

2. Business page and Facebook personal account.

Facebook personal account :

Facebook personal account is an account we can use it for business page also. where we can post our

business contents and share information about our business and our business will reach to many customers but it will not send to target customers. Only disadvantage of personal page is not to reach target consumers.

Business page account:

It contains all the business stuffs where we can describe our business, we can create ads and can reach the target customers, fans and even employees too.

3. Facebook terminologies:



- Home. It is the first page of facebook where we can take any options.



- Search. Search is used to search our friends, location etc...



- Bell icon. It provides Notification about some new trends & activity.



- Comment. It is used to comment a content to any posts.



- Friends. It can be used to find friends and send request.