FACEBOOK BASICS

IVYSTONE

GETTING STARTED

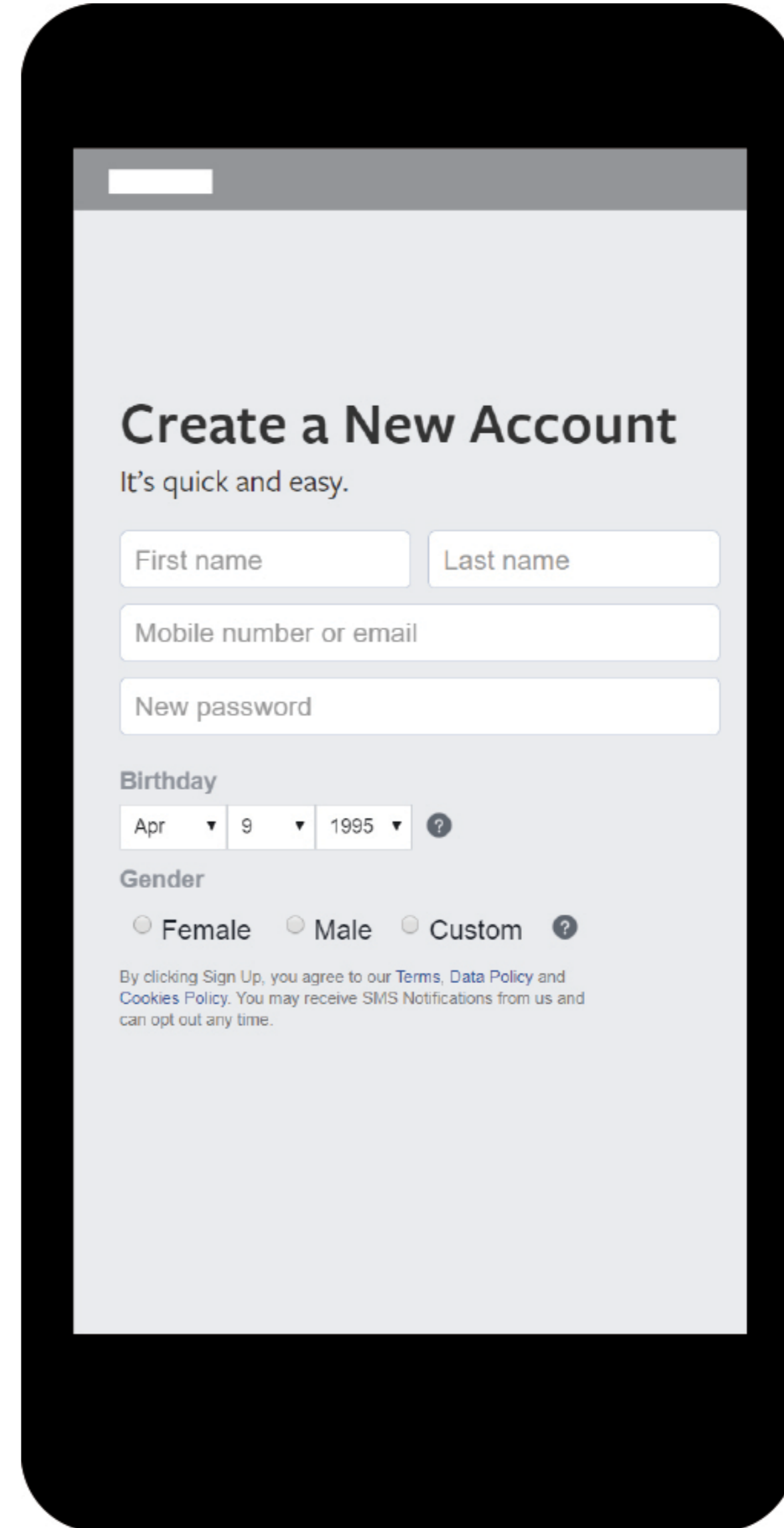**How to set up a Business Facebook Account**

Note: this is different from your Personal Facebook Account

If you already have a personal account, just login!

If you do not already have a personal account you will need to create one.

- **Enter your first and last name**

- **Enter your email or phone number**

- **Enter your Birthday & Gender**

- **Click Sign Up**

Once the account is made, type in login credentials at the top of the page.

Create a New Account
It's quick and easy.

First name   Last name

Mobile number or email

New password

Birthday
Apr ▾ 9 ▾ 1995 ▾ ❓

Gender
⚪ Female   ⚪ Male   ⚪ Custom ❓

By clicking Sign Up, you agree to our Terms, Data Policy and Cookies Policy. You may receive SMS Notifications from us and can opt out any time.

CREATE YOUR BUSINESS PAGE

This is located in different spots depending on if you are using a computer or a phone.
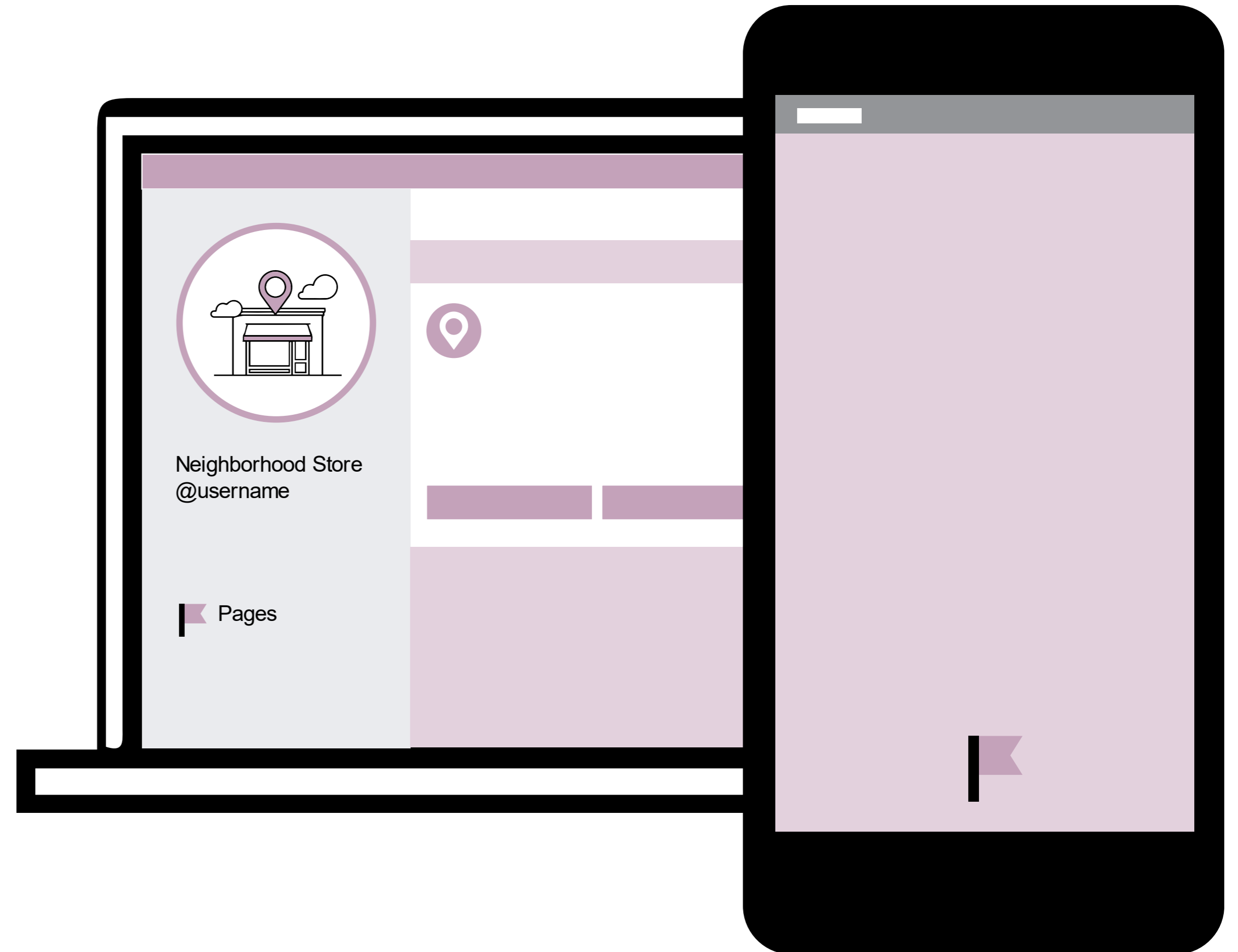
From your Computer

On the left hand side of your Facebook page, you'll see a section titled "Explore". Select Pages.

Note: you need to be on your "Home" screen not your "Profile". Next click the Create Page button in the top right.

From your Phone

Click the Page icon in the bottom center.

Next select "Get Started" & follow the prompts.

PERSONALIZE YOUR BUSINESS PAGE

Add a Profile Picture

This is a great place to add your logo.

Add a Cover Photo

This is a great place to add a picture of your store. Pages with cover photos typically get more page likes and visits.

Add a Cover

Add a Picture

Neighborhood Store
@username

RESSPOND TO NEW MESSAGES

———

Improve people's experience contacting your Page by setting up automatic replies in Messenger. You can greet them, share more info about your Page, or tell them when you're away.

Turn on Instant Replies

Instantly respond to people after they message your Page for the first time

Turn on Away Message

Automatically reply to people who contact you in Messenger when your Page is away. Tell them you can't respond now and let them know when to expect a response.
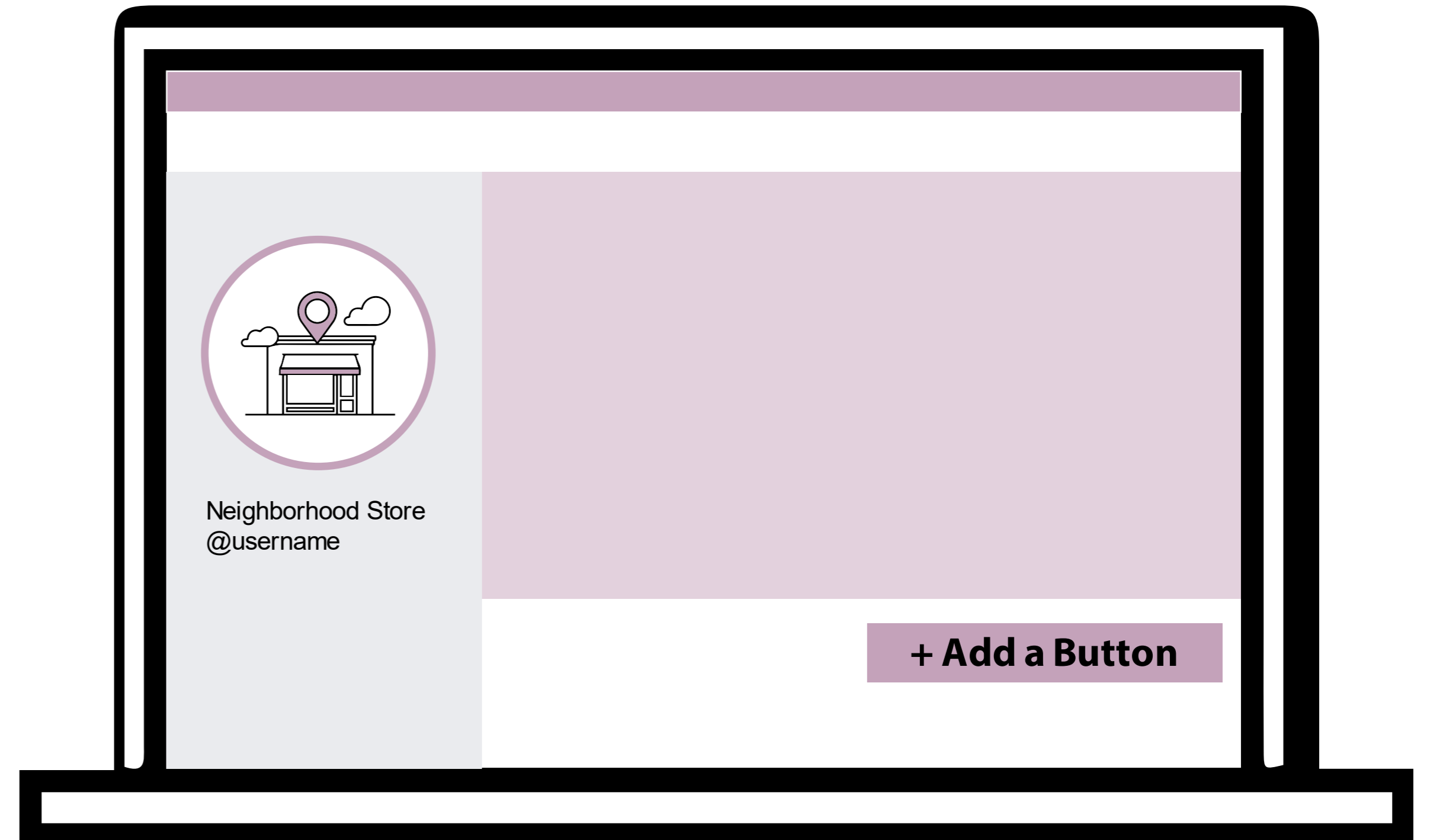
ADD A BUTTON

Do you have a website?

You can add a Shop Now button!

Click + Add a Button

Step 1: Under which button do you want people to see, select "Shop with you". We recommend the "Shop Now" Message is selected. Click Next.

Step 2: Where would you like this button to send people. Website Link allows people to send people to your webpage.

Neighborhood Store
@username

+ Add a Button

EDIT PAGE INFO

Tell customers more about your store!

- **Add a short description**

- **Select Categories – you can add more than one!**

- **(Retail Company, Gift Shop, Boutique Store)**

- **Contact Information**

  - **Phone Number**

  - **Website**
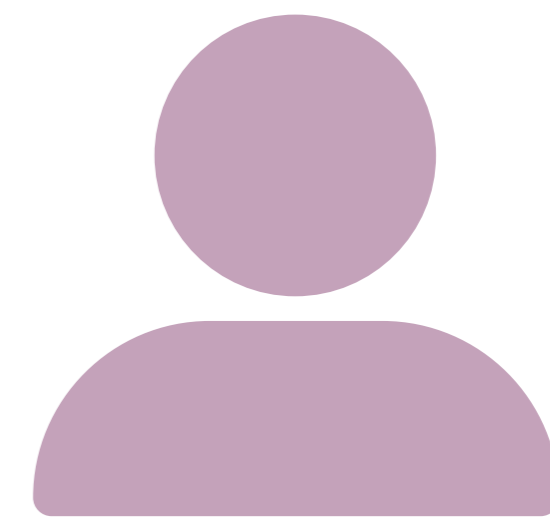
  - **Email**

- **Add location & Hours**

INVITE FRIENDS TO LIKE YOUR BUSINESS PAGE

Pages with 10 or more likes get more engagement

You are able to click through your personal friends (if you already have a personal account) and invite them to Like/Follow your page!

You can also use the search bar to search for friends to invite.

Start searching for your customers!
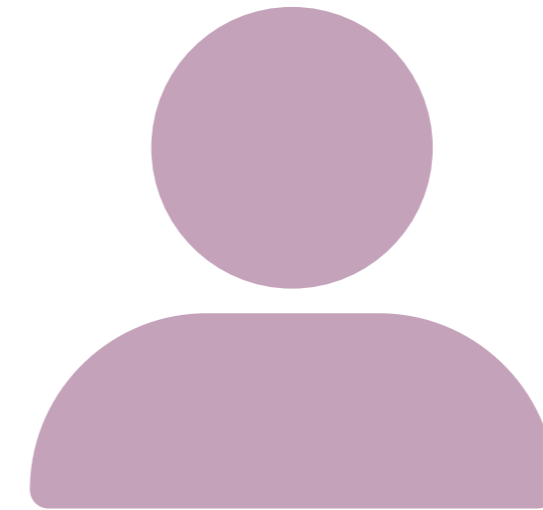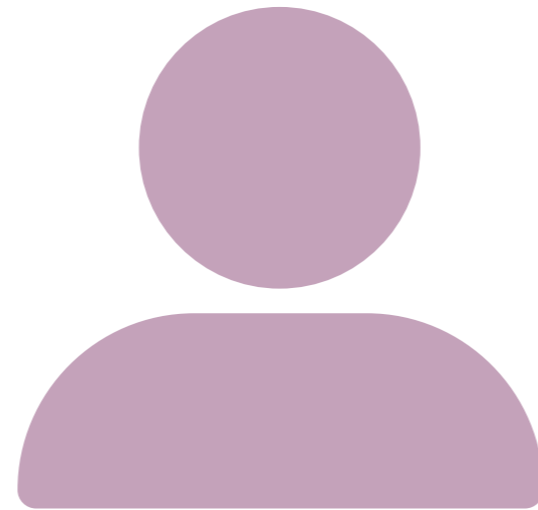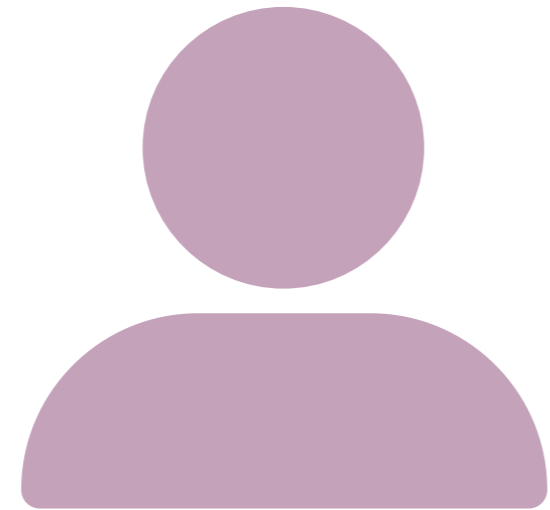
HOW TO POST

Create Post

- **Write a post**

- **Add a Photo or Video**

- **You can add a link in your Facebook Post**

- **Remember to use Hashtags**

PARTS OF A POST

1. Who posted it

2. Image/Video –What they posted

👍 Click the thumbs up to "Like" the Post

💬 Where you can comment on the post

➡ How to share the post

WHAT TO POST

Post Suggestions

- **Pictures of Orders**

- **New Product**

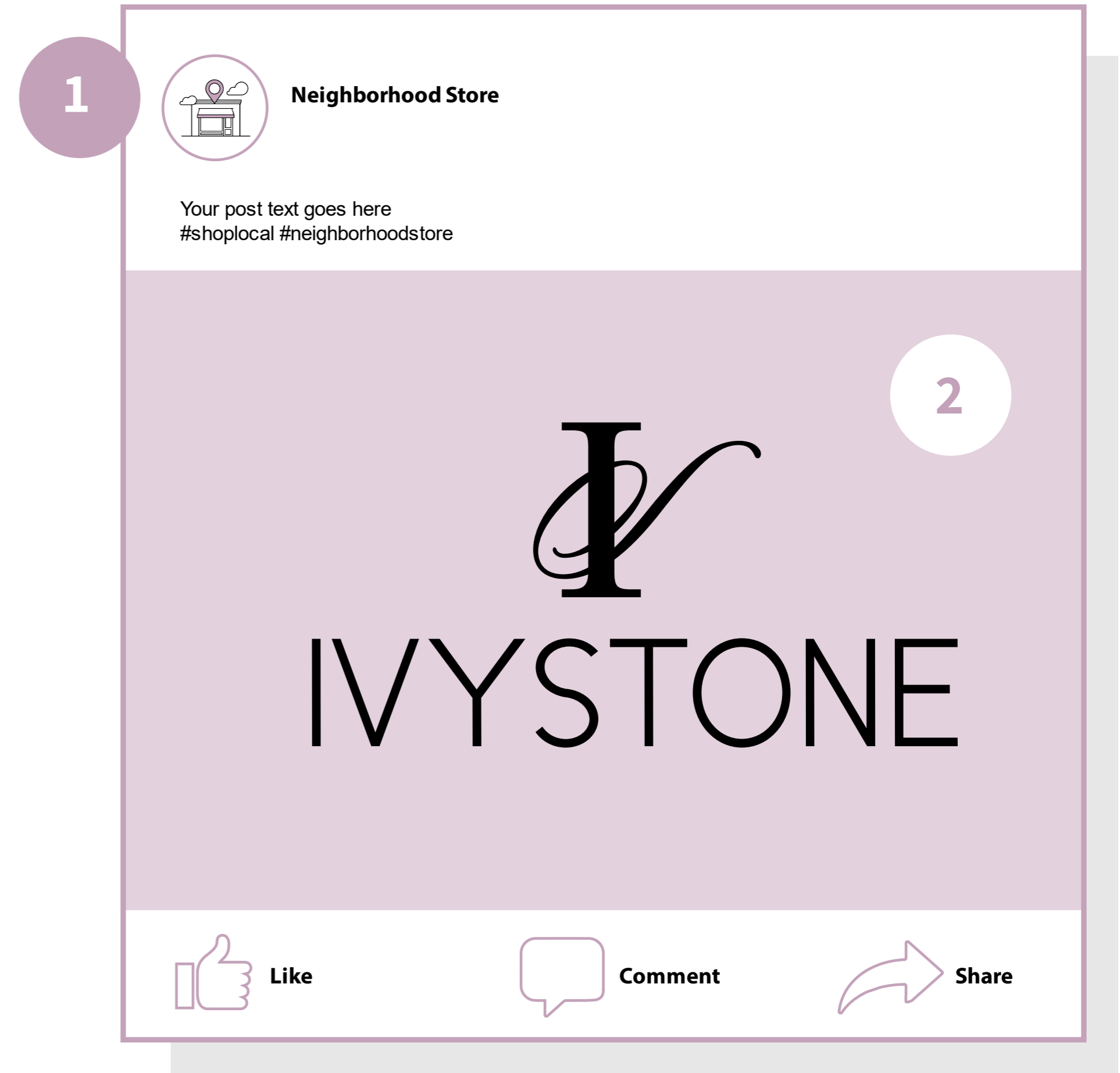- **Pictures/Videos of You**

- **Creative Ideas**

    - **Gifts**

    - **Puzzles**

    - **Soaps/Lotions**

    - **Baking/Pantry Items**
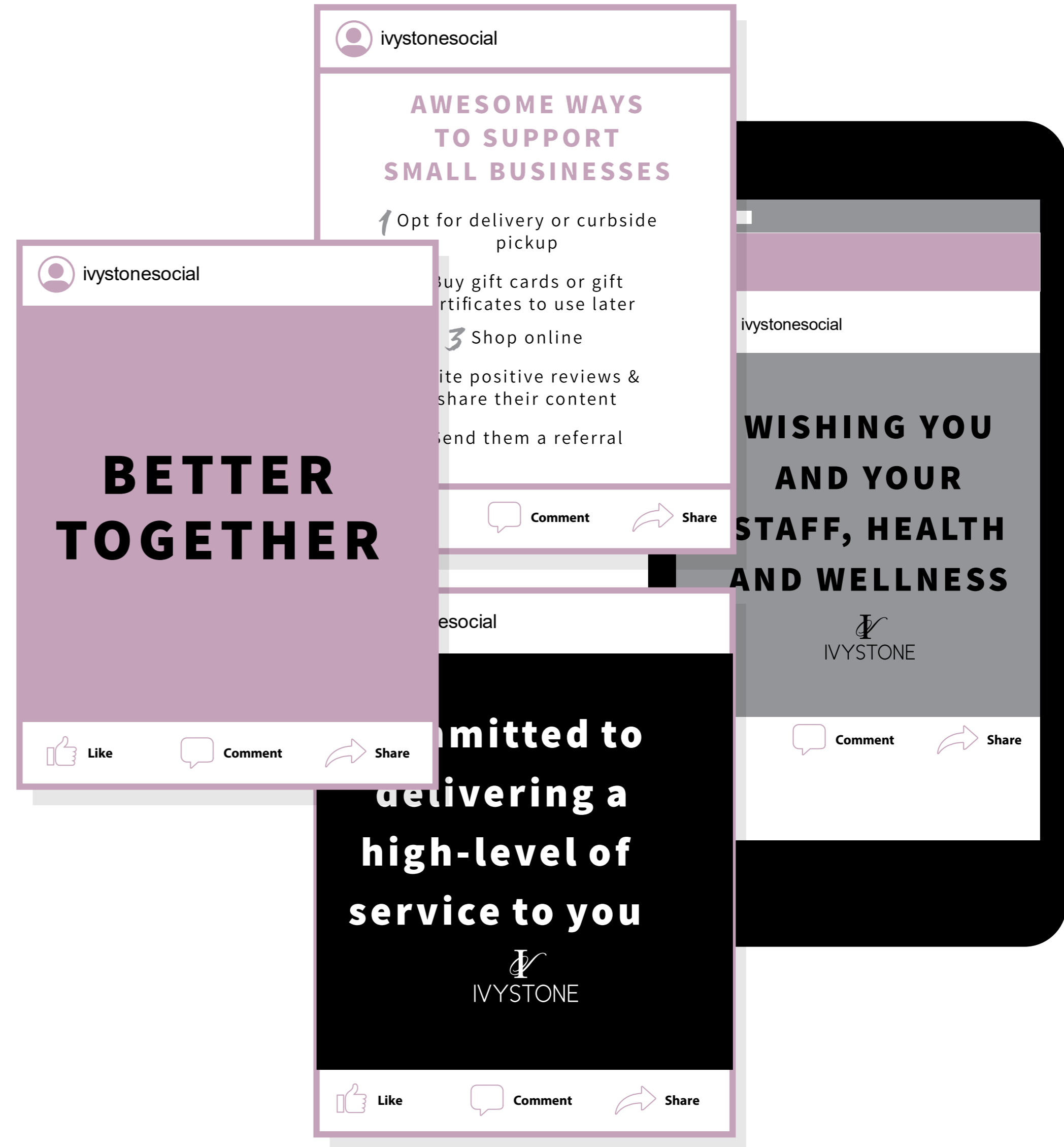
#HASHTAGS & @TAGS

HOW DO I USE #HASHTAGS

───────

You can add hashtags in the caption or comments of your post.

To add a hashtag to your post

- **Take or upload a photo or video**
- **Tap Write a caption... and type # followed by text (example: #ivystonesocial)**
- **Tap Share**

Hashtags are an effective way to get more eyes (and engagement) on your posts!
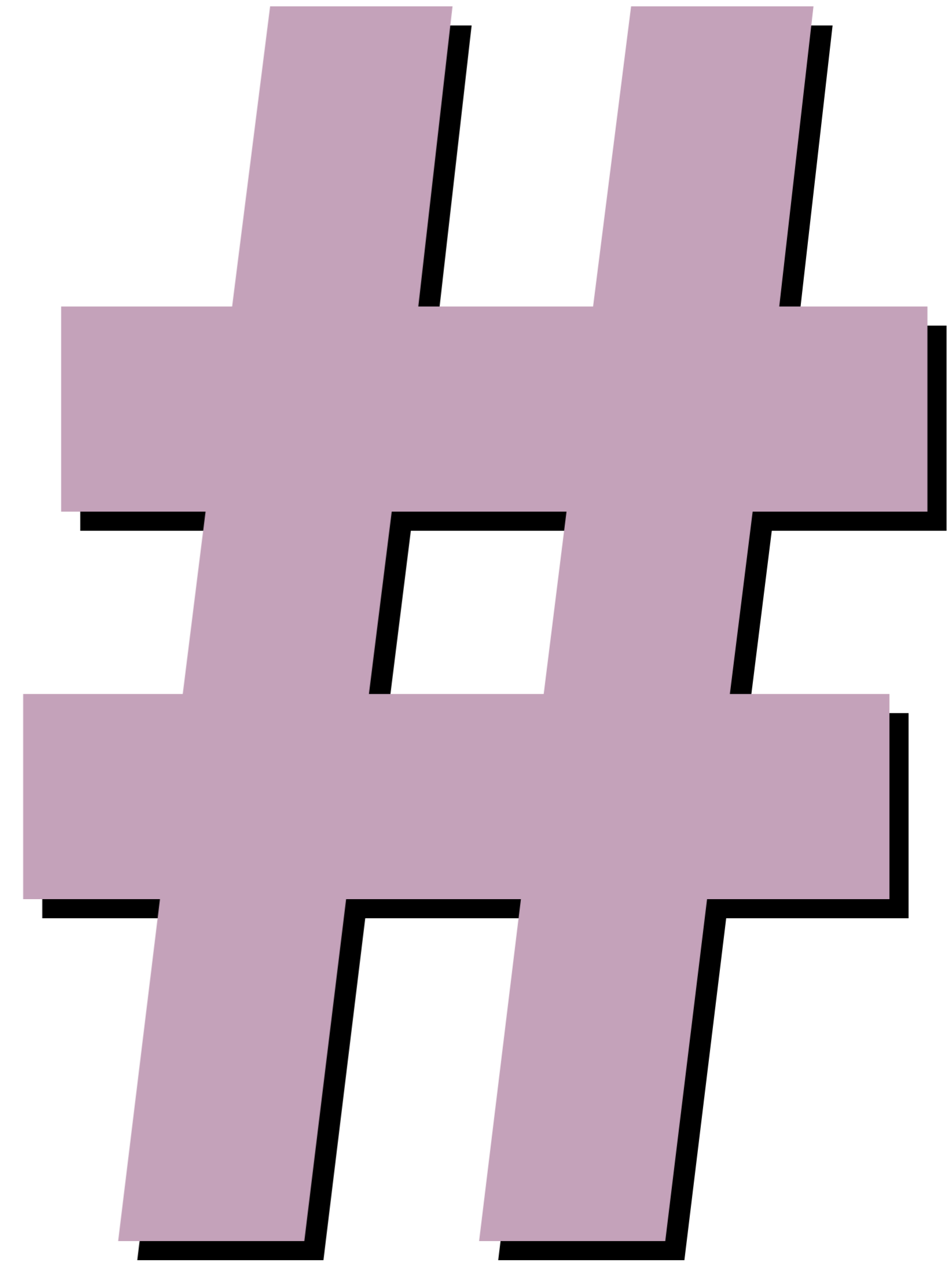
HASHTAGS WE RECOMMEND

———

#bettertogether #shoplocal #shopsmall

#IVYSTONESOCIAL

#supportsmallbusiness #allinthistogether

TAGGING PEOPLE IN YOUR POSTS

To tag someone in your post

- **Take or upload a photo or video**

- **Tap Write a caption... and type @ followed by the name of the person you would like to tag**

- **Tap Share**

If your customer is following you and you are putting together a curbside pickup or drop-off order, tag your customer!

#IVYSTONESOCIAL

---

Please use the #Ivystone hashtag!

More likes = higher reach

Hashtags are an effective way to get more eyes (and engagement!) on your posts.

If you use hashtags, your post will be visible on the corresponding hashtag page – we have an #ivystonesocial hashtag page!

This will help us all get more followers, improve post engagement rates, and build a stronger community!

SHARING IS CARING
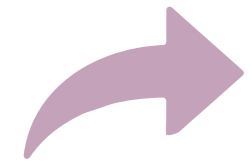
Click the arrow on the bottom right of a post

A pop up box will appear allowing you to type something about the post.

You can share something from your personal page to your business page or vice versa.

You are able to share posts from your followers to your business page.

LINKING YOUR ACCOUNTS

LINKING FROM INSTAGRAM

If you have both a Facebook & Instagram account, we strongly suggest you link them! When you post on Instagram, that same post will automatically be posted on your Facebook page!

- Go to your profile and tap the three bars in the upper right
- Click on Settings
- Select Account, then click Linked Accounts
- Select Facebook and enter your Facebook login info

After you link your accounts you will see a "Post to Other Accounts" option when posting. Make sure it is turned on.

Note: Posts can link from Instagram to Facebook but not Facebook to Instagram.

Share

Write a caption...

Tag People

Add Location

Post to Other Accounts

Facebook
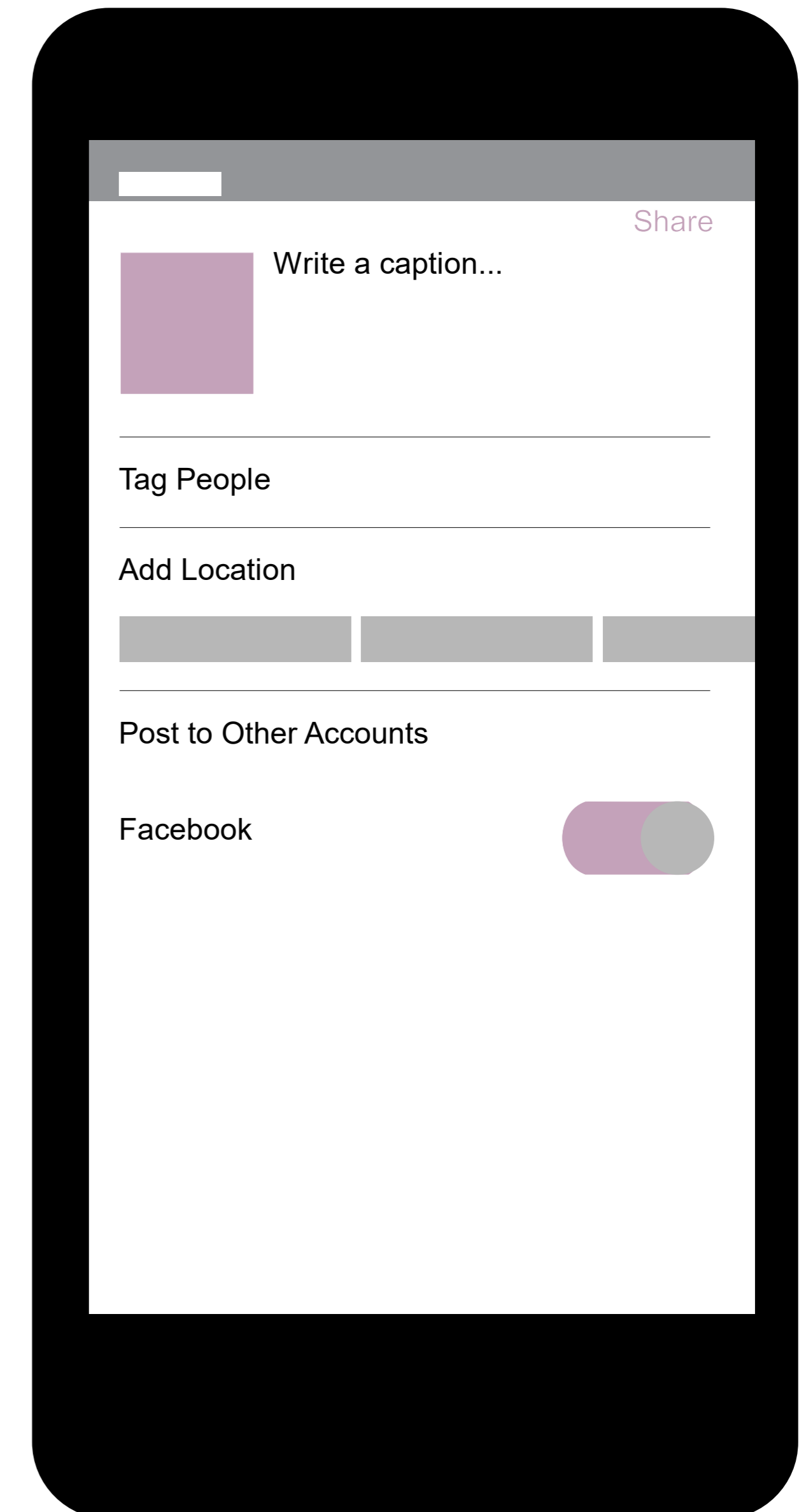
HOW TO GO LIVE

WHY GO LIVE

_____

Live streaming can generate a bigger audience.

Live streaming gives you a more intimate space with your customers and encourages them to interact with you more often.

Going Live allows you to interact in real time with customers

Be creative when going Live, it could open new revenue streams.
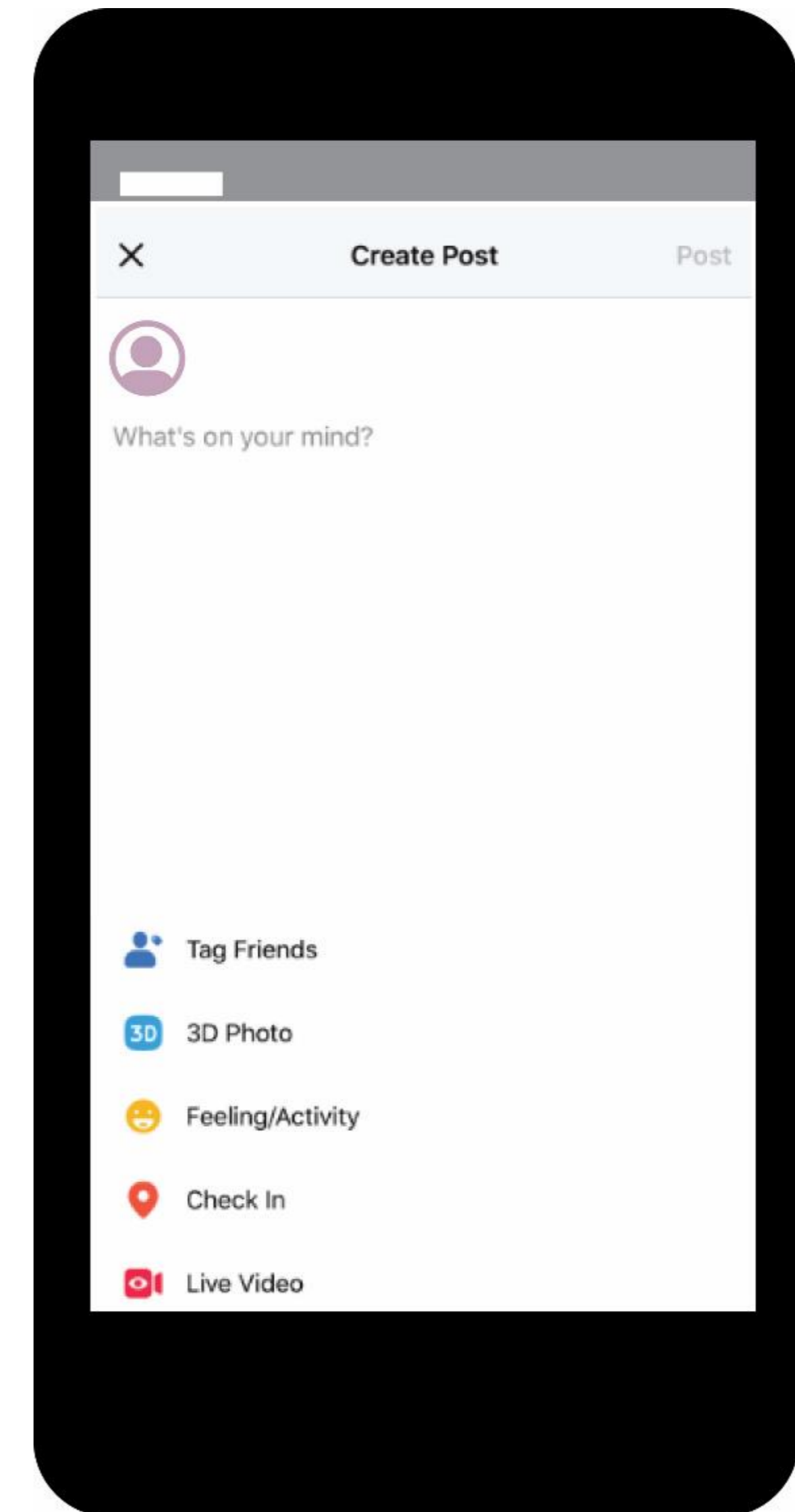
FB LIVE FROM YOUR PHONE

This will look slightly different depending on where you are going live from – a business page, a personal page, or a private group.

From a Business Page or Private Group

- Scroll down to "Create a post"

- You will see a button that says "Live"

- Once ready, click "Start Live Video"

From your Personal Page

- Scroll down to "Posts"

- Click on the "What's on your mind?" field

- On the bottom half of your screen click "Live Video"

- Once ready, click "Start Live Video"

FB LIVE FROM YOUR COMPUTER

This will look slightly different depending on where you are going live from - personal page, business, page, or private group.

From a Business Page

- **Above the Create a Post Section, you will see a bar that says "Create"**
- **Click "Live" & Follow the prompts**
- **Make sure to select "Use Camera"**

From a Personal Page or Private Group

- **Locate the area to write a post**
- **Above this click on "Live Video"**