

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

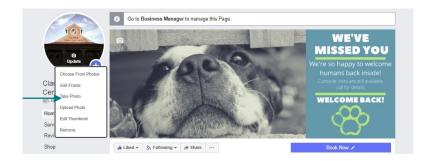
YOUR PROFILE PICTURE SHOULD BE A CLEAR, IN-FOCUS PHOTO OF YOUR LOGO OR BUILDING EXTERIOR

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

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

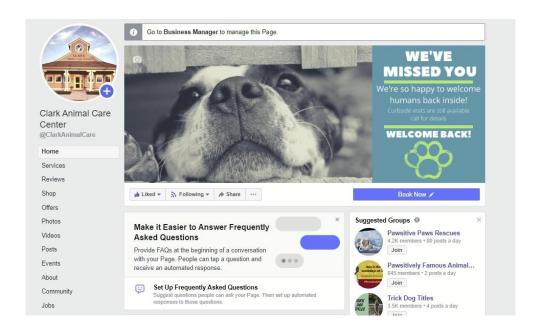


Step 3: Select where you'd like to upload your new profile picture from (*upload from a file, or choose from your other photos*).



Step 4: Choose your new profile picture!

Click "Play" and follow along below!





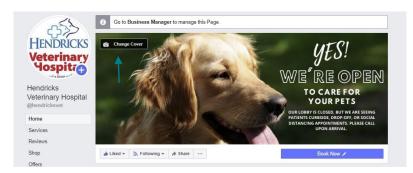
Changing your Cover Photo

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

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

See how it's done!

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



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



Go to Business Manager to manage this Page. Veterinary **Hospita** WE'RE OPEN Hendricks TO CARE FOR Veterinary Hospital **YOUR PETS** @hendricksvet OUR LOBBY IS CLOSED, BUT WE ARE SEEING Home DISTANCING APPOINTMENTS. PLEASE CALL
UPON ARRIVAL. Services Reviews Shop i Liked ▼ Share ... Book Now 🖍 4.8 out of 5 · Based on the opinion of 56 Photos (0) Videos Boost an Instagram Post Reach People Nearby Posts Reach more people and get more Set your location and reach customers Events reactions, comments and shares in your area -About Community Get Started With Automated Ads

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!

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

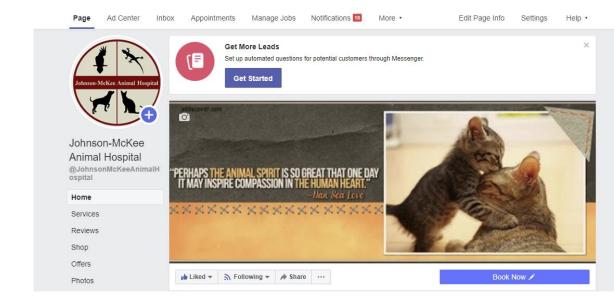
More people will find it

+

More page visits

=

More Business!





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.

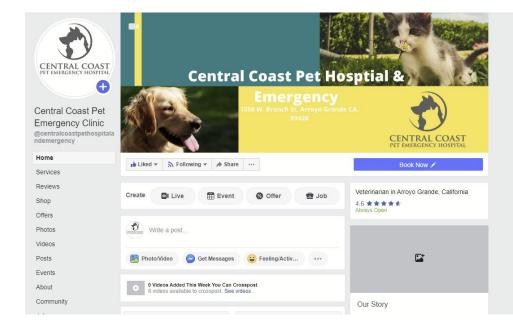
Step 2: Find the section underneath your Cover Photo that says, "Write a post".



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



Click and follow along below!





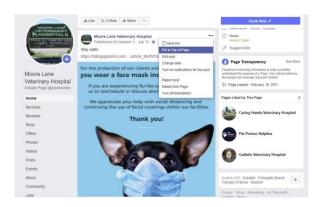
Pinning a Post

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.

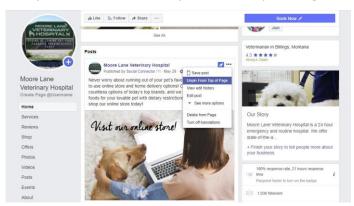
Step 1: Login to your Facebook and view your profile.

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!

