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## FACEBOOK DICTIONARY

### PAGE

A public profile for an organization or business rather than for an individual

### FRIENDS

Someone who you've added to your network who can see your posts and interact with you on the platform

### FEED

A list of posts and updates on your homepage

# facebook 101

## STEP BY STEP HOW TO GUIDE

### WHY USE FACEBOOK?

With over one billion users, Facebook is easily the largest social media platform. You can find most businesses and organizations here because it enables you to connect with people in your community, across the nation, and throughout the world.

### HOW TO MAKE A FACEBOOK ACCOUNT:

Step 1: Go to [www.facebook.com](http://www.facebook.com) or download the free app  
Step 2: Enter your name and email address  
Step 3: Click "Sign Up"  
Step 4: Confirm email address

### HOW TO MAKE A FACEBOOK PAGE:

Step 1: Go to your new Facebook account  
Step 2: Select "Create"  
Step 3: Choose a Page type  
Step 4: Give it a name and add a category  
Step 5: Add friends to like your page  
Step 6: Publish your first post

### MAKE A GOOD FIRST IMPRESSION:

Use a professional photograph as your profile picture. Other Facebook users want to see what you look like and know that they're talking to a real person!

### TIPS AND TRICKS:

1. Follow other people with similar interests to you!  
There is a vibrant Facebook community for just about anything that interests you.
2. A picture is worth a thousand words - more users engage with pictures and videos than with any other kind of post.
3. Don't spam followers with several posts in a row.  
Space them out instead. There are several great tools for this including Hootsuite and Buffer.