

Kpvt qf wevkqp 'vq'Hceg dqmihqt 'Dwulpgur'

Introduction to Facebook for Business	1
Understanding Facebook Terminology.....	2
Creating a Facebook Page.....	3
Changing the Published Status of the Page.....	6
Adding Basic Content	8
Adding a Page User Picture	8
Adding Organization Information.....	9
Adding Additional Administrators	10
Adding Additional Content.....	11
Controlling App Settings	12
Understanding the Wall	13
Using the Publisher	14
Tailoring Publisher Content.....	14
Wall Photos.....	15
Modifying the Wall Settings.....	16
Getting Information about How People are Interacting with Wall Posts	16
Using Facebook as the Page	17
Featured Pages	19
Featured Page Owners	19
Connecting with People	20
Understanding Insights	20
Sending Updates	21