

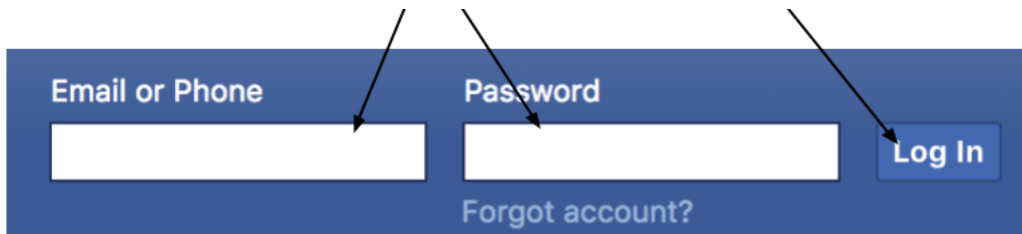


Facebook helps you build relationships with new and existing customers and ultimately drive sales by taking advantage of word-of-mouth marketing. For more help, visit <https://www.facebook.com/business/>.

4. Signing In

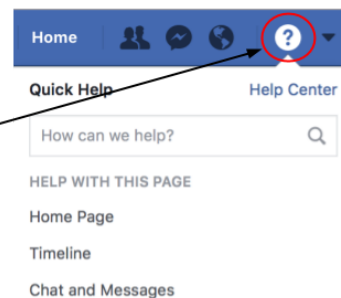
To log into your Facebook account, type “<https://www.facebook.com/>” in the address bar.

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

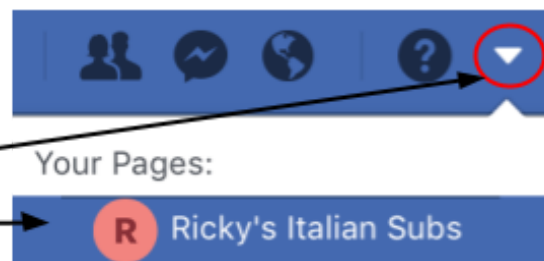


Now you're ready to start posting!

If you run into any questions along the way, click here for the help center.

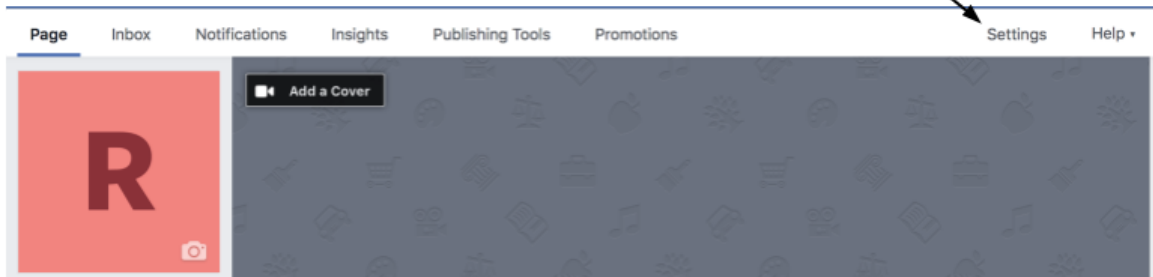


To get to your page, click this arrow, and then under “Your Pages:” click the name of your page.



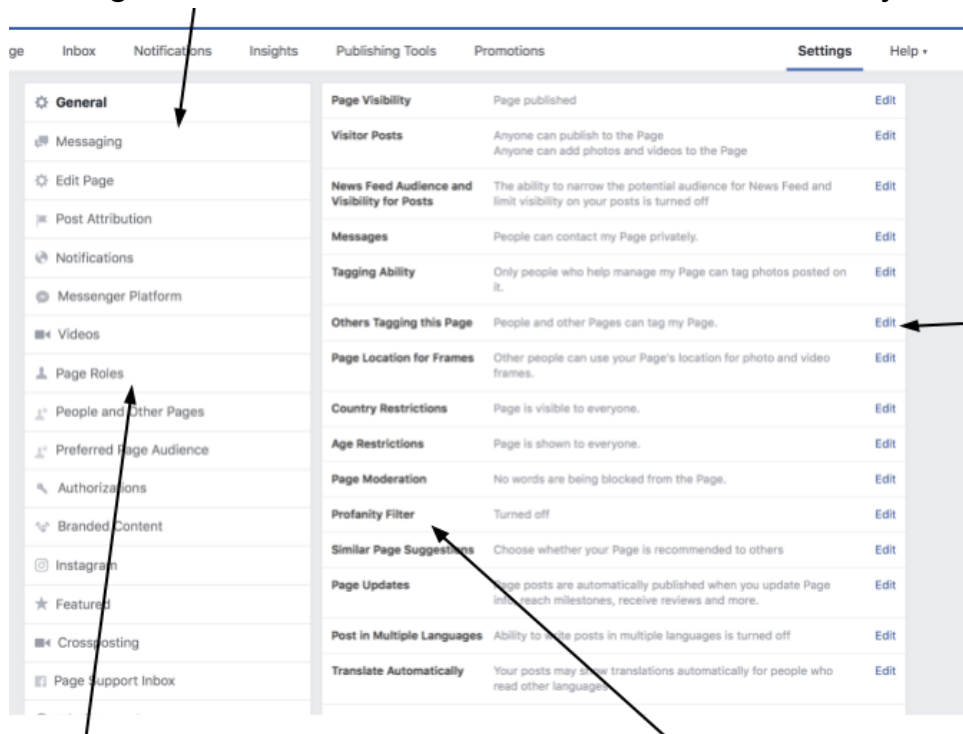
4. Manage Your Page

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.



Click "Edit" to make changes in each category. When you have it how you want it, remember to Save Changes!

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.

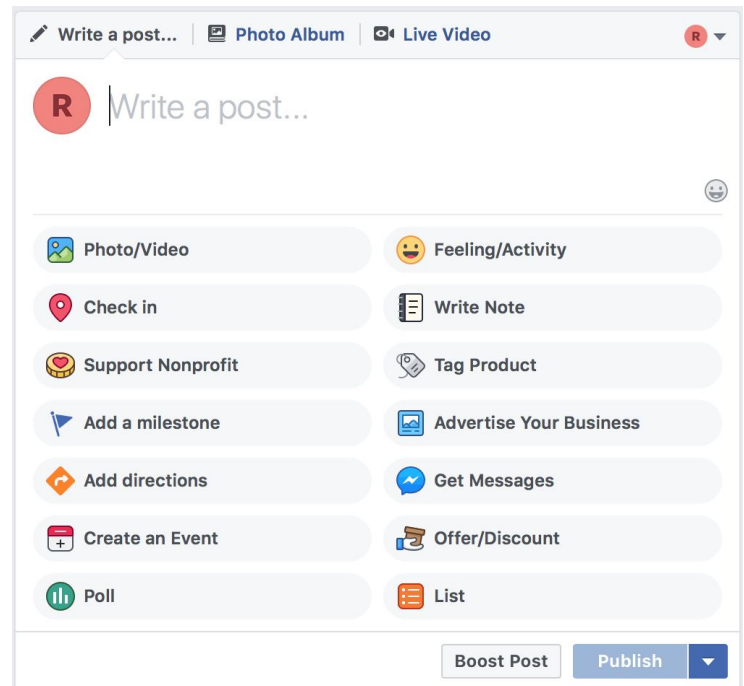
5. Engage Fans

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.

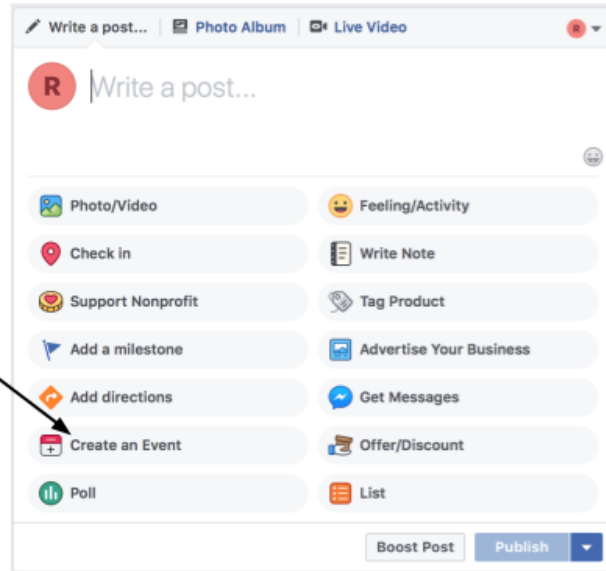
Important! When posting, maintain **consistency** (at least 2x/week) and **quality** - is this useful or interesting to my customer?



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

6. Create and Share an Event

From your page, click on the posting option “Create event”



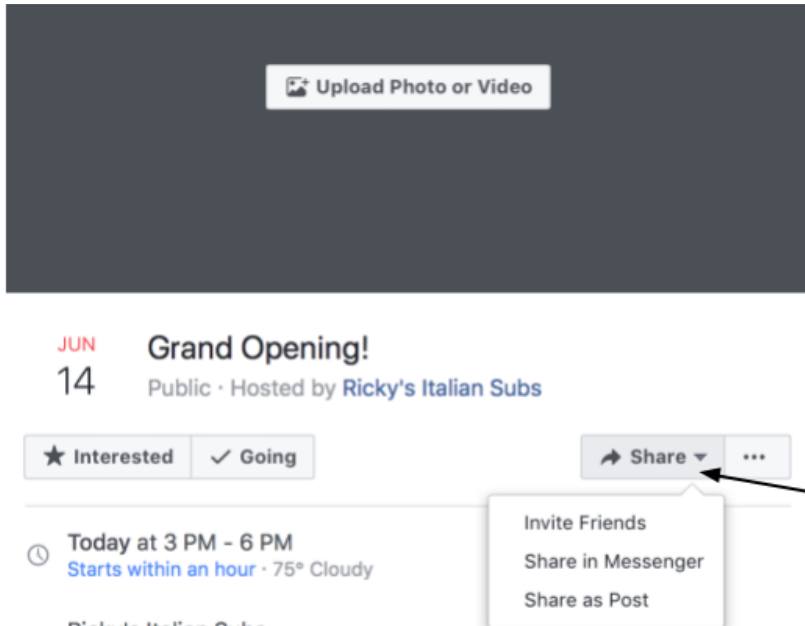
A window will then pop up for you to put all of the event’s information into. Scroll through and make sure you fill out everything that you want to such as time, place, and tickets if needed!

A screenshot of the 'New Event by Ricky's Italian Subs' form. It includes a section for 'Event Photo or Video' with an 'Upload Photo or Video' button. Below that are fields for 'Event Name' (0 / 64 characters), 'Location' (Ricky's Italian Subs), and 'Frequency' (Occurs Once). The 'Starts' section shows the date '6/14/2018' and time '2:00PM EDT'. At the bottom, there are 'Boost Event', 'Save Draft', and 'Publish' buttons. Arrows point from the text instructions to these specific elements.

Upload a photo here for your event!

Enter the location and time. If it is a reoccurring event, click the bar next to “Frequency” to make this event happen daily, weekly or create your own frequency .

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!