

Guidance for using Facebook

Introduction & Jargon Buster

This ArtMakers introduction provides you with a broad overview of Facebook PLUS a Jargon Buster for easy reference.

For more detailed information please register with ArtMakers, where you will find detailed information on how to use facebook, its upload requirements and using facebook ads.

Facebook Overview

Audience - Individuals aged 25 to 34 years made up the largest group of Facebook users by age in the United Kingdom (UK) in 2021.

Pros - Good for sharing images and text; videos linked from Youtube/Vimeo, as well as embedded. You can sell and advertise your artwork. Ability to have a personal page as well as a business page and groups. Ability to share Facebook stories

Cons- lots of adverts, limited views of posts on a business page unless you pay for boosting/sponsorship of posts.

Jargon Buster

Who are the **Audience**?

The term used to describe the demographic makeup of platform users.

What is a **Business Page**?

A page is a place on Facebook where an organisation e.g., charity, business or artist can promote their own activities, and launch news stories etc.

What are **Groups**?

These are spaces on Facebook, created by a Facebook user who wishes to establish a group on Facebook around a particular subject. These can be closed groups with only certain people are invited to join and are able to share the content of the group. An open group is one in which anyone on Facebook is able to join and share.

What is a **Hashtag**?

Hashtags or tags are used on platforms so that people searching for specific words can find your posts.

What are **Likes**?

A symbolic gesture made to indicate you 'like' a post, a pin, etc. on a social media platform.

What is a **Personal Profile**?

A Personal profile needs to be set up to use Facebook, it is where you can connect with friends and post personal content.

What is a **Post**?

The is the name given to each individual piece of content you upload to Facebook. It is what you can share with others, have others comment on, and like.

What are **Stories**?

Stories are short videos you can edit and place on several different social media platforms. On Facebook they can be up to 20 seconds.

For more information on using facebook and other social media please [REGISTER](#) with ArtMakers