



The Complete Facebook User Guide

Chapter 1: Introduction to Facebook

Facebook is one of the world's most popular social media platforms, where people connect with friends, family, communities, and businesses. It allows you to share updates, photos, and videos, join groups, buy and sell products, advertise businesses, and much more.

This guide will take you step by step through everything you need to know — from creating an account to using advanced features like advertising and marketplace.

Chapter 2: Getting Started

2.1 Creating a Facebook Account

1. Visit www.facebook.com.
2. Fill in the sign-up form:
 - **First name and Last name**
 - **Mobile number or Email**
 - **Password** (create a strong one)
 - **Date of birth** (Facebook requires users to be at least 13)
 - **Gender**
3. Click **Sign Up**.
4. Confirm your email or phone number using the code sent to you.

You now have a Facebook account.

2.2 Logging In and Out

- **Log in:** Enter your email/phone and password on the homepage.
 - **Log out:** Click your profile picture (top-right corner on desktop) → **Log Out**.
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2.3 Setting Up Your Profile

Your profile is how people recognize you. Set it up properly:

- **Profile picture:** A clear photo of yourself.
 - **Cover photo:** A wide background image (e.g., scenery, family, favorite quote).
 - **Bio/About section:** Add your work, education, location, and interests.
 - **Contact info:** Add phone/email if you want friends to reach you.
 - **Featured photos:** Highlight memorable pictures.
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Chapter 3: Navigating Facebook

3.1 Home Page (News Feed)

The **News Feed** is where you see posts from friends, groups, and pages you follow.

- Scroll to view posts.
- React using **Like, Love, Care, Haha, Wow, Sad, Angry**.
- Comment or share.

3.2 Menu and Navigation

On the left (desktop) or bottom (mobile app):

- **Home:** Main feed.
 - **Friends:** Friend requests and suggestions.
 - **Groups:** Join communities.
 - **Watch:** Video content.
 - **Marketplace:** Buy and sell products.
 - **Notifications:** Updates on your activities.
 - **Messenger:** Chat with friends.
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Chapter 4: Building Connections

4.1 Adding Friends

1. Search someone's name in the search bar.
2. Click **Add Friend**.
3. Once accepted, you can view each other's posts (depending on privacy settings).

4.2 Managing Friend Requests

- Accept requests you know.
- Ignore or delete requests from strangers.
- Block/report suspicious profiles.

4.3 Following Instead of Friending

If you don't want to be "friends" but want to see updates, click **Follow**.

Chapter 5: Creating and Interacting with Content

5.1 Posting a Status

- On the homepage, click **What's on your mind?**
- Write text, add emojis, or feelings.
- Choose your **audience**: Public, Friends, Only Me, or Custom.
- Post.

5.2 Posting Photos and Videos

- Upload from your computer/phone.
- Tag friends.
- Add location and captions.

5.3 Posting Stories

Stories are temporary (24-hour) posts.

- Tap **Create Story**.
- Add text, photo, or video.
- Post to your story.

5.4 Interacting with Others' Content

- **Like/React** to posts.
 - **Comment** with thoughts or emojis.
 - **Share** posts to your timeline, groups, or messages.
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Chapter 6: Watching Videos on Facebook

6.1 Facebook Watch

- A dedicated video section with entertainment, news, and live shows.
- Subscribe to pages/channels for updates.

6.2 Live Videos

- Users and pages can stream live.
 - You can comment in real time.
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Chapter 7: Groups and Communities

7.1 Joining Groups

- Search topics you like (e.g., "Cooking Recipes," "Tech Enthusiasts").
- Request to join (some groups are private).
- Engage by posting or commenting.

7.2 Creating Groups

- Go to **Menu → Groups → Create Group**.
 - Choose group type: Public or Private.
 - Add members and start posting.
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Chapter 8: Facebook Marketplace

8.1 Buying Items

- Open **Marketplace**.
- Browse by category (electronics, furniture, etc.).
- Contact sellers via Messenger.

8.2 Selling Items

- Go to **Create New Listing**.
 - Add photos, description, and price.
 - Post to Marketplace and relevant groups.
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Chapter 9: Messaging with Messenger

9.1 Using Messenger

- Send text, photos, videos, stickers, and voice notes.
- Make voice or video calls.
- Create group chats.

9.2 Messenger Features

- Reactions, GIFs, polls.
 - Secret conversations (encrypted).
 - Cross-app messaging with Instagram.
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Chapter 10: Privacy and Security

10.1 Privacy Settings

- Go to **Settings & Privacy → Privacy**.
- Control:
 - Who can see your posts.
 - Who can send you friend requests.
 - Who can see your profile information.

10.2 Security Settings

- Set up **two-factor authentication**.
 - Review **active logins** and log out from unknown devices.
 - Report fake accounts or abuse.
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Chapter 11: Business and Advertising on Facebook

11.1 Facebook Pages

Pages are for businesses, organizations, or public figures.

- Create a Page under **Menu → Pages → Create**.
- Add profile/cover photos, description, and contact info.
- Post updates like a profile.

11.2 Advertising with Facebook Ads

1. Go to **Meta Business Suite (Facebook Ads Manager)**.
2. Create a campaign:

- **Choose your objective:** Awareness, Engagement, Traffic, Sales.
 - **Select audience:** Age, location, interests.
 - **Set budget:** Daily or lifetime.
 - **Choose ad format:** Photo, video, carousel, story.
3. Launch campaign and monitor performance.

11.3 Boosting Posts

Simpler than Ads Manager.

- Select a post.
 - Click **Boost Post**.
 - Choose audience, budget, and duration.
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Chapter 12: Advanced Features

- **Events:** Create or join events (online or offline).
 - **Fundraisers:** Raise money for causes.
 - **Gaming:** Play games or stream live.
 - **Dating:** Facebook Dating (in some countries).
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Chapter 13: Account Management

13.1 Editing Account Info

- Update name, email, or phone under **Settings**.

13.2 Deactivating or Deleting Account

- **Deactivate:** Temporary, you can return anytime.
 - **Delete:** Permanent removal (after 30 days of inactivity post-request).
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Chapter 14: Best Practices and Tips

- Use strong passwords.
 - Don't overshare personal details.
 - Verify sources before sharing news.
 - Adjust privacy regularly.
 - Be respectful in comments and groups.
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Chapter 15: Troubleshooting

- **Forgot Password:** Use **Forgot Password?** on login page.
 - **Account Hacked:** Report and recover at facebook.com/hacked.
 - **Can't Post or Comment:** You may be temporarily restricted.
 - **Slow Feed:** Clear app cache or update app.
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Conclusion

Facebook is more than just a place to connect with friends — it's a social, business, and entertainment hub. By understanding how to use its features properly — from posting updates

to advertising — you can get the most out of the platform while staying safe and in control of your privacy.