**LESSON 4: Facebook Page Registration**

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| **1. Description Content** |
| Welcome to Lesson 4!  Now that you have your own Facebook profile, you are ready to create a Facebook Page to help promote your business.  Using a Facebook Page is an effective way to let potential customers and friends know about your product/service online. It is a nice way to keep your personal life (a Facebook profile) separate from work (a Facebook Page).  This way, your product/service will reach beyond your friend circles, while keeping your personal profile private. People you don’t know, and those who you do not want to be friends with, will not be able to see your profile.  Are you ready to register your Facebook Page?  **Button:** Let’s go! |

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| **2. Content Jump Content** |
| Do you have a Facebook Page already?  **Button:** Yes  **Button:** No |

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| **3. Description Content** |
| Oh, nice! I bet you know the advantages of Facebook Pages, then. Why don’t you update your Toolakit profile with your Facebook Page?  **Button:** Update my profile! |

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| **4. Content Jump Content** |
| Registering your first Facebook Page is simple. However, you should prepare a few pieces of information before we begin. Here’s what you’ll need:  1. Name of your Facebook Page  2. Contact information  3. Brief description of your business  4. Profile photo (a profile photo can be a picture of you, a logo, your business place, and/or your products)  5. Cover photo or more (a cover photo is like a background photo that gives people a sense of your business)  Are you ready?  **Button:** Let’s get started! |

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| **5. Text and Picture Content** |
| Step 1: In your Facebook Profile, click on the tab with three horizontal blue lines as in the picture above, and a list of options will show. Then, click on **Pages**.  **Button:** Next step |

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| **6. Text and Picture Content** |
| Step 2: Click on the **Create** button to start the process. It will lead you to the registration form with four simple steps.  **Button:** Got it! |

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| **7. Content Jump Content** |
| Now that you are ready, shall we begin, or would you like to learn some more tips first?  **Button:** Wait! I want to review the steps again.  **Button:** More tips!  **Button:** I’m ready to register. |

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| **8. Text and Picture Content** |
| Tip 1: On the second step of the Facebook Page registration process, it will ask for up to three categories to describe your page. Please be mindful and specific on this. It will help potential customers with similar interests to find your Page on Facebook.  **Button:** Next tip |

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| **9. Text and Picture Content** |
| Tip 2: Do you know that you can upload several cover photos to your page? This way, customers can see your interactive slide show to get a better sense of what your product/service is. Be selective to provide maximum information through a few photos. Simply click **+** to add pictures!  **Button:** Next tip |

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| **10. Text and Picture Content** |
| Tip 3: In your Facebook Page home page, you can scroll down to update your other information as shown in the picture. **Add Contact Info** and **Invite friends to like this Page** are a must!  **Button:** I’m ready to register!  **Button:** Wait — I want to review the tips one more time! |

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| **11. Description Content** |
| Before you log off, you should know that you can earn points by updating your Toolakit profile with the name of your Facebook Page.  Make sure to come back to the lesson once you have made your first Facebook Page!  **Button:** Got it! |