

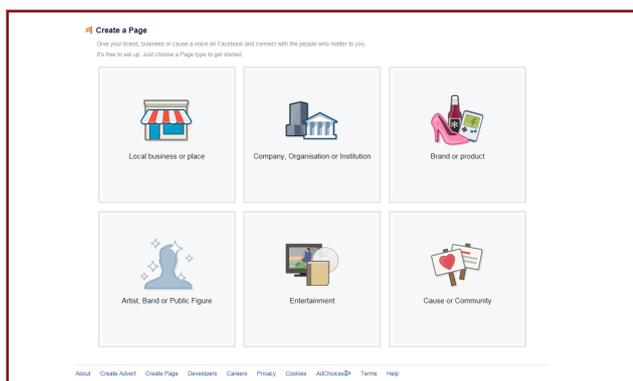
HOW TO CREATE AND MANAGE A BUSINESS FACEBOOK PAGE

- Go to: www.facebook.com. You will need a personal Facebook account, which is then linked to your business account. If you don't yet have a personal account, follow the prompts to create a new account. If you already have a personal account, click the Create a Page for a celebrity, band or business link under the big green Create Account button.



Facebook login page

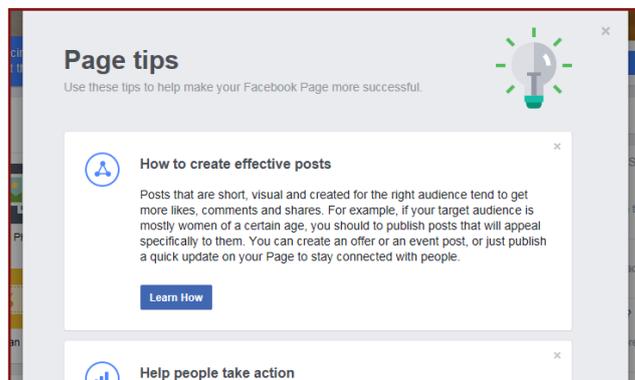
- Before you can continue, log in to your account using your email address or phone number and password. Then, to continue, select what type of page you want to create from the six options. Most tourism businesses will either be a local business or place, or a company, organisation or institution page.



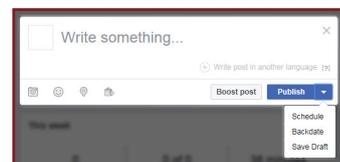
Select what type of page you want to create.

- Click on your preferred option. Complete the required fields. Click Get Started.
- Welcome to your new page, which you can now personalise and update with information and images.
 - add a profile picture
 - add a cover photo

- create an easy-to-find page name
 - invite friends to like your page
 - write a post
 - promote your website.
- Click on See All Page Tips for a list of all the features you can use on your business page. A pop-up menu will appear; just follow the prompts to Learn more.

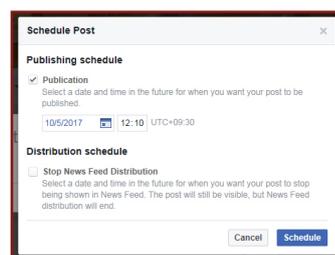


- Posting: click on Publishing Tools in the top menu bar. You can save time by drafting and scheduling your posts to appear at a later date. Posts can include sharing a photo or video, advertising your business, helping people find your business or creating an event. Click the + Create button to make your post.
- To create a new post:
 - write something (also called your 'status')
 - add photos or video
 - add what you're doing or how you're feeling
 - check in to a location
 - insert an emoji.



When you are ready, click Publish, or click the drop-down menu to schedule, backdate or save your draft for later.

- Schedule a post. You don't have to make your post 'live' on your page when you create it. You can select a date and time in the future that you want



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it to appear, or you can set a distribution schedule, which lets you choose a time and date you want your post to stop showing in the News Feed. This is useful if you are scheduling posts while you are out of the office or for significant holidays. You can schedule posts up to six months in advance.

- Promotions: click Insights on the top menu then Promotions from the menu on the left.
- Click + Create New Promotion then select Get More Website Visitors, Promote Your Business Locally or Promote Your Page. A pop-up box will appear, where you can design and schedule your business promotion. Complete all the options on the left-hand side and a preview will display on the right-hand side (you can see how your ad will look on desktop, mobile and Instagram). When you are ready, click Promote. *These are paid ads, and you can select your budget. You might be surprised how far just a few dollars a day can reach.
- Insights: Facebook gives you insights into your page in terms of 'likes' and reach so you can understand how your page is performing. Click on Insights on the top navigation menu for a summary of your visitor data. It is a worthwhile exercise to check in and see how different posts perform. This can give you good insights into how to build your business or connect with your community.



- Settings: the Settings menu in the top navigation gives you a many options for customising your Page. Have a play and click through all the options to find what is best for your business.

TOP TIP

A handy option is giving administration rights to other people, like your staff, so they help you manage your page. On the left-hand side menu, click Page Roles. If you created the page, you will be the 'admin' and can manage all aspects of the page. You can assign roles based on what people need to be able to work on. Type a name or email to add them to your page. Select their role from the drop down menu and then click Add.

