



## *Getting Started with Facebook and Instagram*

Introduction, Q & A, Social Media Statistics

What is the purpose of social media, personal and business



### **FACEBOOK**

#### **Setting up your Facebook profile**

- Customize with images
- Adding information about you
- Determine your level of privacy
- Set notifications
- Prioritize whose posts you'll see first and who will be allowed to see yours

#### **Navigate the Facebook platform**

- Understand your options
- Friending and Unfriending
- Following and Unfollowing
- Posting
- Sharing Posts

Creating and customizing your Facebook business page

Making sure your business page is functioning and leading people to the right places

Sharing a post from your personal page to your business page

What to include in your business posts

*(80% fun tips pertaining to your industry 20% marketing for your company)*



### **INSTAGRAM**

How and why to link Instagram with Facebook

Creating affective posts

Generating followers

What is a Hash tag and what is its purpose

Choosing Hash tags

Tagging businesses in your posts