



Getting Started: Facebook for Business Beginners



Get to Grips With Terminology

Every social media platform has its own words for functions. You need to take the time to familiarise yourself with these. Including Personal Profiles, Friends, Groups, Members, Groups, Pages and Fans amongst others.



Find Your Way Around Your Page

Make the most of all the functions available to you on your business page especially the insights and admin panel. Also ensure you have uploaded a profile and cover photo and completed your about section.



Fill Your Page With Content

Create a variety of different types of posts and be consistent with how many and how often you post.
Update your profile photo, why not use your logo and your cover photo can be used as a shop window and be updated more regularly.



Build an Audience

Before you try to get more people to like your Facebook page. try to think more strategically. Make sure you have content there that will interest potential customers, so they know what type of things they can expect to see and how often before they like your page.



Get Likes & Engagement

Getting people to like your page can be done in a variety of ways, you can invite existing friends, include links on your website and stationery. Engagement is the way you keep them interested and make them like, share and comment on posts you add.



Get the App for Your Phone

Download the Facebook Pages Manager App, it allows you to manage your page/s on the go. You can connect to your audience, post and comment as your page and access your page insights more easily and with more functionality than through the Facebook App.