



Fáilte Ireland

National Tourism Development Authority

FACEBOOK FOR BEGINNERS

Version 4.0

18 April 2012

Introductions / Objectives





My Objectives

Ensure that you leave to-day with a clear understanding of the the usage of the basic functionality of Facebook and how it can benefit your business.



What is Social Media...

- It's **technology** that facilitates conversation
- It's **content** that gets attention
- It's **people** that engage



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Facebook for Beginners

It's not about this any more



It's important to listen

BoardTracker
V.2010 Discussion Search

socialmention*



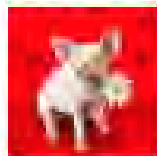


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Facebook for Beginners

Find you on social media..



[clodagh2000](#): Highly **recommend restaurant** SABOR BRAZIL, Pleasant Street, **Dublin 8**. Had amazing meal last sat, impeccable service..a hidden gem indeed.

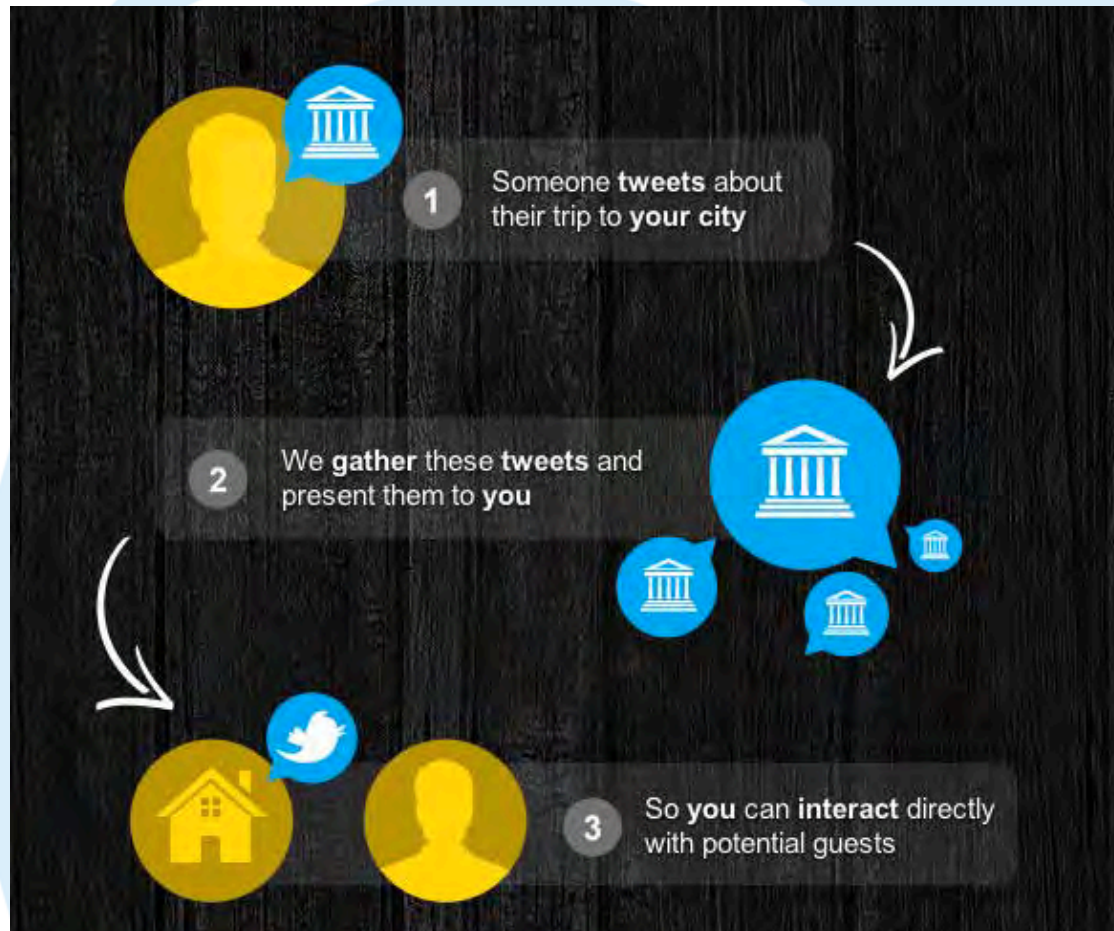
1 day ago via web · [Reply](#) · [View Tweet](#)



[DamoPoder](#): Anyone **recommend restaurant** near abbey theatre in **Dublin** for 15 people, they're looking for cheap and cheerful. RT PLEASE

3 days ago via Twitter for iPhone · [Reply](#) · [View Tweet](#)

Reach.ly





Types of Online Media

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	<ul style="list-style-type: none">• Web site• Mobile site• Blog• Twitter account	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none">• Control• Cost efficiency• Longevity• Versatility• Niche audiences	<ul style="list-style-type: none">• No guarantees• Company communication not trusted• Takes time to scale
Paid media	Brand pays to leverage a channel	<ul style="list-style-type: none">• Display ads• Paid search• Sponsorships	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none">• In demand• Immediacy• Scale• Control	<ul style="list-style-type: none">• Clutter• Declining response rates• Poor credibility
Earned media	When customers become the channel	<ul style="list-style-type: none">• WOM• Buzz• "Viral"	Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none">• Most credible• Key role in most sales• Transparent and lives on	<ul style="list-style-type: none">• No control• Can be negative• Scale• Hard to measure



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Facebook for Beginners

Introduction to Facebook



Facebook Statistics

840 million active users

Average person 130 friends

Greatest growing segment > 35

Facebook valued at 100 billion



Why use Facebook?

What are the reasons for using Facebook?



Facebook - What's the point?

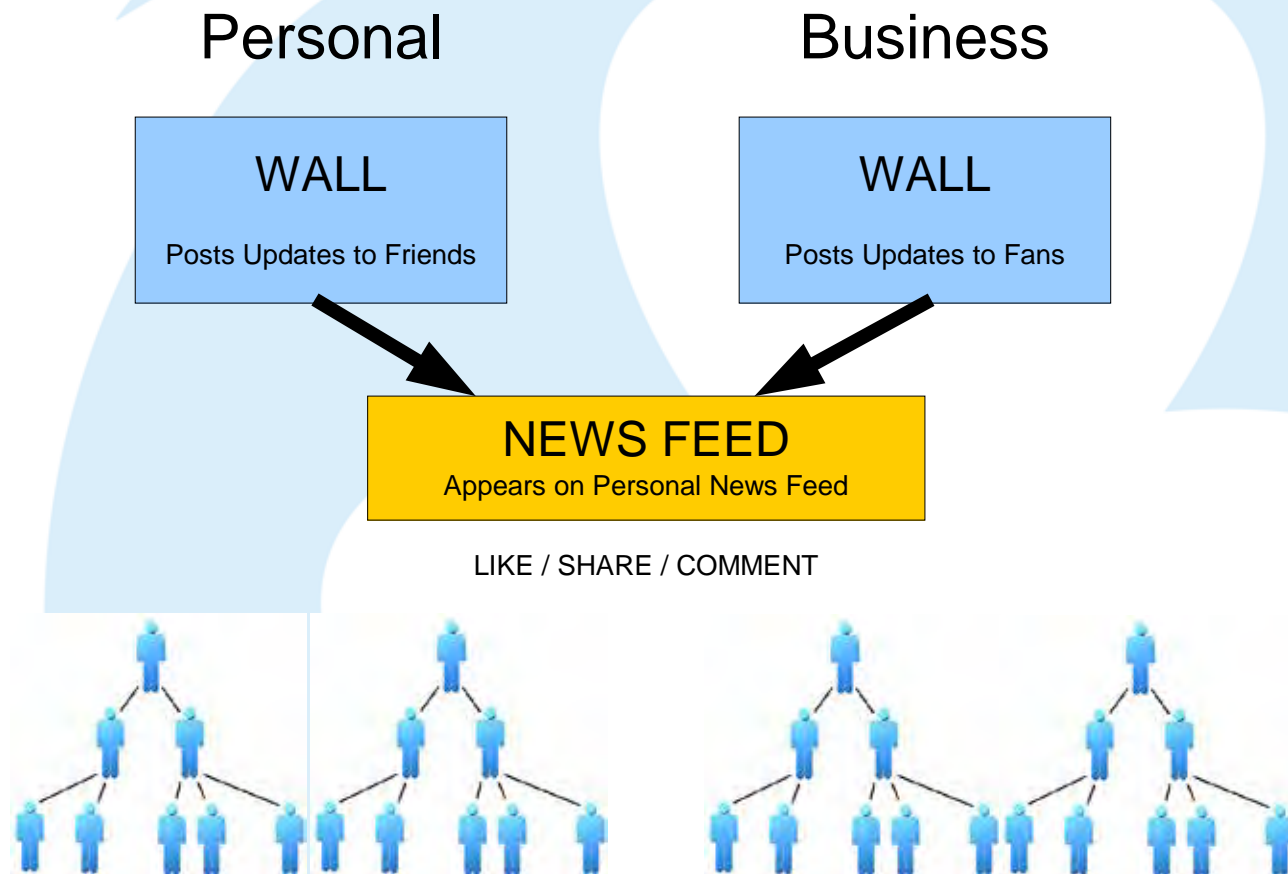
- Social Commerce will be important
- Recommendations is very important
- A great source for referral traffic
- Good for deals/promotions
- Good for spreading the word
- Get feedback about products/services
- Human voice to your brand



Facebook Personal V Business

Personal	Business
Profiles	Pages
Friends Limited to 5000 Must be approved	Fans Unlimited No approval required
Private	Public Searchable on Google
Updates Come from the person Only owner can post	Updates Come from the page Can have multiple admins

Sharing of information





Personal Profile

Personal Account

Sign Up

It's free and always will be.

First Name:

Last Name:

Your email
address:

Reenter email
address:

New Password:

I am: Select Gender: ▾

Birthday: Day: ▾ Month: ▾ Year: ▾

Why do I need to provide this?

Sign Up

[Create a Page for a celebrity, band or business.](#)

Enter security check..

Sign Up

It's free and always will be.

Security check

Please enter the text below



Can't read the text above?
Try another text or an audio CAPTCHA

Text in the box: What's this?

[◀ Back](#) [Sign Up](#)

By clicking Sign Up, you are indicating that you have read and agree to the [Terms of Use](#) and [Privacy Policy](#).

Finding friends..


Step 1
Find friends

Step 2
Profile information

Step 3
Profile picture


Are your friends already on Facebook?


Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook.


 Windows Live Hotmail

Your Email:

[Find friends](#)

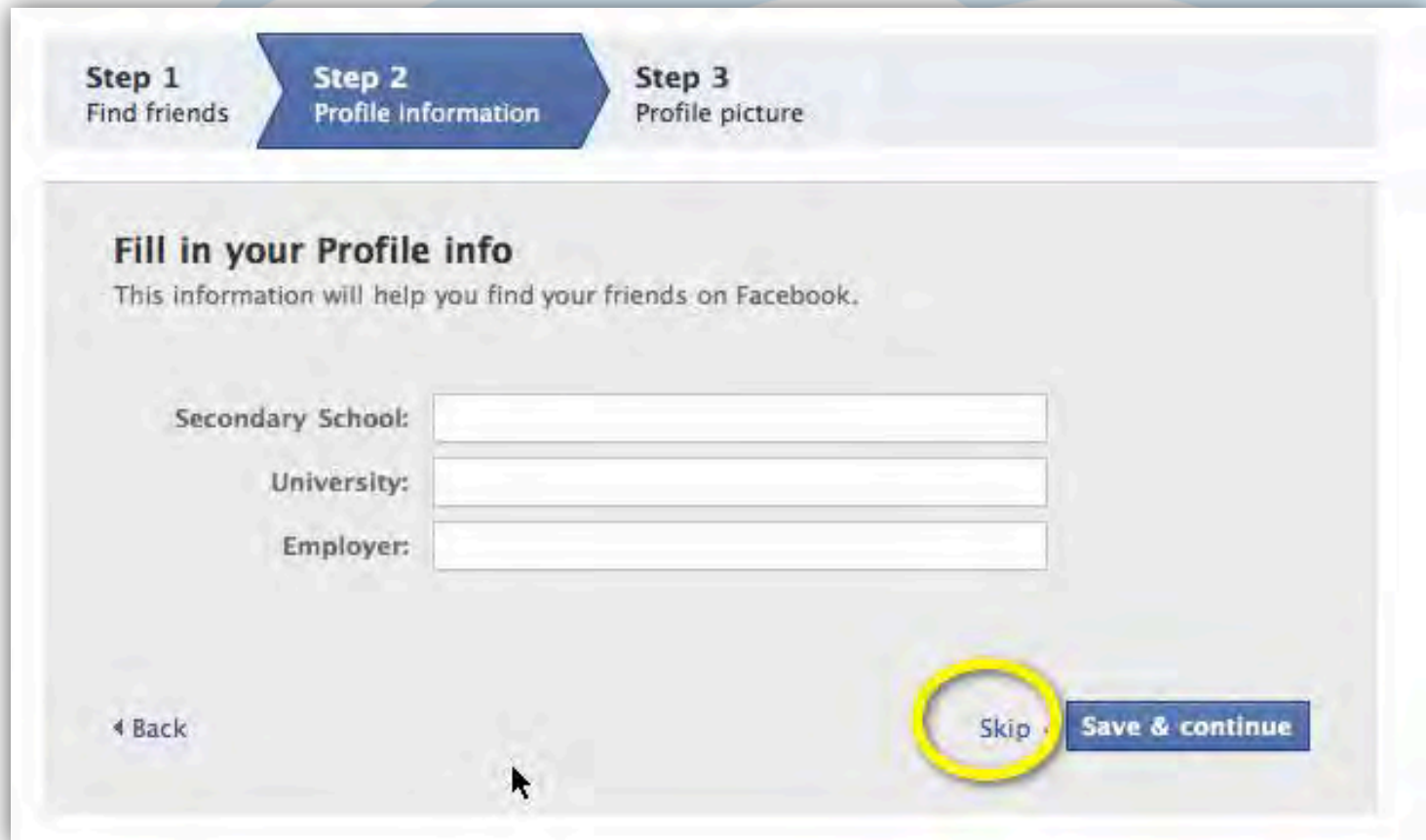
 Yahoo! [Find friends](#)

 Skype [Find friends](#)

 Other email service [Find friends](#)

[Skip this step](#)

Profile Information...



The image shows a Facebook profile setup window with three steps: Step 1 (Find friends), Step 2 (Profile Information), and Step 3 (Profile picture). Step 2 is the active step. The main heading is 'Fill in your Profile info' with a subtext 'This information will help you find your friends on Facebook.' Below this are three input fields labeled 'Secondary School:', 'University:', and 'Employer:'. At the bottom left is a 'Back' button with a left arrow. At the bottom right are two buttons: 'Skip' (circled in yellow) and 'Save & continue'.

Step 1
Find friends

Step 2
Profile Information

Step 3
Profile picture

Fill in your Profile info
This information will help you find your friends on Facebook.

Secondary School:

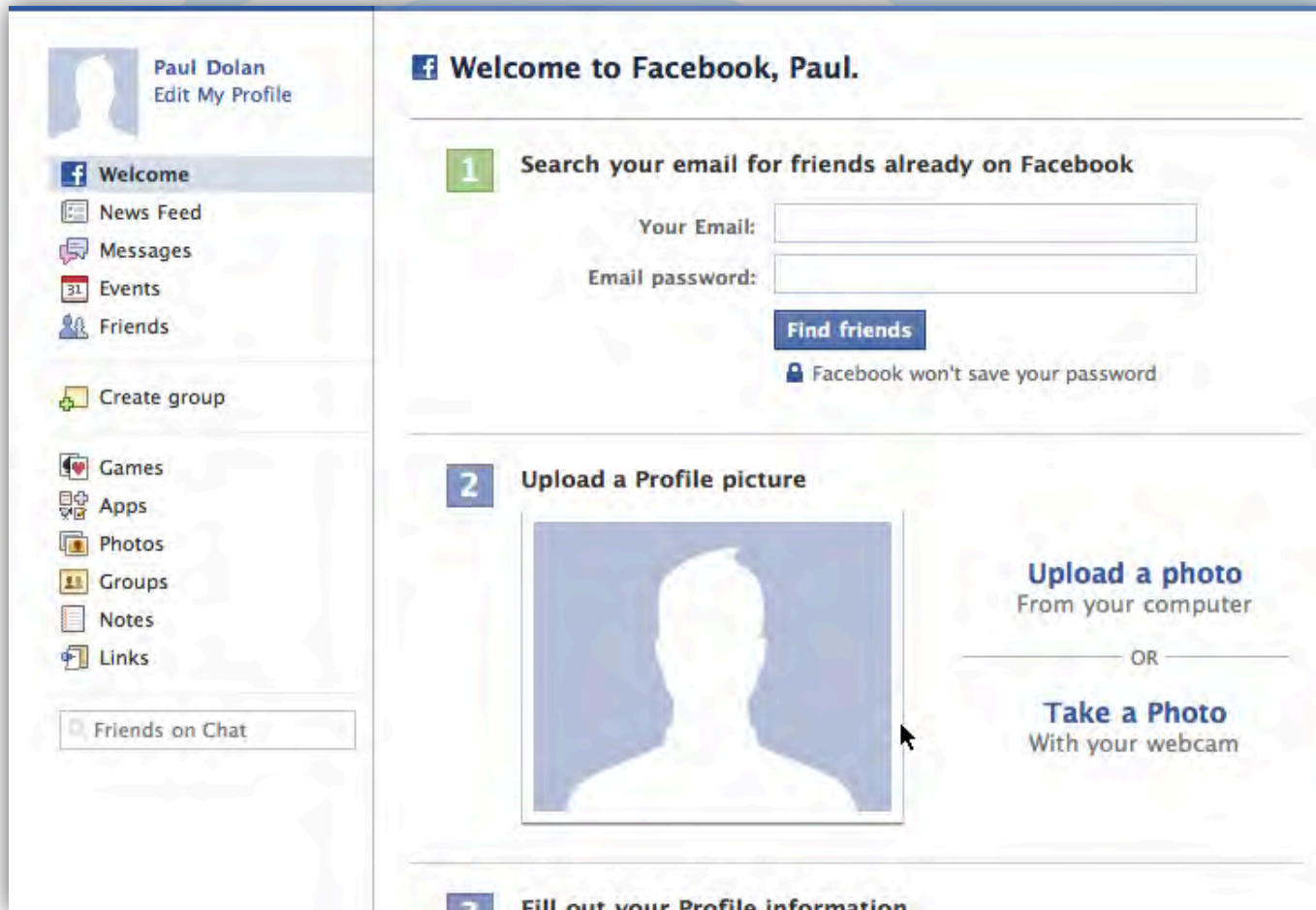
University:

Employer:

◀ Back

Skip Save & continue

Login...



The screenshot shows the Facebook login interface for a user named Paul Dolan. The left sidebar contains navigation links: Welcome, News Feed, Messages, Events, Friends, Create group, Games, Apps, Photos, Groups, Notes, Links, and Friends on Chat. The main content area is titled 'Welcome to Facebook, Paul.' and features a numbered list of steps. Step 1 is 'Search your email for friends already on Facebook', which includes input fields for 'Your Email' and 'Email password', a 'Find friends' button, and a note that Facebook won't save the password. Step 2 is 'Upload a Profile picture', which includes a placeholder image and options to 'Upload a photo' from a computer or 'Take a Photo' with a webcam. Step 3 is partially visible at the bottom: 'Fill out your Profile information'.

Paul Dolan
Edit My Profile

Welcome

- News Feed
- Messages
- Events
- Friends
- Create group
- Games
- Apps
- Photos
- Groups
- Notes
- Links
- Friends on Chat

Welcome to Facebook, Paul.

1 Search your email for friends already on Facebook


Your Email:

Email password:

Find friends

Facebook won't save your password

2 Upload a Profile picture



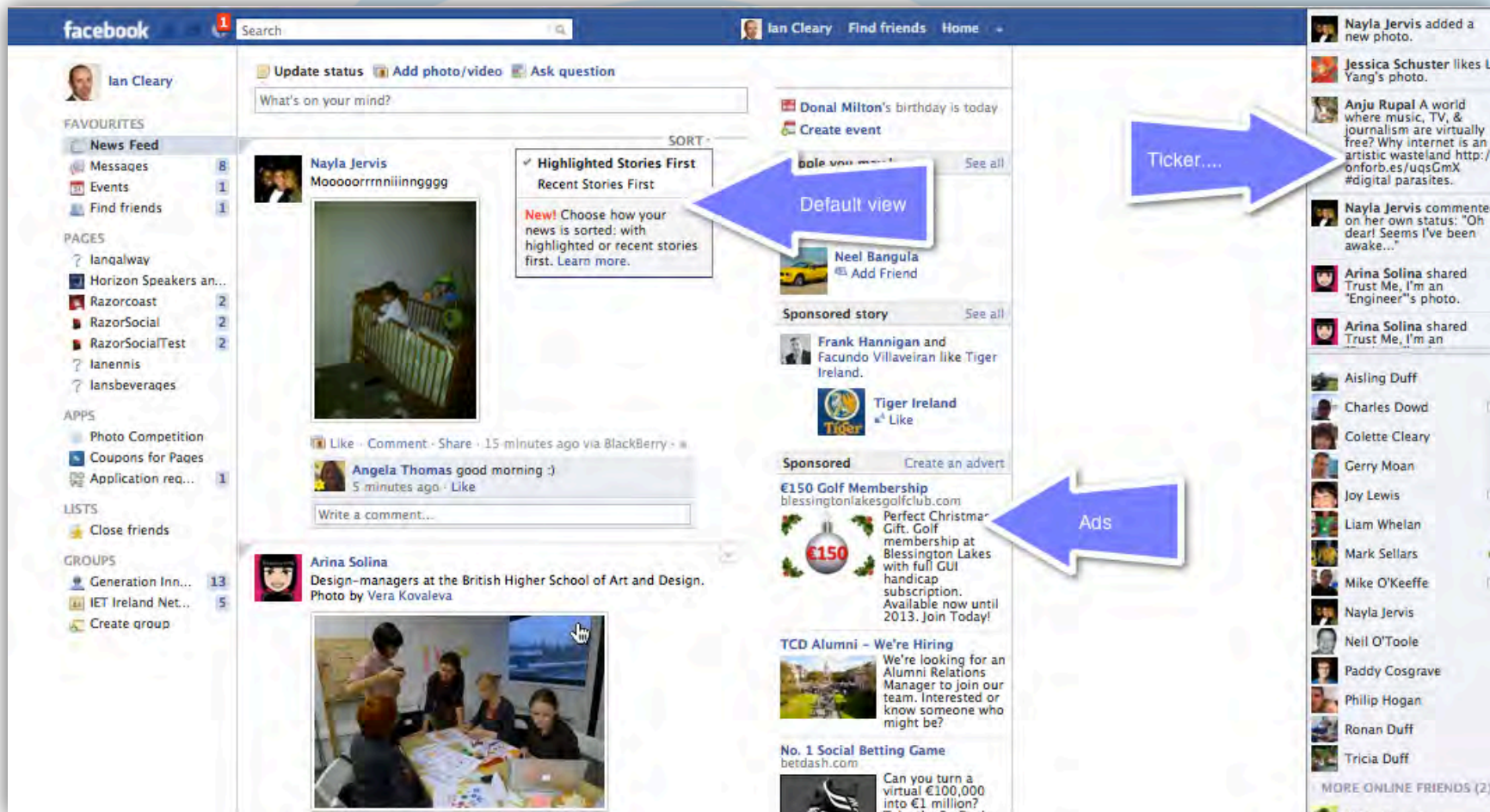
Upload a photo
From your computer

OR

Take a Photo
With your webcam

3 Fill out your Profile information

Facebook Newsfeed settings



The screenshot shows the Facebook Newsfeed interface for user Ian Cleary. The interface is divided into several sections:

- Left Sidebar:** Contains navigation links for FAVOURITES (News Feed, Messages, Events, Find friends), PAGES (lanqalway, Horizon Speakers an..., Razorcoast, RazorSocial, RazorSocialTest, lanennis, lansbeverages), APPS (Photo Competition, Coupons for Pages, Application req...), LISTS (Close friends), and GROUPS (Generation Inn..., IET Ireland Net..., Create group).
- Top Bar:** Includes the Facebook logo, a search bar, and user information (Ian Cleary, Find friends, Home).
- Update Status:** A section for updating status, adding photos/videos, or asking questions.
- News Feed:** The main area showing posts from friends and pages. It includes a post from Nayla Jervis and a post from Arina Solina.
- Sort Menu:** A dropdown menu with options: **Highlighted Stories First** (selected), Recent Stories First, and a note: "New! Choose how your news is sorted: with highlighted or recent stories first. Learn more."
- Default view:** A blue arrow points to the "Default view" option in the Sort menu.
- Ticker....:** A blue arrow points to the "Ticker...." option in the Sort menu.
- Ads:** A blue arrow points to the "Ads" section, which includes sponsored stories and advertisements.
- Right Sidebar:** Contains a list of friends and pages, including Nayla Jervis, Jessica Schuster, Anju Rupal, and Arina Solina.

Wall...



The screenshot shows a Facebook profile for Philip Hogan. The header includes a search bar, navigation links (Home, Profile, Find friends, Account), and buttons for Friends, Subscribed, Message, and a dropdown menu. The profile section displays the name 'Philip Hogan', a cover photo, and a row of five profile pictures. Below this is a 'Write post' button and an 'Add photo' button. A text input field for writing a post is visible. The main feed shows a post by Neil O'Shoole with a video thumbnail and a link to a YouTube video titled 'John Mulhall Singing at Kilkenny Hurlers Homecoming 5th September 2011'. The post has a play button icon and a caption. Below the video, there are buttons for Like, Comment, Share, and See Friendship, along with the timestamp '07 September at 21:23'. A comment by Philip Hogan is visible, stating 'The Badger had a pint or two to celebrate first All Ireland medal :-)' with a timestamp of '08 September at 02:35'. The right sidebar contains several sponsored advertisements, including 'Facebook Marketing Solutions', 'Hertz Careers EMEA', and 'Slot Machines Online'.

Philip Hogan Friends Subscribed Message

Worked at Openet (VP Global Sales) Studied BSc (Hons) Computer Applications at Dublin City University Married From Dublin, Ireland Born on 22 February 1971

[Write post](#) [Add photo](#)

Write something...

Neil O'Shoole
<http://youtu.be/IISy3iq18Go>

John Mulhall Singing at Kilkenny Hurlers Homecoming 5th September 2011
www.youtube.com
Kilkenny Homecoming 2011

Like Comment Share See Friendship 07 September at 21:23

Philip Hogan likes this.

Philip Hogan The Badger had a pint or two to celebrate first All Ireland medal :-)
08 September at 02:35 Like

[Write a comment...](#)

You and Philip [See friendship](#)

7 mutual friends

Sponsored [Create an advert](#)

Facebook Marketing Solutions
Become a fan and stay up to date with tips, case studies and webinars designed to help you succeed.

Like - Charles Dwyd likes this.

Hertz Careers EMEA
Hertz is hiring in Dublin. Put your Customer Service skills to good use. Apply today!

Like - Greg Fry likes this.

Slot Machines Online
gametwist.net
Play slot machines online - for free. Join Gametwist.net - now!



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Facebook for Beginners

Timeline

Your Cover
Fill this wide, open space with a unique image that represents you best. It's the first thing people see when they visit your timeline.



**Matt Brown**

[Update Info](#) [View Activity](#) 

 Communication Designer at Facebook

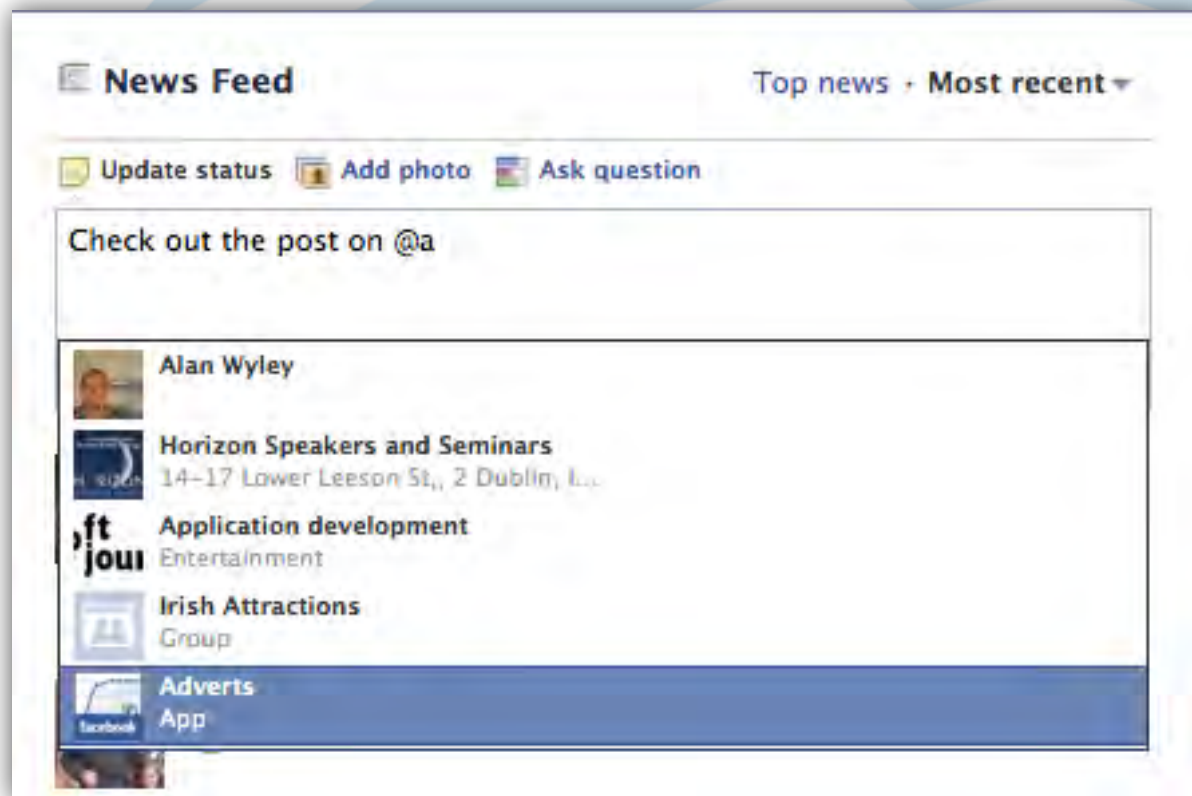
 Studied English at Indiana University

 Lives in San Francisco, California

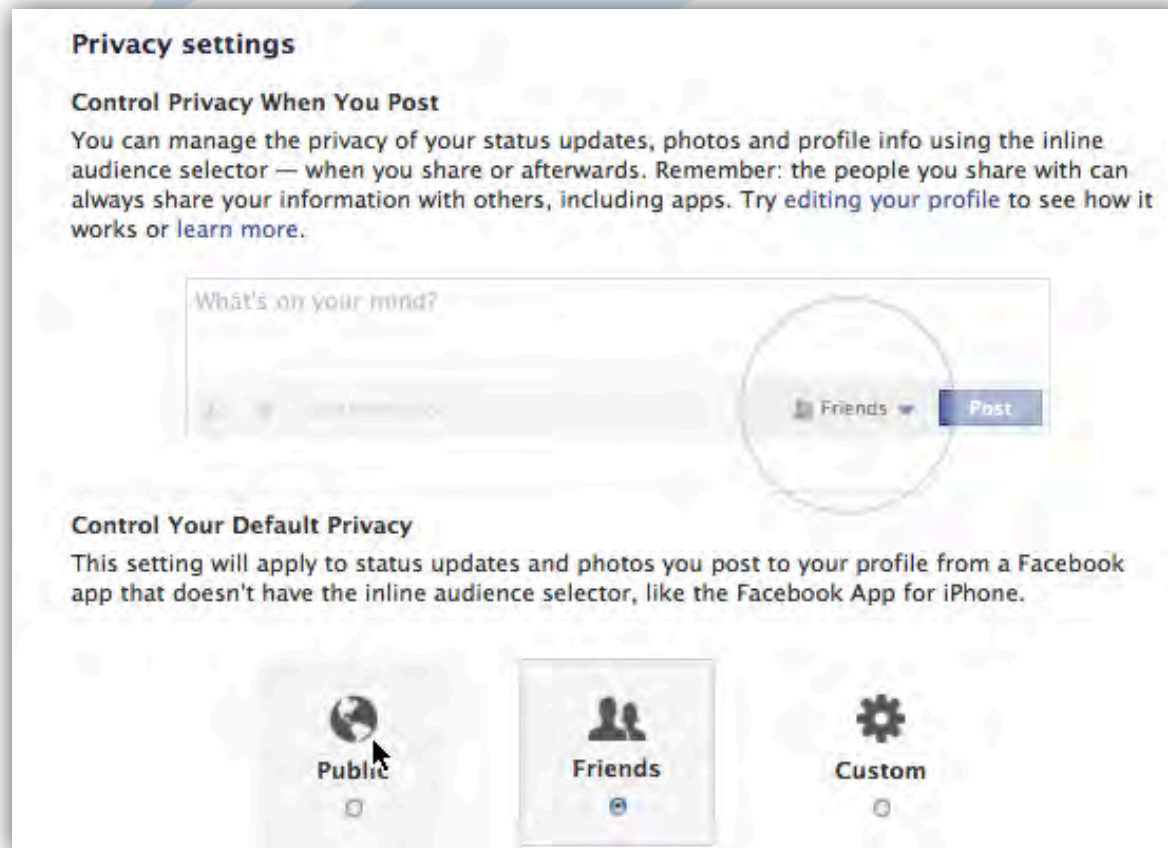
 Married to Tiffani Jones Brown



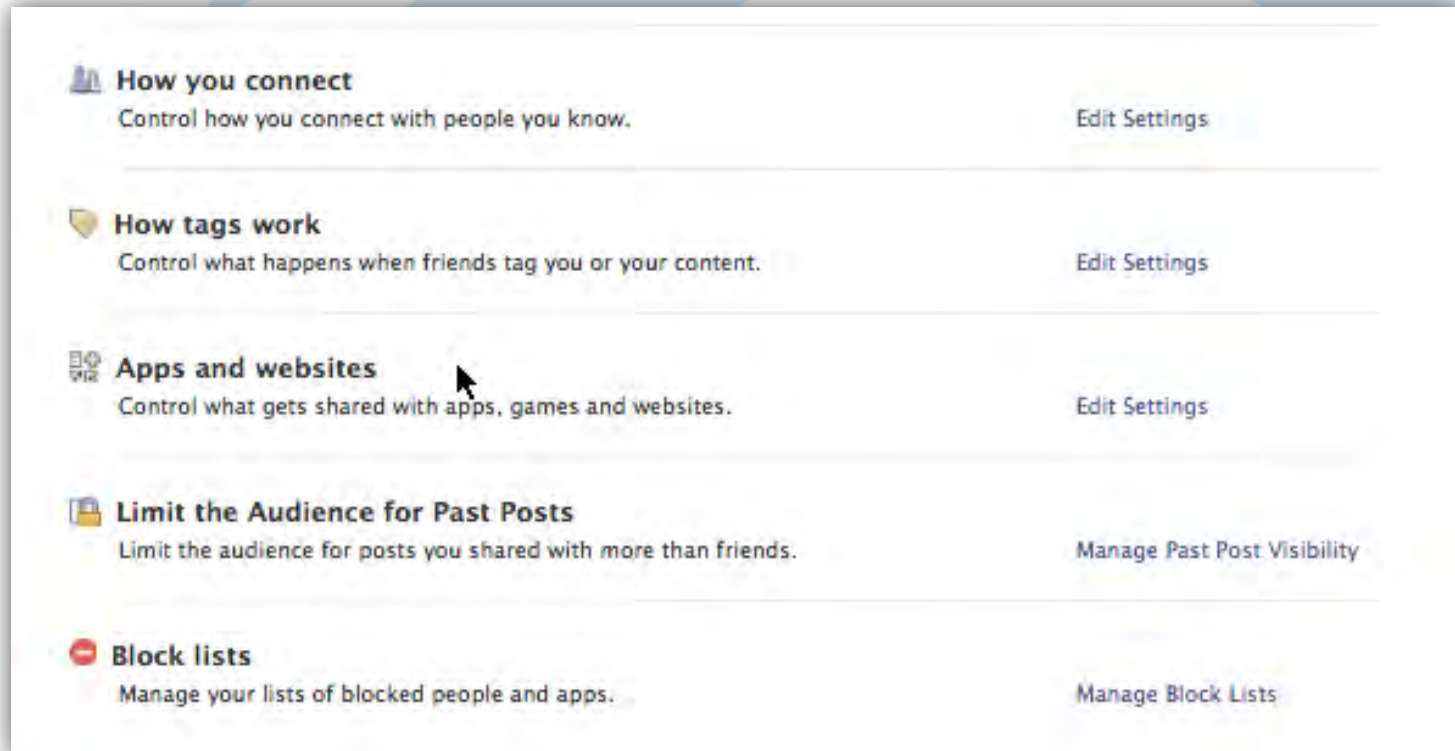
Tagging updates








Account -> Privacy



Account -> Privacy



The screenshot shows the Facebook Privacy settings menu. It contains five sections, each with an icon, a title, a description, and a link to edit settings. A mouse cursor is pointing at the 'Apps and websites' section.

Icon	Section Title	Description	Link
	How you connect	Control how you connect with people you know.	Edit Settings
	How tags work	Control what happens when friends tag you or your content.	Edit Settings
	Apps and websites	Control what gets shared with apps, games and websites.	Edit Settings
	Limit the Audience for Past Posts	Limit the audience for posts you shared with more than friends.	Manage Past Post Visibility
	Block lists	Manage your lists of blocked people and apps.	Manage Block Lists

Tagging People



The screenshot shows a Facebook interface. A large photo of a woman with blonde hair, wearing a headband, sitting in a red car, is the background. A tagging overlay is visible in the center of the photo. The overlay has a search bar at the top and a list of 'Recent tags' below it. The tags are: Ian Cleary (me) Dublin, Ireland; Mary Morrissey Holmes Dublin, Ireland (highlighted); Clive Cleary Brother - Dublin, Ireland; and Aisling Duff Dublin, Ireland. Below the photo, there is a caption and metadata.

Click on the photo to start tagging. Finished tagging

 **Mary Morrissey Holmes**
photoshoot 2
Like · Comment · Share

Album: Wall Photos · 14 of 14
Shared with:  Friends
Posted: 10 hours ago



Unlike a page...

The screenshot shows a Facebook post from a page named "Horizon Speakers and Seminars". The post includes a video thumbnail of a man speaking, with the text "What a great event with Kevin G. Great financial insights to think Here are a few words from Kevin December, 2nd-4th". A context menu is open over the post, displaying the following options: "Unmark as top story", "Hide story", "Report story or spam", and "Hide all by Horizon Speakers and Seminars". Below the video, the post is attributed to "Kevin" with a link to "www.y". It also contains the text "Recorded on November 7, 2011 using a Flip Video camcorder." At the bottom of the post, there are interaction buttons: "Unlike", "Comment", "Share", and a count of "3" comments, along with a "7" likes icon and the text "16 hours ago".

Unlike a page...

This story is now hidden from your News Feed. Undo

Hide all by Horizon Speakers and Seminars

Unlike page Horizon Speakers and Seminars



Exercise..

1. Set up your personal account
2. Set up your privacy settings



Facebook Wall...

- Updates you make
- Things you do
 - Become a fan, comment on a picture, share a story
- Friends that write on your wall

Status update recent changes



The screenshot shows the Facebook News Feed interface. At the top, it says "News Feed" and "Top news · Most recent 4". Below this is a row of buttons: "Update status", "Add photo", "Share link", and "Ask question". The "Update status" button is highlighted with a mouse cursor. Below the buttons is a text input field with the placeholder "What's on your mind?". To the right of this field are two callout boxes: "Any you are with?" and "Who to share with..". Below the text input field is a section for "Who are you with?" with a callout box "Where are you...". At the bottom of the form, there is a location field with a pin icon and the text "Dublin", a privacy dropdown menu set to "Public", and a "Post" button.

News Feed Top news · Most recent 4

Update status Add photo Share link Ask question

What's on your mind?

Any you are with?

Who to share with..

Who are you with?

Where are you...

Dublin Public Post

Mention where you are



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Facebook for Beginners

Sharing out and Interacting

- Wall and Newsfeed updates
- Video, Text, Question, Photo
- Comment, like and share
- Poke, Messages



Company Pages

Manor Grove Guest House

15 Bedrooms

Close to plenty of activities

Close to a village

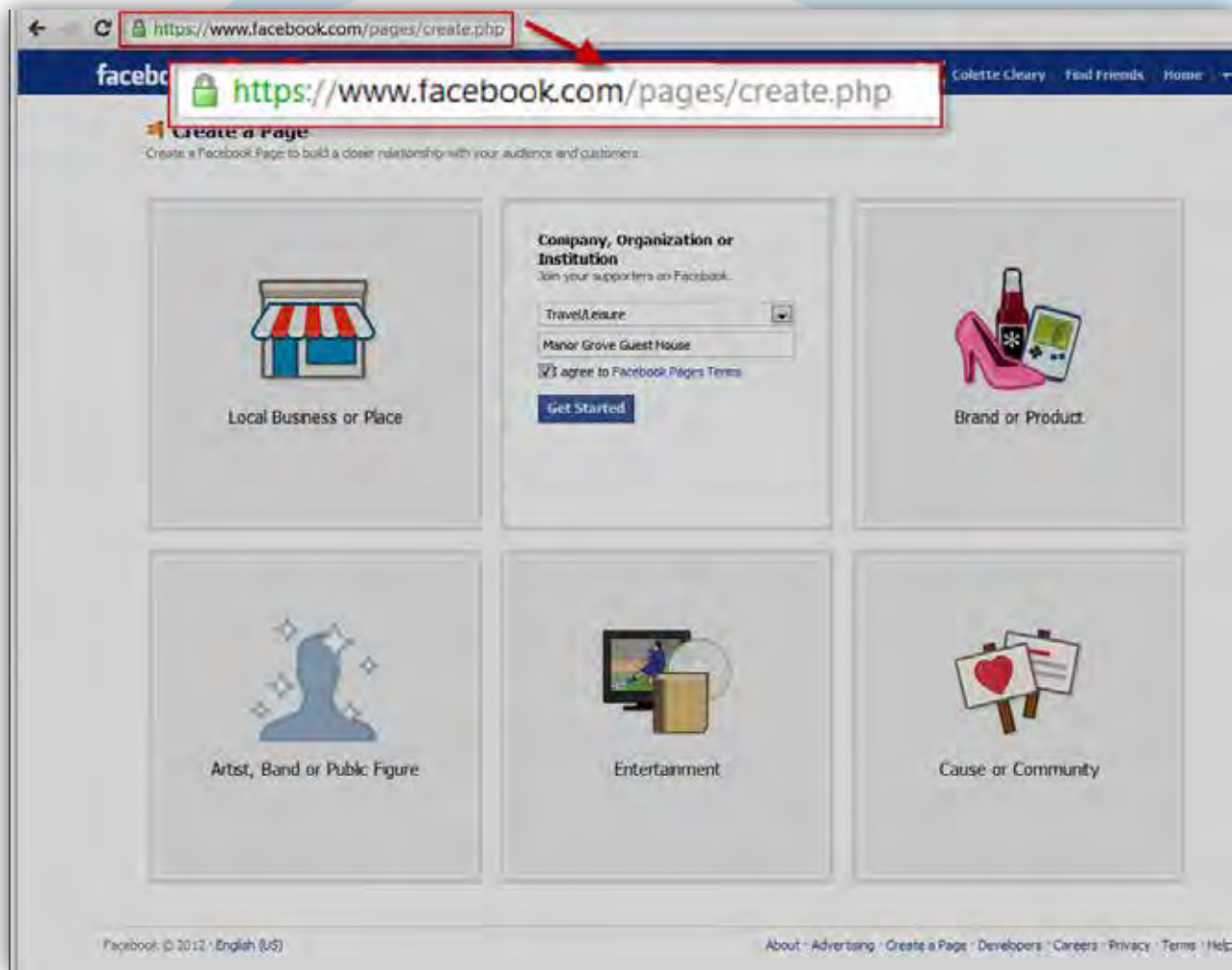




Which pages do well..

- Creative content
- Two way communication
- Active discussion's
- Videos and pictures
- A fun, human and authentic tone
- Regular updates

Create a test business page...



Facebook Timeline..



The screenshot shows the Facebook page for Dromoland Castle Hotel & Country Club. The page features a large cover photo of the castle with an annotation "850px x 315px" pointing to it. Below the cover photo is the profile picture and the page name "Dromoland Castle Hotel & Country Club" with "4,422 likes · 209 talking about this". A blue arrow labeled "Info on business" points to the "About" tab. The page has a "Post" section with a status update from the club about golf course information. The "Timeline" section shows posts from friends, including Jane Purcell and Siobhán Aherne. A blue arrow labeled "Personal to you" points to the "Friends" section. The right sidebar contains a "Create a Page" button, a "Now" section with a calendar, a "Sponsored" section with ads for Facebook Marketing UK and Sam Dennigan Potatoes, and a "Win a weekend away" contest. A blue arrow labeled "Apps" points to the "Apps" button, and another blue arrow labeled "Posts by others" points to the "Recent Posts by Others" section.

Annotations:

- 850px x 315px:** Points to the cover photo.
- Info on business:** Points to the "About" tab.
- Personal to you:** Points to the "Friends" section.
- Apps:** Points to the "Apps" button.
- Posts by others:** Points to the "Recent Posts by Others" section.

Create the cover shot

851px x 315px - No Calls to action, No discount messages,
No mention of like, share etc.




Create the image

180px by 180px scaled to 32 x 32



Set up location

Configure location in admin...




A screenshot of the Facebook Page 'Basic Information' settings. The left sidebar shows navigation options: 'Your settings', 'Manage permissions', 'Basic Information' (selected), 'Profile picture', 'Featured', 'Resources', 'Manage admins', 'Apps', 'Mobile', 'Insights', and 'Help'. The main content area shows the following fields: 'Category' set to 'Local businesses & places' with a sub-category of 'Hotel'; 'Official Page' set to 'Pick a topic'; 'Username' with a note that the page needs at least 25 fans; 'Name' set to 'Manor Grove Guest House - www.manorgrove.com'; 'Address' set to 'Mary Street'; 'City/town' set to 'Wexford, Ireland'; and 'Postcode' is empty. A red arrow points to the 'Address' field. Below the fields is a note: 'Note: If you add a valid address, users will be able to see and check in to your page using Facebook Places. It may take a few hours for our system to process the address.'

When you click on location it displays a Bing map..



Create 'About' section





Manor Grove Guest Hous...
About

Liked

About

[www.manorhouse.com](#)

Description

[www.manorhouse.com](#)
[www.twitter.com/manorhours](#)

General information

A beautiful 5 star hotel set in magnificent grounds close to all amenities. [www.manorhouse.com](#)

Edit

Basic info

Location: Mary Street, Wexford, Ireland

Parking: Car park

Contact info

Phone: 184024072

Email: info@manorgrove.com

Website: <http://www.manorgrove.com>

Edit

Edit

Create your history with milestones



Example Milestones – NY Times



The screenshot shows a Facebook interface with a search bar at the top. Below the search bar, the user's name "Ian Cleary" and navigation links "Find friends" and "Home" are visible. The main content area displays a Facebook timeline for "The New York Times". The timeline is set to "1928" and shows a "Highlight" for "Inside The Times" dated "6 November 1928". The highlight text reads: "The third-floor newsroom on the night of the 1928 presidential election, in which Herbert Hoover defeated Alfred E. Smith, the four-time governor of New York. (Credit: The New York Times Photo Archives)". Below the text is a black and white photograph of a large newsroom filled with people working at desks. On the right side of the timeline, there is a "Create a Page" button and a list of years from "Now" to "Founded". The year "1928" is highlighted in the list.

facebook Search

ian Cleary Find friends Home

The New York Times Timeline 1928 Highlights Like Create a Page

1928

Inside The Times
6 November 1928

The third-floor newsroom on the night of the 1928 presidential election, in which Herbert Hoover defeated Alfred E. Smith, the four-time governor of New York.
(Credit: The New York Times Photo Archives)

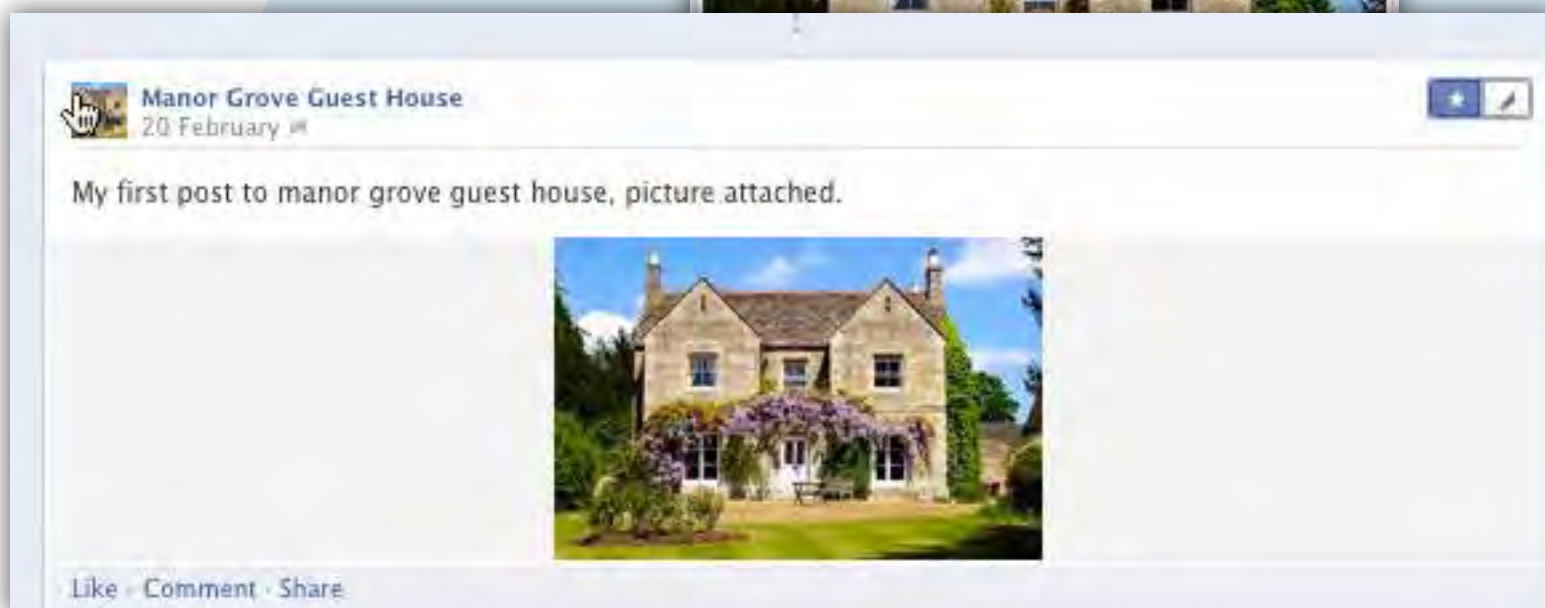
Now
March
February
2012
2011
2010
2009
2008
2007
2006
2004
2001
1990s
1980s
1970s
1960s
1950s
1940s
1930s
1920s
1928
1926
1910s
1900s
1800s
Founded



Exercise...

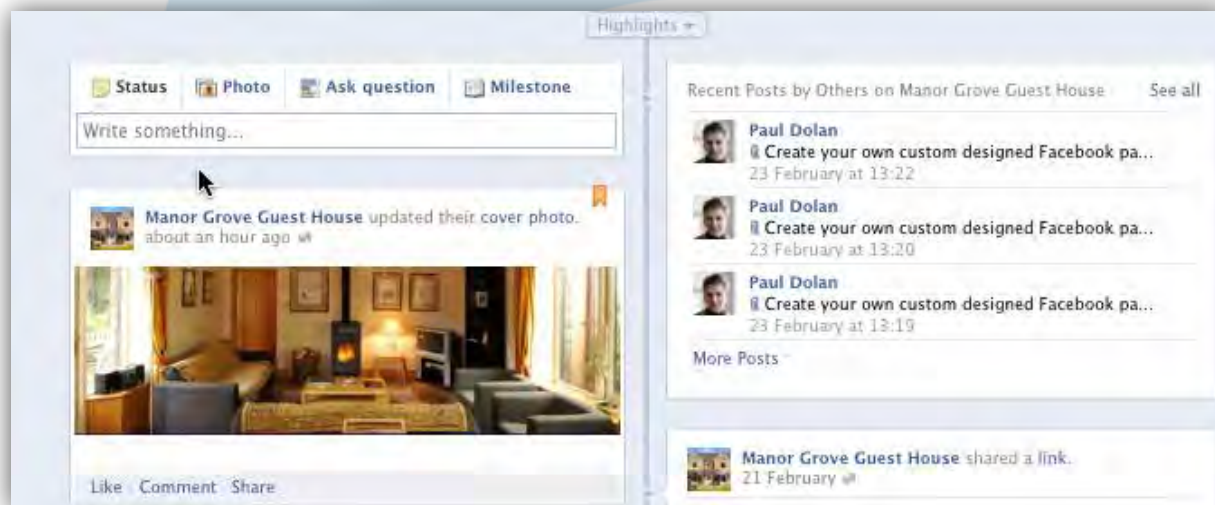
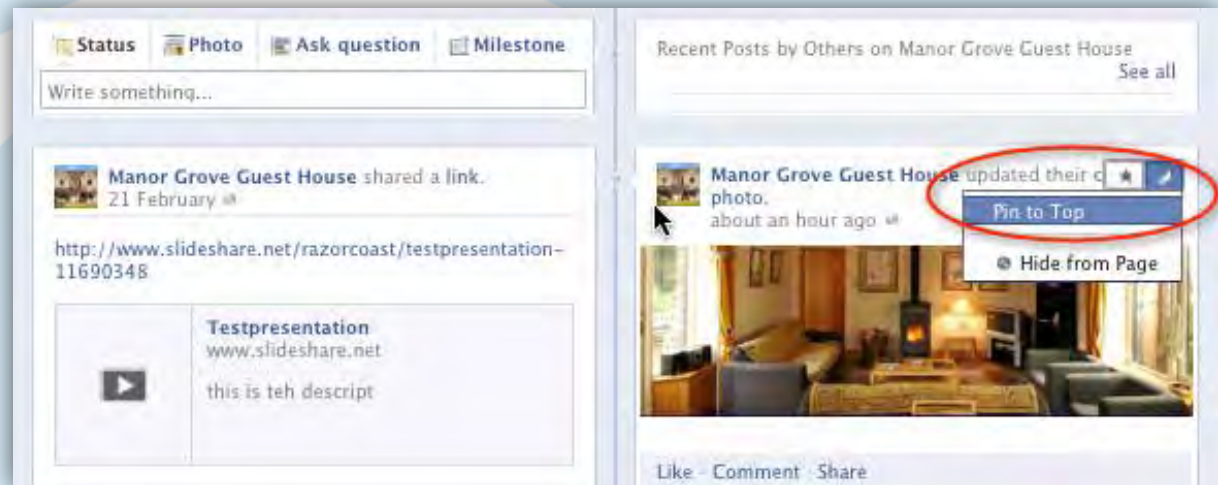
1. Set up the About box correctly
2. Create a milestone

Highlight a post



Pin a post

Before...



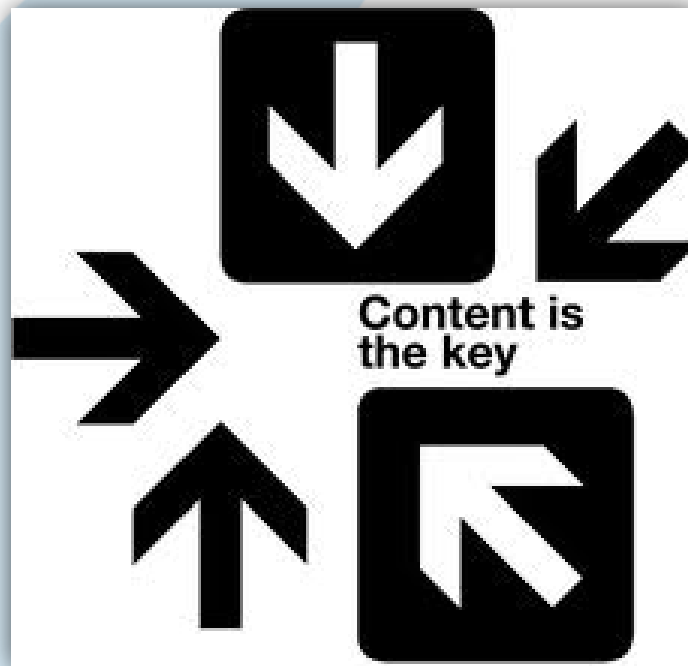
After..



Exercise...

1. Highlight a post
2. Pin a post

Posting content on Facebook





The Newsfeed

- Not all items are posted to the newsfeed
- People don't read all newsfeed items
- Pictures/videos capture attention
- Interaction is key



Exercise...

1. How do you ensure you get more fans to see your content?
2. If you had a content calendar with different content each day over a 7 day period, what would it be?



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Facebook for Beginners

Growing an Engaged Fan Base



1. Promoting your page

1. Brochures/Literature
2. E-mail signature
3. Place of business
4. Friends in Facebook
5. Friends of employees
6. E-mail newsletter
7. Mention on Website

2. Engaging Content





Let's go through

1. Uploading Images
2. Uploading YouTube Video
3. Asking questions
4. Competitions
5. Promotions



Exercise – Review and comment

Adventure Centre

<http://www.facebook.com/TeamBuildingAdventure>

Festival

<http://www.facebook.com/nyedublin>

Restaurant

<http://www.facebook.com/Brasseriesixty6restaurant>

3. Advertising





Google V Facebook Ads

Google	Facebook
Keyword Targeting Mandatory	Keyword Targeting Optional
Targeting by Location and Content sites	Targeting by Location, Keywords, Age, Education, Interest etc.
Crowded – Highly competitive	Less Crowded
Ads sometimes on obscure places	Ads direct on people's profiles

Ads for

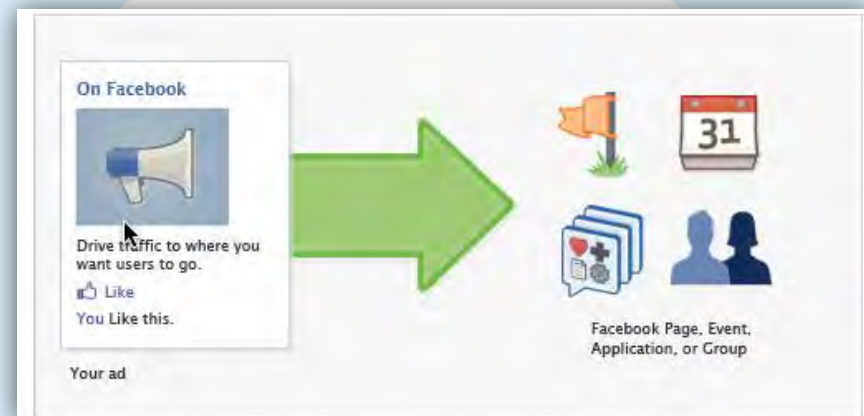
Website

Facebook Page

Facebook Group

Facebook Event

Facebook Application





Facebook Ad details

The screenshot shows the Facebook Ad creation interface. On the left, there are four fields with green arrows pointing to the right: "Title/ Destination URL", "Image", "Body Text", and "Social Context". A mouse cursor is pointing at the "Body Text" field. On the right, there is a preview of the ad. The preview has a white background and a blue border. It contains the following elements:

- Ad Title:** A label above the image.
- Image:** A blue square containing a white megaphone icon.
- Body Text:** A paragraph of text: "This is the body text for your ad. The details of your Facebook ad live within this section."
- Social Context:** A line of text: "Ian Cleary likes this advert."
- Like Button:** A blue thumbs-up icon followed by the word "Like".

Manor Grove Ad

1. Design your advert Select Existing Creative Design your advert

Destination

Type ☐ Sponsored Stories ☒ Facebook Adverts

Story type ☐ Page Post Advert ☒ Facebook Adverts for Pages

Destination tab


Title 111 characters left.


Body 54 characters left.

Image No file chosen

Preview

Manor Grove Guest House

 25% off our accommodation for all of march. Check out our page for the offers

 Like · Ian Cleary likes this

Targeting..

2. Targeting

[Advert targeting FAQ](#)

Location

Country:

☒ Everywhere
☐ By City

Demographics

Age: -

☐ Require exact age match

Gender: ☒ All ☐ Men ☐ Women

Interests

Broad category:

Business/technology	<input type="checkbox"/>	Cooking	<input type="checkbox"/>
Ethnic	<input type="checkbox"/>	Dancing	<input type="checkbox"/>
Events	<input type="checkbox"/>	DIY/crafts	<input type="checkbox"/>
Family status	<input type="checkbox"/>	Event Planning	<input type="checkbox"/>
Interests	<input type="checkbox"/>	Food & dining	<input type="checkbox"/>
Mobile	<input type="checkbox"/>	Gaming (console)	<input type="checkbox"/>
Movie/film	<input type="checkbox"/>	Gaming (social/online)	<input type="checkbox"/>
	<input type="checkbox"/>	Gardening	<input type="checkbox"/>
	<input type="checkbox"/>	Literature/reading	<input type="checkbox"/>
	<input type="checkbox"/>	Outdoor fitness activities	<input type="checkbox"/>

0 categories selected | [Show selected](#)

[Switch to precise interest targeting](#)

Estimated reach (7)

1,814,980 people

- who live in **Ireland**
- age **18** and older
- who are not already connected to **Manor Grove Guest House**



Exercise

1. Review the advertising functionality
2. Come up with an ad that would work
 - What type of picture
 - What title
 - What content
 - Who to target

4. Interacting with other pages

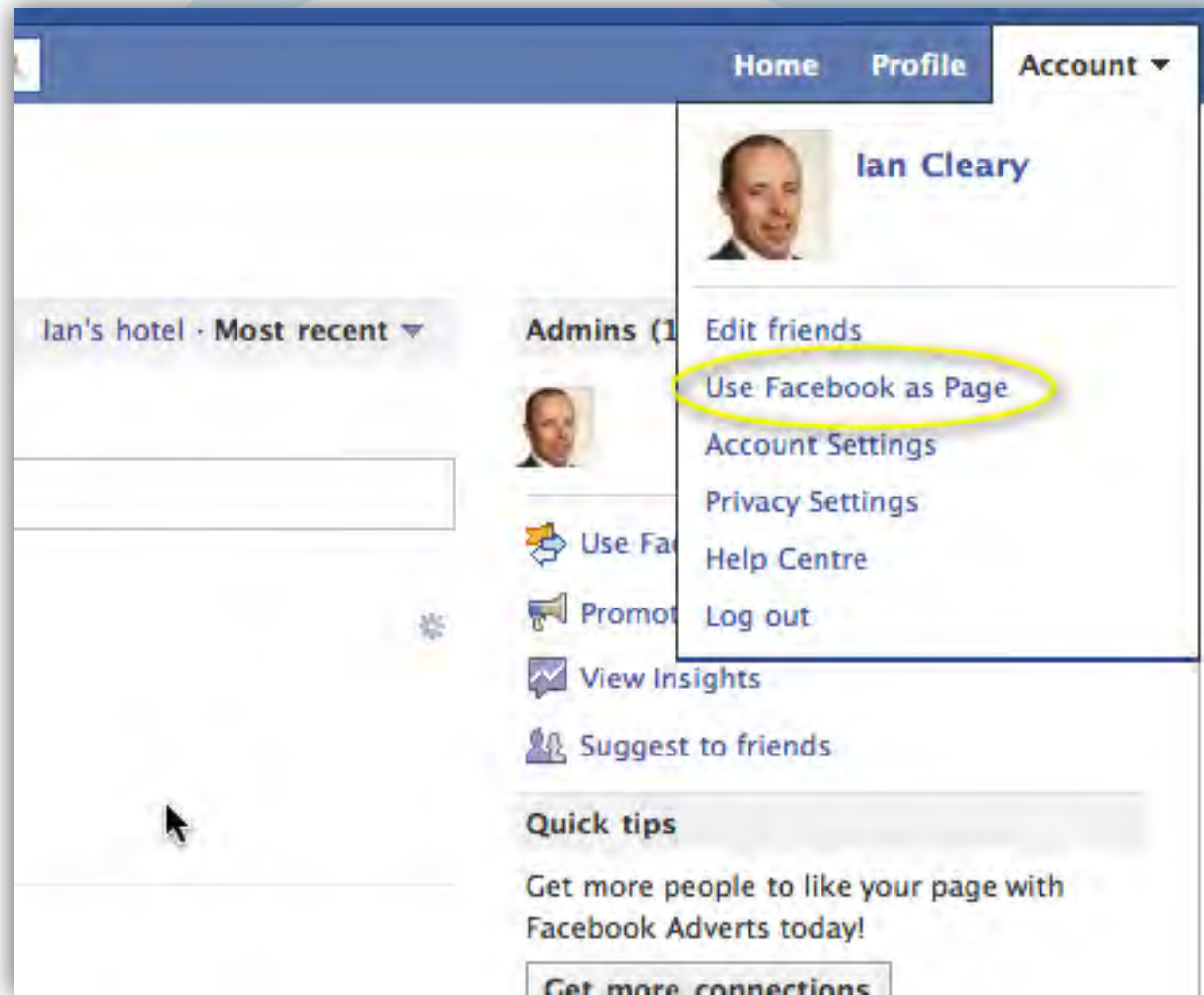




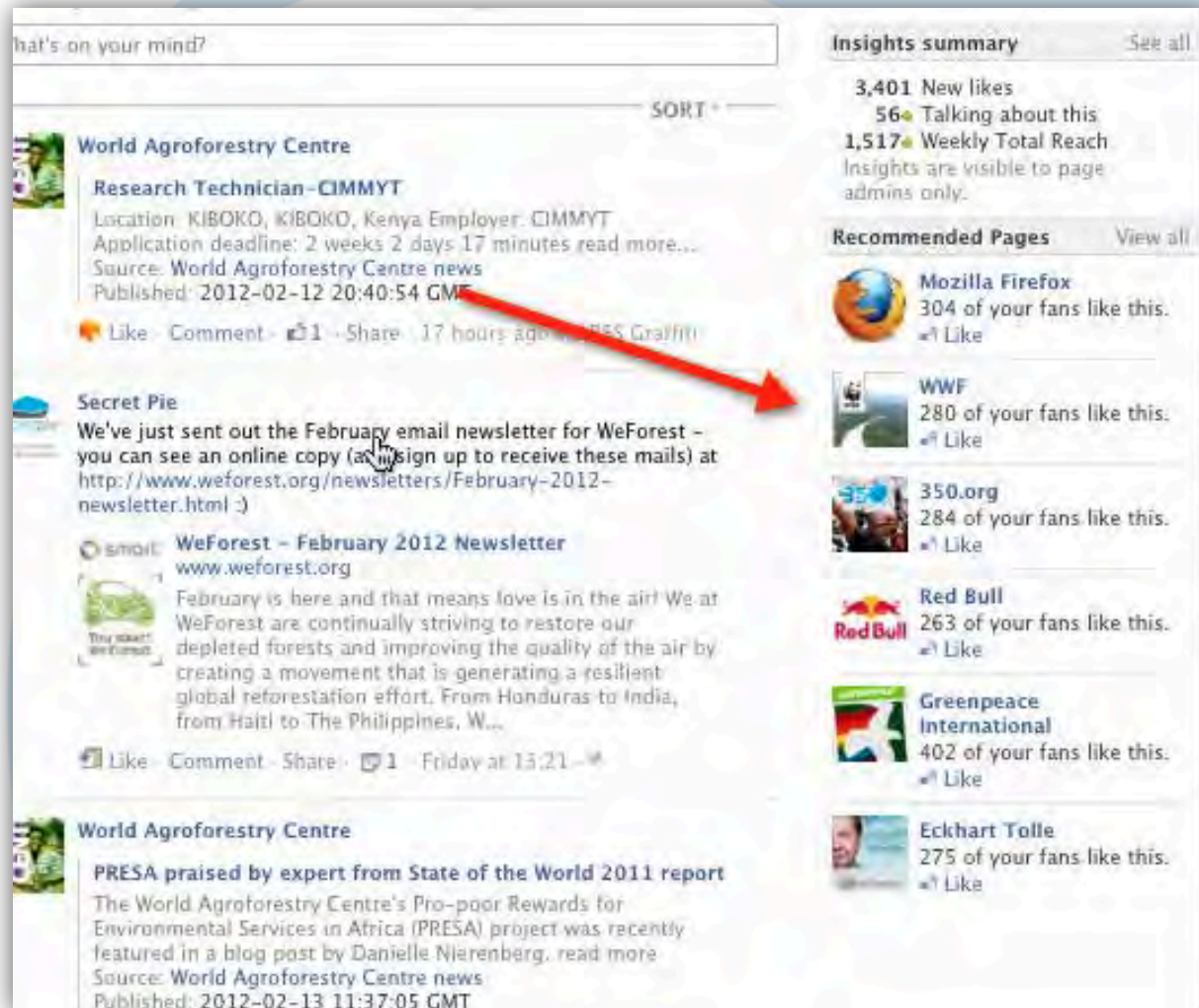
Ideas...

1. Complimentary local businesses
2. Similar businesses in other locations
3. Local tourism pages

Use Facebook as Page



Home -> Recommended pages



What's on your mind?






World Agroforestry Centre
Research Technician - CIMMYT
Location: KIBOKO, KIBOKO, Kenya Employer: CIMMYT
Application deadline: 2 weeks 2 days 17 minutes read more...
Source: World Agroforestry Centre news
Published: 2012-02-12 20:40:54 GMT
Like · Comment · 1 · Share · 17 hours ago · RSS Graffiti

Secret Pie
We've just sent out the February email newsletter for WeForest - you can see an online copy (and sign up to receive these mails) at <http://www.weforest.org/newsletters/February-2012-newsletter.html> :)

WeForest - February 2012 Newsletter
www.weforest.org
February is here and that means love is in the air! We at WeForest are continually striving to restore our depleted forests and improving the quality of the air by creating a movement that is generating a resilient global reforestation effort. From Honduras to India, from Haiti to The Philippines, W...
Like · Comment · Share · 1 · Friday at 13:21

World Agroforestry Centre
PRESA praised by expert from State of the World 2011 report
The World Agroforestry Centre's Pro-poor Rewards for Environmental Services in Africa (PRESA) project was recently featured in a blog post by Danielle Nierenberg. read more
Source: World Agroforestry Centre news
Published: 2012-02-13 11:37:05 GMT

Insights summary See all
3,401 New likes
56 Talking about this
1,517 Weekly Total Reach
Insights are visible to page admins only.

Recommended Pages View all
 **Mozilla Firefox**
304 of your fans like this.
Like
 **WWF**
280 of your fans like this.
Like
 **350.org**
284 of your fans like this.
Like
 **Red Bull**
263 of your fans like this.
Like
 **Greenpeace International**
402 of your fans like this.
Like
 **Eckhart Tolle**
275 of your fans like this.
Like

5. Competitions

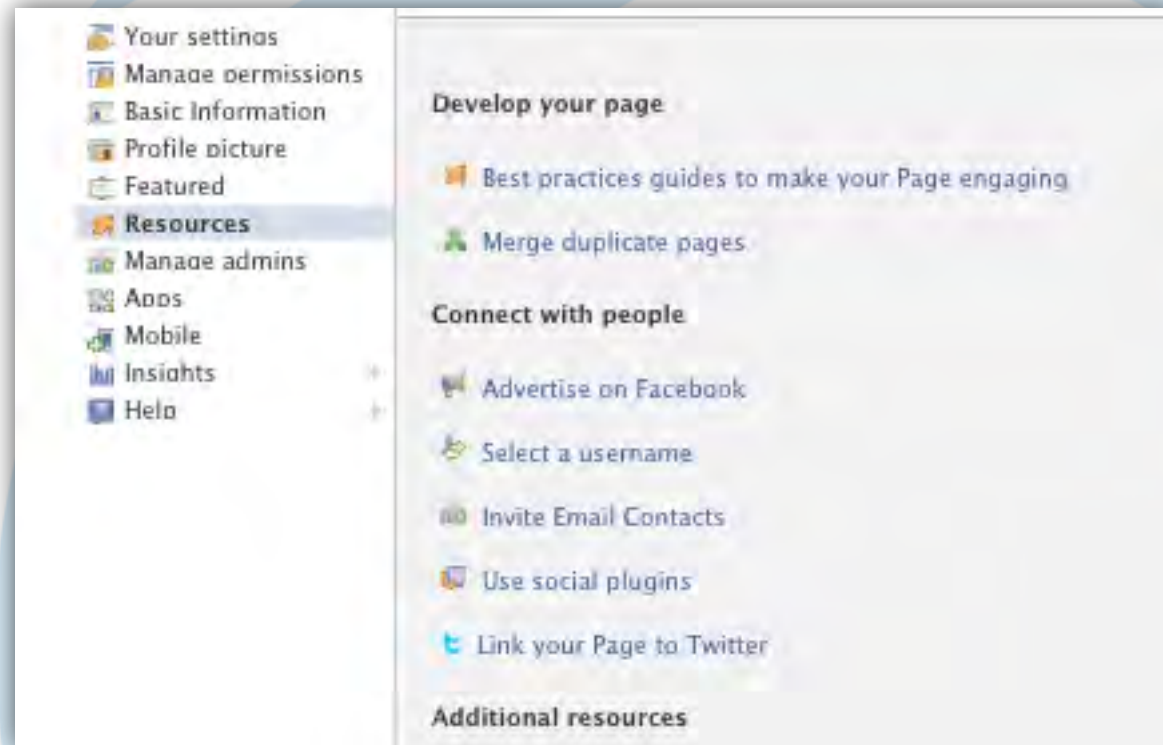




Competition Rules

1. Has to be run as an application
2. You cannot enter people into a competition through 'Like'
3. You must explicitly say that Facebook is not running the competition
4. Pick a prize that will attract potential customers (not an iPad)

6. Using some Facebook features



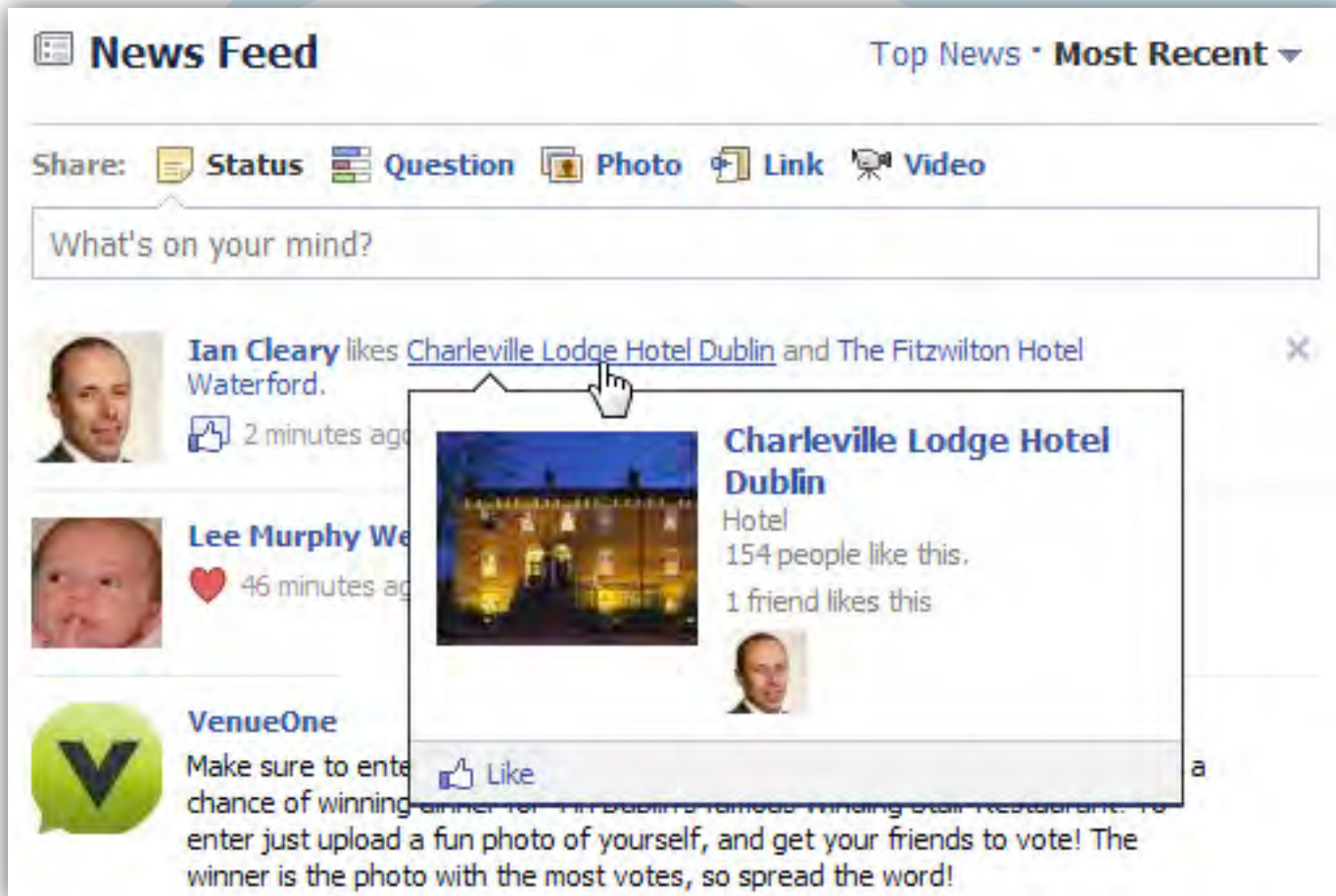
7. Promoting content through your website








Plugins...





Like displayed on friends newsfeed






News Feed Top News • Most Recent ▾

Share:  **Status**  **Question**  **Photo**  **Link**  **Video**


What's on your mind?

 **Ian Cleary** likes [Charleville Lodge Hotel Dublin](#) and The Fitzwilton Hotel Waterford.
 2 minutes ago

 **Lee Murphy** We
 46 minutes ago

 **VenueOne**
Make sure to enter for a chance of winning dinner for 4 in Dublin's famous Windmill Restaurant. To enter just upload a fun photo of yourself, and get your friends to vote! The winner is the photo with the most votes, so spread the word!

Charleville Lodge Hotel Dublin
Hotel
154 people like this.
1 friend likes this

 Like



Exercise...

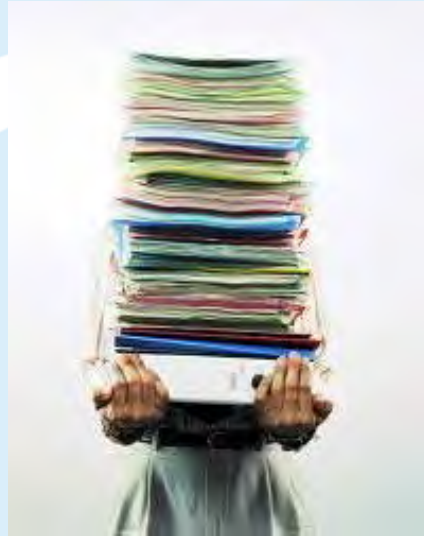
- Pick out one page amongst the group and come up with some ideas regarding building awareness and growing fans.



Exercise...

Review

- <http://www.facebook.com/fitzwiltonhotelwaterford>
- <http://www.facebook.com/TheBrehon>
- <http://www.facebook.com/CarltonHotelGroup>



Monitoring & Reporting


Admin Panel




Admin Panel

Manage ▾ **Build Audience** ▾ **Help** ▾ **Hide**



Notifications 9 [See All](#)

-  **Farhan Yusuf and Shirley Gallagher** like your status. 6 hours ago
-  **Alana** likes your link. on Monday
-  **Marilyn Bishton, Rae Starr and Zoe Lujic** commented on your link. on Saturday
-  **Erik Besteman, Sergio Batista and José Rabarison** like your link. on Saturday
-  **Zoe Lujic** shared a link on your Wall. last Saturday

Messages 1 [See all](#)

 **Ian Cleary**
Hi Manor Grove, Are you doing...

New Likes [See All](#)

-  **Enrico Lariano** on Wednesday
-  **Totaa Farouk Kandil** on Tuesday
-  **Beth Massa** on Tuesday
-  **Toni Meyer** on Tuesday

Insights [See All](#)

■ Your Posts ■ Talking About This ■ Reach



Page tips [Next](#)

 **View insights**
Use Page Insights to find useful information about who is interacting with your page and what content they enjoy.

Permission Changes

Previously you could allow or disallow user posts. Now you can allow them but hide them until approved by you so you can reduce spam...



Manor Grove Guest House [View Page](#)

Your settings
Manage permissions
Basic Information
Profile picture
Featured
Resources
Manage admins
Apps
Mobile
Insights
Help

Page visibility ☐ Unpublish page (only admins can see this page) [What is this?](#)

Country restrictions [What is this?](#)
☒ Only show this page to viewers in these countries
☐ Hide this page from viewers in these countries

Age restrictions [What is this?](#)

Posting Ability ☒ Everyone can post to Manor Grove Guest House's timeline
☒ Everyone can add photos and videos to Manor Grove Guest House's timeline

Post Visibility ☒ Show the box for "Recent Posts by Others" on the top of Manor Grove Guest House
Default visibility of posts by others on Manor Grove Guest House's timeline:
 [What is this?](#)

Tagging Ability ☐ People can tag photos posted by Manor Grove Guest House

Analytics





events

Events



Creating an event..

1. Use Facebook as page
2. Add events as an app
3. Create an event
4. Share on your timeline
5. Advertise



Adding events to your page

1. Edit Page
2. Apps
3. Events – Edit Settings
4. Add tab

Adding events to your page



Creating the event

Manor Grove Guest House – www.manorgrove.com **Create Event**



• Change event photo

Event Name

Date and time [Add end time](#)

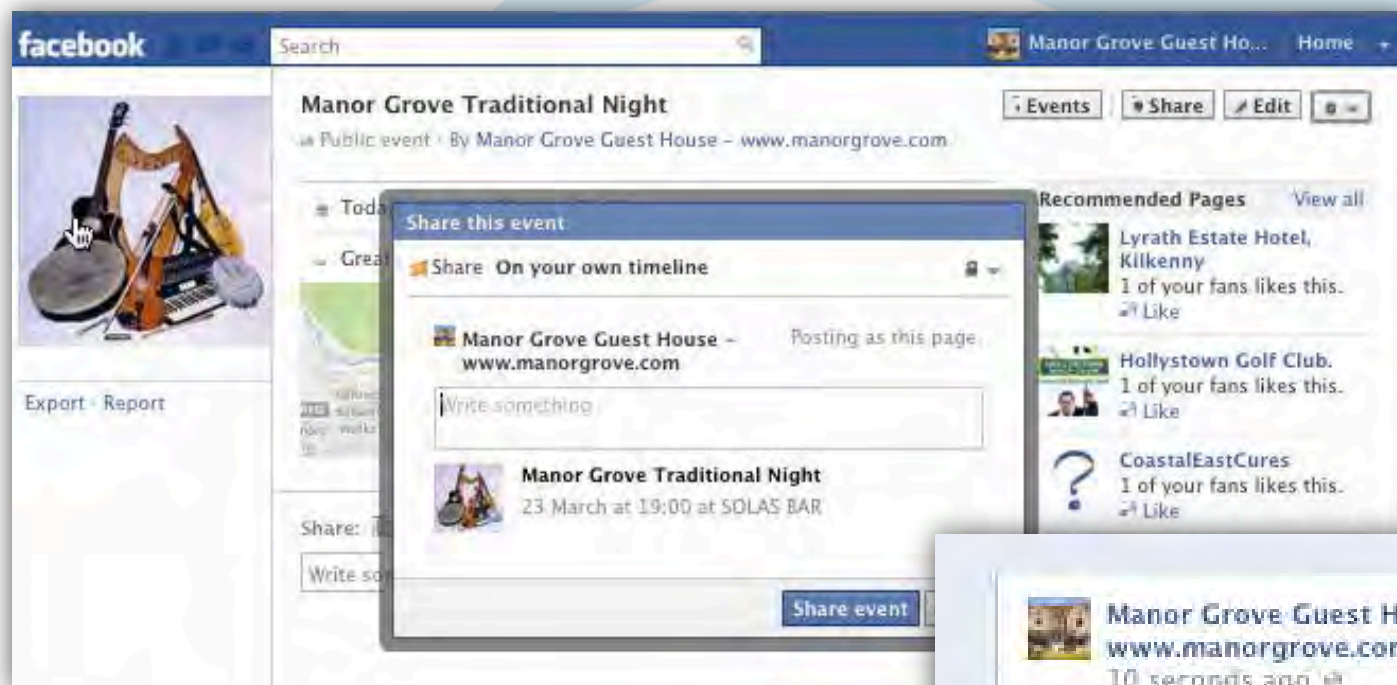
Location [×](#)
[Add street address](#)

Details [✎](#)

☒ Show the guest list on the Event Page
☒ Non-admins can write on the Wall:

[Create event](#)

Adding events to your page

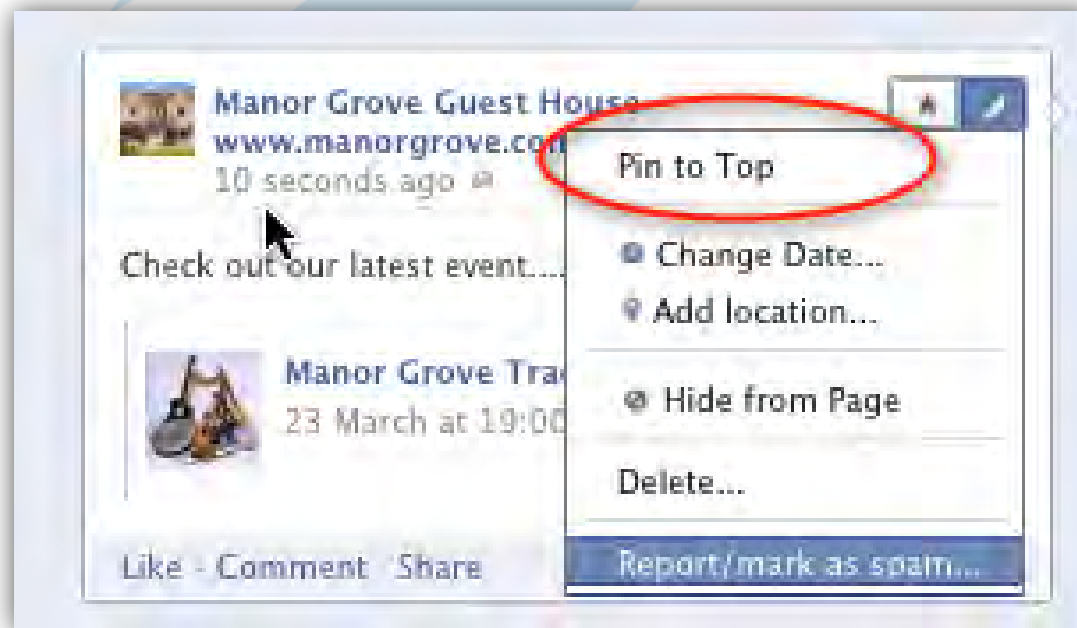


The screenshot shows a Facebook page for 'Manor Grove Guest House'. The main content is an event titled 'Manor Grove Traditional Night', which is a public event created by 'Manor Grove Guest House - www.manorgrove.com'. The event details are: '23 March at 19:00 at SOLAS BAR'. A 'Share this event' dialog box is open, showing the option to 'Share On your own timeline'. The dialog box also shows the event details and a 'Share event' button. The background page shows a search bar, a profile picture of a guitar, and a list of recommended pages including 'Lyrath Estate Hotel, Kilkenny', 'Hollystown Golf Club', and 'CoastalEastCures'.




The screenshot shows a Facebook post from 'Manor Grove Guest House - www.manorgrove.com', posted '10 seconds ago'. The post content is 'Check out our latest event....'. Below the text is a photo of a guitar and the event details: 'Manor Grove Traditional Night', '23 March at 19:00 at SOLAS BAR'. At the bottom of the post are the interaction buttons: 'Like', 'Comment', and 'Share'.

Pin the event...



Make the Event app more prominent

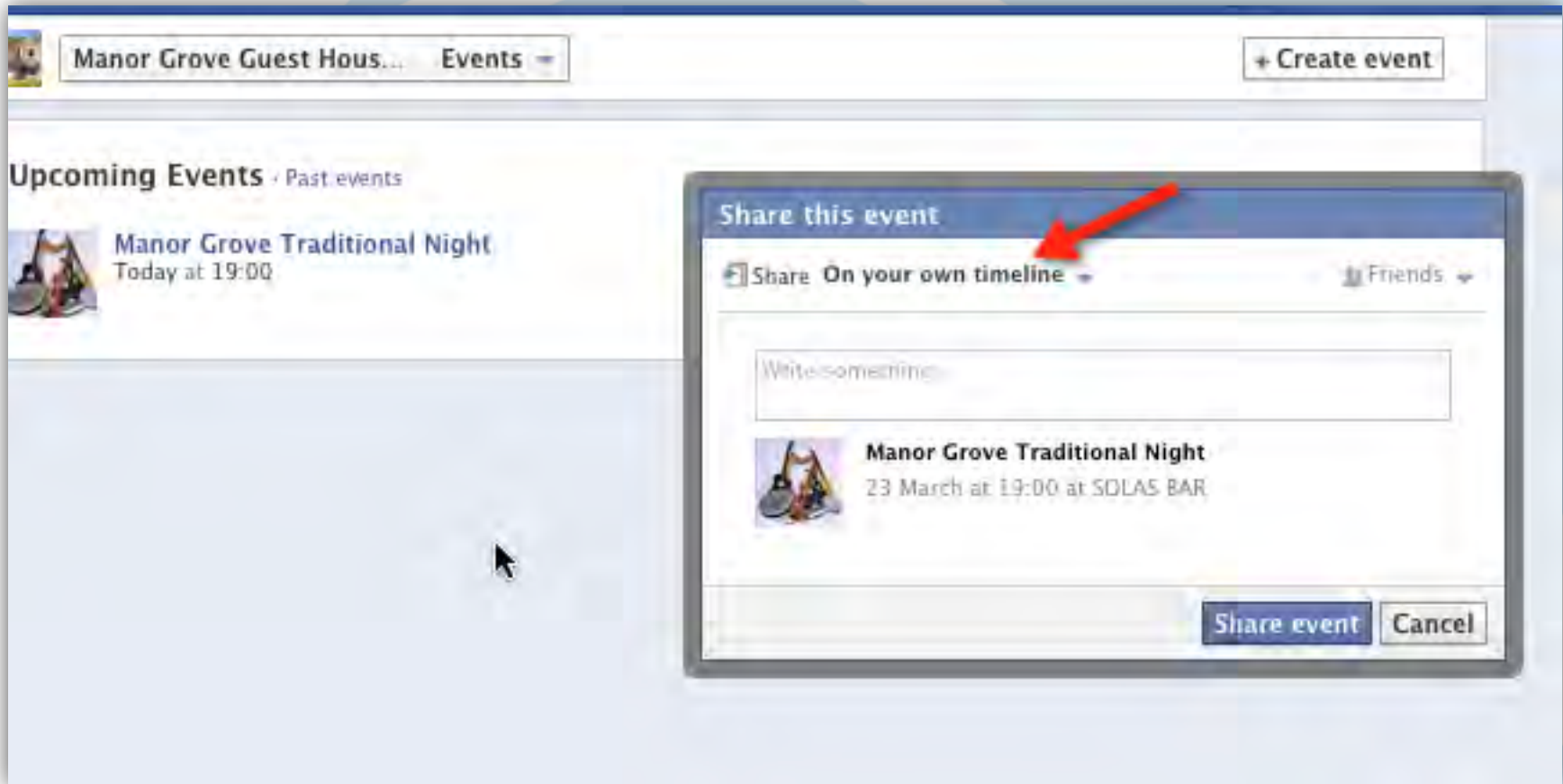


Manor Grove Guest House – www.manorgrove.com
2 likes

About
• Hotel
• Mary Street, Wexford, Ireland
• 184024072

Photos **Events** **Contact Us** **Contact Us**


Use Facebook as you and Share..




The screenshot shows a Facebook event page for "Manor Grove Traditional Night". The event is scheduled for "Today at 19:00". A "Share this event" dialog box is open, showing the option to "Share On your own timeline" selected. A red arrow points to this option. The dialog box also includes a text input field for "Write something...", a preview of the event post, and "Share event" and "Cancel" buttons.

Manor Grove Guest Hous... Events [+ Create event](#)


Upcoming Events · Past events

 **Manor Grove Traditional Night**
Today at 19:00

Share this event

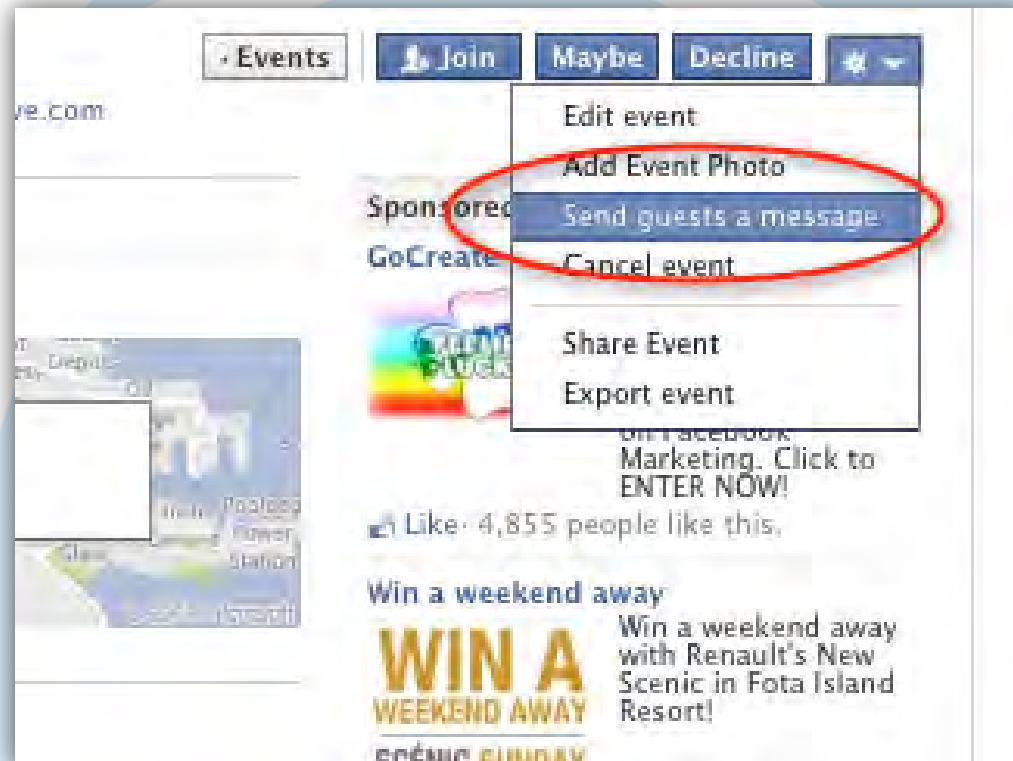
 Share **On your own timeline** Friends

Write something...

 **Manor Grove Traditional Night**
23 March at 19:00 at SOLAS BAR

[Share event](#) [Cancel](#)

Facebook Message update



Advertising the event


Destination

Title 135 characters left

Body 135 characters left

Image No file chosen

Preview



Manor Grove Traditional Night
Your body text will go here.



Exercise – Create an Event

1. Create an event as the page (select “Use as Page” first)
2. Share with your fans and see how it appears in the newsfeed

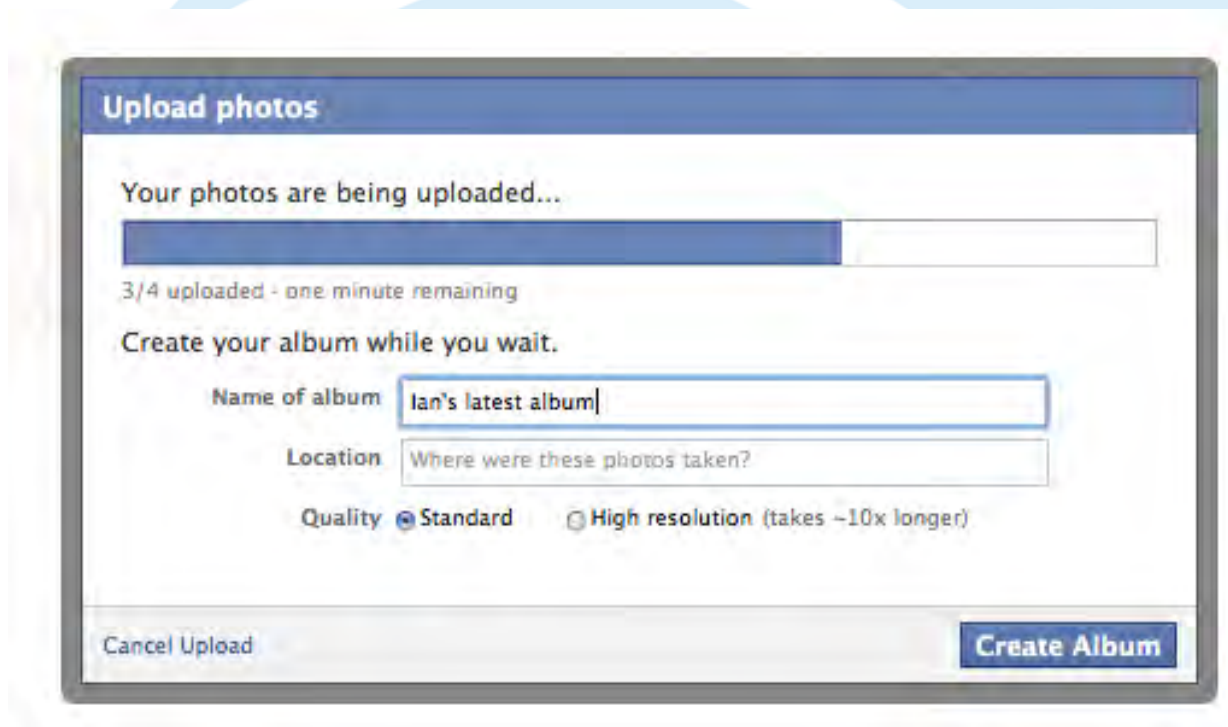


Pictures & Video

Creating an album..



Creating an album..



Upload photos

Your photos are being uploaded...

3/4 uploaded - one minute remaining

Create your album while you wait.

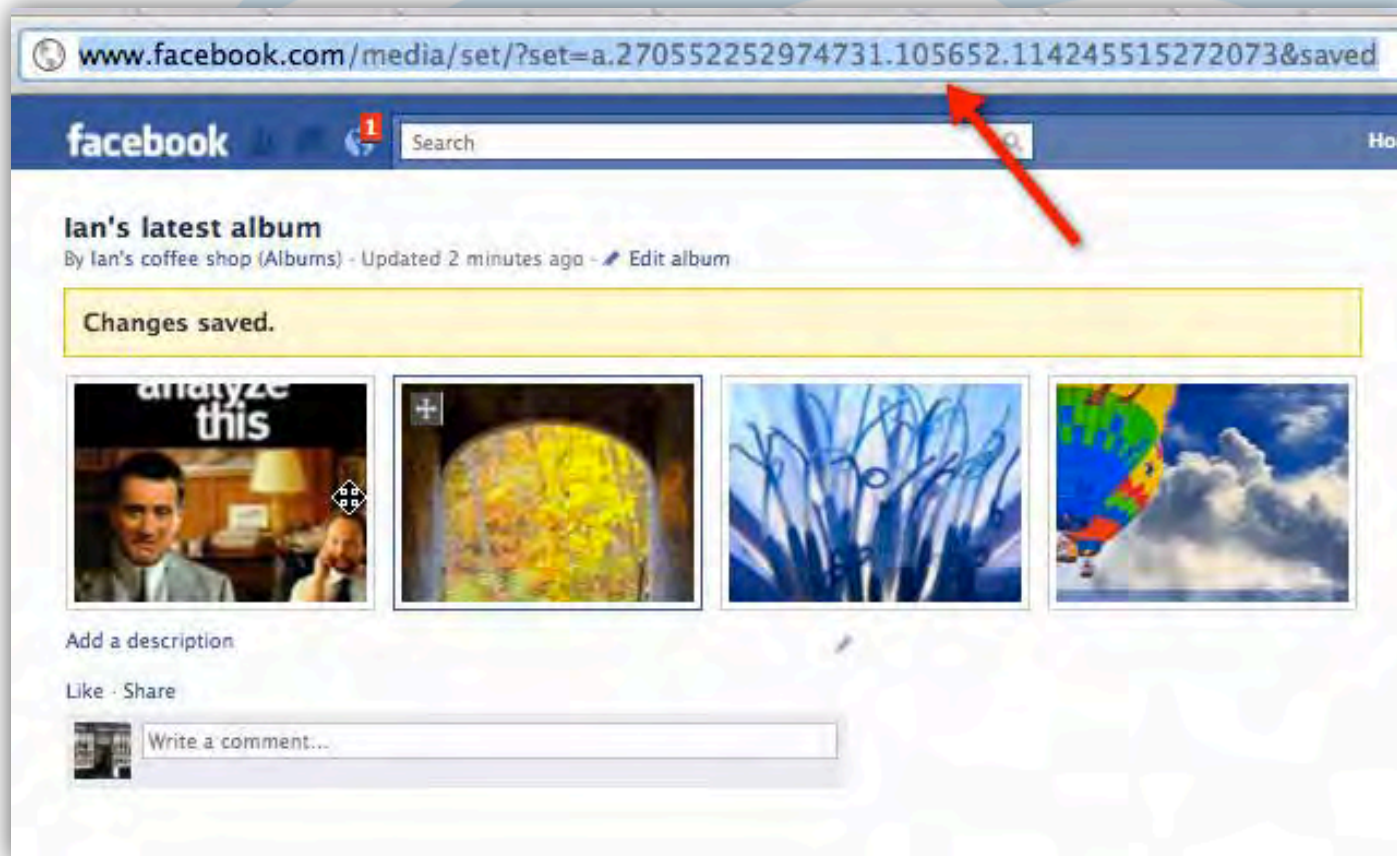
Name of album

Location

Quality ☒ Standard ☐ High resolution (takes ~10x longer)






[Cancel Upload](#) [Create Album](#)

Sharing out your album








Sharing out your album


Ian's coffee shop
Company · [Edit info](#)






Wall Ian's coffee shop · Everyone (Most Recent) ▾




Share:  Status  Photo  Link  Video  Question

Write something...

 **Ian's coffee shop** added 4 new photos to the album **Ian's latest album**.



Ian's latest album

 Like ·  Comment ·  Share · 2 minutes ago

Tagging someone in the picture

facebook

Hi Ian,

Ian's coffee shop tagged you in a post. Learn more about [tagging on Facebook](#).

To view or comment on the post, follow the link below:

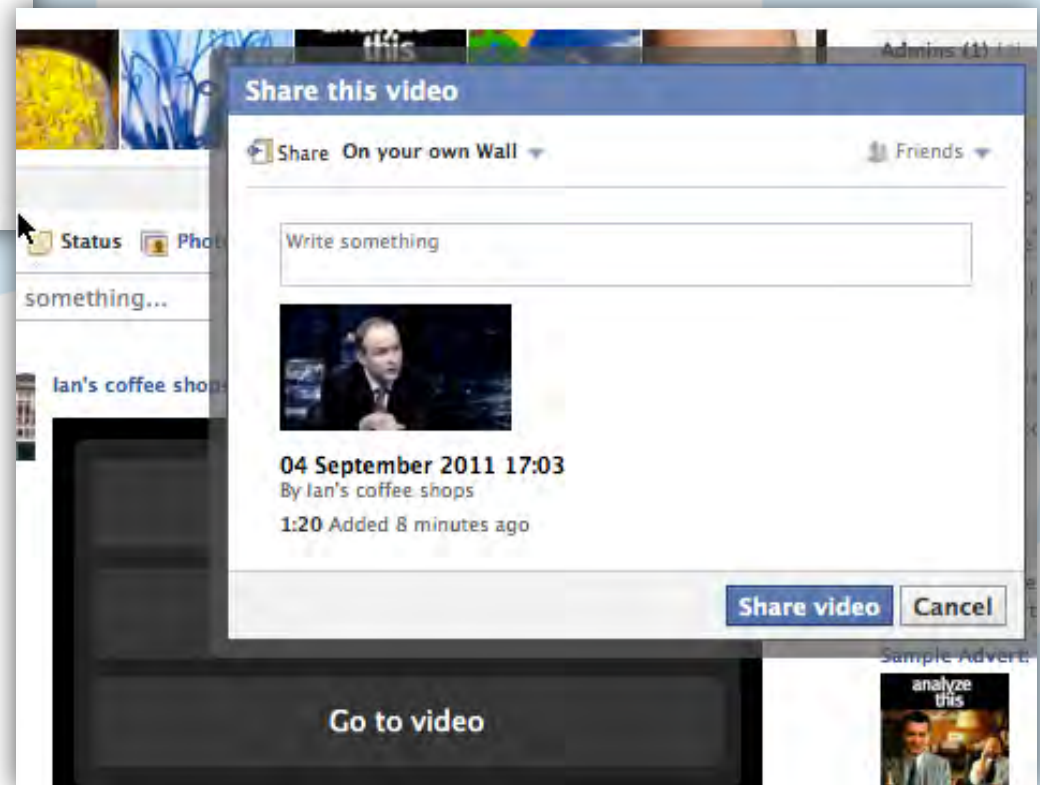
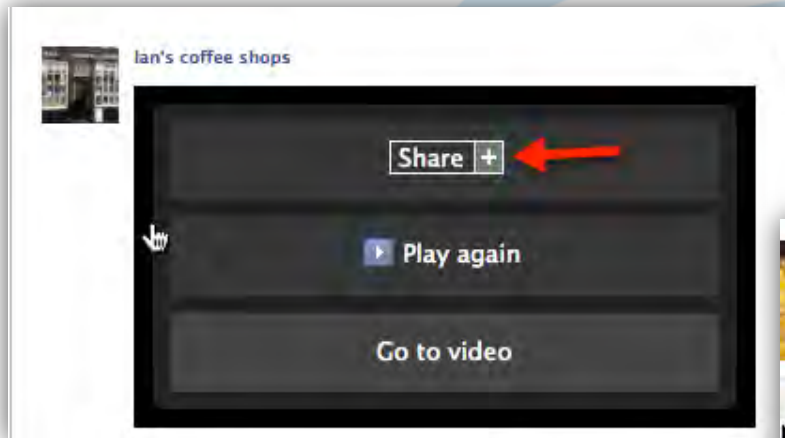
http://www.facebook.com/n/?photo.php&fbid=270552282974728&set=a.270552252974731.105652.114245515272073&type=1&mid=4cd5f1dG5d5792f0G2bbe89eG52&bcode=rJJSaVzg&n_m=ianmcleary%40gmail.com

Thanks,
The Facebook Team

Hiding some photo's..



Uploading a video to Facebook



Like the page within the video



Keep in Contact

Facebook	www.facebook.com/webcheck
Online Resources	www.failteireland.ie/WebSupports
Courses Available	www.failteireland.ie/Business-Supports/Websupports/Events
Business Tools	www.businesstools.failteireland.ie

For any other questions, contact the Business Supports team on **01-8847762**



Fáilte Ireland

88-95 Amiens Street
Dublin 1
Ireland
Lo-Call: 1890 525 525