How to Post on Your Facebook Business Page

WEBSITE

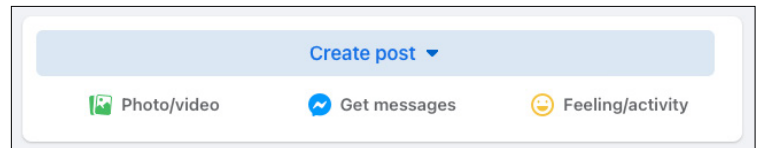1. Log in to https://www.facebook.com with an account connected to your business page.
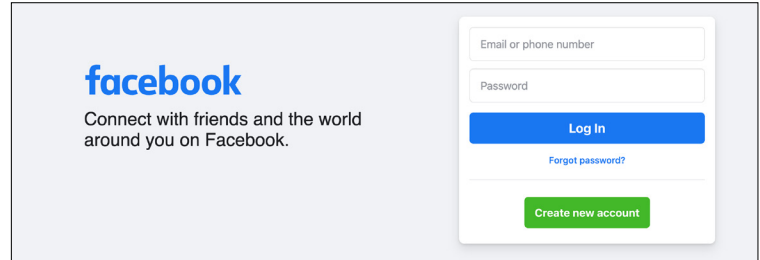
2. A button titled "Your Pages" should be visible on the right side of your screen. Click on your professional page name to go to your business page.
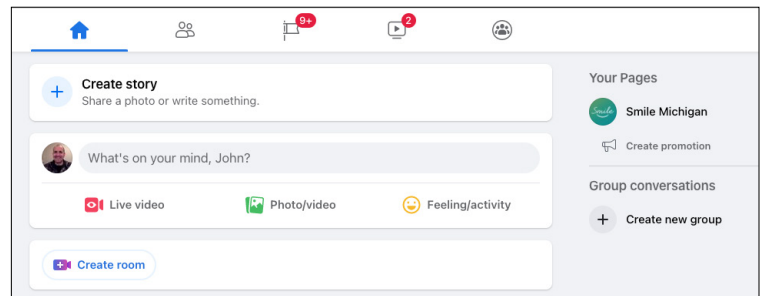
3. There, you will see a button that says "Create Post" under the banner and above the business page feed. It should look like this:

4. Select "Create Post." A small window will pop up.

    A. Add a photo or a video by clicking on the image icon and selecting "Add Photo/Video."
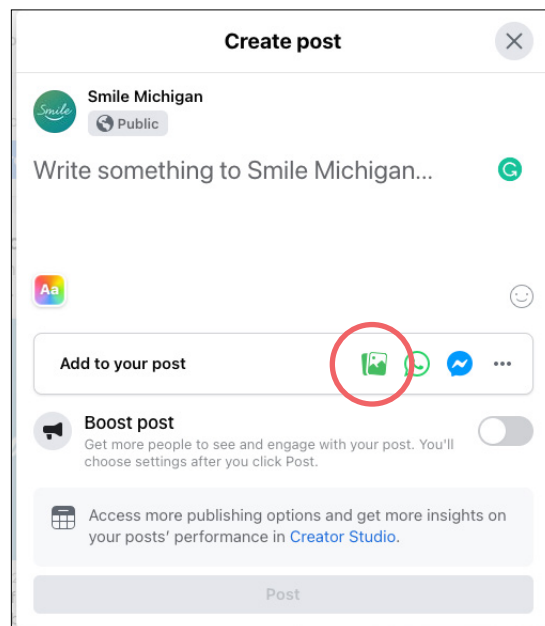
B. A window will pop up for you to select the image you would like to add. Follow the prompts to locate the saved file on your computer/ drive. Locate the file and click "Upload."
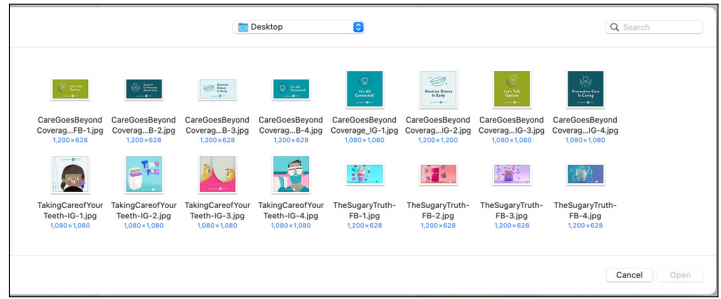

C. Write content or paste the copy you would like to share in the field shown to the right. While this field comes up first, sometimes Facebook has issues loading when the copy is written before the picture is chosen.
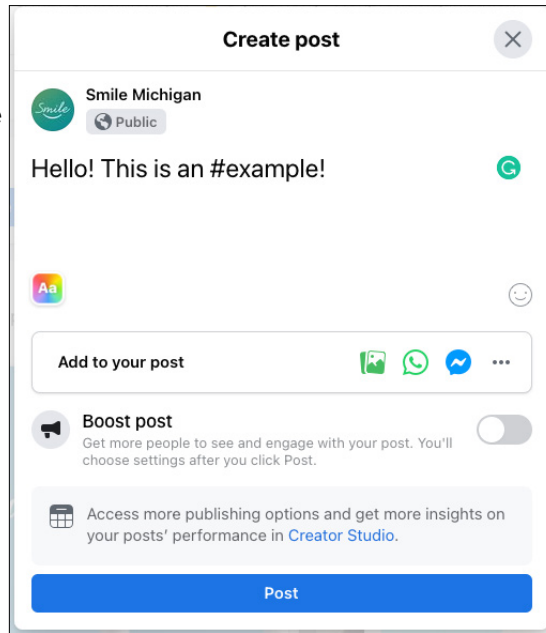
5. After adding all of your content, double-check your copy and image are correct. Then select "Post" to share your content on your business page.
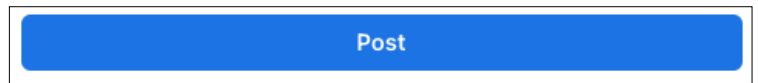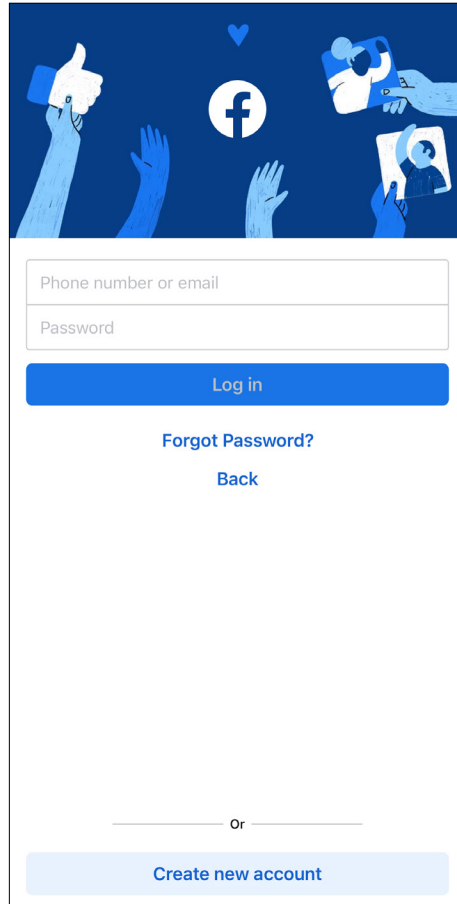

6. After you publish your post, you can edit it anytime by clicking on the three dots at the top right of the post you shared and selecting "Edit Post" (displayed as a pen icon).
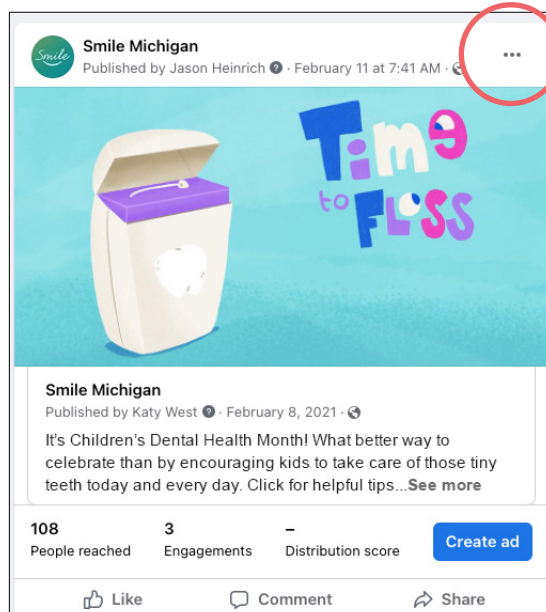
MOBILE APP

1. Go into your Facebook app and log in with an account connected to your business page.

2. On the bottom right side of your screen, you will see three parallel lines, click here to open the "Menu."

    Home   Friends   Marketplace   Groups   Notifications   Menu

3. In the "Menu" page, you will see your business page listed under your name; select the business page.

    # Menu

    Laurie Busby
   See your profile

    Smile Michigan

4. On the business page, scroll down until you see the "Create a post" button, which looks like this:

    Create a post

    Photo   Create story   Reel
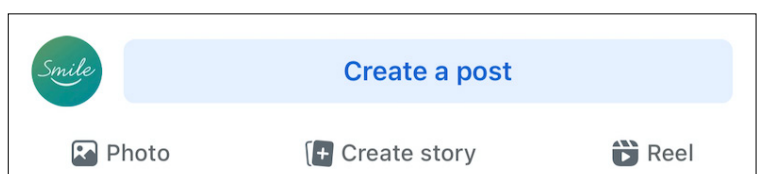
A.   Or, use the "Publish" button that looks like this:

B.   Click "Photo" to upload a picture or video file. A window will pop up for you to select the photos or videos you would like to add. Find the visual you are looking for by scrolling through your image gallery and clicking "Done."
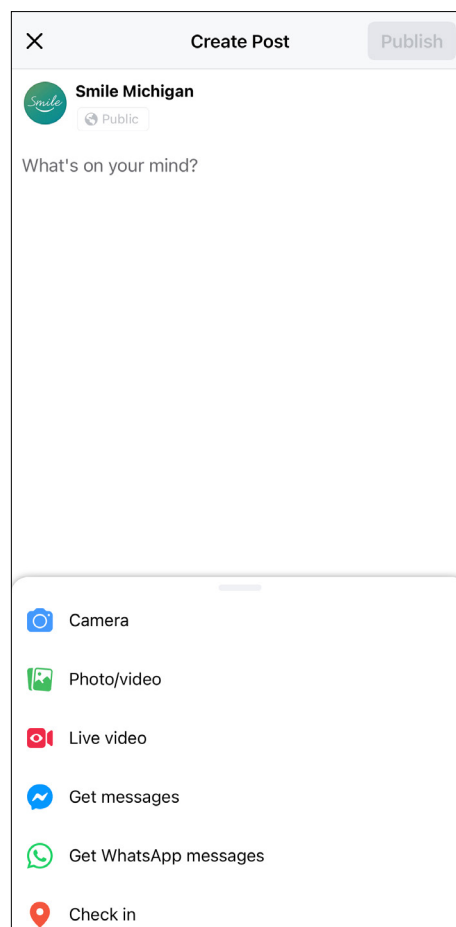
C. Click on "Create Post," and write or copy and paste the content you would like to share in this field:
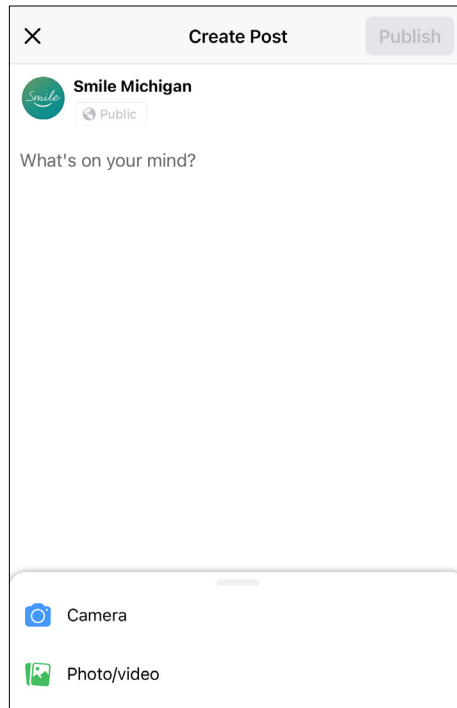
5. After adding all of your content, double-check your copy and image are correct. Then select "Publish" to share your content on your business page.
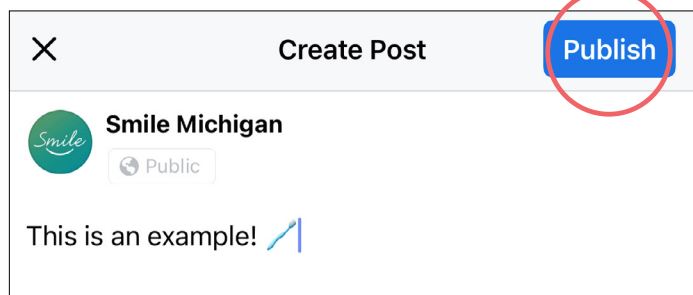

6. After you publish your post, you can edit it anytime by clicking on the three dots at the top right of the post you shared and selecting "Edit Post" (displayed as a pen icon).
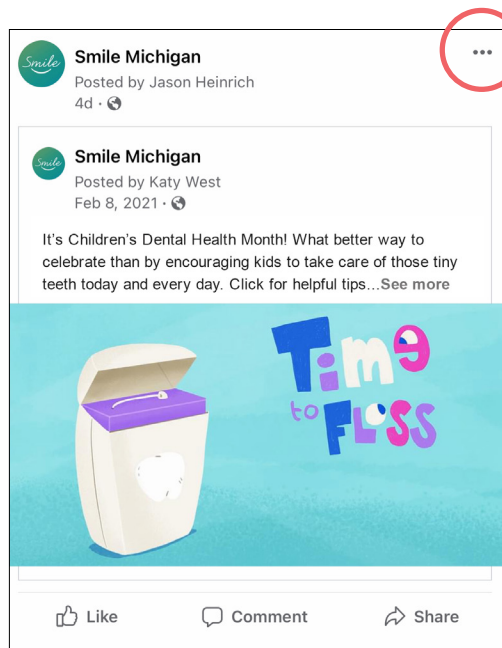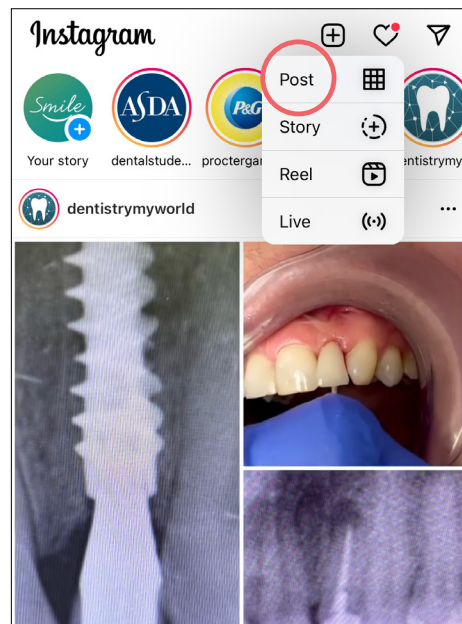
How to Post to Instagram

MOBILE APP

1. Open the Instagram app and log in to your business account. Note: If your Facebook and Instagram accounts are linked, businesses can post from Facebook using [Creator Studio](#).
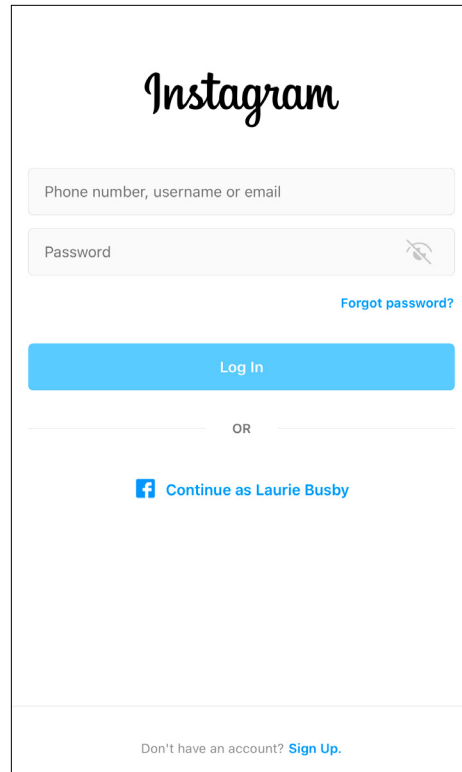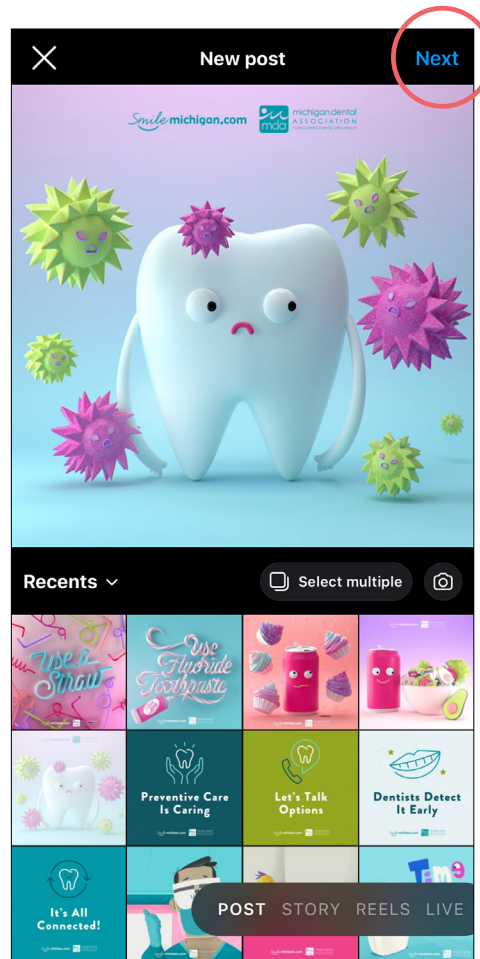

2. Click the "Plus" icon at the top right of your screen.

3. From the drop-down menu, choose "Post" to create a new post.

4. From your phone's gallery/drive, choose the image you would like to upload by tapping on it. After choosing the picture you would like to add, click "Next" on the top right corner.


5. Now, write a caption or paste the copy you would like to share. Instagram is a highly visual platform, so feel free to add relevant emojis to your post (tooth, smiley face, etc.).
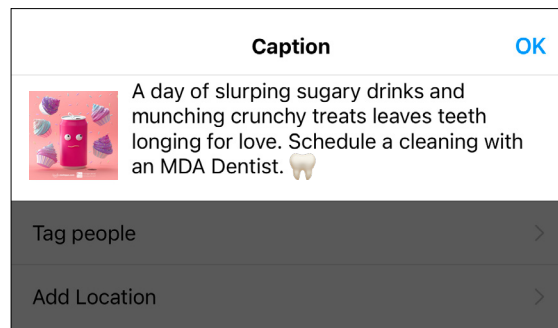
6. Give your post a double check for accuracy. When you're ready to post, click on the blue "Share" button on the top right corner of your screen.
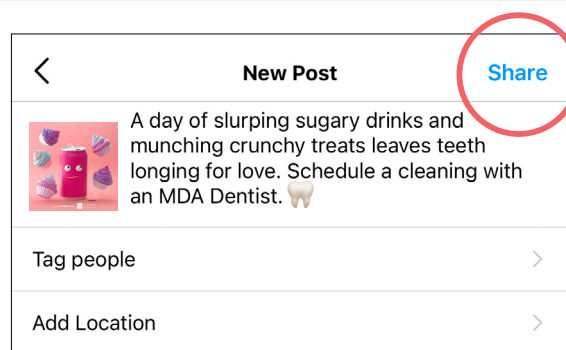
7. After you publish your post, you can edit it anytime. Go to your business profile page by clicking on the profile picture at the bottom right corner of your screen. Then, click on the post you'd like to change. On the top right corner of the post, you will see three dots. Click them to open the menu.
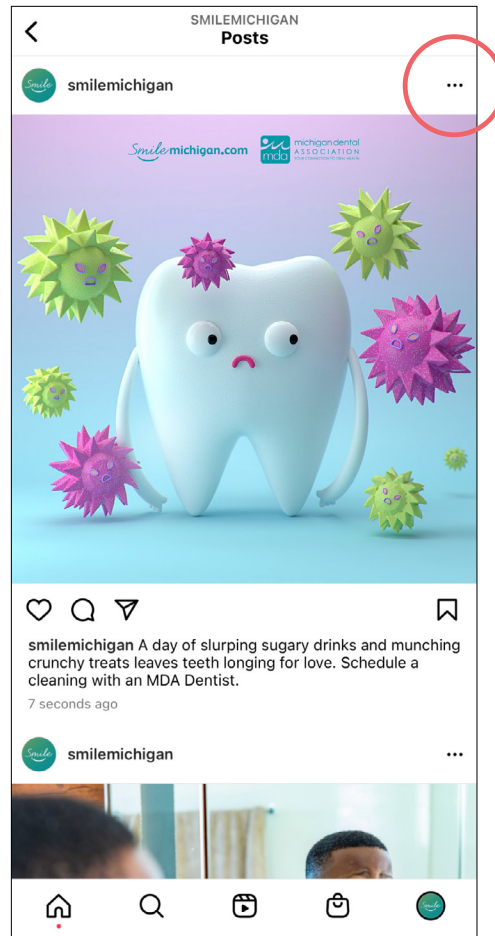
8. From there, you can select "Edit" to change any parts of your post.