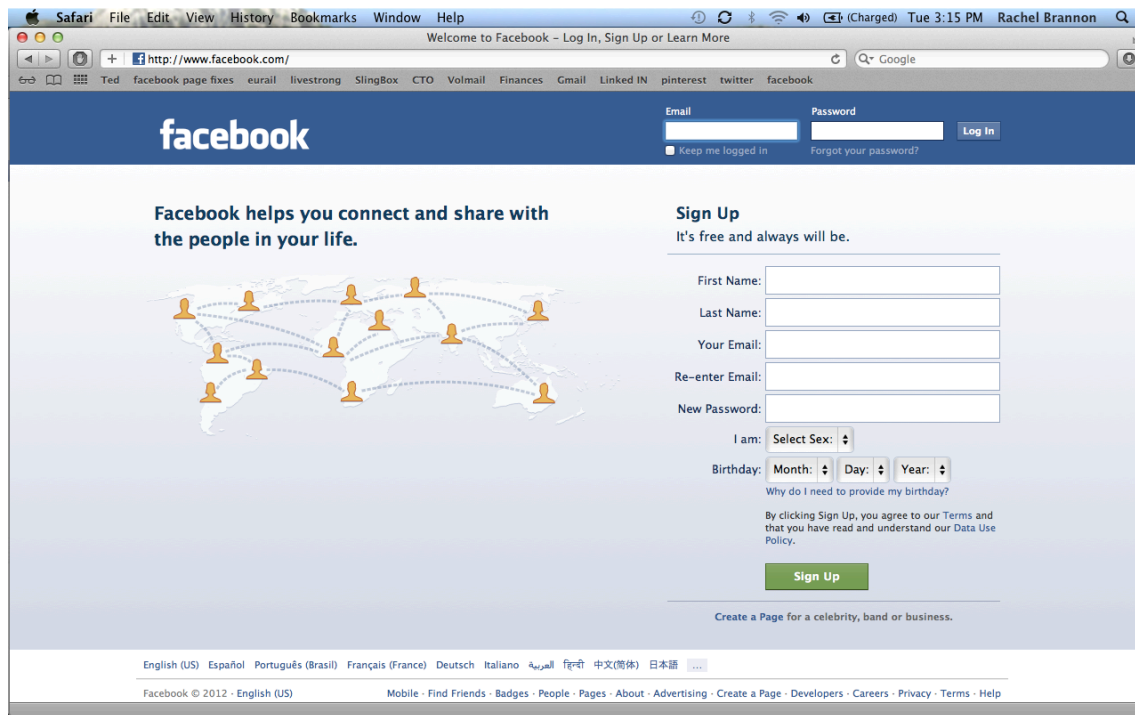




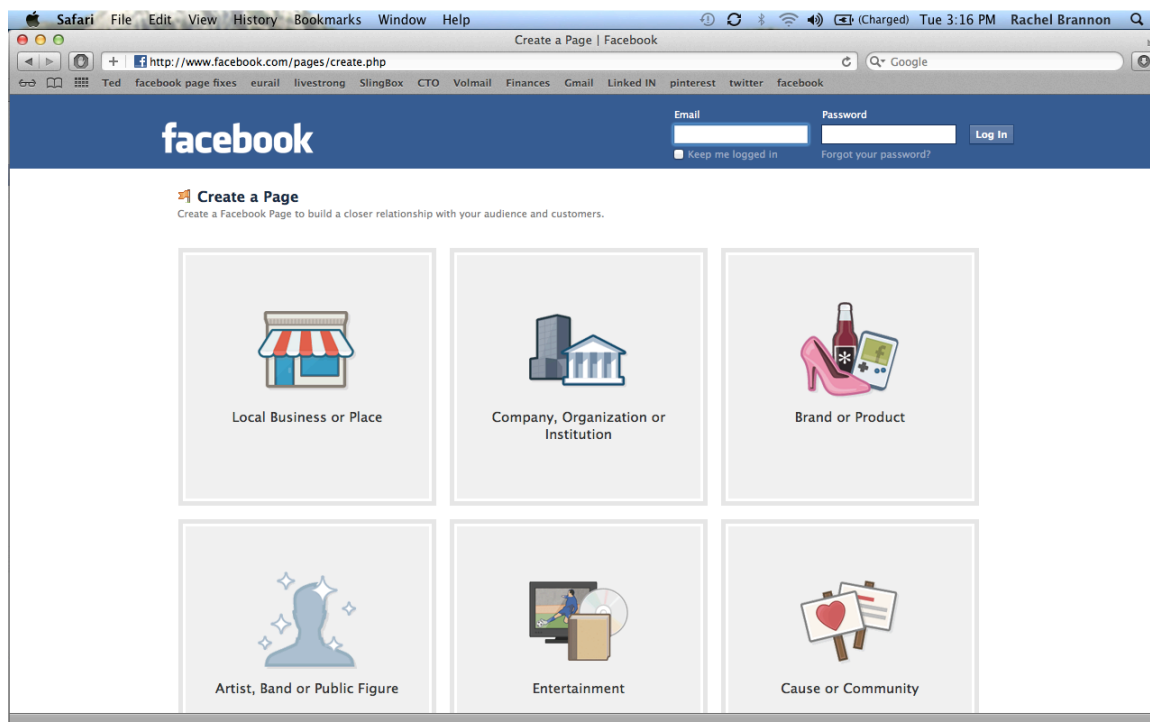
Tutorial: How to Set-Up & Begin Using Facebook



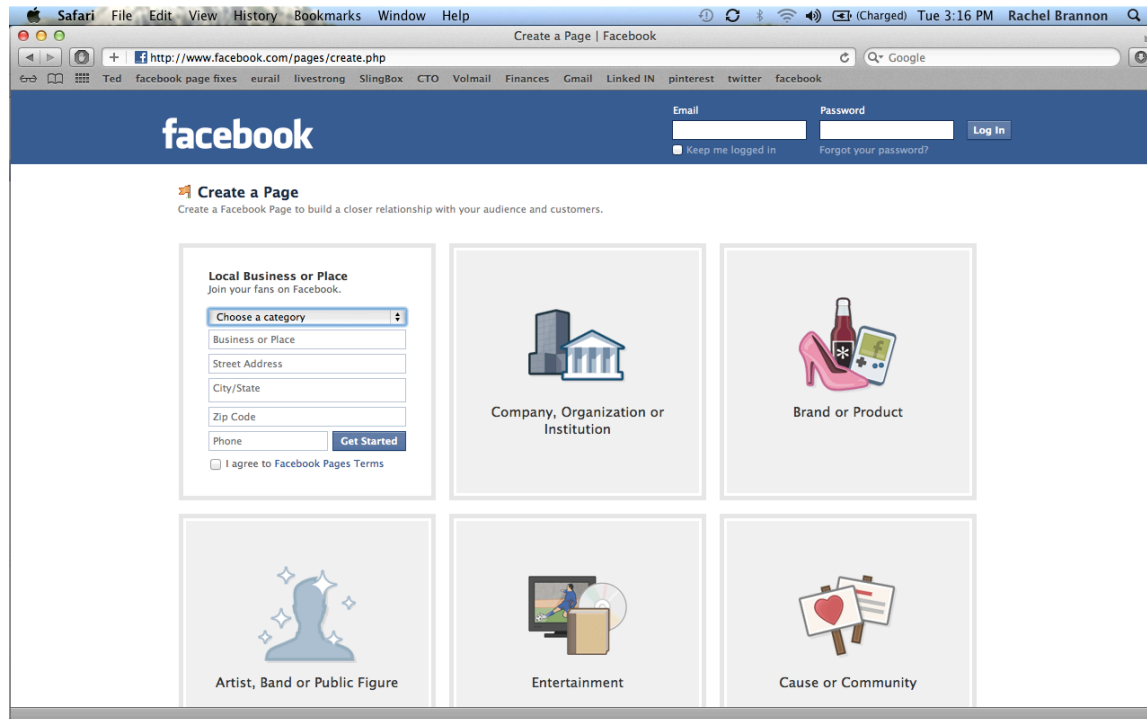
Begin by typing <http://www.facebook.com> in the URL box at the top of your internet browser. The following page will appear:



On the right hand side, under the green “Sign Up” button, click “Create a Page”. Your internet browser will refresh to the following page:



Click on the gray box that says “Local Business or Place”. A form will replace the image and look like this:



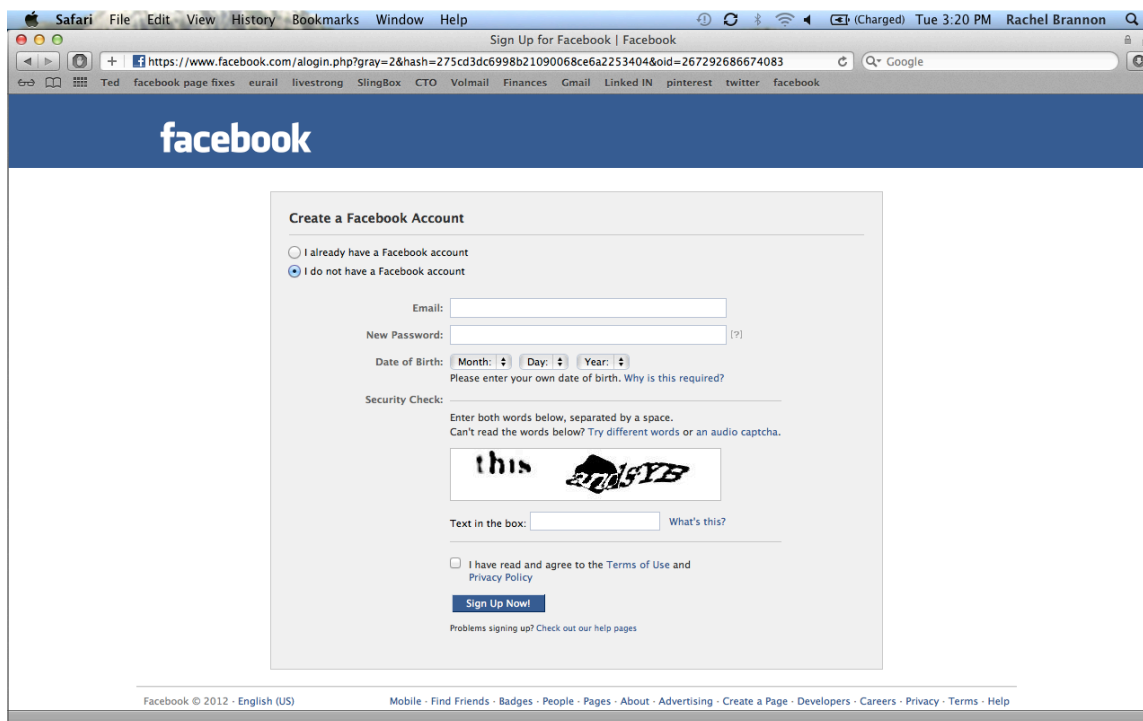
The screenshot shows a Safari browser window with the address bar displaying <http://www.facebook.com/pages/create.php>. The page title is "Create a Page | Facebook". The Facebook logo is in the top left, and the "Log In" button is in the top right. The main content area is titled "Create a Page" with the subtitle "Create a Facebook Page to build a closer relationship with your audience and customers." Below this, there are six gray boxes representing different page categories. The first box, "Local Business or Place", is selected and contains a form with the following fields: "Choose a category" (a drop-down menu with "Business or Place" selected), "Street Address", "City/State", "Zip Code", and "Phone". There is a "Get Started" button next to the "Phone" field and a checkbox labeled "I agree to Facebook Pages Terms" below it. The other five boxes are "Company, Organization or Institution", "Brand or Product", "Artist, Band or Public Figure", "Entertainment", and "Cause or Community".

Fill in the requested information. First, select your category from the drop-down menu (titled “Choose a Category”). Then, enter the name of your business and street address. When you begin typing the city name, a list will appear in a drop-down menu. Select your appropriate city and state. Then, enter your zip code and phone number.

Click the box next to “I agree to Facebook Pages Terms.”

Then click the **blue** “Get Started” box.

Your Internet browser will refresh and bring you to the following page:



On this page, you need to choose between “I already have a Facebook account”** or “I do not have a Facebook account”.

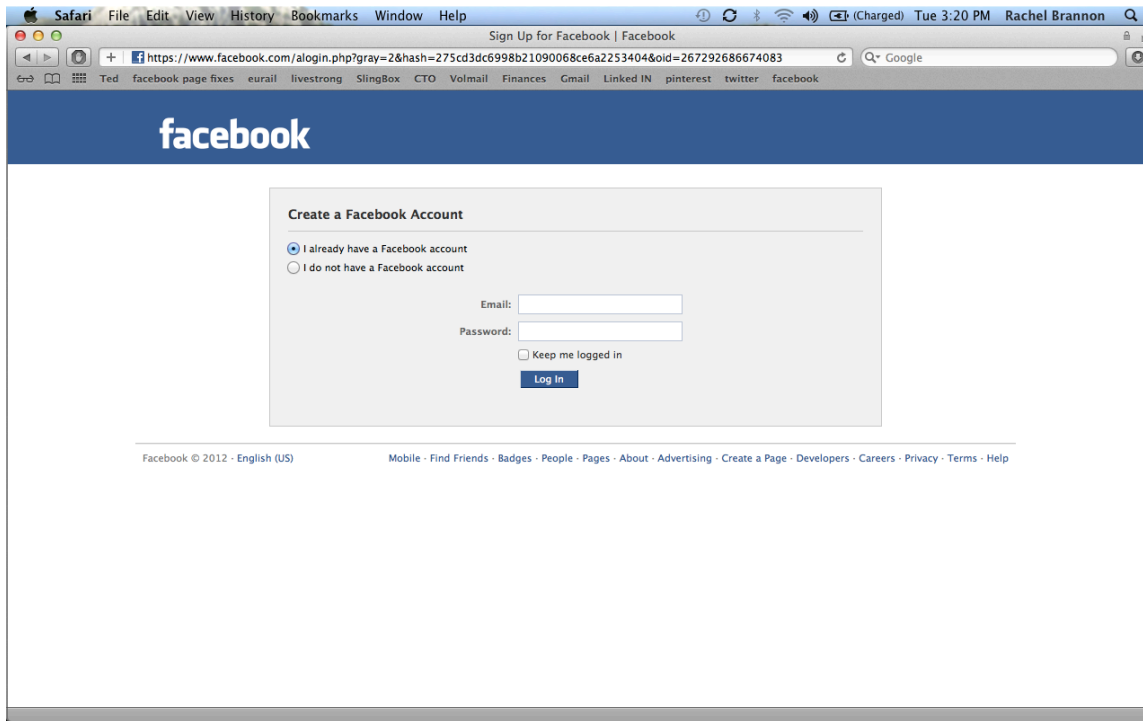
If you do not have a facebook account, enter your information in the blanks. First, enter a working e-mail address (you will need to receive an e-mail confirmation to complete the sign up process). Second, choose a password that is easy to remember.

Next, enter your personal date of birth. Your birthdate will NOT show up on the Business’s Facebook Page. (It will, however, show up on your personal page. Facebook needs this information to protect users that are under the age of 18).

Lastly, complete the “Security Check” section. Enter the letters that appear in the box. (Occasionally, the letters will be hard to read. If this is the case, take your best guess. The security check only tests to ensure that spam and junk viruses cannot create a page.)

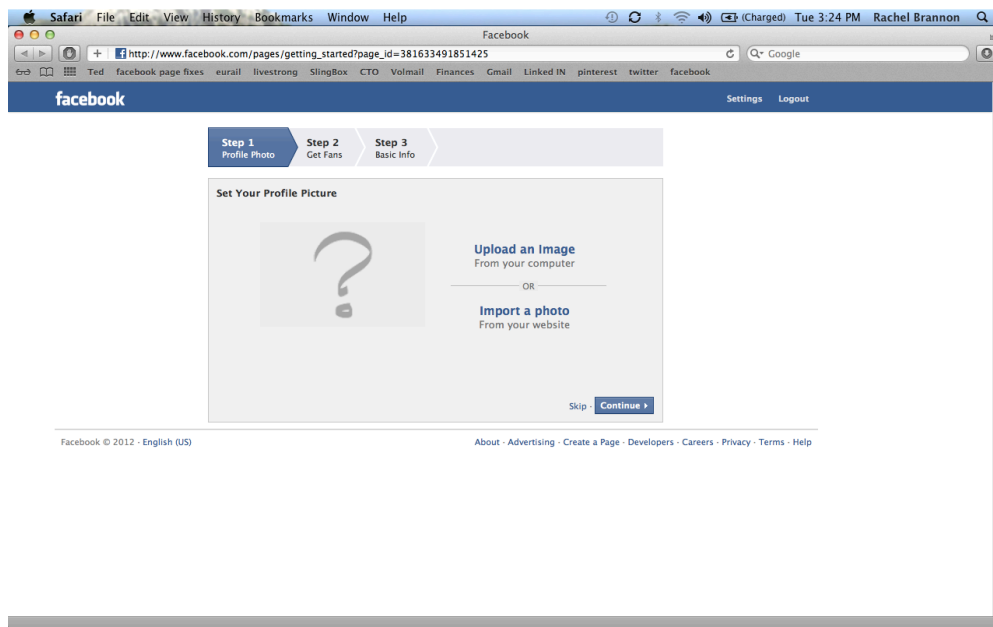
Then, click the **blue** “Sign Up Now!” box.

***If you do have a Facebook account, do not fill out the blanks. Instead, select “I already have a Facebook Account”. Your next screen will look like this:



Then, enter your e-mail address and password that you used to sign up for Facebook and click the blue button labeled “Log In”.

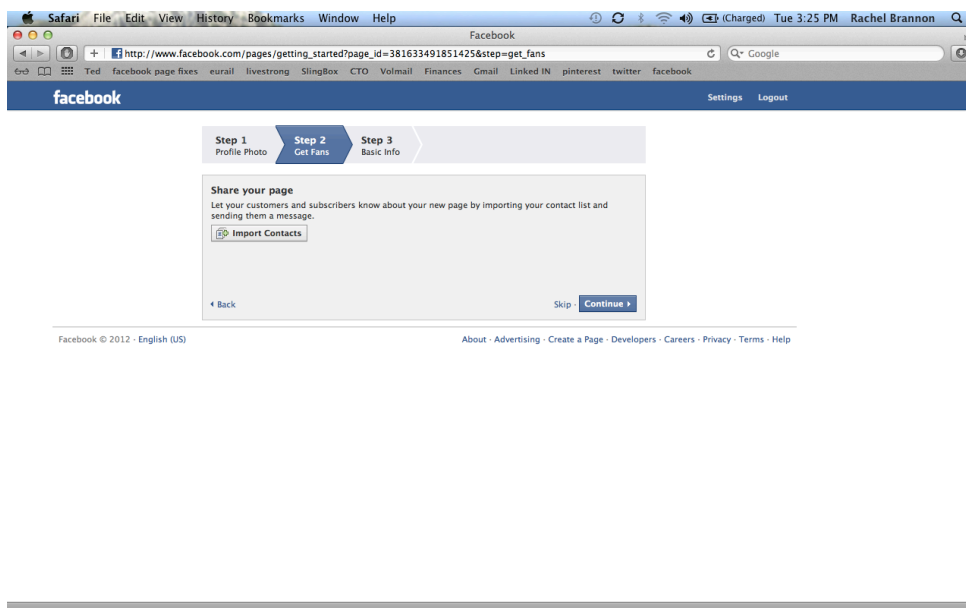
Whichever option you selected, your next screen will look like this:



Choose an image that represents your business. You can either choose “Upload an Image” which means that you can search through files on your computer to find the picture you would like to use, or you can select “Import a photo” which allows you to use one off of your website.

Then, select the **blue** “Continue >” Box.

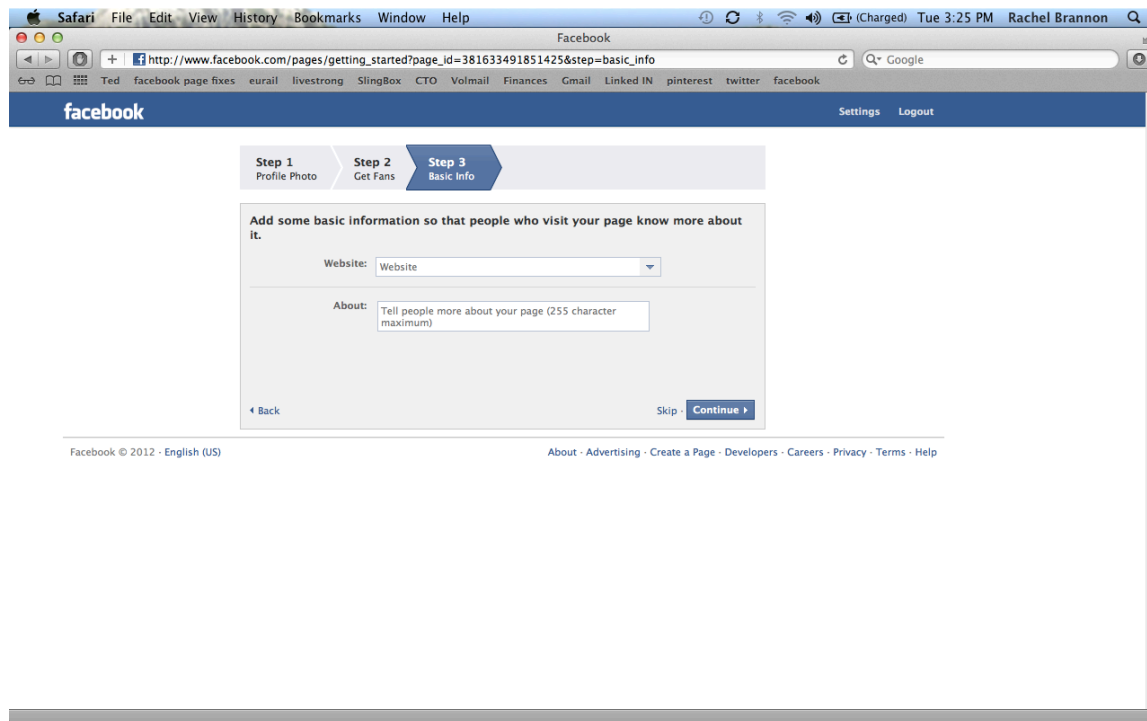
Your next screen will look like this:



If your company has a client list by e-mail address, which you have saved onto an Excel (.XLS) Spreadsheet, click on the gray “Import Contacts” box.

Otherwise, select “Skip” next to the blue box at the bottom right corner.

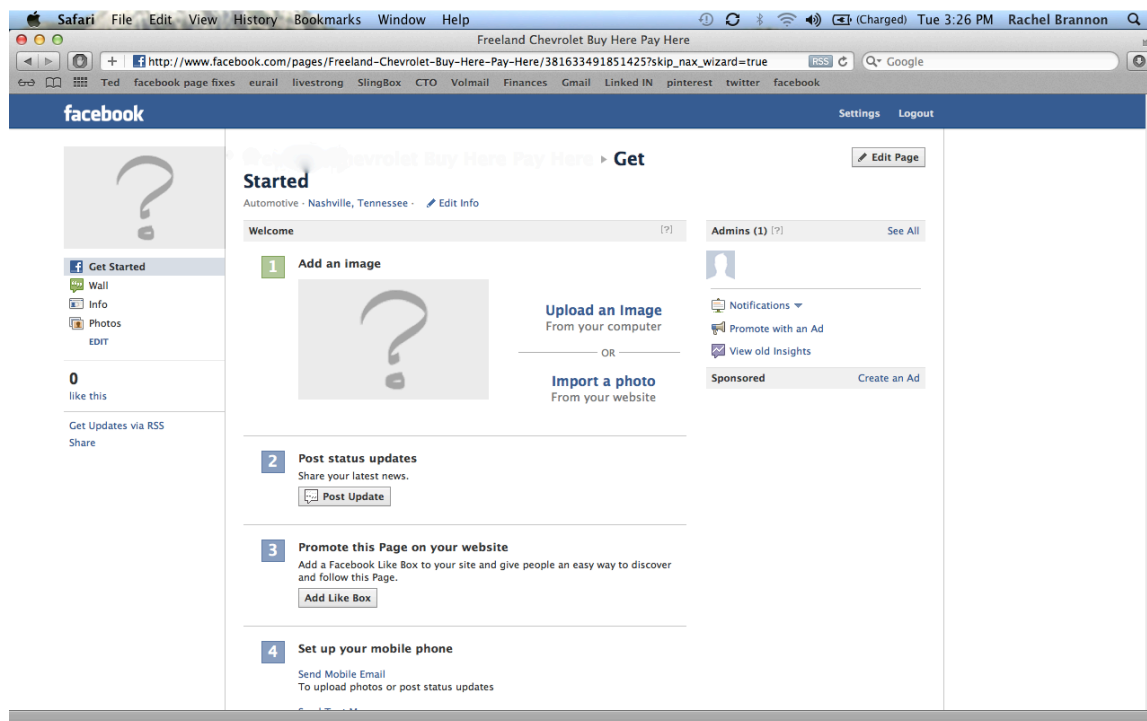
Your next screen will look like this:

The image is a screenshot of a web browser window showing the Facebook 'Basic Info' setup screen. The browser's address bar shows the URL 'http://www.facebook.com/pages/getting_started?page_id=381633491851425&step=basic_info'. The Facebook navigation bar is at the top with the 'facebook' logo and 'Settings' and 'Logout' links. Below the navigation bar, there are three steps: 'Step 1 Profile Photo', 'Step 2 Get Fans', and 'Step 3 Basic Info' (which is highlighted). The main content area has the heading 'Add some basic information so that people who visit your page know more about it.' It contains a 'Website' field with a dropdown menu and an 'About' text area with the placeholder 'Tell people more about your page (255 character maximum)'. At the bottom of the form, there are links for 'Back', 'Skip', and a blue 'Continue >' button. The footer of the page includes 'Facebook © 2012 - English (US)' and a list of links: 'About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help'.

First, enter your website URL (ex: <http://www.mywebsite.com>) into the “Website” box. Then, enter a brief description for your business. If you have a website, this would be a great place to post the information shown on your home page or “about us” page on your website.

Then, click the blue “Continue >” Box.

Your next screen will look like this:

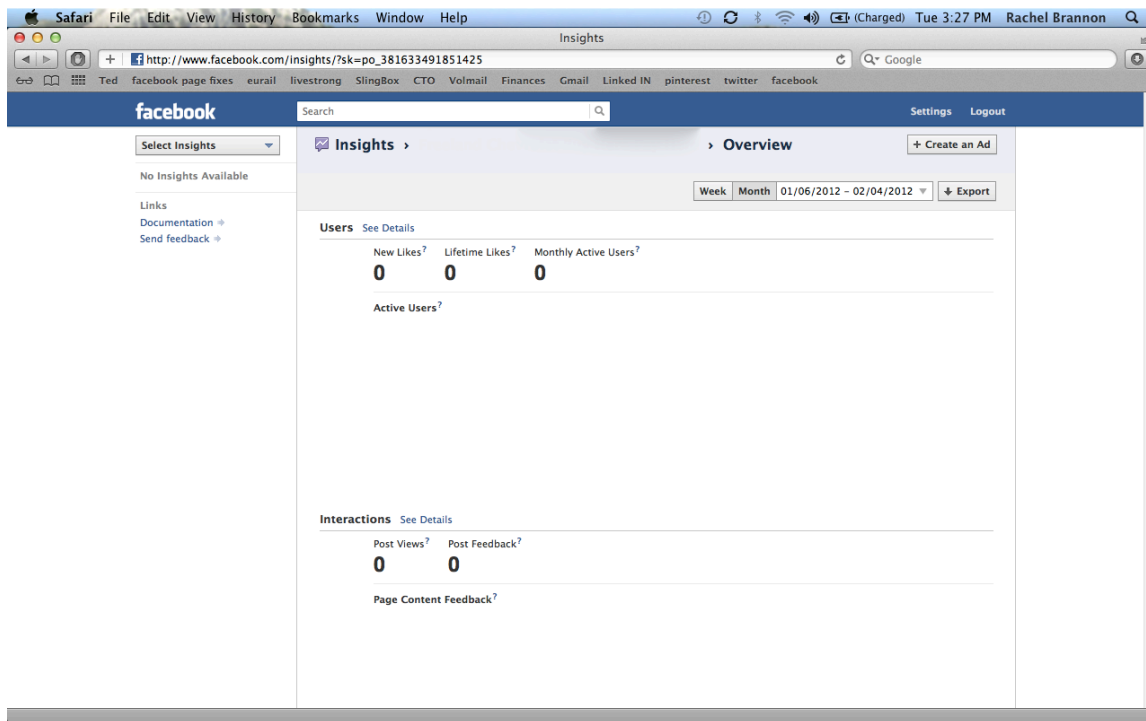


This is your Business's home page. Here, you can post updates, upload pictures, share videos, or "Like" posts from customers.

On the right hand side, under "Admins", you can view notifications, purchase Facebook advertisements, or view your insights.

Your administrators should be anyone who you would like to allow to make changes or posts to the page. I would recommend adding and managers, marketing staff, or MediaTree to your administrators. That way, more people can post content to your site and make necessary changes. Administrators can also invite friends to become fans of the page.

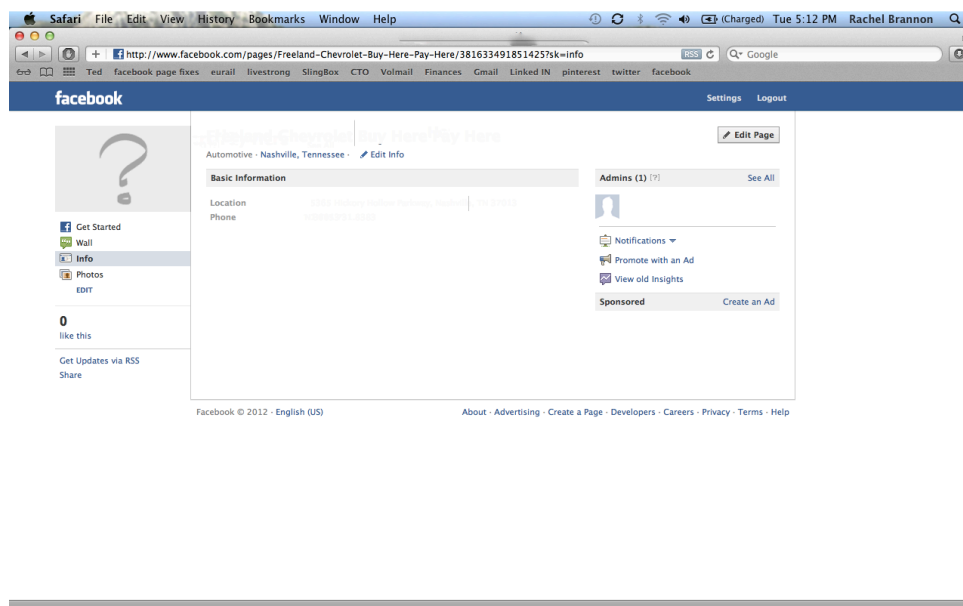
Insights is similar to Google Analytics. It will tell you how often posts on your page are being viewed, shared by fans, and show your fan growth over time. Your insights page will look like this:



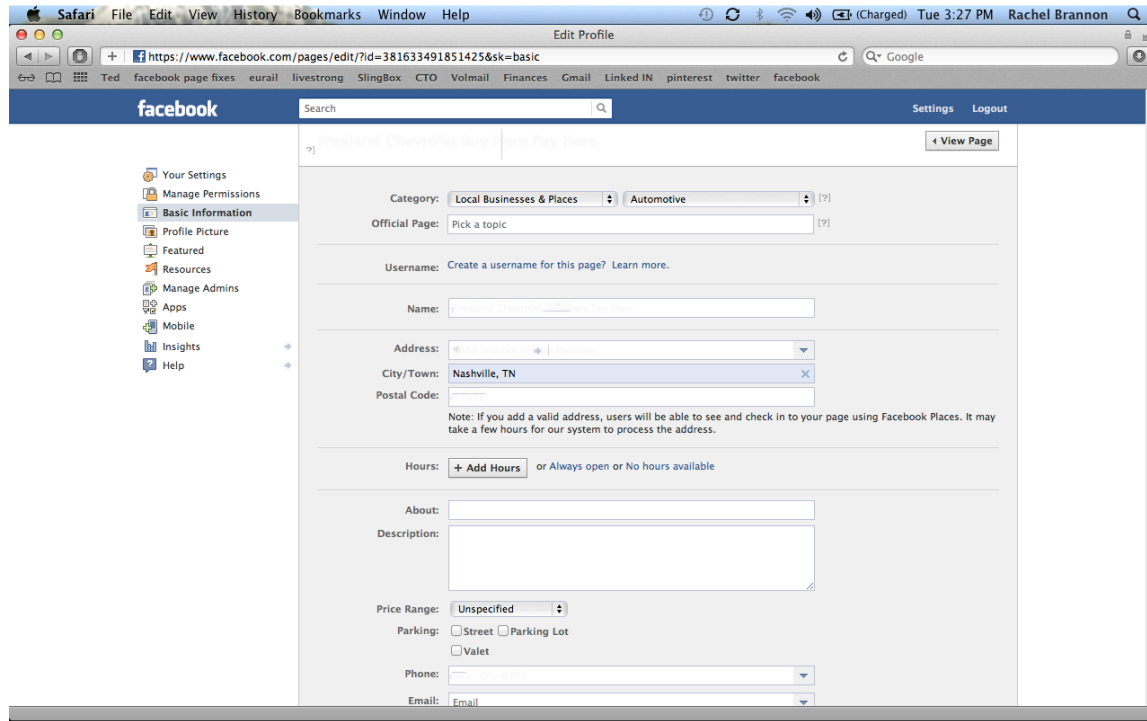
As you begin using your Facebook Page and interacting with friends, your insights will have actual numbers instead of zeros.

Next, go back to your home page and click “Info” on the left hand side of the page (under the profile picture box).

Your internet browser will refresh and bring you to the following page:



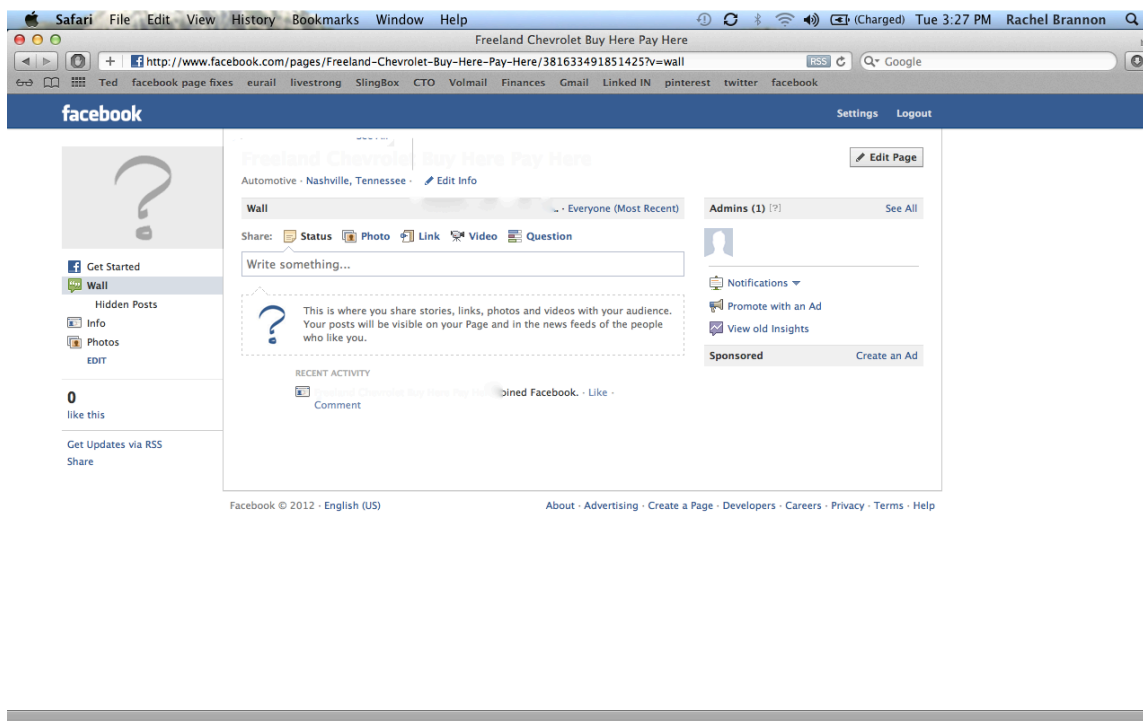
From here, click the **blue** pencil icon under your business name (business name not shown in the above image). Your internet browser will refresh and show the following page:



The screenshot shows a Safari browser window with the URL <https://www.facebook.com/pages/edit/?id=381633491851425&sk=basic>. The page is titled 'Edit Profile' and features a left-hand navigation menu with options: Your Settings, Manage Permissions, Basic Information (selected), Profile Picture, Featured, Resources, Manage Admins, Apps, Mobile, Insights, and Help. The main content area is for editing business information. It includes fields for Category (Local Businesses & Places, Automotive), Official Page (Pick a topic), Username (Create a username for this page?), Name, Address (with a dropdown for City/Town: Nashville, TN), Postal Code, Hours (+ Add Hours, or Always open or No hours available), About, Description, Price Range (Unspecified), Parking (Street, Parking Lot, Valet), Phone, and Email (Email).

Now, simply fill in your business contact information, hours, and anything else you might want your customers to know.

After your information is complete, you are ready to start posting!
Return to your home page (shown below):



In the box under the gray bar that reads “Wall”, under the series of images and headers, there is a white box titled “Write something...”

Type an update in the white box and click the blue “Post” button. This will share the update on your Wall.

If you would like to post a photo, simply click the icon with the pictures next to the bold “Photo” link. Then, select an image and click the blue “Post” button.

If you would like to post a video, simply click the icon with the video camera next to the bold “Video” link. Then, select the video you would like to upload and click the blue “Post” button.

After a few updates, your Facebook page should look as busy and interactive as the one shown below.



Last, but not least, should you need to log back in at any time, simply type <http://www.facebook.com> into your internet browser, enter your e-mail address and password in the top right corner, and click the “Log In” button. (Shown below)

