

BRAND NAME	TEA BREAK
NM.TEAM.ID	NM2023TMID03536
COLLEGE	UNIVERSITY COLLEGE OF ENGINEERING (BIT CAMPUS) TRICHY
ZONE	18
TITTLE	DIGITAL MARKETING
ASSESSMENT	CREATE A NEW FACEBOOK BUSINESS PAGE AND POST ONE SOCIAL MEDIA POSTER FOR YOUR BRAND

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Step 1: Log In or Sign Up for a Personal Facebook Account

If you don't already have a personal Facebook account, you'll need to sign up for one. If you have an account, log in to it.

Step 2: Create a Facebook Business Page

1. Go to facebook.com/pages/create.
2. You'll see two options for creating a Facebook Page: "Business or Brand" and "Community or Public Figure." Choose "Business or Brand" unless your page fits the criteria of the other option.
3. Click on the chosen option, and a new window will open.

Step 3: Complete Basic Information

You'll need to provide the following information:

- Page Name: This is your business name. Make sure it's the name that people will use to search for your business.
- Category: Choose a category that best describes your business.

Step 4: Add Profile Picture and Cover Photo

1. Profile Picture: Upload a profile picture, usually your brand's logo. This will be displayed as your page's icon. Recommended size: 180x180 pixels.

2. Cover Photo: Upload a cover photo that represents your business or brand. This is the large image at the top of your page.
Recommended size: 820x312 pixels.

Step 5: Complete Additional Information

Fill in more details about your business:

- Username: This is your unique URL, like facebook.com/YourBusinessName. Choose it carefully because you can't change it once set.
- About: Write a short description of your business. Be concise and clear.
- Contact Information: Add your website, phone number, and other contact details.
- Location: If you have a physical store or office, you can add your address.
- Hours: If applicable, set your business hours.

Step 6: Create a Call-to-Action Button

Choose a call-to-action button, such as "Shop Now," "Contact Us," "Sign Up," or others, depending on your business goals.

Step 7: Review and Agree to Facebook's Terms

Read and agree to Facebook's Pages, Groups, and Events Policies.

Step 8: Complete the Setup

Once you've completed all the required information, your Facebook Business Page is set up. You can start adding content and customizing your page.

Step 9: Create Your First Post

To post your first content, click on the "Create Post" option on your Page's timeline. You can add text, images, videos, links, and more.

Step 10: Customize Your Page

Explore the settings and customization options for your page. Add additional information, create a story, invite friends to like your page, and more.

facebook.com/profile.php?id=61552668187507&mibextid=ZbWKwL

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Tea Break updated their profile picture.



Madhavan S