

# Nick Watson Agency Facebook Creation Tutorial

In order for you to have administrative rights and control over your facebook page, you will need to have a facebook account to access the page. Luckily, the process of signing up for a personal/business Facebook account is very simple. Follow these steps, and you should have a profile set up within a minute.

Once completed, be sure to notify the Nick Watson Agency with your account information so we may add as an admin for your business page.

## 1. Go to Facebook



The screenshot shows the Facebook homepage layout from 2011. At the top is a blue navigation bar with the Facebook logo on the left and login fields on the right. The login fields include 'Email' and 'Password' text boxes, a 'Log In' button, a checkbox for 'Keep me logged in', and a link for 'Forgot your password?'. Below the navigation bar, the main content area is divided into two sections. On the left, there is a promotional banner for Facebook Mobile featuring a smartphone icon and the text 'Heading out? Stay connected. Visit facebook.com on your mobile phone.' with a 'Get Facebook Mobile' button. Below this banner, the text 'ENTER YOUR INFORMATION HERE' is displayed in large, bold, red letters. On the right, there is a 'Sign Up' box outlined in red. The 'Sign Up' box contains the text 'It's free and always will be.' followed by input fields for 'First Name', 'Last Name', 'Your Email', 'Re-enter Email', and 'New Password'. Below these fields are dropdown menus for 'I am', 'Select Sex', and 'Birthday' (with sub-dropdowns for 'Month', 'Day', and 'Year'). A link 'Why do I need to provide my birthday?' is located below the birthday fields. A green 'Sign Up' button is at the bottom of the form. Below the button is a link that says 'Create a Page for a celebrity, band or business.' At the very bottom of the page, there is a footer with language options (English (US), Español, Português (Brasil), Français (France), Deutsch, Italiano, العربية, हिन्दी, 中文(简体), 日本語) and a list of links (Mobile, Find Friends, Badges, People, Pages, About, Advertising, Create a Page, Developers, Careers, Privacy, Terms, Help).

Head over to <http://www.facebook.com/>. If your computer doesn't have anyone already logged into Facebook, you should see the Facebook homepage like pictured above. Enter your information in the Sign Up box on the right of the screen. Click the green "Sign Up" button.

## 2. Verification Code

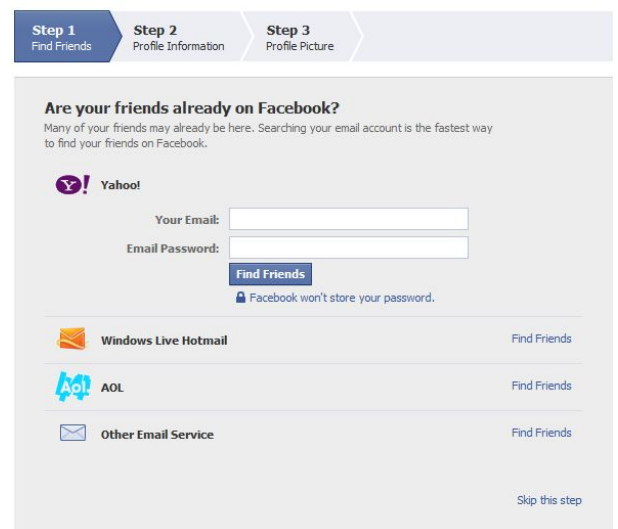
Enter the combination of letters provided on the next screen. This security check is enabled during sign up to ensure that there are no automated spamming tools attempting to create accounts. Simply enter the letters in the text box provided and click the green “Sign up” button.



The image shows the Facebook sign-up security check interface. At the top, it says "Sign Up" and "It's free and always will be." Below this is a "Security Check" section. A box displays a distorted image of the letters "dYeh". Below the box, it asks "Can't read the text above?" and offers a link to "Try another text; or an audio captcha". There is a text input field labeled "Text in the box:" and a "What's this?" link. At the bottom, there are "Back" and "Sign Up" buttons. A disclaimer at the very bottom states: "By clicking Sign Up, you are indicating that you have read and agree to the Terms of Use and Privacy Policy."

## 3. Find Friends

In this step, you have the option to add 'friends' via your various email accounts. Unless you know anyone in particular, we recommend simply selecting 'Skip this Step' located on the bottom right of the screen.



The image shows the Facebook "Find Friends" screen. At the top, there is a progress bar with three steps: "Step 1 Find Friends", "Step 2 Profile Information", and "Step 3 Profile Picture". The main heading is "Are your friends already on Facebook?" followed by the text: "Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook." Below this, there is a section for "Yahoo!" with fields for "Your Email:" and "Email Password:", a "Find Friends" button, and a note: "Facebook won't store your password." There are also three rows for other email services: "Windows Live Hotmail", "AOL", and "Other Email Service", each with a "Find Friends" link. At the bottom right, there is a "Skip this step" link.

## 4. Profile Information

In this step, you can select some basic information about your educational/work experience. This is helpful if you plan on using your profile for personal reasons. If not, simply select “Save and Continue” to move the next step.

The screenshot shows the 'Step 2: Profile Information' screen. At the top, a progress bar indicates three steps: 'Step 1 Find Friends', 'Step 2 Profile Information' (which is highlighted), and 'Step 3 Profile Picture'. The main heading is 'Fill out your Profile Info' with a subtext 'This information will help you find your friends on Facebook.' Below this are three input fields: 'High School:', 'College/University:', and 'Employer:'. At the bottom left is a 'Back' link, and at the bottom right are 'Skip' and 'Save & Continue' buttons.

## 5. Profile Picture

If you'd like to use your profile for other uses than just administering your account, we recommend adding a picture to make your account more personable. Either a picture of yourself or your business is perfectly fine. Either skip this step or hit save a continue.

The screenshot shows the 'Step 3: Profile Picture' screen. The progress bar at the top highlights 'Step 3 Profile Picture'. The main heading is 'Set your profile picture'. On the left is a placeholder image of a person's silhouette. On the right, there are two options: 'Upload a Photo From your computer' and 'Take a Photo With your webcam', separated by an 'OR' line. At the bottom left is a 'Back' link, and at the bottom right are 'Skip' and 'Save & Continue' buttons.

## 6. Profile Created

Your profile should now be complete. You should be seeing your dashboard, which gives you control over your Facebook profile.

Please note that you **must check the email you registered with** in order to complete the set up. Facebook will provide you with a confirmation link via email that you must click on in order to permanently be set up.

Upon completion of your facebook profile, please be sure to contact us with your login or contact information, so that we may add you as an administrator for your insurance page.

The screenshot shows the Facebook 'Welcome to Facebook, Charlie.' dashboard. The left sidebar includes the user's name 'Charlie Edwards' with a link to 'Edit My Profile', and navigation links for 'Welcome', 'News Feed', 'Messages', 'Events', 'Friends', 'Create Group...', 'Games', 'Apps', 'Questions', 'Photos', 'Groups', and 'More'. The main content area is divided into five numbered steps:

- 1 Search your email for friends already on Facebook.** This section contains input fields for 'Your Email:' and 'Email Password:', a 'Find Friends' button, and a note: 'Facebook won't store your password.'
- 2 Upload a profile picture.** This section features a placeholder for a profile picture and two options: 'Upload a Photo From your computer' and 'Take a Photo With your webcam'.
- 3 Fill out your profile information.** This section includes the text 'Help your friends find you by filling out some basic profile information.' and an 'Edit Profile' button.
- 4 Activate your mobile phone.** This section lists two bullet points: 'Receive texts with your friends' Status Updates and Messages instantly.' and 'Update your Status and Message Friends using SMS.' Below this, it says 'Register for Facebook Text Messages' and 'Already received a confirmation code?'. There is a visual representation of a computer screen and a smartphone connected by a green arrow.
- 5 Find people you know.** This section includes the text 'Search by name or look for classmates and coworkers.'