

FACEBOOK TIP SHEET



Give your business a voice on Facebook and connect with the people who matter to you! Having an active Facebook business page helps gain tremendous visibility for your business and allows you to engage and build relationships with your customers/prospects/community.

SETTING UP A FACEBOOK PAGE

Step 1: If you already have a Facebook account go to Step 2. If you don't have one you need to set one up before you can create your business Facebook page.

www.facebook.com

Create a New Account
It's free and always will be.

First name Last name

Mobile number or email

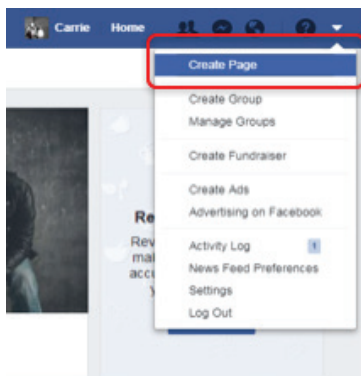
New password

Birthday
Month Day Year Why do I need to provide my birthday?

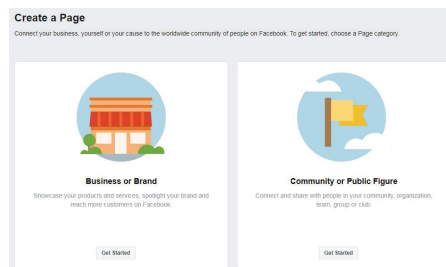
Female Male

By clicking Create Account, you agree to our Terms and that you have read our Data Policy, including our Cookie Use. You may receive SMS Notifications from Facebook and can opt out at any time.

Step 2: On your Home page, click on the down arrow in the upper right corner and click on 'Create Page'



Step 3: Click on the Local Business or Place option



Step 4: Fill in all the fields (Page Name, Category (products/services), Street Address, City, State, Zip, Phone)

* Select your Page Name and Category carefully as they cannot be changed once set.

Business or Brand

Page Name

Category

Address

City, State ZIP Code

Phone Number (Optional)

Don't show my address. Only show that this business is in the City, State region.

When you create a Page on Facebook the Pages, Groups and Events Policies apply.



What You Need to Know About Facebook Pages

- You need to have a personal account on Facebook in order to create a Facebook business page.
- Your Facebook page will be tied to your personal profile as the admin of your Facebook page; however, only you and Facebook know the connection exists.
- Facebook Pages are public— anyone can find and view your page whether they are logged into Facebook or not, and whether they like/follow your page or not.
- You can add applications to your page, including your own custom content—video, rich text, graphics, opt-in box and more.
- Select your page title and category carefully as they cannot be changed once set.

Step 5: Complete all the sections on your page

- Cover photo
- Profile picture
- Short description
- Username
- Invite others to like your page



Step 6: Once your page is created, add content (posts, photos, videos)

Continue to build your page:

- Add a button
- Live video
- Create events
- Create offer
- And more!

***Tip:** To get a sense of what's possible for your own Facebook page, look at a variety of examples in your related business industry.

If you are active in social media, you should follow these guidelines:

- Do not include Pioneer in your Facebook username, use your agency name.
- Make it clear that your personal social media accounts belong to you, not Pioneer. State "Opinions expressed are my own."
- Don't post about Pioneer business information, litigation involving Pioneer or any Corteva business, personnel issues or competitors.
- Do not post photos of or share personal information about your colleagues without their permission.
- If you use social media to connect with professional contacts, always speak professionally about work-related material and people.