

Getting your Business Page Up and Running on Facebook!

Create a Business account (page):

1. Log into personal page
2. Click the down button at the upper right
3. Select Create page
4. Choose Page type

Stock Photo sites (Make sure not to use photos that are copyrighted)

<https://morguefile.com/>

<https://freerangestock.com/>

Education: <http://www.pics4learning.com/>

Boosting a Post (<https://www.facebook.com/business/learn/facebook-page-boost-posts>):

1. Choose your payment method on Facebook (your Credit/debit or PayPal information is needed)
2. Develop idea for creating an engaging post (e.g. inspirational; educational; special offer; photos or video; etc.)
3. Determine budget amount
4. Choose your audience
 - a. Select customer demographics
5. How to get "likes"

Link your Facebook to Instagram:

1. Click Settings on your business page
2. Click Instagram Ads on the left sidebar
3. Select Add an account
4. Select either: Add an existing account (log in to that account) or Create a new account