# FACEBOOK FOR BEGINNERS:

Facebook is home to 2 billion monthly active users, making it an excellent platform to showcase your business. Here is a list of top tips and everything you need to know about getting started on Facebook. For further information please refer to our website www.webdirections.co.uk/useful-information/your-social-media/

**1   A RECOGNISABLE PROFILE PICTURE/ENGAGING COVER PHOTO**

Create yourself a winning profile. Choosing a recognisable profile picture has many advantages. This could be your company logo, or if you work freelance it could be a headshot. Your profile picture appears in the search results, at the top of your profile and on friends timelines when you post a status, so make sure they can tell it's you! Make sure you research the most recent Facebook Dimensions as they update these often. Using the right dimensions will ensure none of your logo will be cropped when uploading it to Facebook. Cover photo's can be updated more regularly, just make sure the image is high quality.



**2   DON'T CREATE A PERSONAL PROFILE**

We see it all the time where companies will create a personal account rather than a Facebook Business Page. Not only does this go against Facebook's terms and conditions (they can remove the page, which if you have spent time building up followers can be really frustrating) but you are also missing out on the content creation tools, analytics and paid promotion tools that come with having a Business Page.
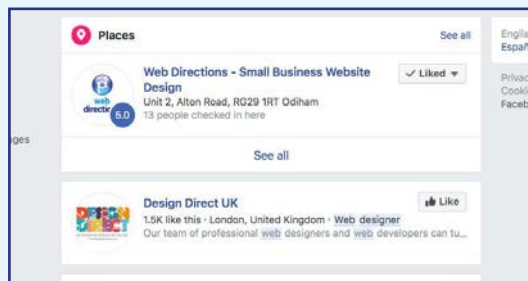


**3   POST PHOTOS AND VIDEOS**

Now you have set up your company page with the correct profile picture and cover photo you can start posting to advertise your company and make yourself active on Facebook. Visual content is 40x more likely to be shared rather than other types of content, so where you can post photos and videos to the page.
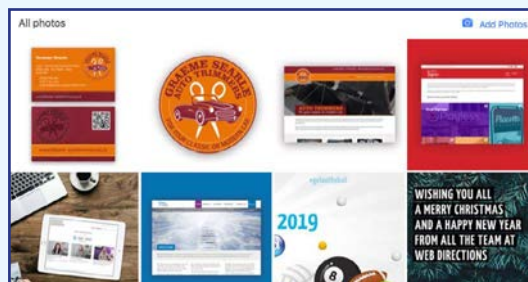


**4   MONITOR AND RESPOND TO COMMENTS**

You may not need to respond to every comment that appears on your business page, however interaction with your followers is important, so at least monitor the comments on your Facebook page. You can respond to comments in the notifications tab on the page, and you can also set limits on who can post to your page in the 'settings' tab at the top of the Business Page.
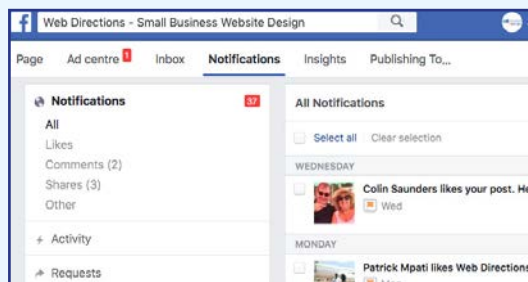


**5   MESSAGING OPTIONS**

If you would like people to message you through messenger on Facebook then ensure you turn on the messages feature (found in the page settings, and then looking for the 'messages' tab, tick the sentence that says 'Allow people to contact my page privately). We would recommend that if you have the time to respond to people through Facebook that you turn this feature on. However if you know you will be too busy/or away, then turn this feature off as people will expect instant replies and will be frustrated if you don't reply for weeks/or at all.

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