

QUICK TIPS ON OPENING A FACEBOOK PAGE

FACEBOOK



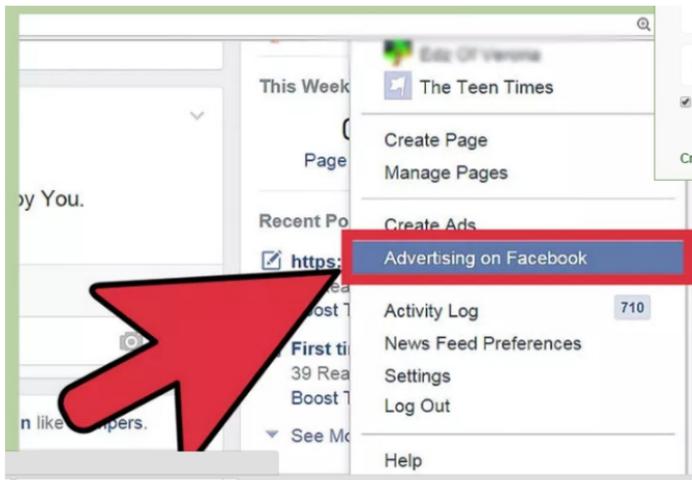
2

CLICK ON THE SETTINGS BAR

You can find it to the far right of the page.

- Click on "Advertising."

- Look under "Step 1: Build Your Facebook Page" to the left of the center of the screen and click on "Create a Page."



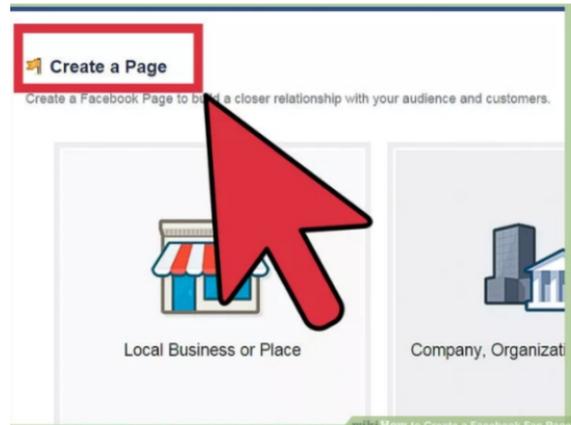
3

CLICK ON THE TYPE OF PAGE YOU'D LIKE TO CREATE

There are six categories:

- **Local business or place**
- **Company, organization or institution**
- **Brand or product**
- **Artist, band, or public figure**
- **Entertainment**
- **Cause or community name**

For all of these categories, you'll have to click to "Agree to Facebook Pages Terms" before you can move on.



4

UPLOAD A PROFILE PICTURE

You can upload the photo from your computer or a website. Choose a photo that will represent the person or place you are trying to promote. Click "Save Photo."



5

COMPLETE THE ABOUT SECTION

Provide basic information about your cause. You should include a description as well as a website, because this will improve your rankings.

You can also provide another link, such as the link to your organization's Twitter page.

Click whether or not the page represents a real celebrity or famous person. Click "Save Info."



Set Up The Crib

1 About 2 Profile Picture 3 Add to Favorites 4

Tip: Add a description and website to improve the ranking of your Page. Fields marked by asterisks are required.

Add a few sentences that describe what your Page is about. This helps with search results. You will be able to add more details later from your Page.

*Tell people what your Page is about...

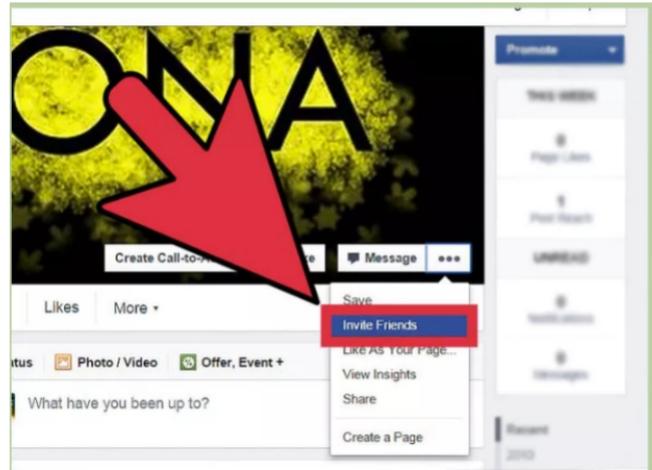
Website (ex: your website, Twitter or Yelp links)

5

USE THE ADMIN PANEL TO EDIT YOUR PAGE AND BUILD AN AUDIENCE

"Edit Page." If you click on this, you can update your page, manage permissions, add administrators to your page, manage notifications, use an activity log, and see a list of banned users.

"Build Audience." If you click on this tab, you will be able to invite your email contacts, invite your Facebook friends, share the page, or create an advertisement for your page. person.



HOW TO SUPPORT PIND'S WORK ON FACEBOOK

1

**LIKE PIND, NDLink
AND P4P FACEBOOK
PAGES**

- Search for PIND, NDLink and P4P pages
on Facebook

- Click on the like button



2

LIKE OUR POSTS

You can like our posts by simply tapping on the like button

 **Foundation for Partnership Initiatives in the Niger**
Delta - PIND
18 August at 12:50 · €

Want to start a farm or agri-business? Here are some key things to keep in mind. <http://www.pindfoundation.org/.../6-key-messages-for-farmers.../>



6 Key Messages for Farmers and Agribusinesses from Dr Sharon Ohaka

Dr. Ohaka partook in our four-day Business Linkages training, he was so excited about what he learned that he went back home and set up a business clinic for...

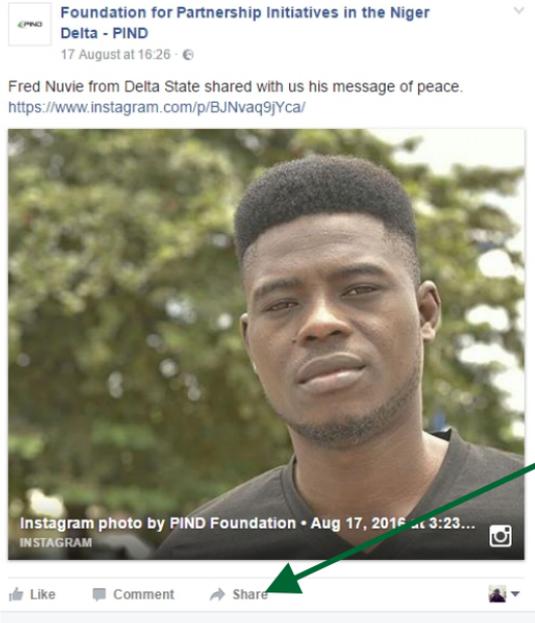
PINDFOUNDATION.ORG

Like Comment Share

3

SHARE OUR POSTS ON YOUR WALL

Share all PIND, NDLink and P4P posts on your wall to increase engagements



4 TAG PIND FACEBOOK PAGE ON ALL YOUR WORK PICTURES

Always tag the PIND, NDLink or P4P Facebook pages on your work pictures. This ensures that the respective PIND pages receives the post and they can be re-shared accordingly



THANK YOU