**LESSON 5: Update Information: Posting on Your Facebook Page**

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| **1. Description Content** |
| Welcome to Lesson 5.  You now have both a Facebook profile and a Facebook Page. Congratulations!  *Posting* is the key way to share information via Facebook. It is a great way to let friends know what is going on in your life right now, show pictures from the awesome trip you just came back from, or review the yummy restaurant where you had lunch.  It is also a cost-effective way to let your customers know what new products or services are currently available or that you have special promotion coming up for them on your Facebook Page.  You can post in a myriad of different ways, and this lesson will show you how to create your very first post on your Facebook Page!  **Button:** Alright! |

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| **2. Content Jump Content** |
| Do you know how to post on Facebook already?  **Button:** Yes  **Button:** No |

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| **3. Description Content** |
| So you now know what posting is all about. Well then, you can move right on to the next lesson!  **Button:** End my lesson! |

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| **4. Content Jump Content** |
| Posting is going to be a piece of cake, considering your experience with online tools so far. What you will need for this lesson is:  1. A photo (can be of yourself, a scene, or a product/service)  2. A short description to accompany that photo  Are you ready?  **Button:** Let’s begin! |

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| **5. Text and Picture Content** |
| Step 1: Open the Facebook app, and in your Facebook Profile, click on the tab with three horizontal blue lines. Scroll down and click on **Pages** – just like the steps when you registered your first Facebook Page. But this time, it’s a little bit different, right? Your Page is there, waiting for you!  **Button:** Next step |

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| **6. Text and Picture Content** |
| Step 2: Once you are in your home page, click on **Photo** to start posting. Select your desired image from your camera roll.  **Button:** Next step |

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| **7. Text and Picture Content** |
| Step 3: Then, type the text you have prepared to describe your picture, or the key message that you want to announce. Once you are done, click **Share**.  **Button:** Got it! |

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| **8. Content Jump Content** |
| Now that you are ready, shall we start, or would you like to learn some more tips first?  **Button:** Wait! I want to review the steps again.  **Button:** Tips on posting options.  **Button:** Tips on how to take nice pictures.  **Button:** I’m ready to post. |

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| **9. Text and Picture Content** |
| Tip 1: In your on your Page, if you click on **Post,** instead of **Photo**, you will have access to many options:  1. **Camera**: Lets you take a photo at that moment to post.  2. **Photo/Video**: Lets you post a picture or video that you already have on your phone.  3. **Background Color**: This is when you want to post a short sentence but you want it to have some visual appeal..  4. **Go Live**: This is when you want to live-stream with video. A lot of small businesses practice online sales through this option.  5. **Get Messages**: When you want to post and invite people to send you messages afterwards.  6. **Check In**: A great way to tag your post with the location. This is useful when you want customers to find you or your business location easily.  7. **Feeling/Activity**: Add mood and imagination to stimulate viewers’ emotional response.  8. **Offer/Discount**: Let your followers know that you have a promotion at the moment.  There are even more options for you to try out.  **Button:** Let’s see an example! |

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| **10. Text and Picture Content** |
| Example: This post looks just like the normal post, except the poster is showing that that they are ‘feeling excited’ and you can see that they have checked-in in Vientiane, Laos.  **Button:** Let’s review the tip again!  **Button:** I’m ready to learn how to take nice photos!  **Button:** I’m ready to post. |

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| **11. Text and Picture Content** |
| Photo tips: A good picture can make a customer more interested in your product. This is a key strategy in advertising, so it is good to keep that in mind.  The photo above is a good example. Have a look at the grid added so that you can see the structure of the image. Do you see how the subject (the main focus) of the photo is sitting where the lines meet to the left in two places? Placing the subject to the left or the right makes the photo more appealing to the viewer. When taking a photo, aim to place your subject on at least one point where the grid meets, either to the left or to the right.  Apart from that, the composition of a scene should also take into consideration:  Depth of field – in the example above you will see that the photo appears deep because you can see a long way behind the subject,  Lighting – the photo is bright and clear with the subject fully lit.  Contrast – the photo has both light and dark elements that are crisp and defined. In this case the subject is much lighter than the table on which it sits.  **Button:** I am ready to post |