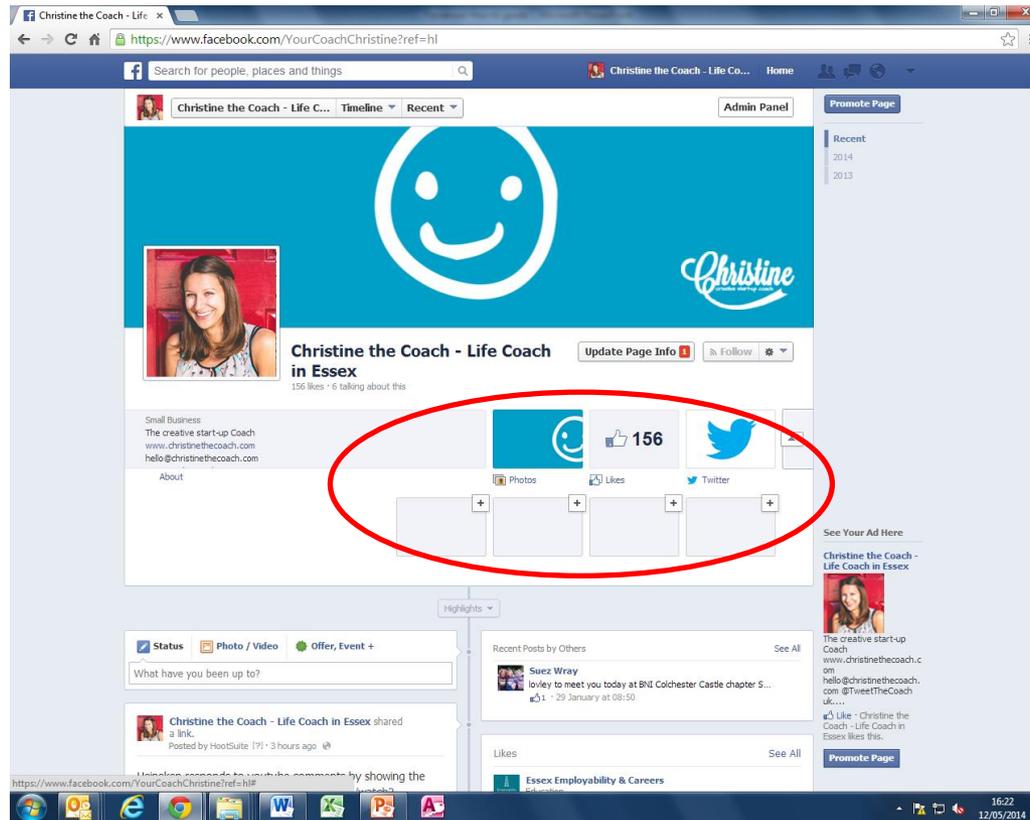
Adverts Manager

- Your Adverts Manager is in the “See Insights area” (see page 12 of the PDF)
- It will ask you to continue with your private profile
- You then choose the campaign and can see statistics for it.



Add Apps

- Use the Apps section to link to your other social media sites



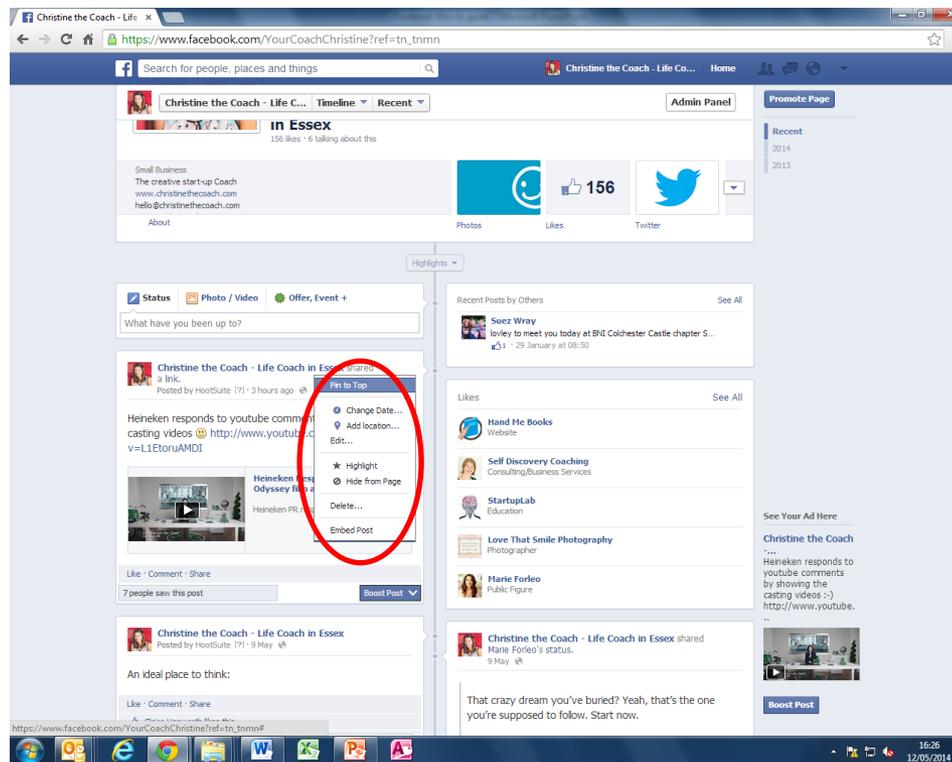


Which pages to like

- You as a business can like other pages the same way you can like with your personal profile
- If you like a page with your business page it makes it easier to share things in the name of your business
- So choose whom you want to follow and share their content when appropriate. You can see the content on the “Home” page when logged in as your business page

Posts

- You can pin/highlight or delete posts by clicking on the little arrow in the corner of the post



Manage your page on mobile

- To manage your page on your mobile, you best download the pages app by Facebook. It is very limited in it's functionalities though.

