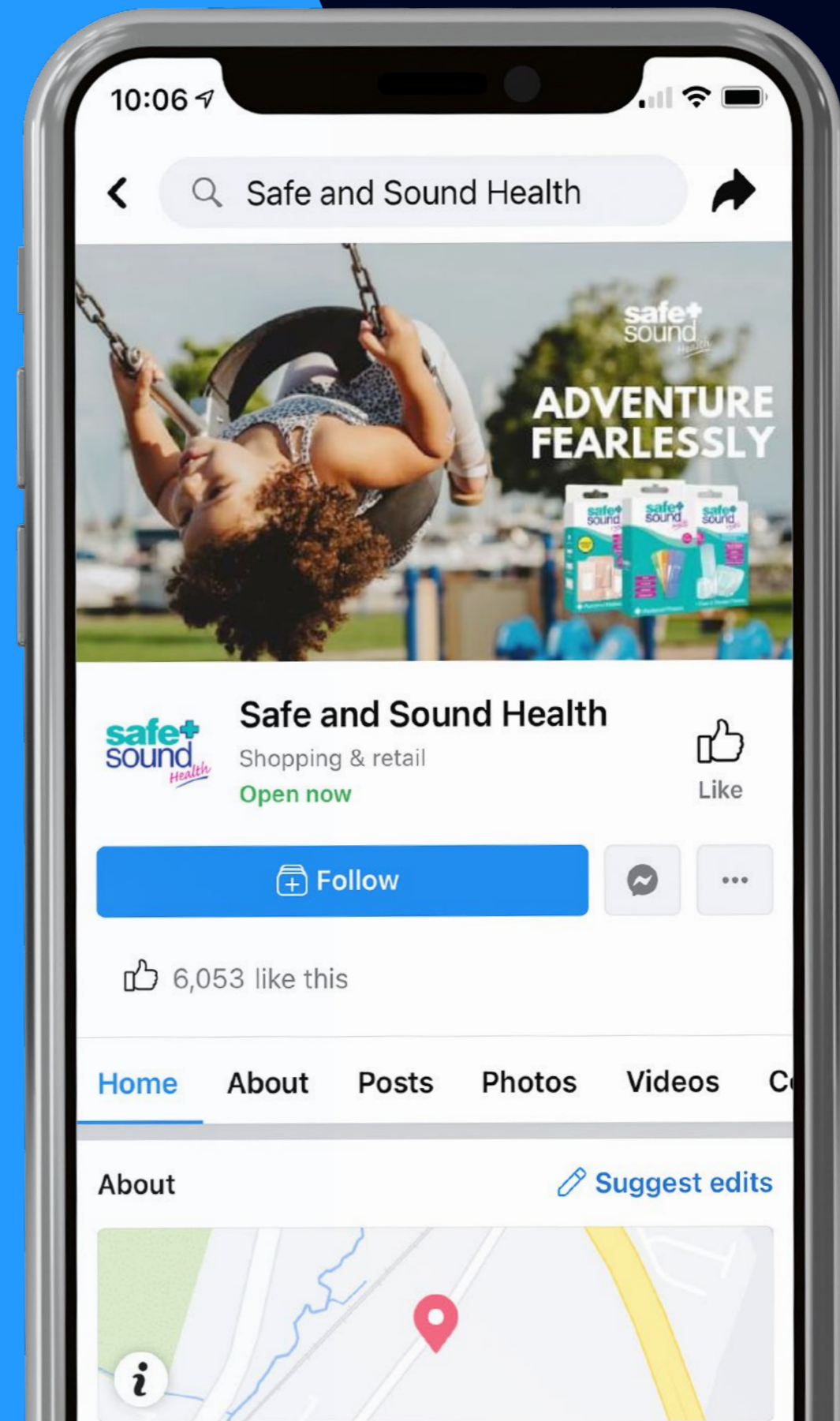


Facebook Guide 3

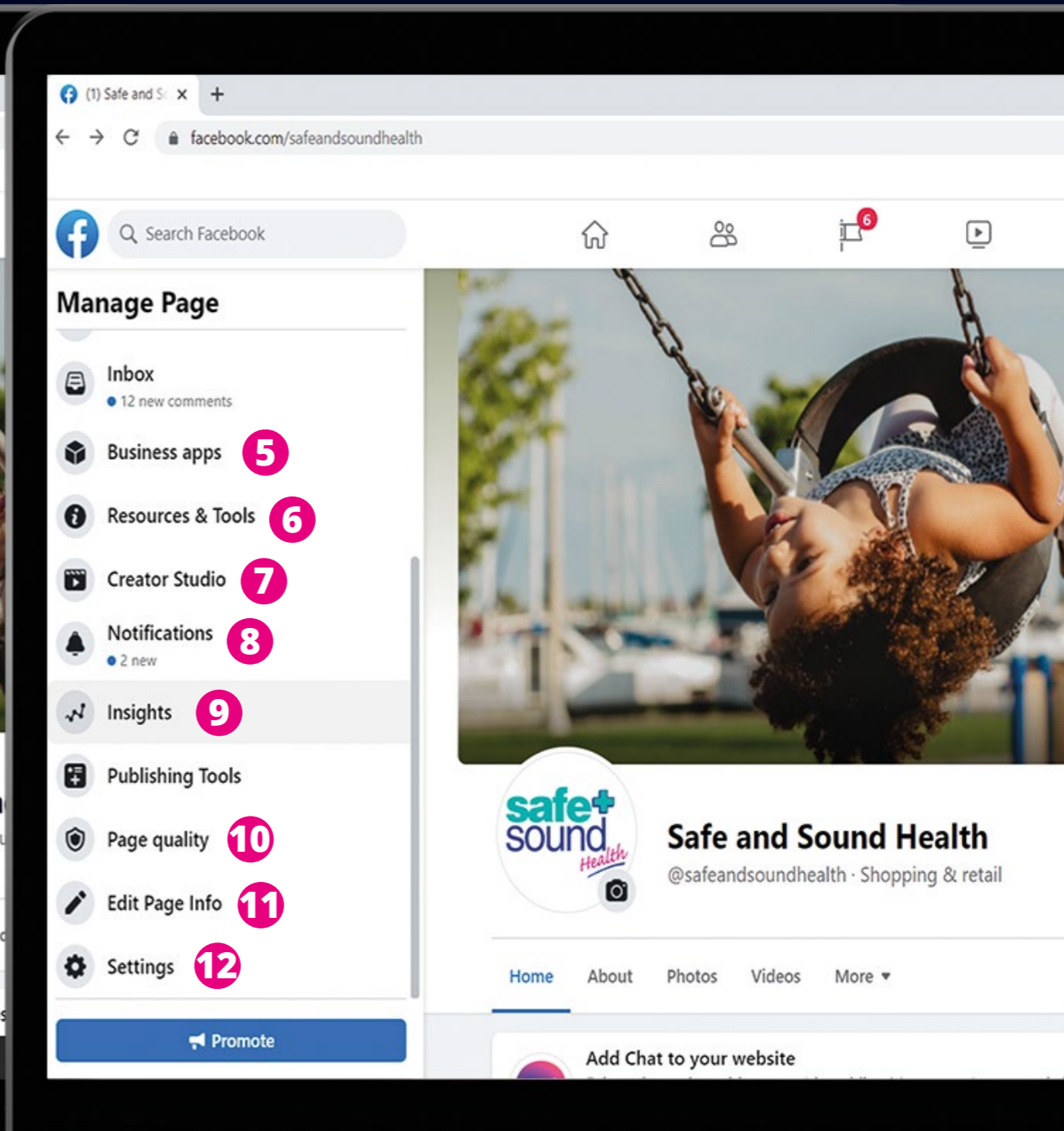
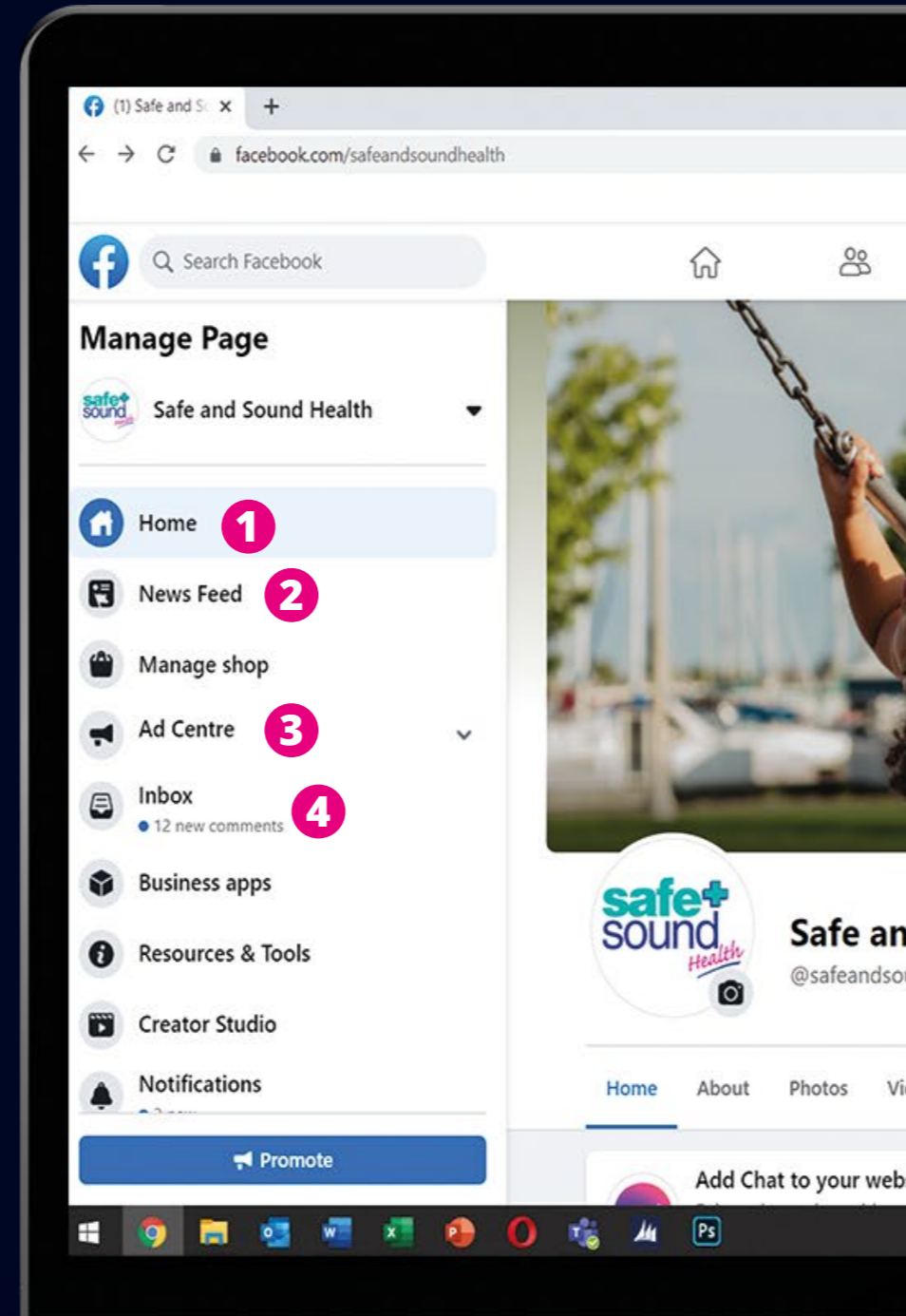
Finding your way around Facebook

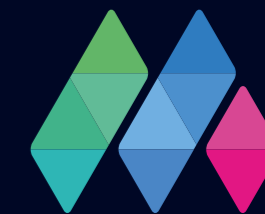


Quick guide to navigating a Facebook business page

A Facebook Business Page has many features to help you grow your page and engage with your followers. At first, navigating your way around your Facebook Page can be daunting. Below is a guide to everything you need to know to get started and make the most of your new Facebook Business Page.

- 1 Home
- 2 News Feed
- 3 Ad Centre
- 4 Inbox
- 5 Business Apps
- 6 Resource & Tools
- 7 Creator Studio
- 8 Notifications
- 9 Insights
- 10 Page Quality
- 11 Edit Page Info
- 12 Settings





- 1 Home** – This is where you can view your Facebook Page and edit your profile picture, cover photo and page information. You can also post new content and respond to any comments on your previous posts.
- 2 News Feed** – News feed for Business Pages works in a similar way to news feeds for personal profiles. Here you can find recent posts from any accounts you follow, and comment or like those posts as your business. Engaging with other accounts is great way to grow your Facebook Page.
- 3 Ad Centre** – Facebook has a range of useful tools for advertising your business and helping you reach new audiences. If you decide to advertise on Facebook, you can click on Ad Centre to get started.
- 4 Inbox** – Your inbox is where you can view and respond to messages sent via Messenger. You can also view comments other users have left on your posts. It's important to try to respond to any messages or comments other users send. You wouldn't ignore a customer in your store, so don't ignore users reaching out to you on your Facebook Page.
- 5 Business Apps** – There are lots of third-party apps designed to help make running your Facebook Business Profile easier. Under the Business Apps tab, you can find an array of apps to help manage your page.
- 6 Resources & Tools** – Under the Resources & Tools tab you can find lots of help and advice from Facebook on managing and growing your Business Page.
- 7 Creator Studio** – Creator Studio is Facebook tool to help business pages manage their content. You can create new posts in Creator Studio and schedule them to go out at different dates and times.
- 8 Notifications** – Clicking on the Notifications tab will show you all of your recent notifications, including like, comments, shares and new followers.
- 9 Insights** – The Insights tab gives you an overview of how your Facebook Business Page is doing. Here you can find useful data on page views, how many visitors performed actions on your Page, how many users your page reach and how your many users' views, liked or engaged with your recent posts.
- 10 Page Quality** – Under the Page Quality tab you can check if there are any restrictions or violations affecting your page's ability to reach users.
- 11 Edit Page Info** – You can add or make changes to your Business Pages information. If your opening times change or are temporarily closed, its good idea to update this information so customers can easily access up-to-date information.
- 12 Settings** – Under the settings tab you can choose to change a variety of settings including how users can interact with your page. You may wish to prevent other users from tagging your page in other photos or apply an age restriction to who can view your page.