



Facebook Basics

THE BEGINNERS GUIDE TO FACEBOOK

Facebook 101

WHAT ARE THE BASICS?

Facebook may seem daunting at first...but we're here to help!

What are the Facebook Basics?

- Changing your Profile Picture
- Changing your Cover Photo
- Updating Business Information
- Creating a Post
- Pinning a Post

Let's get started!

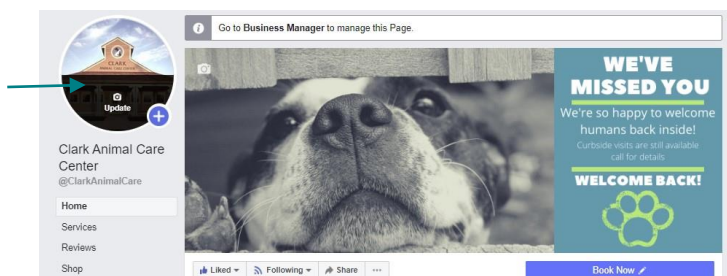
Changing your Profile Picture

YOUR PROFILE PICTURE SHOULD BE A CLEAR, IN-FOCUS PHOTO OF YOUR LOGO OR BUILDING EXTERIOR

Step 1: Login to your Facebook account and view your profile.

Step 2: Hover over your current profile picture. Click **Update**.

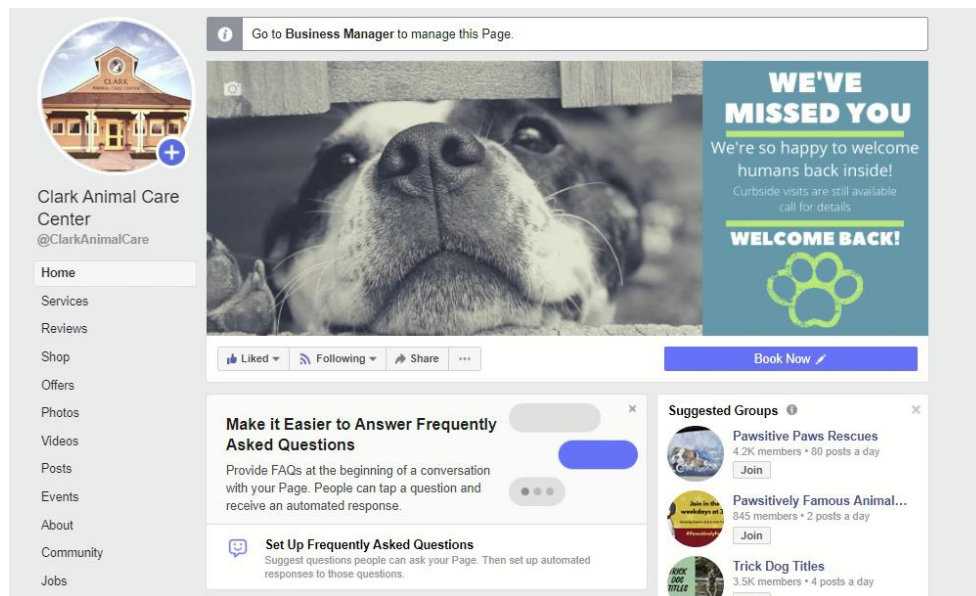
Click “Play” and follow along below!



Step 3: Select where you'd like to upload your new profile picture from (*upload from a file, or choose from your other photos*).



Step 4: Choose your new profile picture!



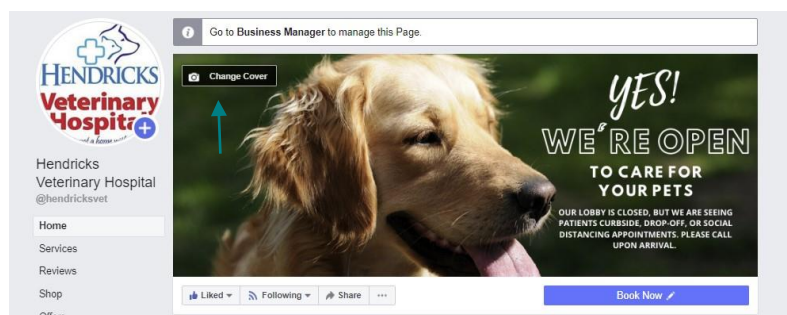
Changing your Cover Photo

USE THIS SPACE FOR UPDATES, IMPORTANT NOTIFICATIONS, OR OFFERS!

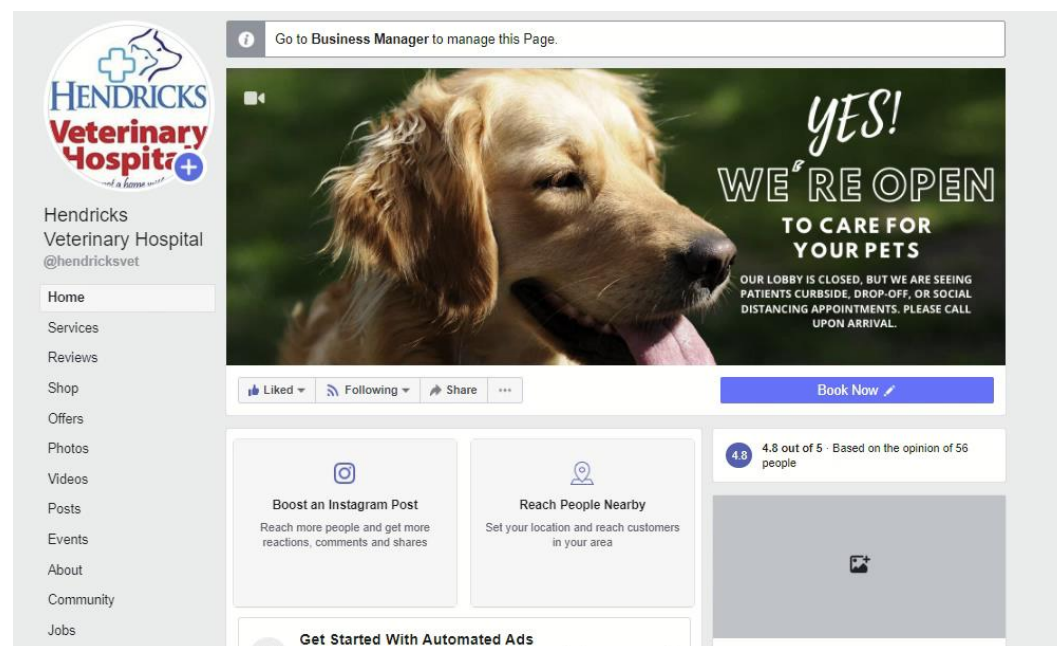
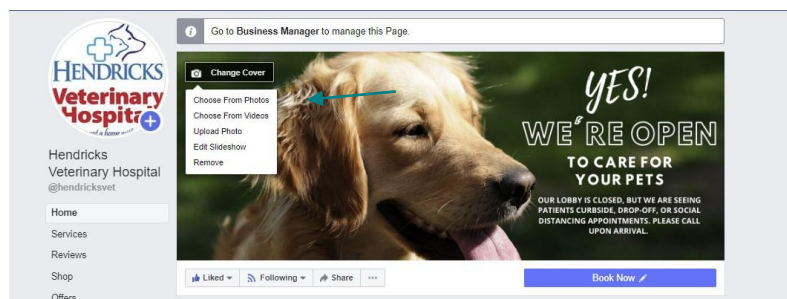
Step 1: Login to your Facebook account and view your profile.

Step 2: Hover over your current Cover Photo, and select “Change Cover” in the top left corner.

See how it's done!



Step 3: Select where you'd like to choose your new cover photo from.



Step 4: Select your new cover photo!

Updating Business Information

Your Facebook profile should be as complete and up to date as you can possibly make it!

Why?

Having a complete profile will help your Facebook page appear in Google search!

More people will find it

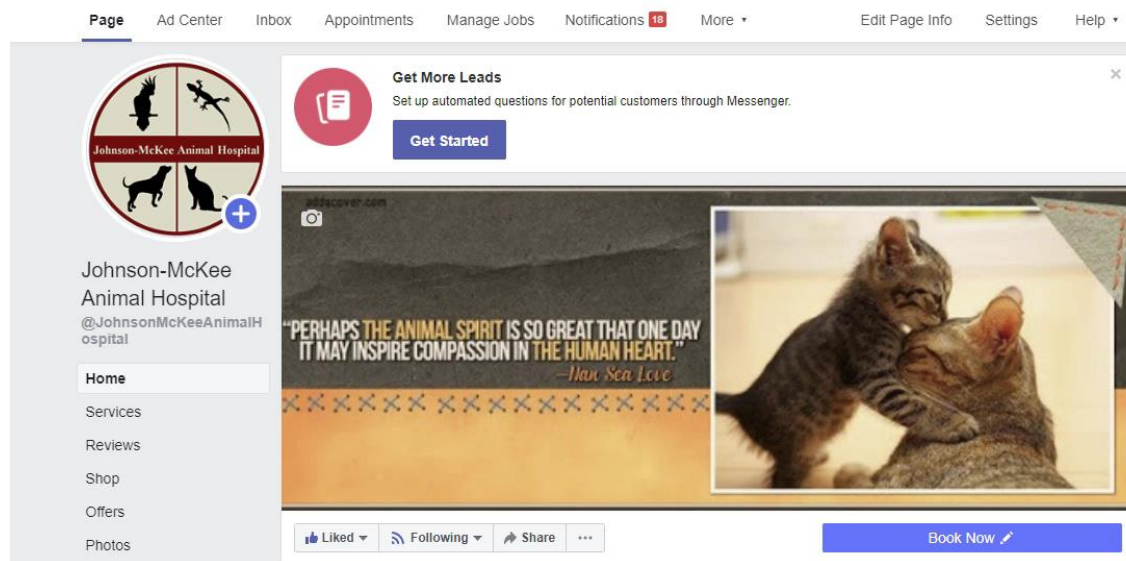
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More page visits

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More Business!

- **Step 1:** View your Facebook profile.
- **Step 2:** Click “Settings” -> “Page Info”
- **Step 3:** Fill **everything** out!



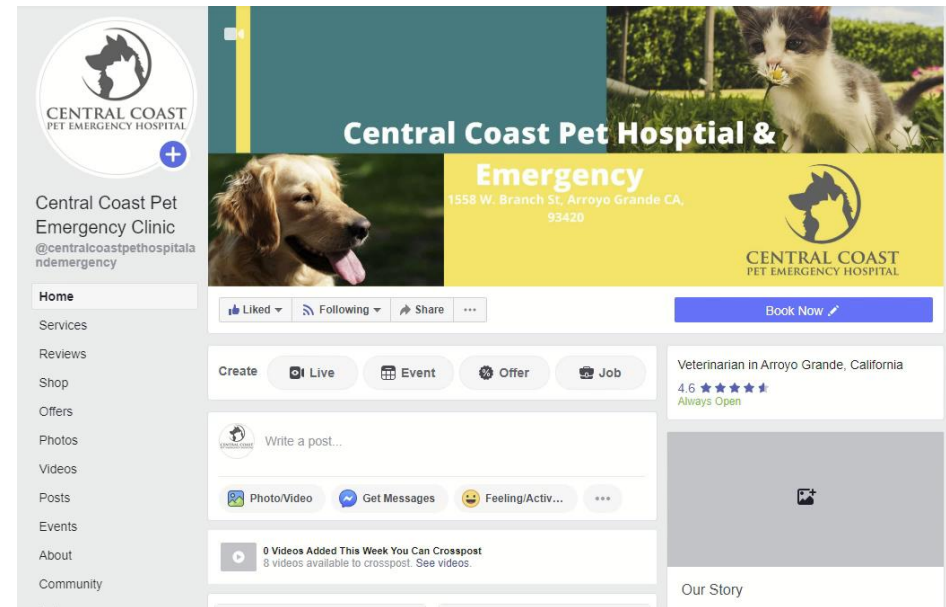
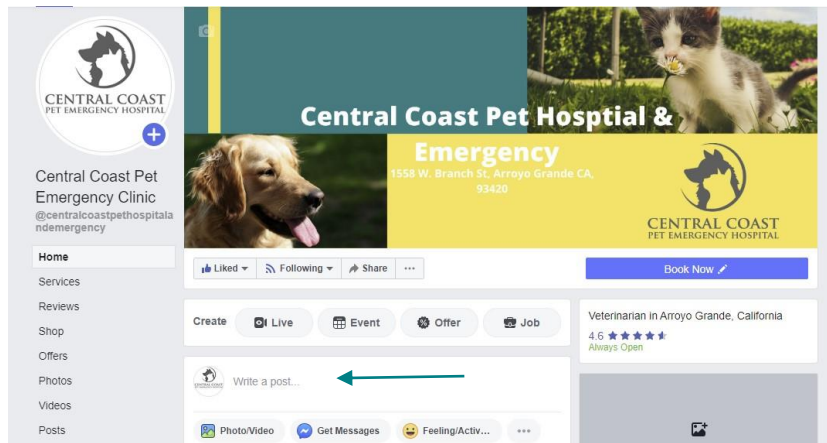
Creating a Post

YOU CAN POST A STATUS UPDATE WITH TEXT, PHOTOS, VIDEOS, AND MORE!

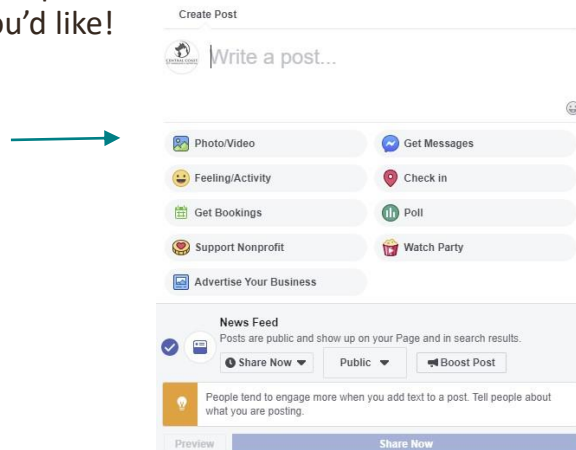
Step 1: Login to your Facebook account and view your profile.

Step 2: Find the section underneath your Cover Photo that says, **“Write a post”**.

Click ► and follow along below!



Step 3: Write your post and attach any media from your computer that you'd like!



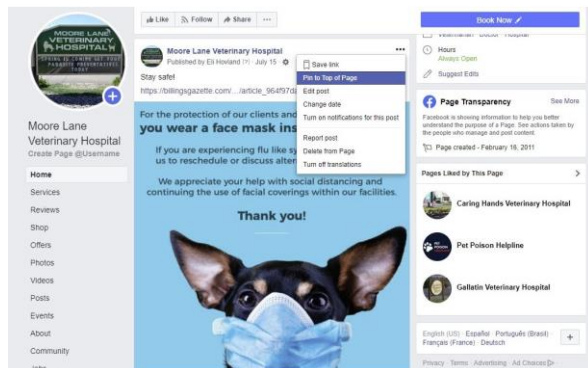
Pinning a Post

PIN ANY POST TO THE TOP OF YOUR TIMELINE. THIS CAN BE IMPORTANT HOSPITAL INFORMATION, UPDATES, OR NEWS THAT YOU WOULD LIKE YOUR FOLLOWERS TO ABLE TO EASILY LOCATE.

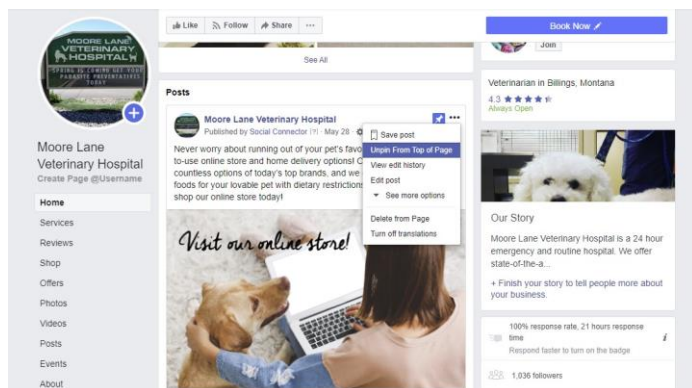
Step 1: Login to your Facebook and view your profile.

Step 2: Find the post you wish to Pin to the top of your page.

Step 3: Click the three dots in the top right corner and select, “Pin to Top of Page”.



To Unpin a Post: Click the three dots in the top right corner of the pinned post and select, “Unpin From Top of Page”.



Watch us Pin a Post, and then Pin one of your own!

