



So you've decided to join Facebook... what now?

Facebook is a gigantic social network where people create profiles, exchange messages, share photos and post status updates. Facebook is great for brand exposure and engaging new and existing customers. Use Facebook to stay in touch with family and friends interstate or overseas, or use to communicate with your friends down the road.

Visit www.facebook.com.au

1. Create a personal account

Enter your personal details and follow the prompts

Creating a personal account is an easy, step-by-step process that prompts you along the way

2. Connect with your friends and family

If you have an existing email address, you can find people from your address book.

Click here to skip this step

3. Complete your timeline (profile)

Add details about yourself, such as education, employment and home town. Based on this information,

Facebook will suggest friends, businesses and pages for you!

Upload a photo of you and you're ready to begin!



Now I'm on Facebook, where do I start?

Now you have a facebook profile, the best way to learn how to use facebook is to play around with all the features. The navigation menu on the left allows you to move between pages such as your newsfeed, photo albums, events calendar and applications. The navigation menu is as unique as you are.

facebook — Click on the facebook logo to get back to your newsfeed from any other page

Harry Hindmarsh — To view your timeline (profile), click on your name in blue. To edit your personal information at any time, click 'edit profile'.
Edit Profile

FAVOURITES

- Welcome** — 'Newsfeed' provides an up to date review of activity from your friends, the business you like and pages of interest.
- News Feed** — Facebook allows you to privately message your friends where no one else can see your conversation, like an email.
- Messages**
- Events** — An events calendar keeps track of the events that you create, and are invited to by friends and family.
- Photos** — Show off your photos by storing them on facebook. You can create albums by uploading multiple images in a short few minutes, or upload a single photo directly to your timeline.
- Find Friends**

FRIENDS

- Close Friends** — Your friends can be categorised based on how you know them. Close friends, family, high school, university and particular places of employment are popular categories for friends.
- Family**

PAGES

- Wimmera Mallee To... 2
- Nhill Tigers Football Netball...
- Port Phillip - Hindma... 1
- Pages feed 20+
- Like Pages
- Create Advert

GROUPS MORE

- THE COMMERCIAL HO...
- Wimmera Welcome 2
- Horsham Furniture,... 17
- Create Group...

APPS

- App Centre 1
- Games Feed 20+

'Pages' lists the interest pages that you are an administrator of. Your business page would be listed her.

'Pages feed' is similar to your newsfeed, but is only showing you posts from your pages you 'like'.

'Like pages' suggests pages that may be of interest for you.

'Groups' lists the groups that you have joined to receive notifications on their activities and events.

'Apps' (short for applications) provides shortcuts to other add on features of facebook, like games and music.

Useful links to help you get started

<http://mashable.com/2012/05/16/facebook-for-beginners/>

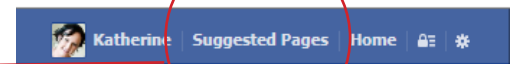
<http://cmrw.org/wp-content/uploads/2013/03/Facebook-Beginners-Guide.pdf>



Using Facebook for business

Facebook is a gigantic social network where people create profiles, exchange messages, share photos and post status updates. Facebook is great for brand exposure and engaging new and existing customers. Facebook is fast becoming a 'must-have' tool for businesses to expand their customer base, and to socially connect with their existing clientele. Facebook is now vital for small rural businesses to compete in a global environment.

1. From your personal home page, click on 'suggested pages' on your home navigation bar on the top-right hand of your screen



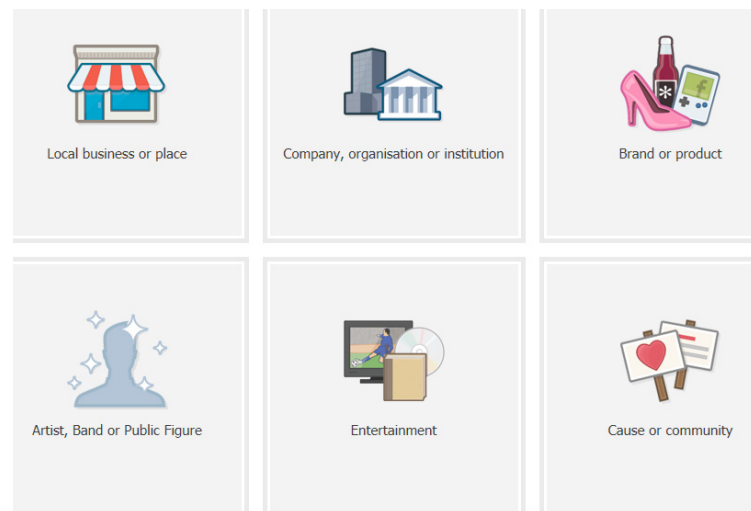
2. Create a new page by clicking on the green '+ create page' button in the centre of your screen.

Pages

Your Pages [+ Create Page](#)

3. Select the type of page you would like to create. There are six different categories depending on who you are and what your page will be promoting:

Local Business or place, Company, organisation or institution, Brand or Product, Artist, Band or public figure, Entertainment, Cause or Community



4. Follow the prompts and enter your business details.

5. Add categories, a description and a website This information will improve the ranking of your Page in searches.

6. Add photos to your page promoting your products, service, staff and customers