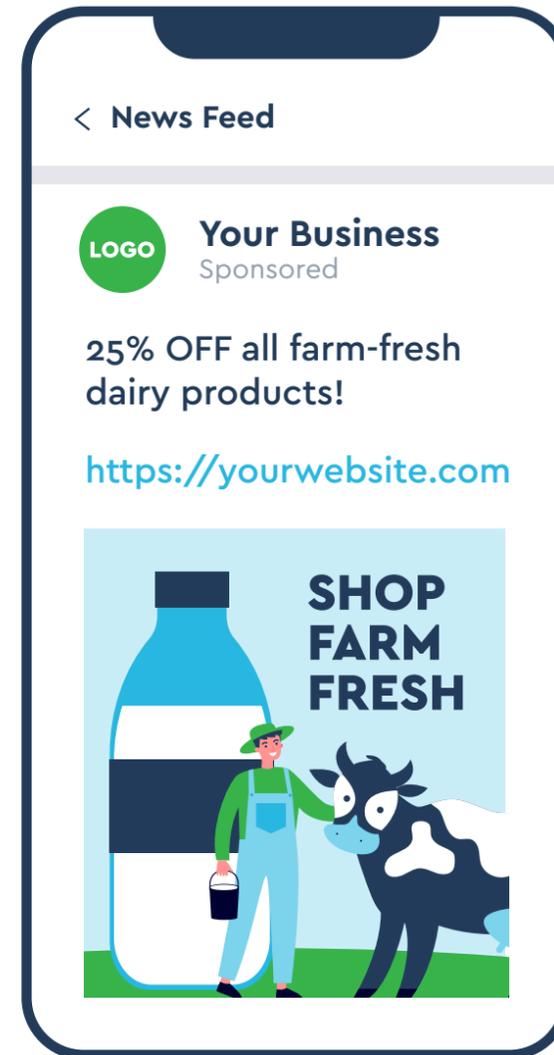
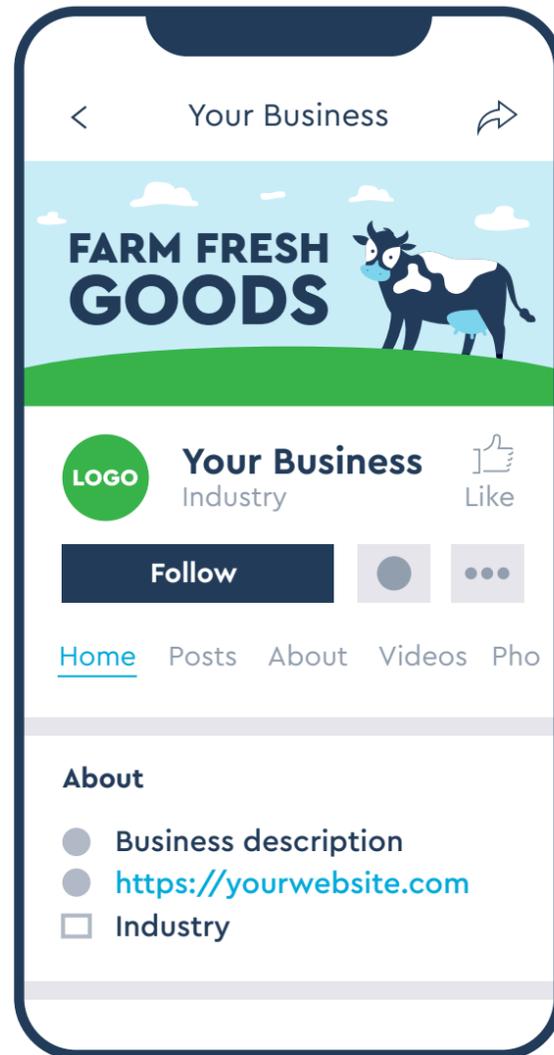




# USING SOCIAL MEDIA FOR YOUR BUSINESS



**WASHINGTON COUNTY SMALL BUSINESS TOOLKIT**



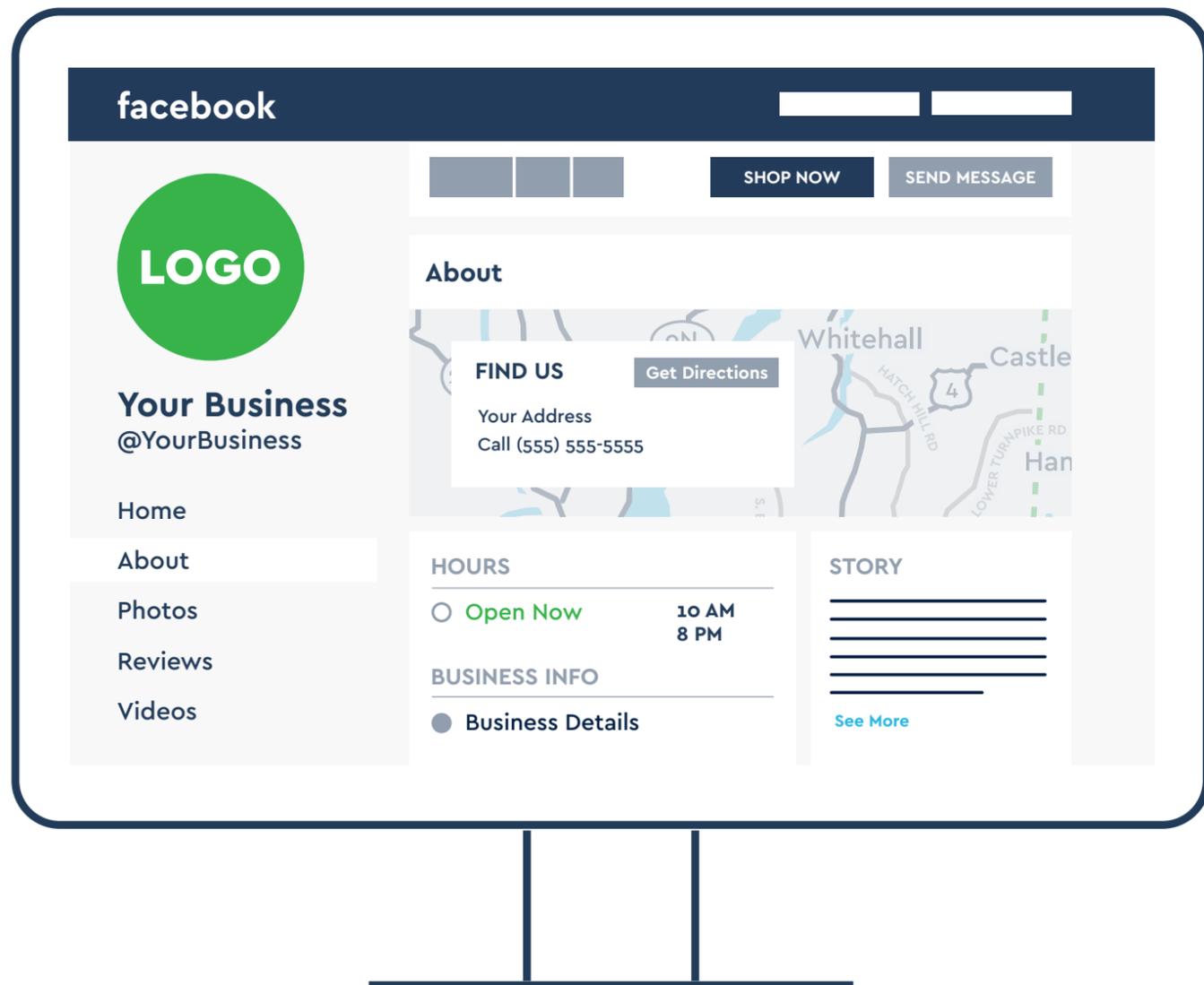
## Tips on How to Use Social Media

Social Media is a very useful tool to reach a new audience and opens another channel to shopping online. It allows your business to be seen not only for your products and services but your spirit, history and passion you put into it.



## Facebook

This social media platform offers a lot of insight with the interaction of your advertisements. If you run advertisements on Facebook, you will be able to see information that can help your business.



# 1

## Create Your Business Page

First, create your business page. Page name is usually your business name and Category is how people will find you when they do a search. Enter your business address and contact information so your audience can reach you easier. Once that is done you can add photos to your profile and a cover photo to customize your page and raise brand awareness. Normally, the profile picture is your business logo. It has plenty of space for you to talk about your business history or mission statement and link your website so the customers can go directly to your site.



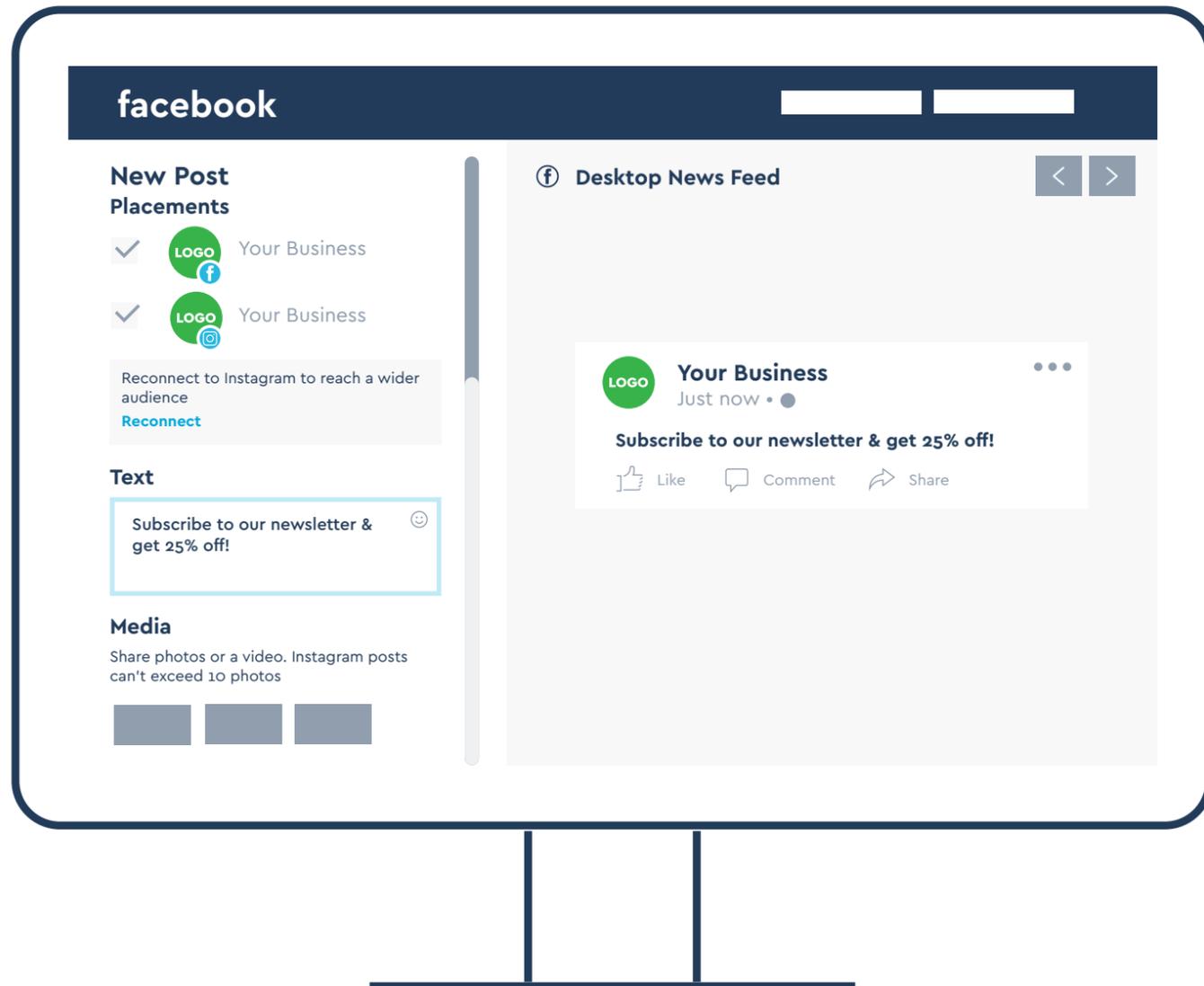
## 2

### Posting Content

Once your page is all set up to your preferences, you can schedule posts directly into facebook. This means content will automatically be posted onto your page at the time you have selected. A post can consist of a photo of your product, brand, or event and a caption. Your caption allows the audience to perceive a certain tone of voice from your business. For example, if you use a funny phrase or comedic tone, your audience will perceive your business as light-spirited and positive.



**TIP:** If you're on other social media like Twitter and Instagram, using a separate website like Later.com or Buffer.com to manage all of your accounts at once can be a big help.



# 3

## Scheduling Posts

1. From your News Feed, click Pages in the left menu
2. Go to your Page
3. Click Publishing Tools in the left column.
4. Click Create Post in the top.
5. Create your post.
6. Click the downward arrow next to Publish and select Schedule Post.
7. Select the date and time when you want the post to be published and click Schedule, then click Schedule Post.

## Ad Set Name

[Create Name Template](#)

## Dynamic Creative

Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

## Budget & Schedule

### Budget



Actual amount spent daily may vary ⓘ

## Start Date

Pacific Time

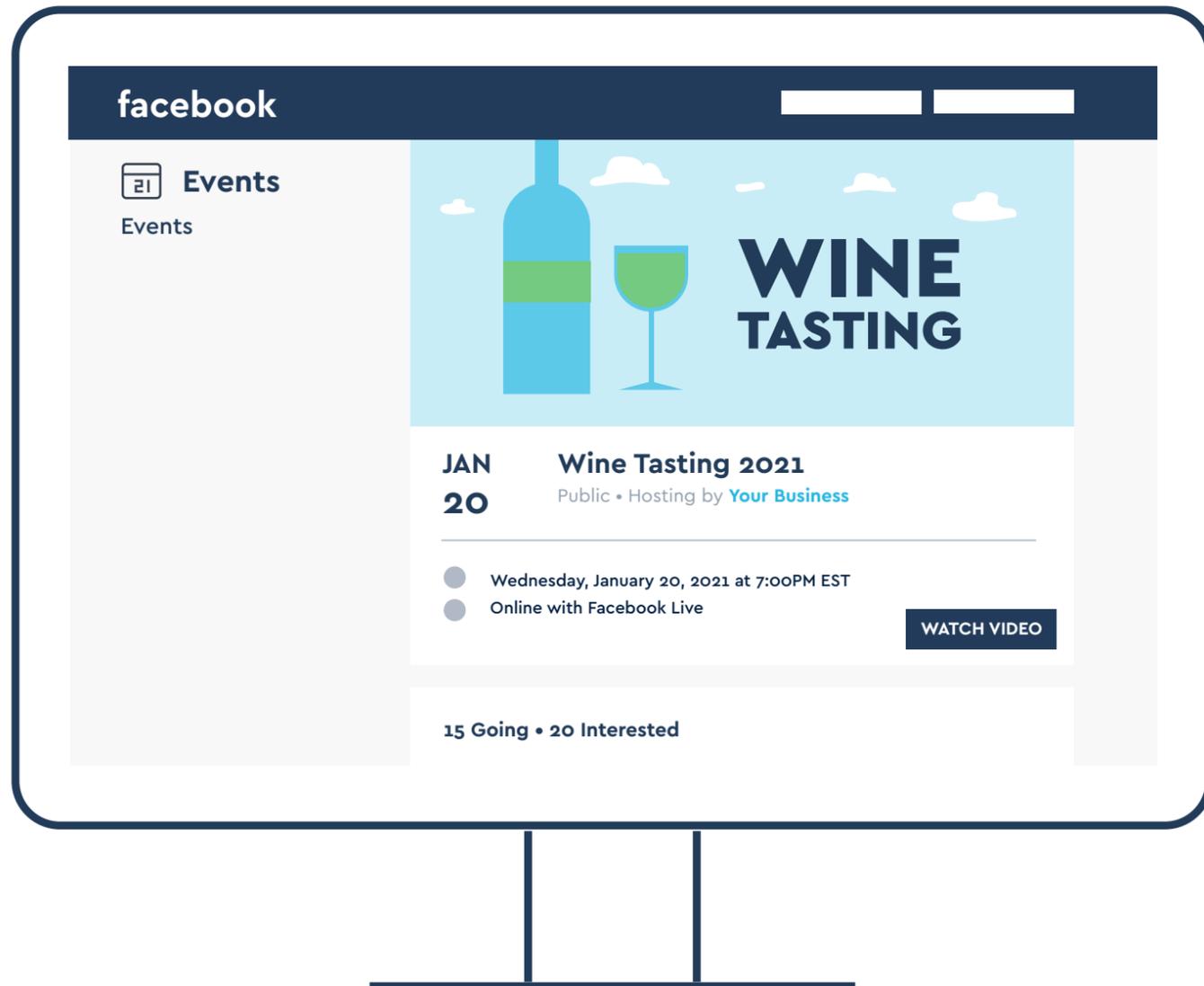
## End • Optional

Set an end date

# 4

## Scheduling Ads in Ads Manager

1. Create a new ad set or edit an existing ad set.
2. At the ad set level, scroll to the Budget & Schedule section.
3. Choose Lifetime Budget from the Budget and Schedule dropdown menu.
4. Select Show More Options, hover over Ad Scheduling and select Edit.
5. Select Run ads on a schedule.
6. Click to choose the blocks of time you want your ad set to run.
7. Click Continue. Your ad set is scheduled.



# 5

## Create an Event in Facebook

1. From your News Feed, click Events in the left menu.
2. Click + Create Event on the left side.
3. Click Public Event, then click Next. Anyone will be able to see your event and search for it, even if you are not friends. Once you've created a public event, you won't be able to change it to private later.
4. Fill in the event name, location, date, time and description.

Event > Create Event

## Event Details



**Your Business**  
Host - Your Profile

Event Name



Start Date  
**Jan 6, 2021**

Start Time  
**12:00 PM**

+ End Date and Time

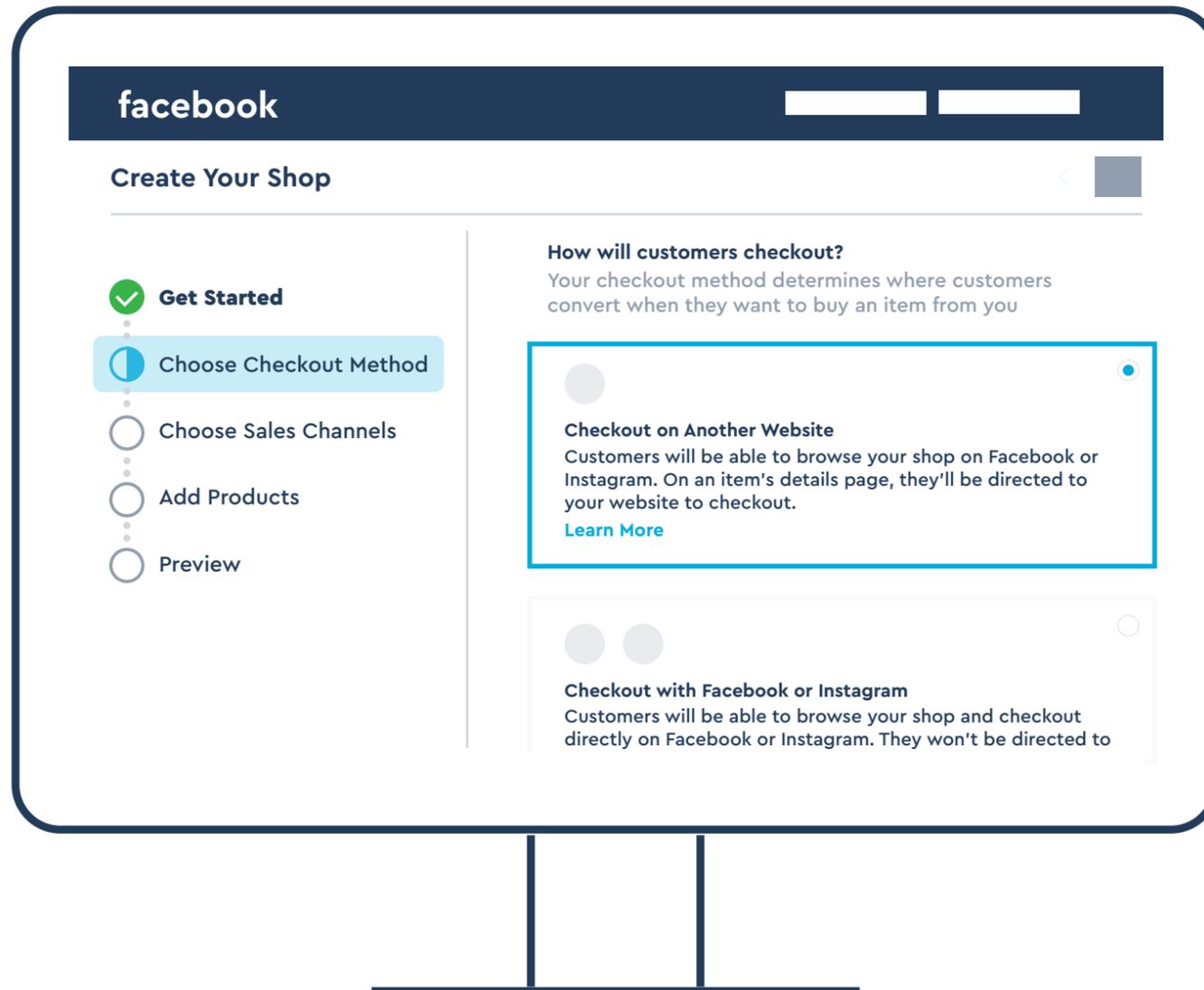


Privacy



## Create an Event in Facebook (Cont'd)

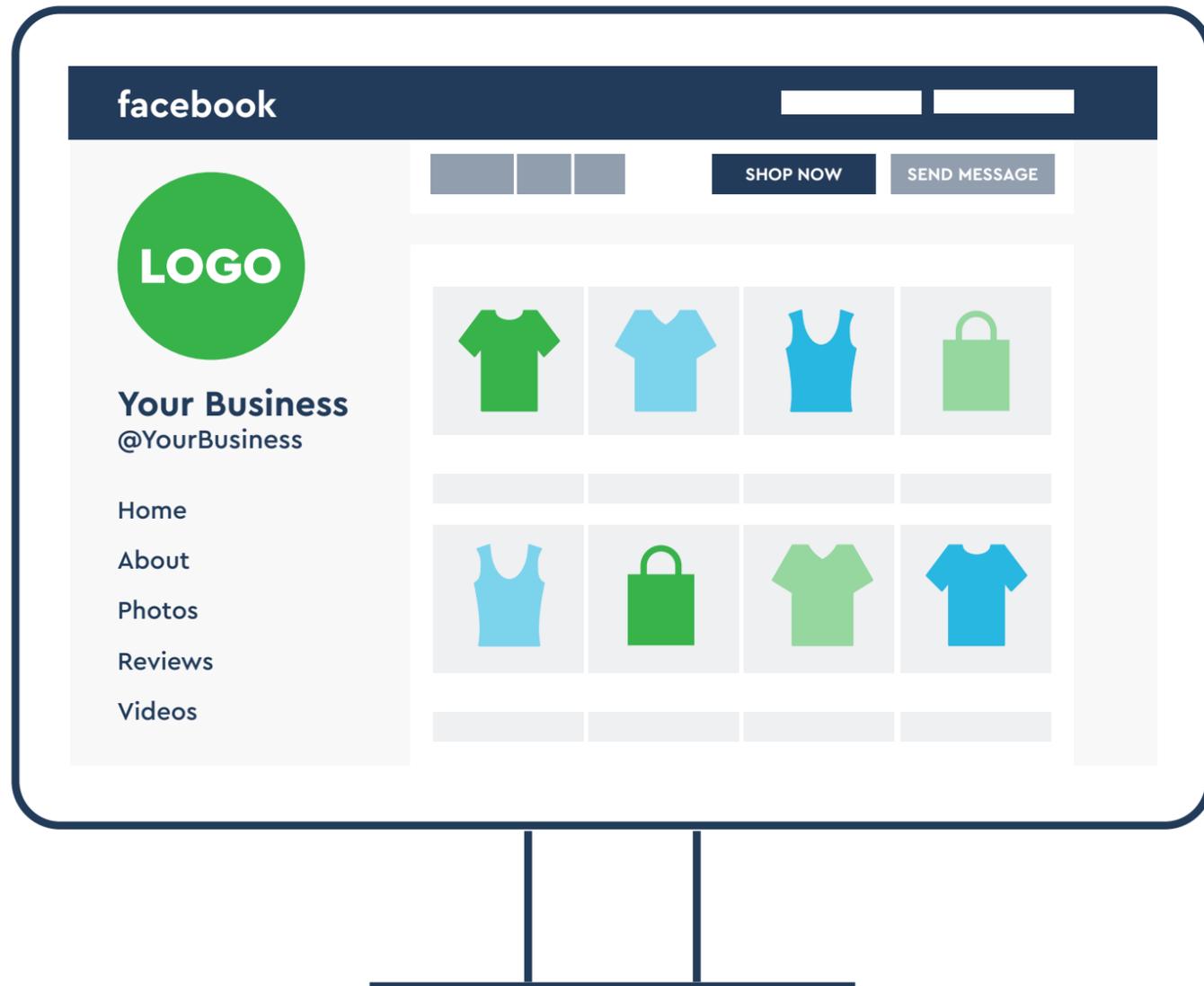
5. Type and select keywords about your public event so it can be better recommended to people who are interested in that topic (ex. Food Festival).
6. Choose who can edit and post in your event and then click Create. You'll be taken to your event where you can invite guests, add a cover photo or video, share posts and edit event details.



# 6

## Create Your Facebook Shop

1. Go to the Create Your Shop Page.
2. In the Choose A Way to Sell section, Select Create a Shop and click Get Started.
3. In the Assets section, click on your shop to upgrade, or click + Create a Shop.
4. In the Start Setting Up Your Shop section, select Your Website. Click Get Started.
5. In the Choose Your Business section, you'll see a list of Facebook Pages you're a page admin on. Select the business you'd like to add your shop to. Click Next.



6. In the Account Details section, provide an Account Name and select Business Account. Click Next.
7. In the Where People Can View Your Shop section, select where you'd like to create your shop. If you have an Instagram business profile and Facebook Page, you can select both.
8. In the Catalog section, select an existing catalog or create a new one and click Next.
9. Look over your shop details, review and agree to the Seller Performance and Accountability Policies and click Create Your Shop.

## Create a Page for Your Local Business

Page Name

Category

Choose a category ▾

Street Address

City

Zip Code

When you create a Page on Facebook the [Pages, Groups and Events Policies](#) apply.

Create Page

Cancel

# 7

## Build Your Shop

**Create a Collection:** You can create collections of 6 to 30 products.

**Customize your shop:** You'll choose your featured collection and customize the look and feel of your shop.

**Publish your shop:** People can see your shop once Facebook reviews and approves your collections.



**THANK YOU!**



**WASHINGTONCOUNTY.FUN**