

A woman with curly hair is sitting at a wooden desk in a home office. She is holding a baby in her left arm and using a calculator with her right hand. On the desk, there is a laptop, a blue cup, a jar of orange jam, and some papers. The background shows a brick wall and shelves with various items.

# Small Business Resource Guide

FACEBOOK



# Table of Contents

Last Updated October 2020

## INTRODUCTION

Leadership Letter from Sheryl Sandberg, COO, Facebook

## FACEBOOK PRODUCTS

## BUILD AN ONLINE HOME FOR YOUR BUSINESS

## ENGAGE YOUR COMMUNITY

## AD RESOURCES

## SMALL BUSINESS EXPERIENCES

## SOCIAL GOOD TOOLS

## RESOURCES

### **TIP**

This document is fully interactive. Utilize the **navigation bar** along the top of this slide and **buttons** throughout this easy guide.



## INTRODUCTION

Strong partnerships can help small businesses grow and thrive.

As small businesses continue to take on new challenges, we're here to help.

The market is constantly evolving, and small businesses excel at adapting in response. We strive to do the same, ensuring that we stay in step and on track with the needs of our users.

Facebook Products are a powerful platform for small business success. We're constantly improving our free tools, targeting, and personalized ads for the 180 million businesses and 8 million advertisers that rely on them.

Small businesses are at the heart of what we do.



FACEBOOK



Facebook is in the business of small business. Every month, more than 180 million businesses use Facebook, Instagram, Messenger or WhatsApp to reach customers, sell and grow – from big brands to independent stores, coffee shops, family restaurants and local businesses of every shape and size.

But the COVID-19 pandemic has left small businesses everywhere facing the challenge of a lifetime. With fewer customers walking into stores, gyms and restaurants, businesses have had to get creative to reach them online instead.

At Facebook, we are determined to provide a lifeline for small businesses as they make this transition. This Guide will help small businesses up their game online with detailed resources we have developed with them in mind. It shows how to build a digital storefront on Facebook or Instagram, reach target

audiences through personalized advertising, communicate with customers using Messenger and WhatsApp, or find new and creative ways to tell their story and interact with people using tools like Facebook Live and IGTV.

In this difficult economic climate, we are determined to do everything we can to help small businesses survive and thrive in the increasingly digital-first economy.

Sheryl Sandberg COO, Facebook



## STORY FROM OUR COMMUNITY:

### THE DIVA MOVEMENT SHIFTED ITS SERVICES ONLINE TO BUILD A DIGITAL COMMUNITY

When Noni Banks founded The Diva Movement, a membership-based leadership development organization for women, she relied on in-person events to offer networking, skills development, and training. Then the coronavirus pandemic hit. Almost overnight, she says, her business dropped by 80%.

Fortunately, Noni's mantra is "Don't give up." She moved her events online by learning how to use new digital tools, including Instagram Live, and built credibility by teaching others to use them, too. On Facebook Live events, Noni invited female entrepreneurs to discussions on timely topics such as goal-setting and parenting during the pandemic.

**"These live events have become a great way for me to generate leads and help other entrepreneurs grow," she says.**

She also launched social media consulting and coaching services, increasing her marketing and advertising efforts to promote them. The result was a 90% increase in coaching clients and social media bootcamp attendees.

As Noni built an online community, she used her Facebook Page to share resources for fellow business owners — and saw her connections do the same. "I really saw how women supported each other during these times," she says.





# Facebook Products

FACEBOOK



## FACEBOOK PRODUCTS

Facebook's family of apps are designed to support businesses like yours.



[Facebook](#)



[Instagram](#)



[WhatsApp](#)



[Messenger](#)





Facebook is the most widely used member of our family of apps and services. Businesses and people use Facebook to make meaningful connections and share.

Whether your business is global or rooted in a local community, you can create a free Page to establish your company's presence. Facebook gives you lots of ways to grow your business. For example, you can share posts/stories, message with customers, promote events, sell products, accept appointment bookings, or post jobs.

[Explore how to set up a Facebook Page](#)





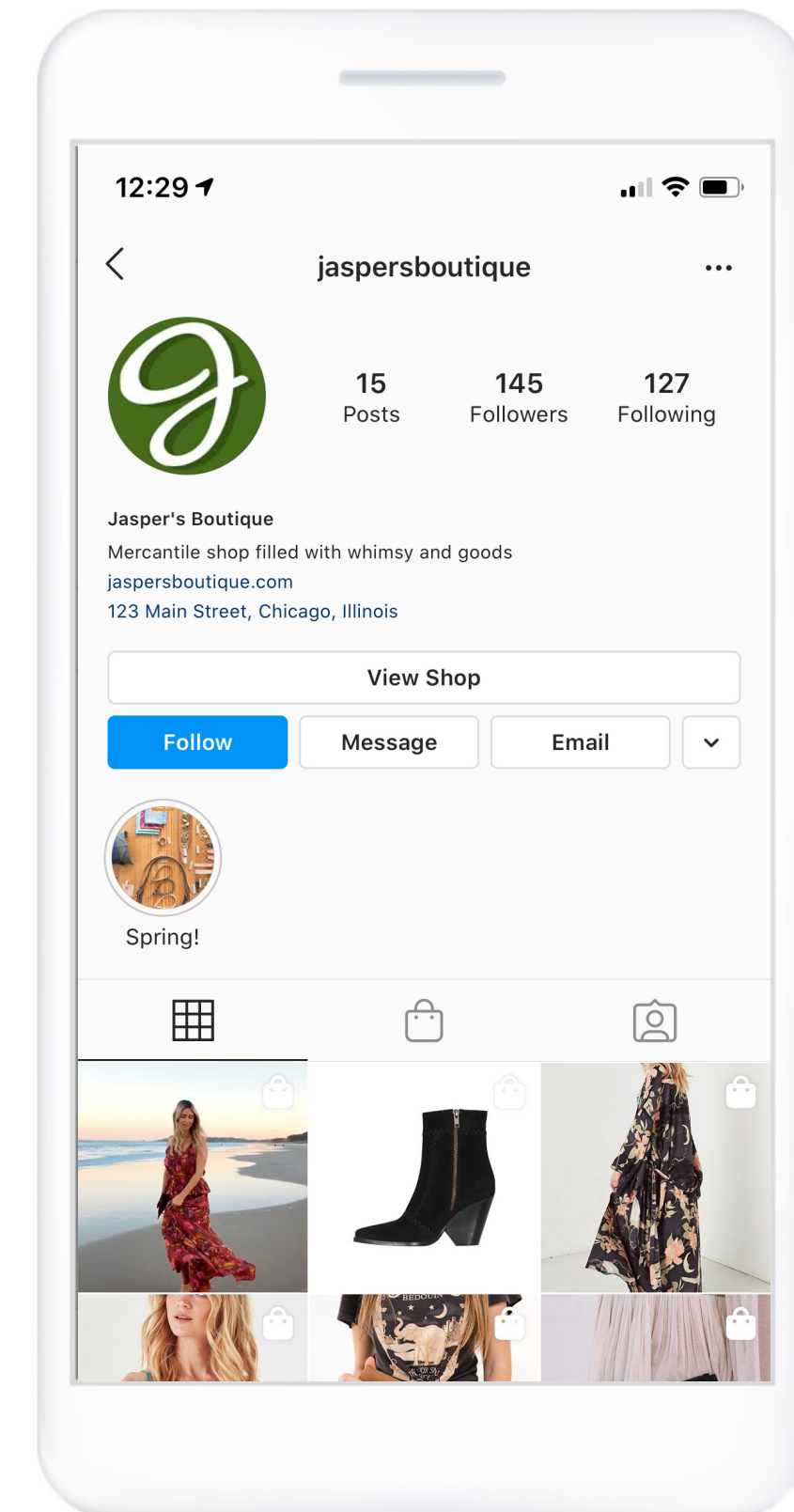


People come to Instagram to be inspired and discover things they care about, including content from brands and businesses like yours.

With Instagram, you can grow awareness of your business or brand by sharing photos and videos and exchanging direct messages with people.

Instagram is a visual platform to explore and interact with people looking to connect with businesses like yours.

[Get started on Instagram for Business](#)







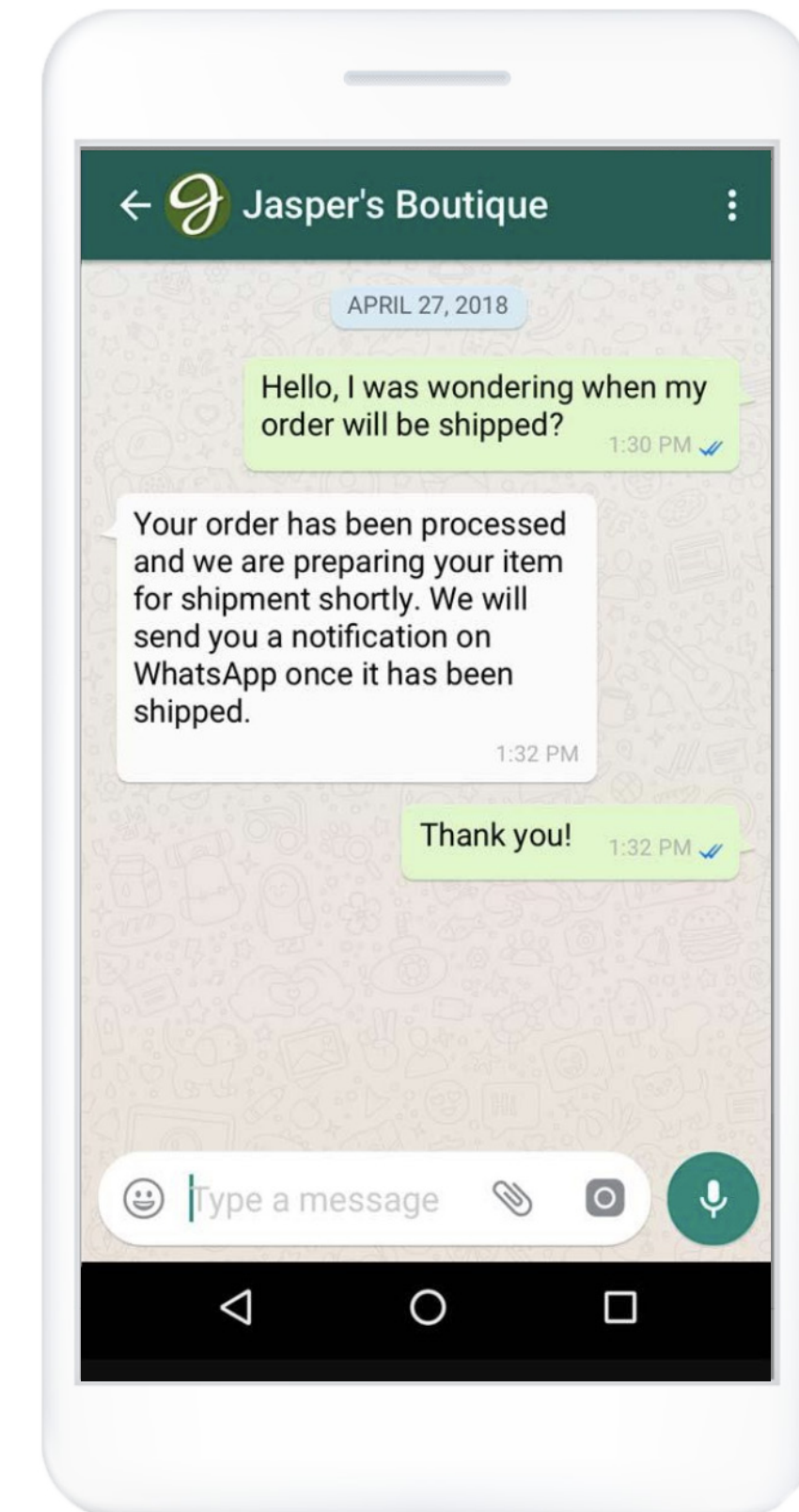
## Message with customers.

WhatsApp supports sending and receiving a variety of media: text, photos, videos, documents, and location, as well as calls. Messages and calls are secured with end-to-end encryption, meaning that no third party, including WhatsApp, can read or listen to them.

### WhatsApp Business

WhatsApp Business is a free-to-download app that was built with the small business owner in mind. Create a catalog to showcase your products and services. Connect with your customers easily by using tools to automate, sort, and quickly respond to messages.

[Get started with WhatsApp for Business](#)







## MESSENGER

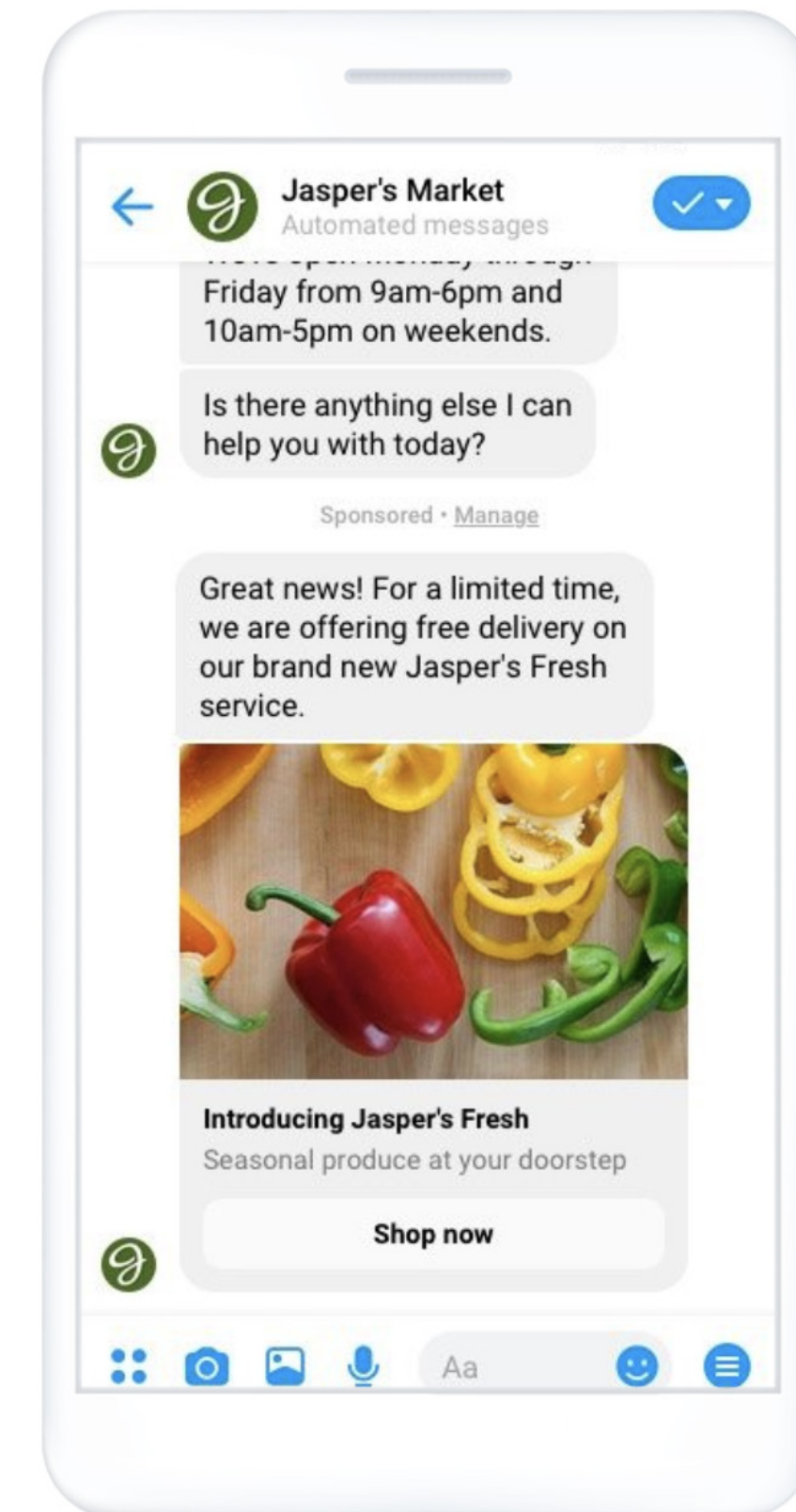
You can use Messenger to communicate with people privately. Whether your customers want to learn about a new product or resolve an issue, you can tailor your interactions to meet their needs and achieve your business goals.

### Business Inbox in Messenger

Business Inbox is a mobile tool to help you manage your business communication directly from your Messenger app.

Build stronger trust and relationships with your audience by replying quickly to their questions and concerns.

[Get started with Messenger as a business](#)





# Build an Online Home for Your Business

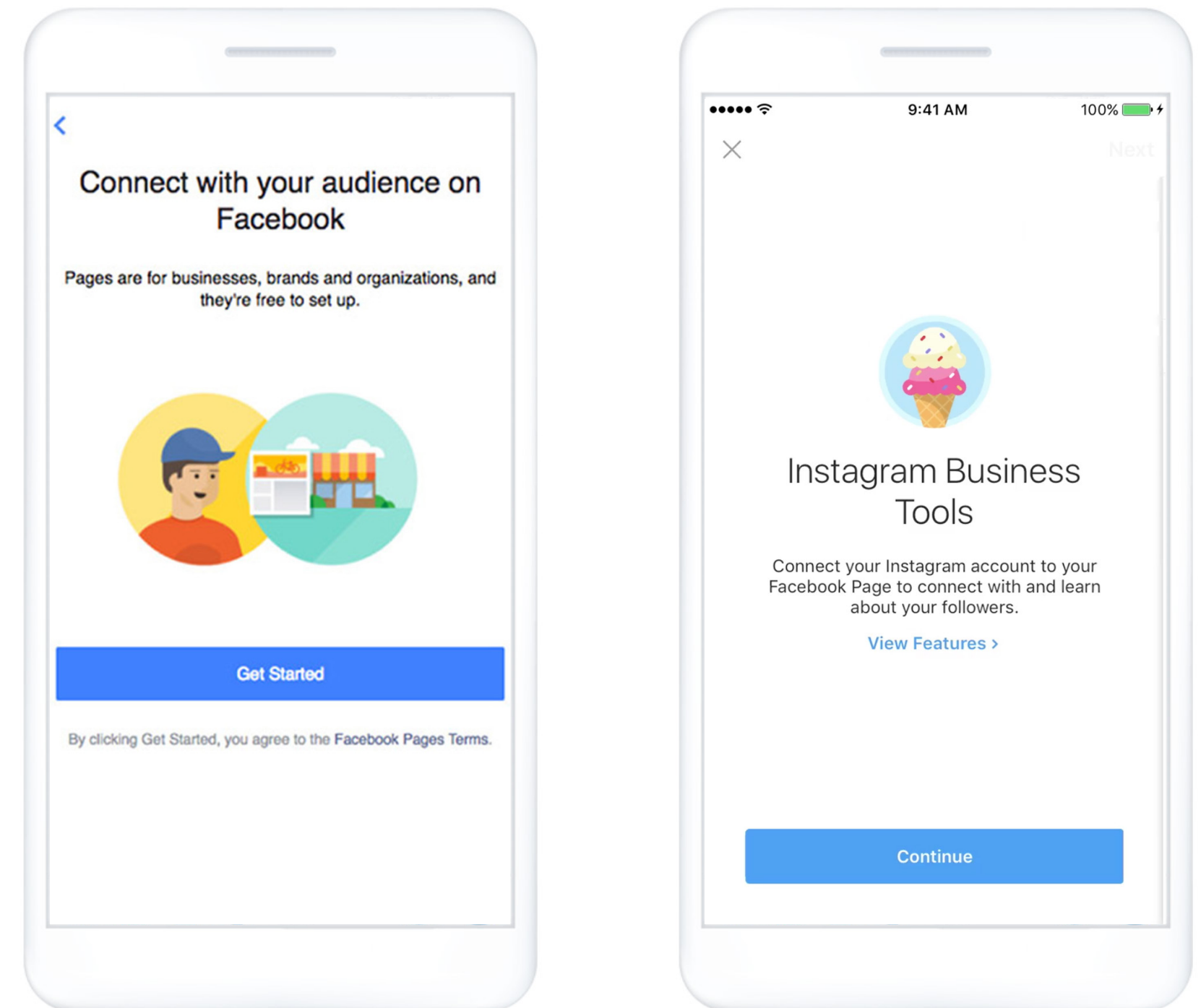
FACEBOOK



## BUILD AN ONLINE HOME FOR YOUR BUSINESS

Facebook and Instagram are two places where you can establish a business presence in a matter of minutes.

Creating a business Page on Facebook or business profile on Instagram is a free way to share the latest information about your business and stay connected with customers.





## ADDITIONAL RESOURCES:

Facebook has developed these resources to help push your business forward.

- Facebook Business Page:

- [Facebook Blueprint: Introduction to Facebook Pages](#)
- [How to convert your profile into a Facebook business page](#)

- Instagram Business Profile:

- [Facebook Blueprint: Instagram for Business](#)
- [Get a business profile](#)
- [How to convert your profile into an Instagram business profile](#)

- Small Business Experiences:

- [Facebook Groups](#)
- [Facebook and Instagram Shops](#)

- COVID-Specific Resources:

- [Create an online presence for your business and stay connected to your customers during COVID-19](#)
- [Display Temporary Service Changes on Facebook Pages](#)



# Engage Your Community



FACEBOOK



## ENGAGE YOUR COMMUNITY

Discover different ways you can stay connected with your community.

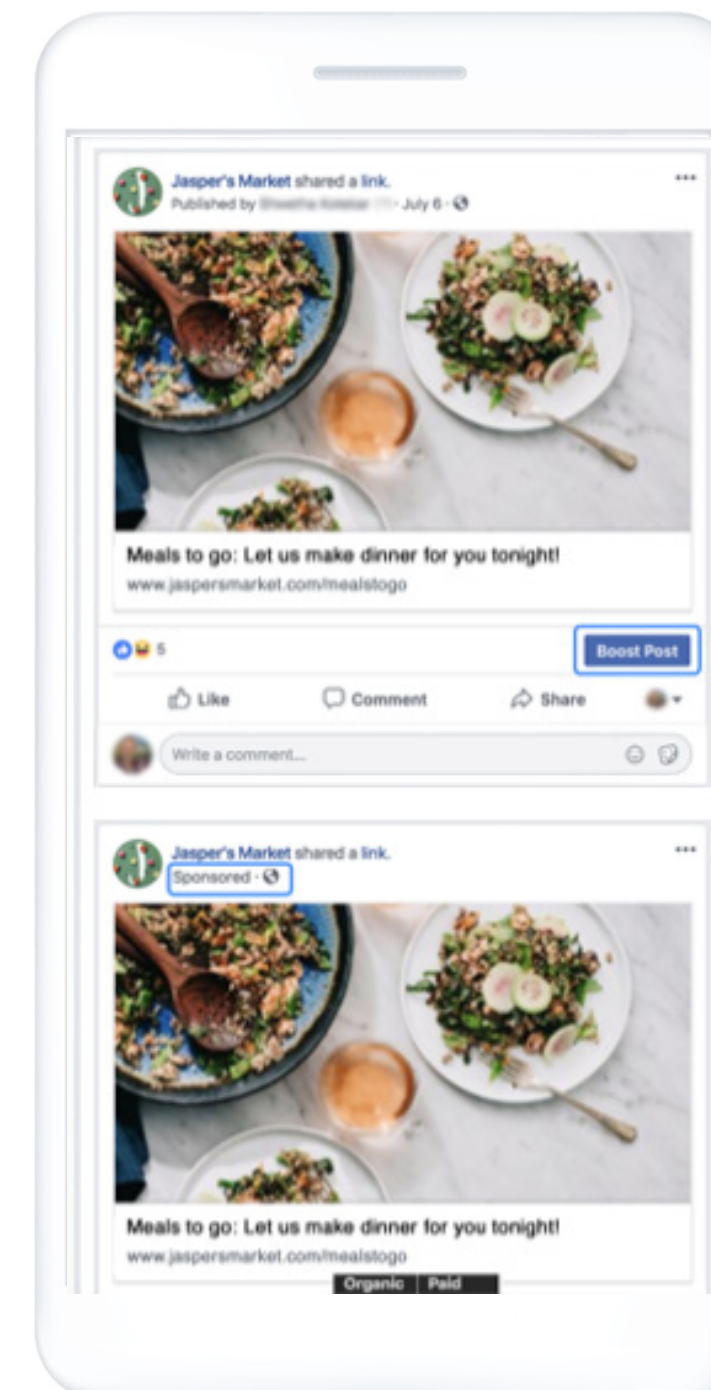
### Organic vs Paid Reach

If you use Facebook to share information from your business or organization, you're already reaching some of the people who want to hear from you. This is called **organic reach**.

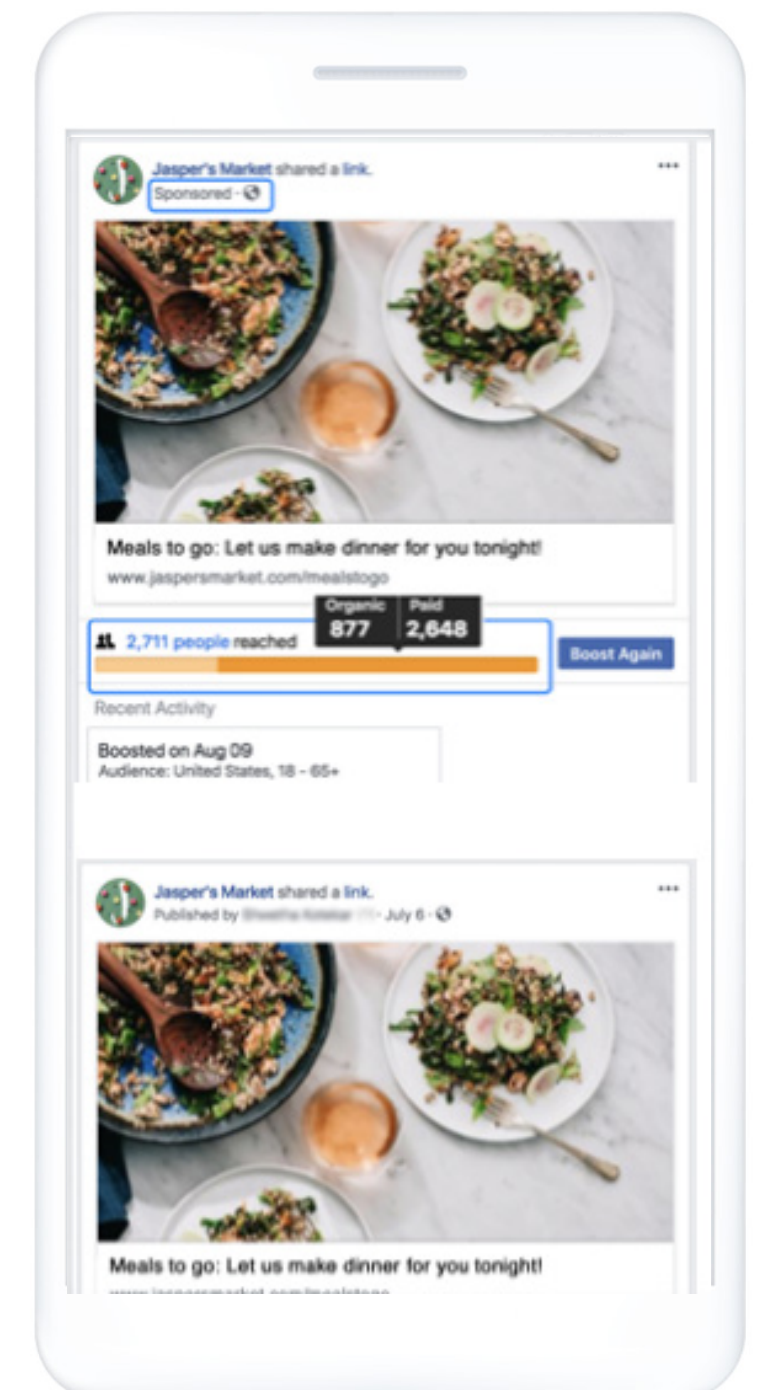
**But what if you want to reach the people who haven't seen your Facebook Page?** Facebook Ads allow you to reach the people you care about, even if they don't follow you yet. This is called **paid reach**.

By showing people engaging and relevant content, on the websites and apps where they spend their time, you have an opportunity to expand your audience and drive action toward your objective.

### ORGANIC REACH



### PAID REACH





## Organic Engagement Tips

Interact with customers by asking them questions and answering theirs.

### [Build community with Posts, Stories, and Messages](#)

Regularly monitor your Page activity for comments and questions that need attention; “Like” and reply to comments whenever possible.

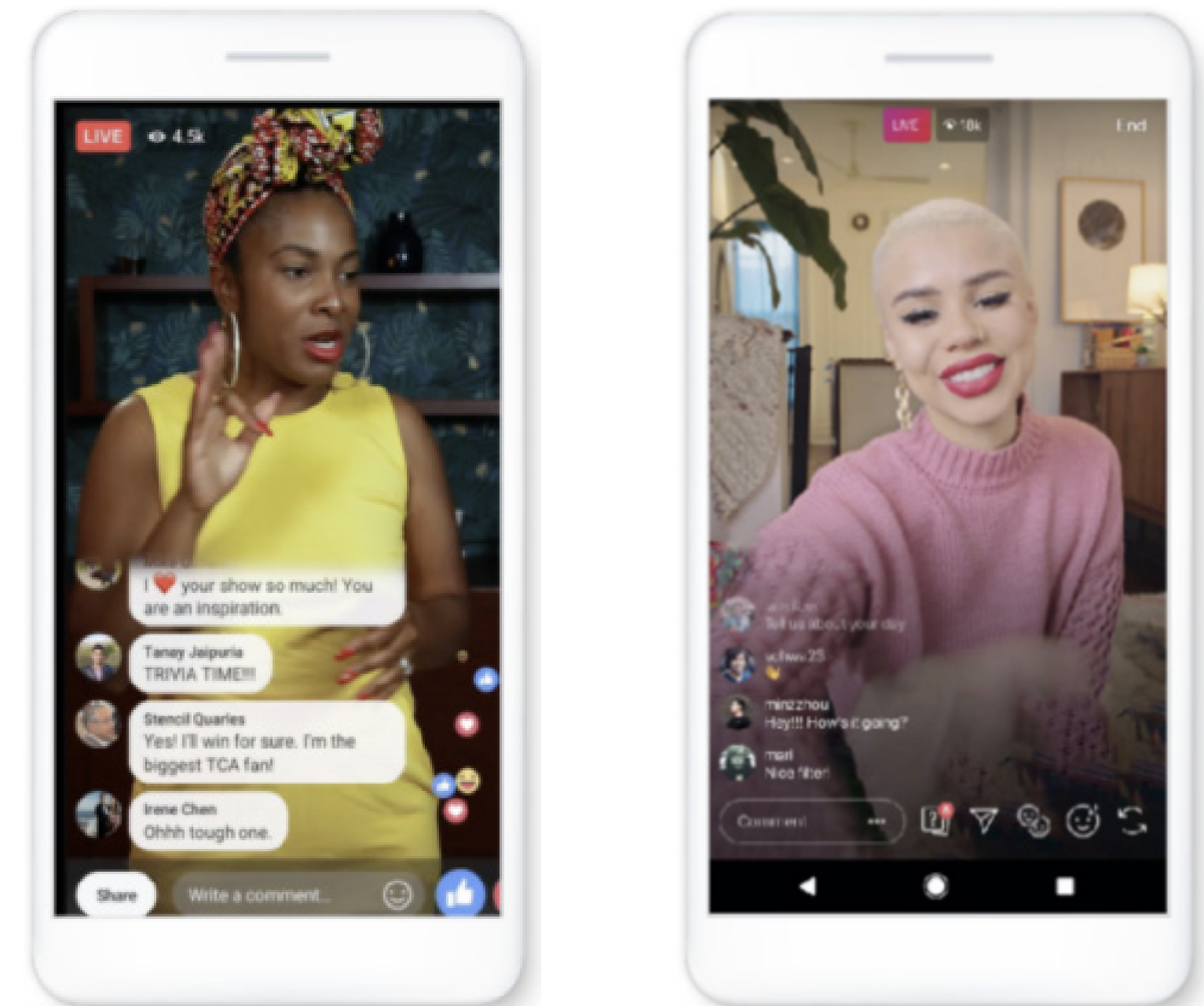
### Go Live on Facebook or Instagram

Tell your story as it happens live: make an announcement, start a live Q&A, or just show your followers what’s happening.

- Interview people who might interest your followers.
- Integrate Live into other events where supporters can participate.

### [Go Live on Facebook and Best Practices](#)

### [Go Live on Instagram and Best Practices](#)



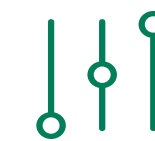
# Ad Resources

FACEBOOK



## AD RESOURCES

You don't have to be an expert to start advertising on Facebook. Create and run campaigns using simple self-serve tools, and track their performance with easy-to-read reports.

[Best Practices](#)[Manage](#)[Create](#)[Place](#)

# Small Business Experiences

A stylized, minimalist illustration of a storefront in a light green color. It features a large rectangular window at the top, a row of five smaller square windows below it, and a row of five semi-circular awnings or shutters below those. A single door with a small circular handle is positioned at the bottom center.

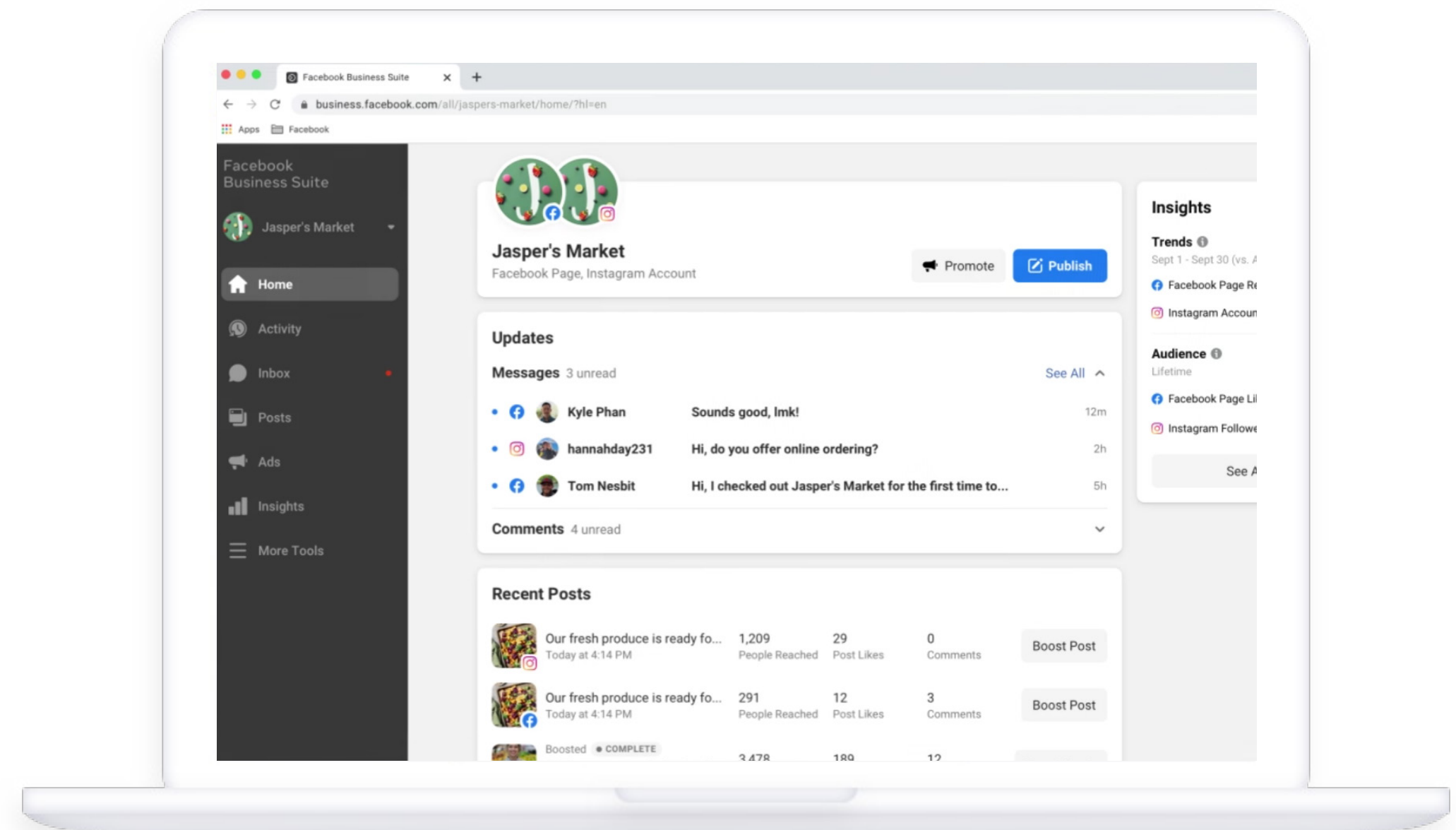
FACEBOOK



## SMALL BUSINESS EXPERIENCES

### Facebook Business Suite

Facebook Business Suite helps businesses save time and stay up to date by managing their pages or profiles across their apps. It allows businesses to post to Facebook and Instagram at the same time, and manage and receive messages, notifications and alerts in one place. Businesses can also easily see what's working and learn what's resonating with customers with Facebook and Instagram insights.



## SMALL BUSINESS EXPERIENCES

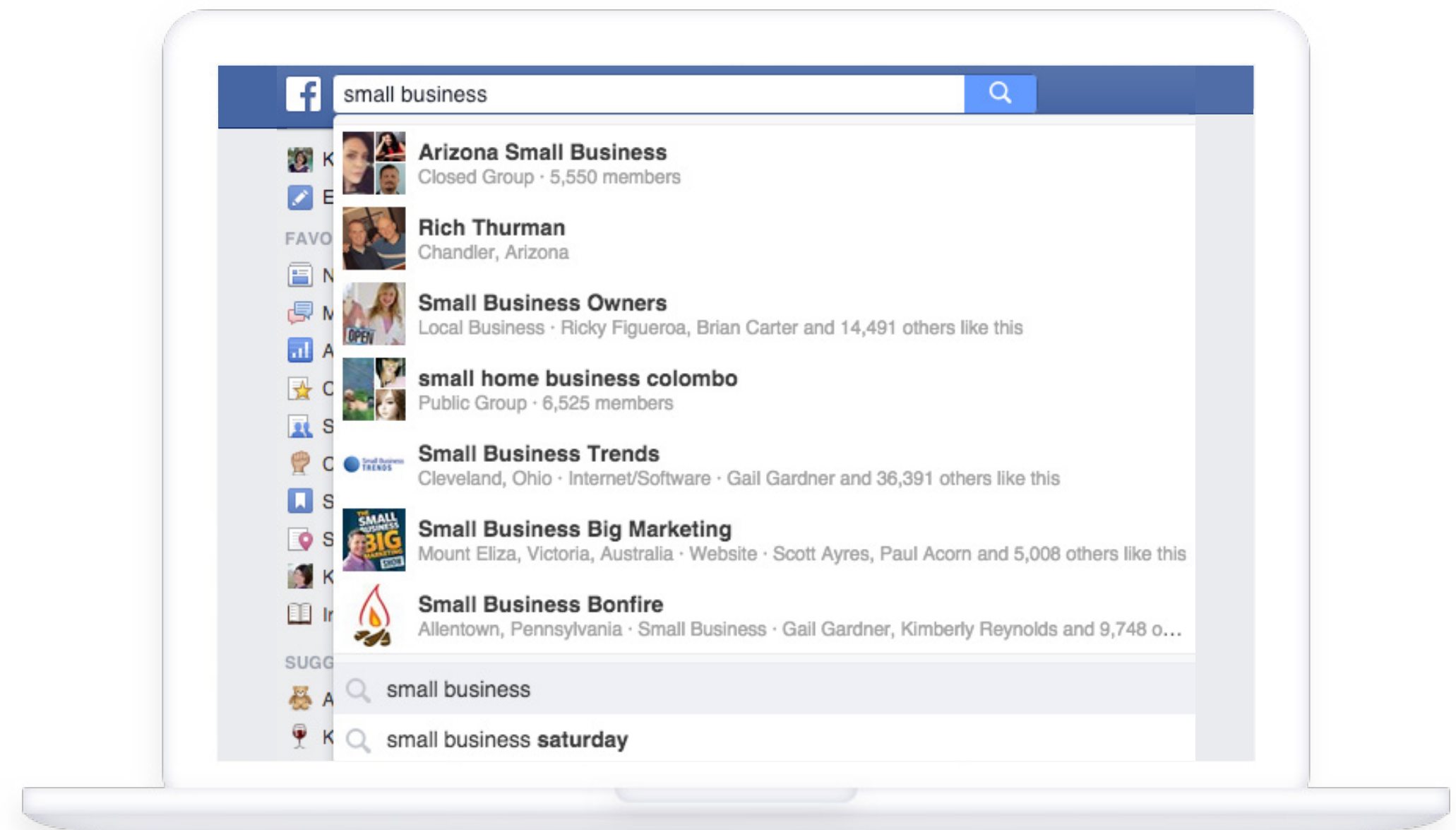
### Groups

Groups are a place for small group communication and for people to share their common interests and express their opinions.

Join a Facebook group to build community around your business.

The [Boost with Facebook Group](#) serves as a hub for community support and provides continuous learning opportunities for small businesses and digital marketers using Facebook's suite of tools to grow their businesses, nonprofit organizations, or careers.

[Join a Facebook group](#)





## Paid Online Events

With social distancing mandates still in place, many businesses and creators are bringing their events and services online to connect with existing customers and reach new ones. People are also relying on live video and interactive experiences more when they can't come together physically.

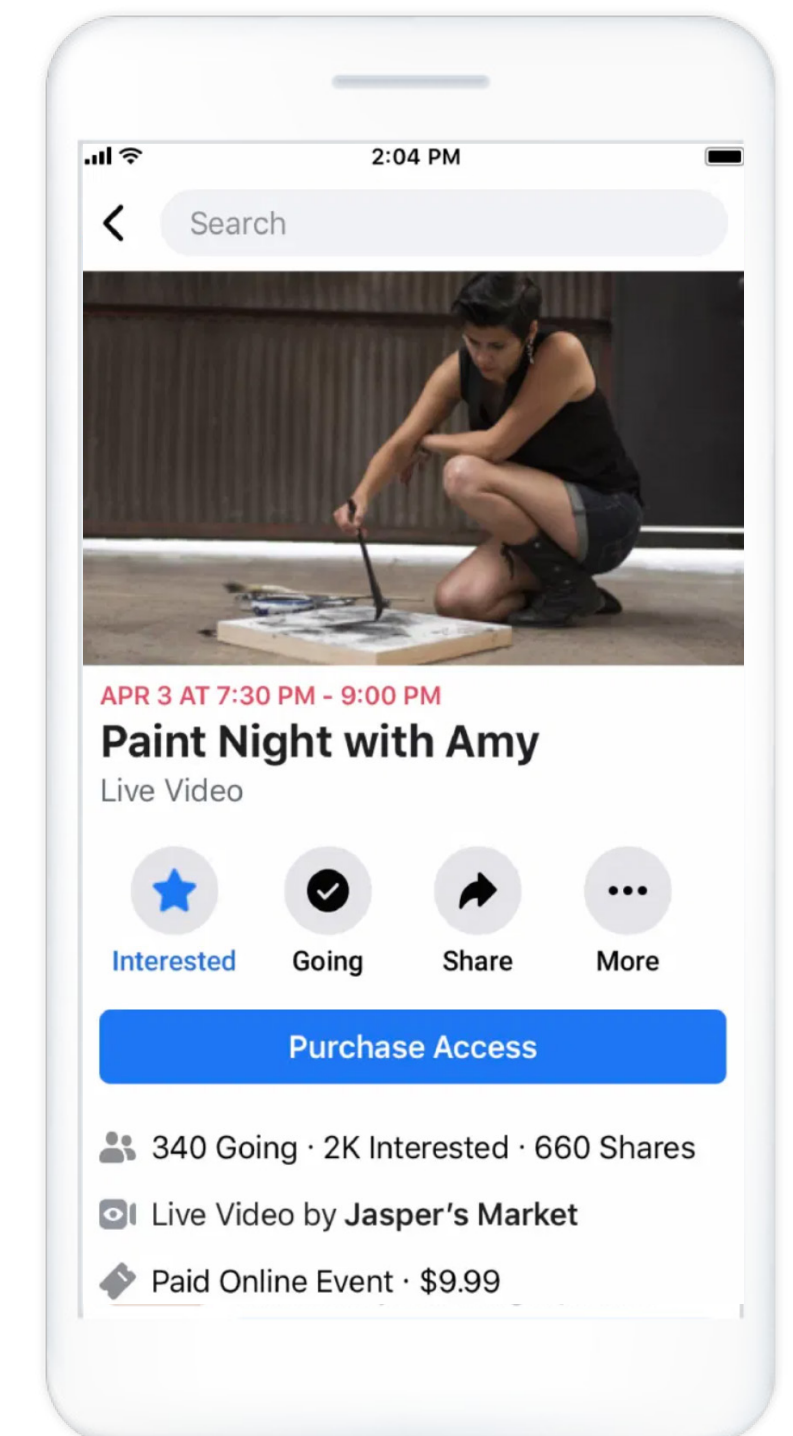
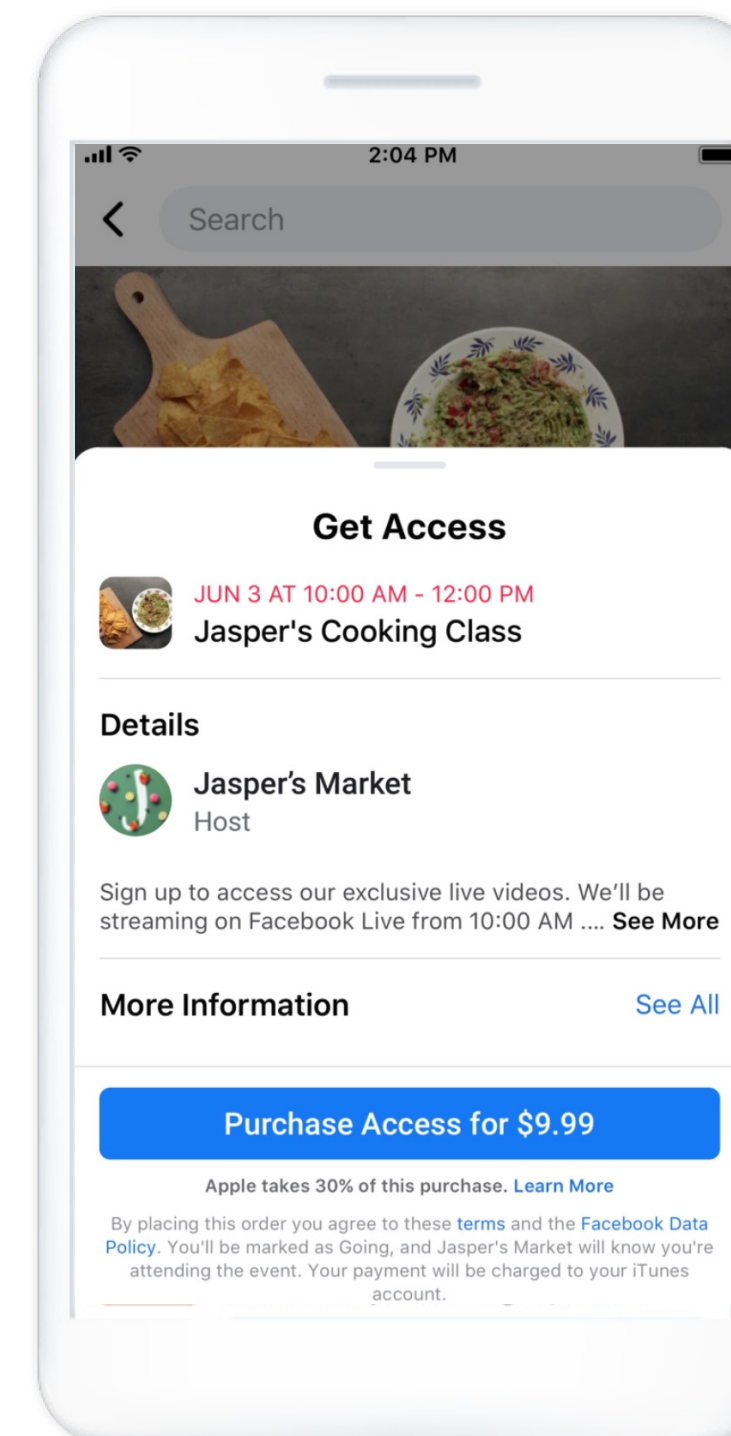
By combining marketing, payment and live video, paid online events meet the end-to-end needs of businesses.

Use Facebook to host expert talks, trivia events, podcast recordings, boxing matches, cooking classes, intimate meet-and-greets, fitness classes and more.

[Earn money from Paid Online Events on Facebook](#)

[Best practices for Paid Online Events](#)

[Value of Paid Online Events](#)



## Shops

Facebook Shops make it easy for businesses to set up a single online store for customers to access on both Facebook and Instagram.

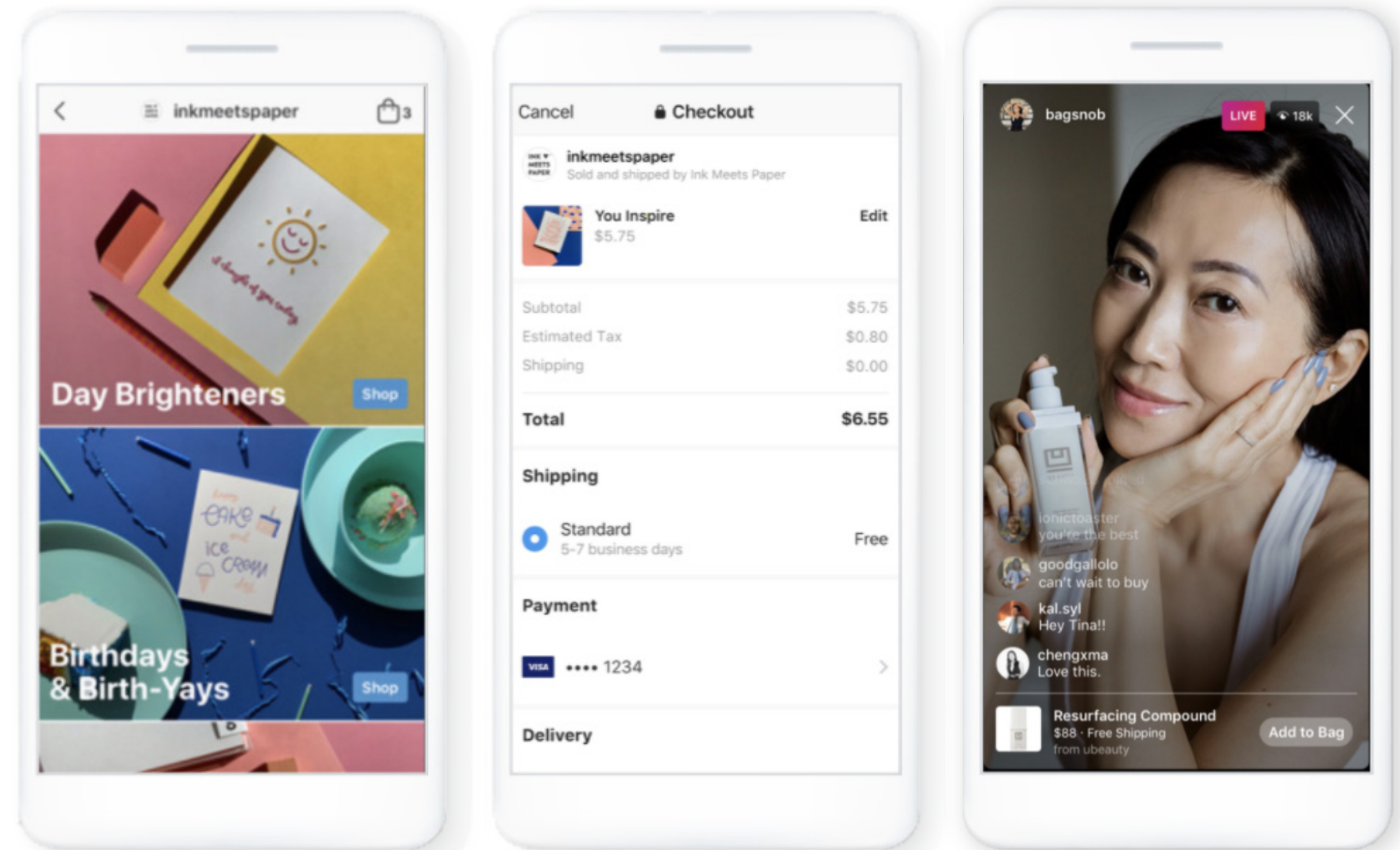
Businesses can choose the products they want to feature from their catalog and then customize the look and feel of their shop with a cover image and accent colors that showcase their brand.

[Set up an online store for customers to access](#)

## Live Shopping Features

Sellers, brands, and creators will be able to tag products from their Facebook and Instagram Shop or catalog before going live, and those products will be shown at the bottom of the video so people can easily tap to learn more and purchase.

[Tag products before going live](#)





## Facebook Gift Cards

Facebook is helping people discover and purchase gift cards to support the businesses they love in their communities.

When businesses set up a digital gift card with one of Facebook's partners, people in the area will be able to discover it right on Facebook and share it on their Instagram profile. When they click on the gift card, they'll be able to purchase it online immediately.

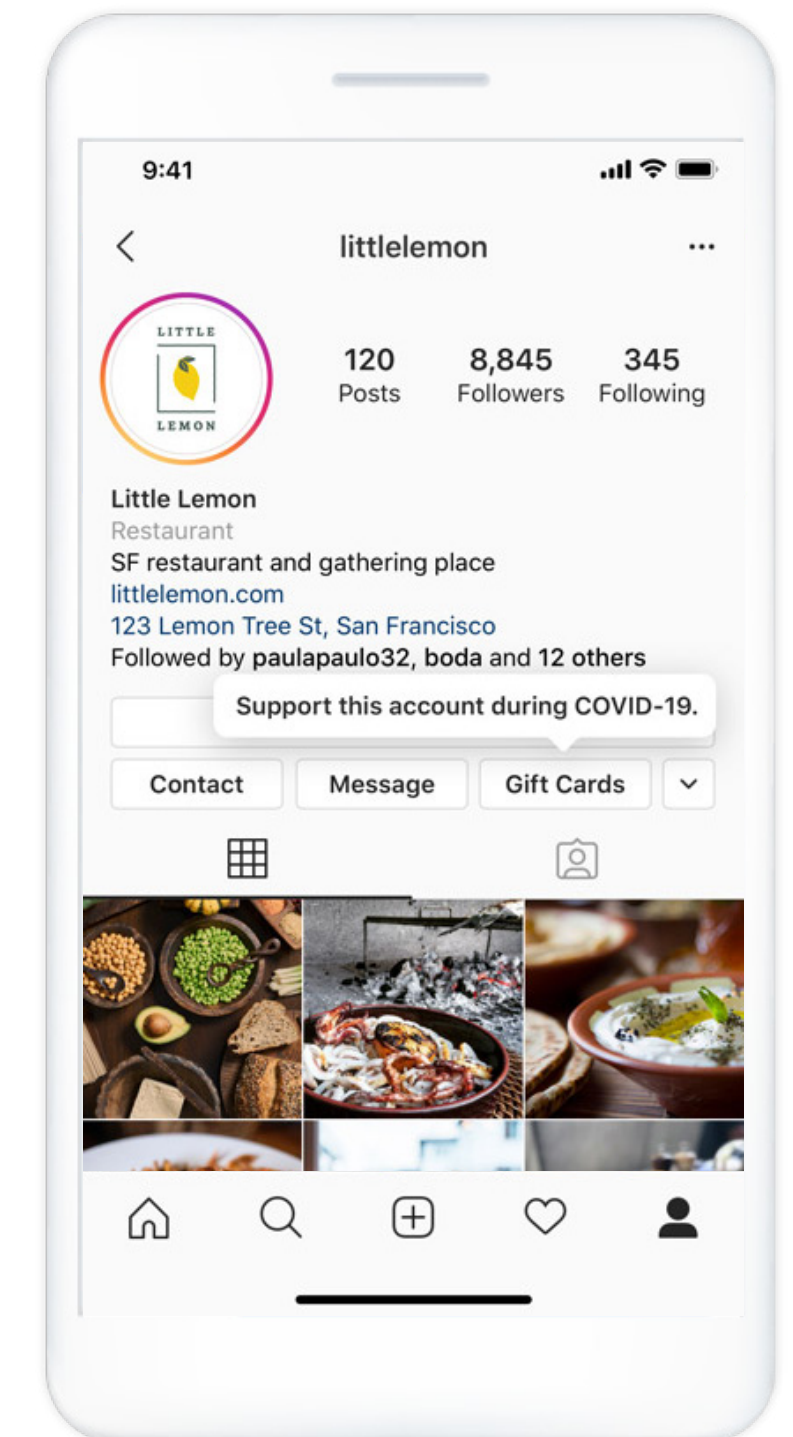
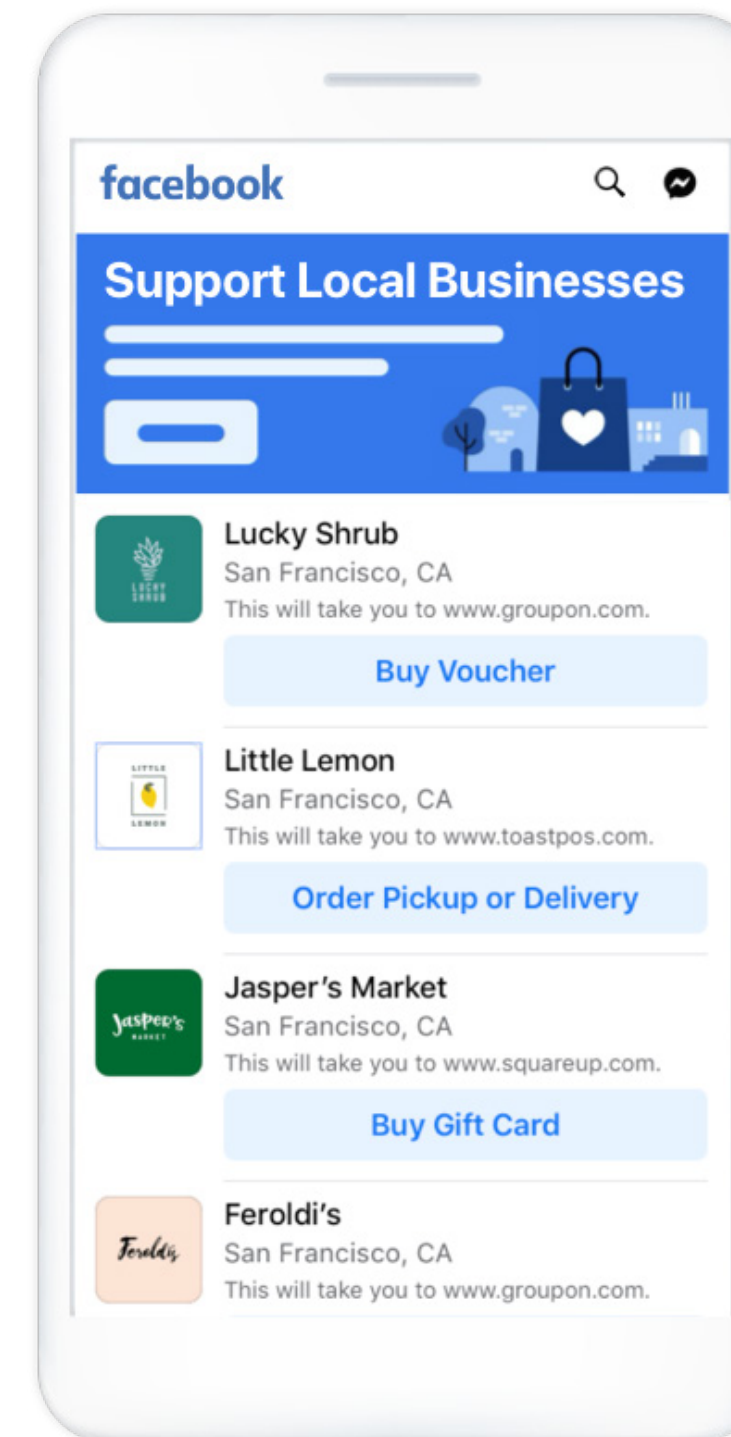
[Set up a digital gift card](#)

## Instagram Gift Cards and Food Orders

Facebook is helping people and businesses find their online "Main Street." Business owners can get set up with select partners and use new, interactive Instagram Stories stickers with their own Instagram Stories content to drive awareness of these new ways people can support them.

Businesses can also add a "Gift Cards," "Order Food," or "Donate" button to their Instagram profile. By tapping an Instagram profile button, people will be taken to their business's chosen platform to complete their purchase.

[Use interactive stickers and buttons to drive awareness](#)



## Personal Fundraisers on Facebook

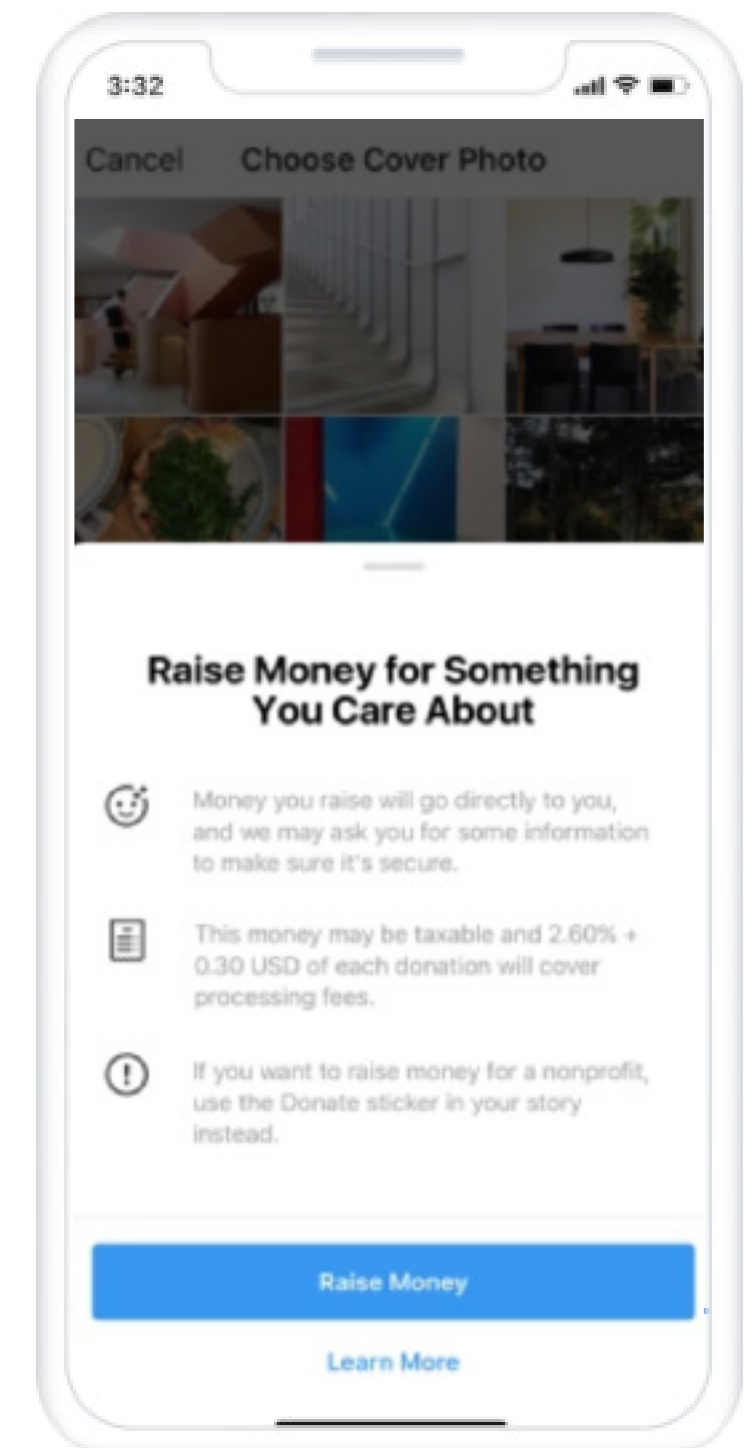
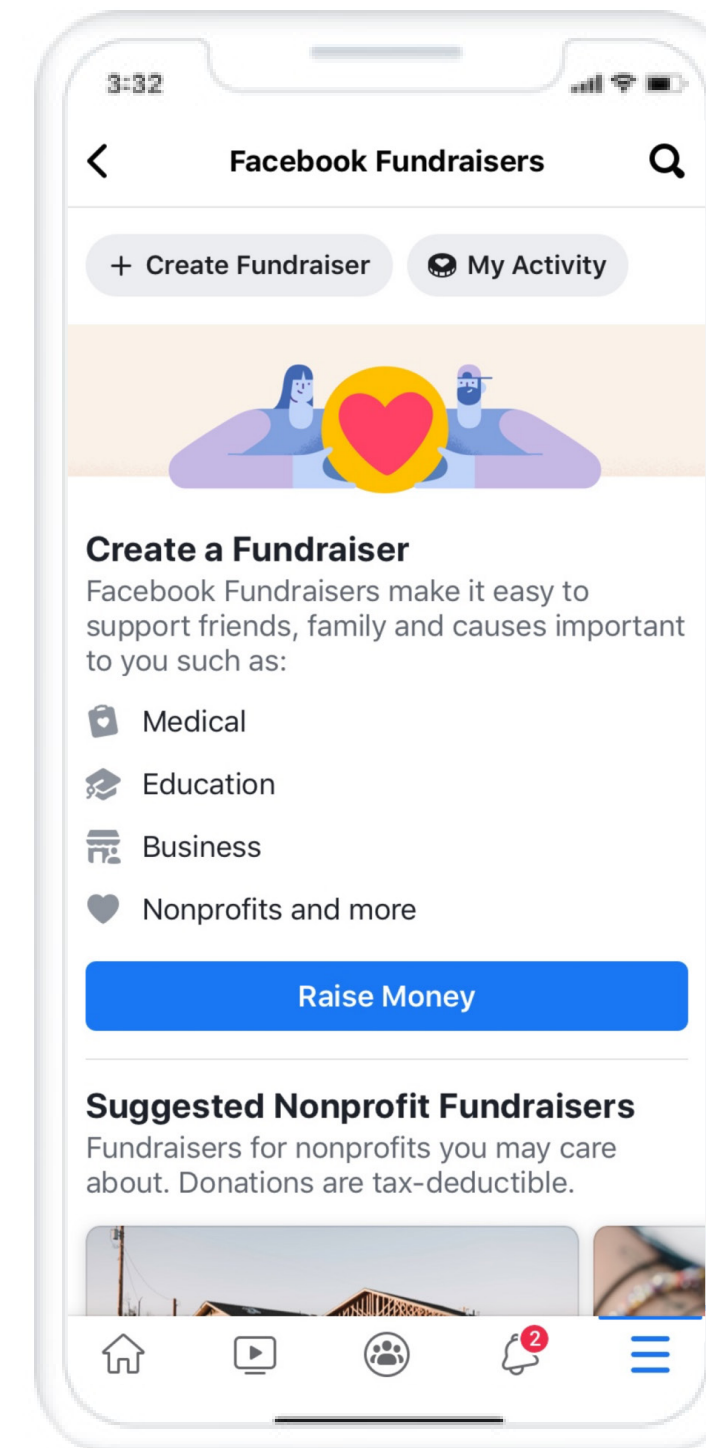
Business owners can create a personal fundraiser on Facebook for their business and ask customers for support.

[Create a personal fundraiser for your business on Facebook](#)

## Personal Fundraisers on Instagram

Instagram allows users to raise money for a personal cause, including a business, a friend, or a cause that's important to them.

[Create a personal fundraiser for your business on Instagram](#)



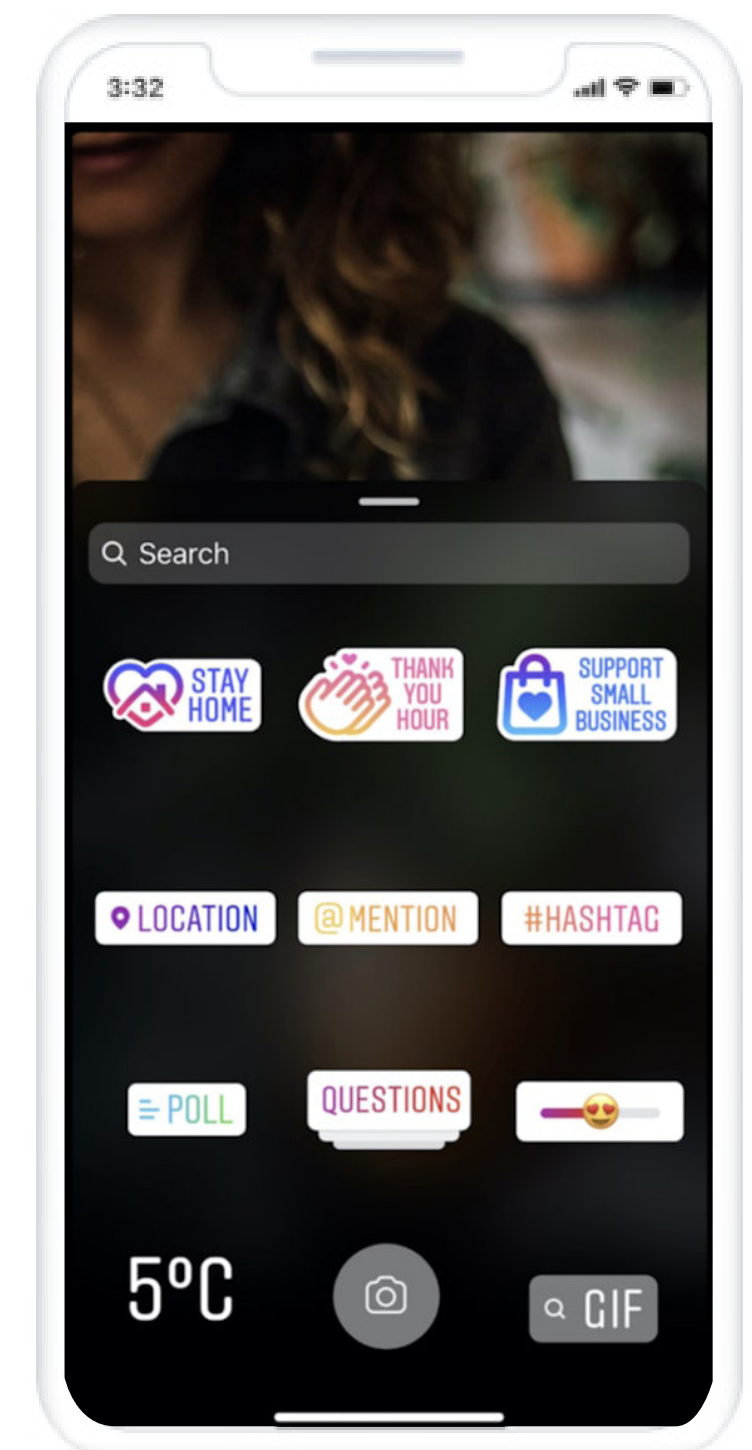
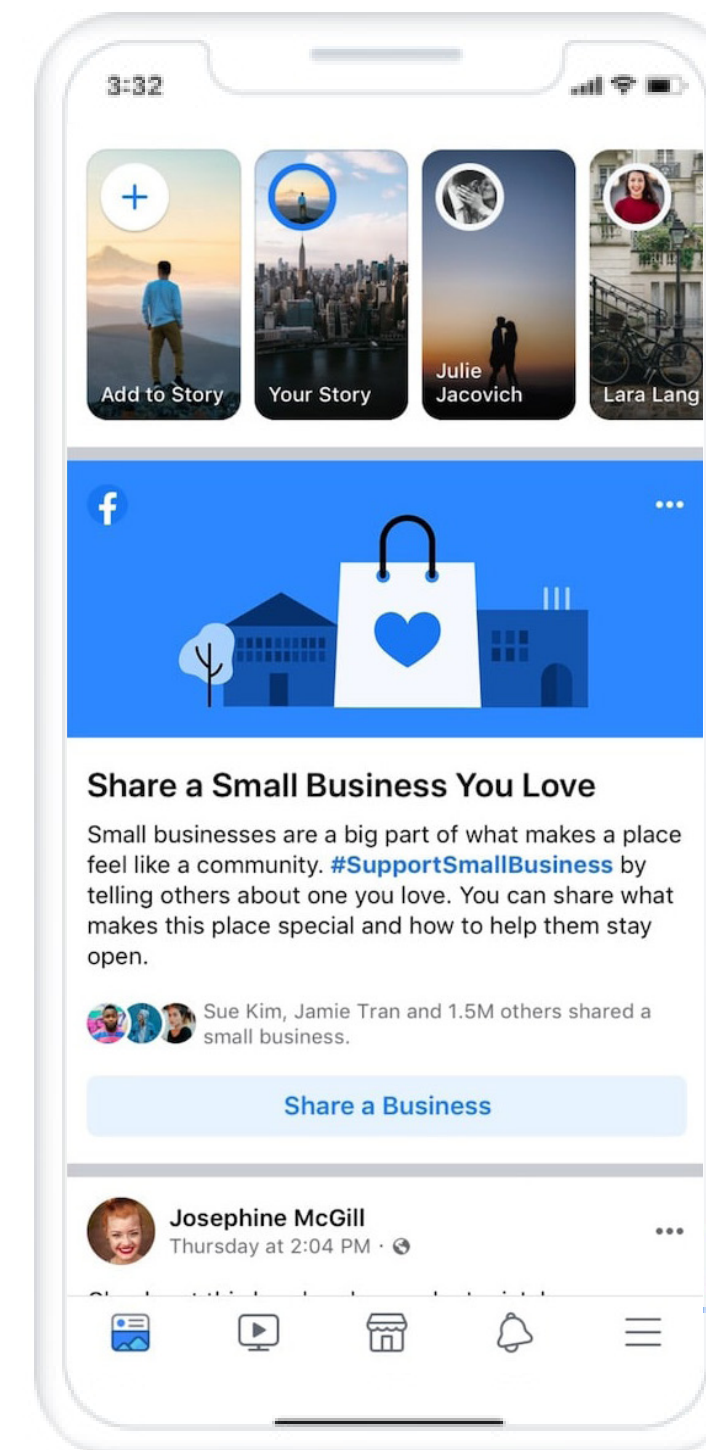


## Businesses Nearby and the “Support Small Business” Sticker

Facebook released a “Support Small Business” sticker on Instagram and a #SupportSmallBusiness hashtag on the Facebook app to let people show their love for small businesses.

Facebook is also exploring ways to easily connect users with local businesses on Facebook. Through Businesses Nearby, users can learn what’s happening with their neighborhood shops, message them or order food, and buy goods from them through third-party apps.

[Find your online “Main Street”](#)



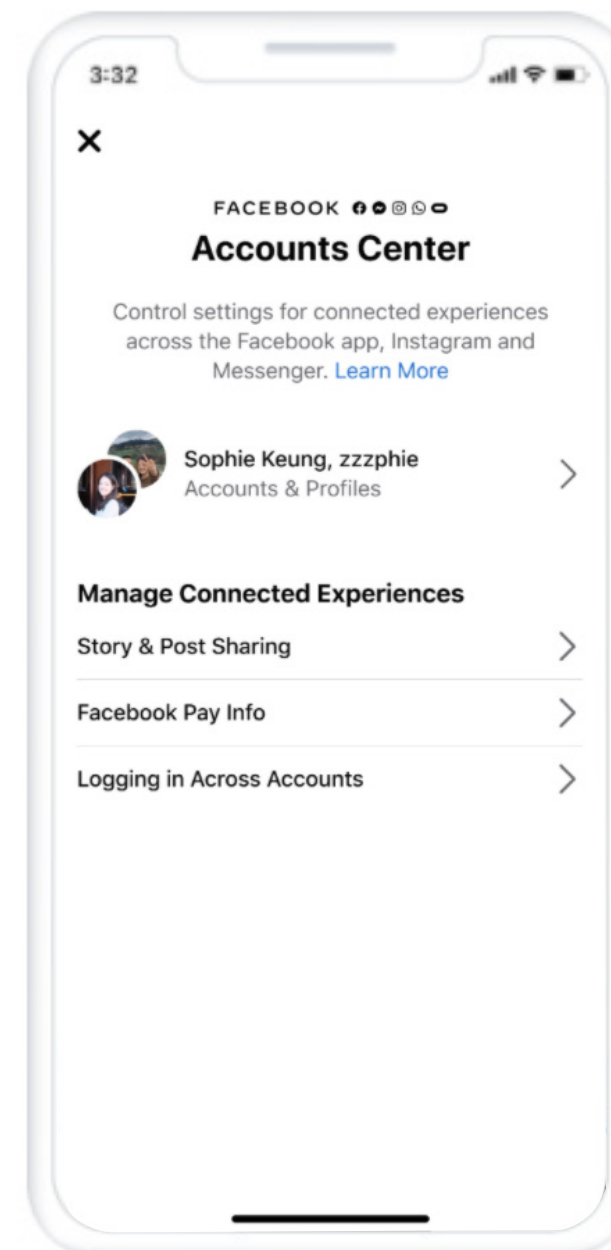
## Manage Features That Work Across Apps With Account Center

Facebook wants to make access to your accounts easier and faster, so you can focus on the more important aspects of running your business.

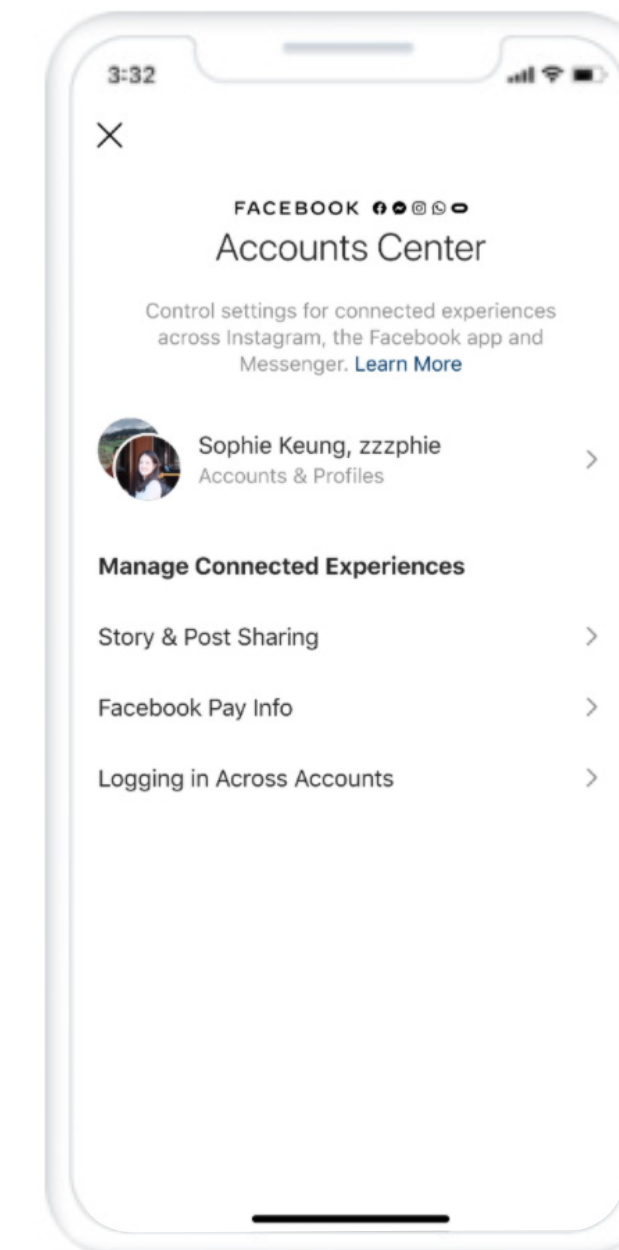
Accounts Center's connected experiences allow you to easily turn off or on features with Single Sign On, which lets you log in and recover your accounts more easily, and cross-posting, which lets you share the same story or post on both Instagram and Facebook.

[Manage your experience](#)

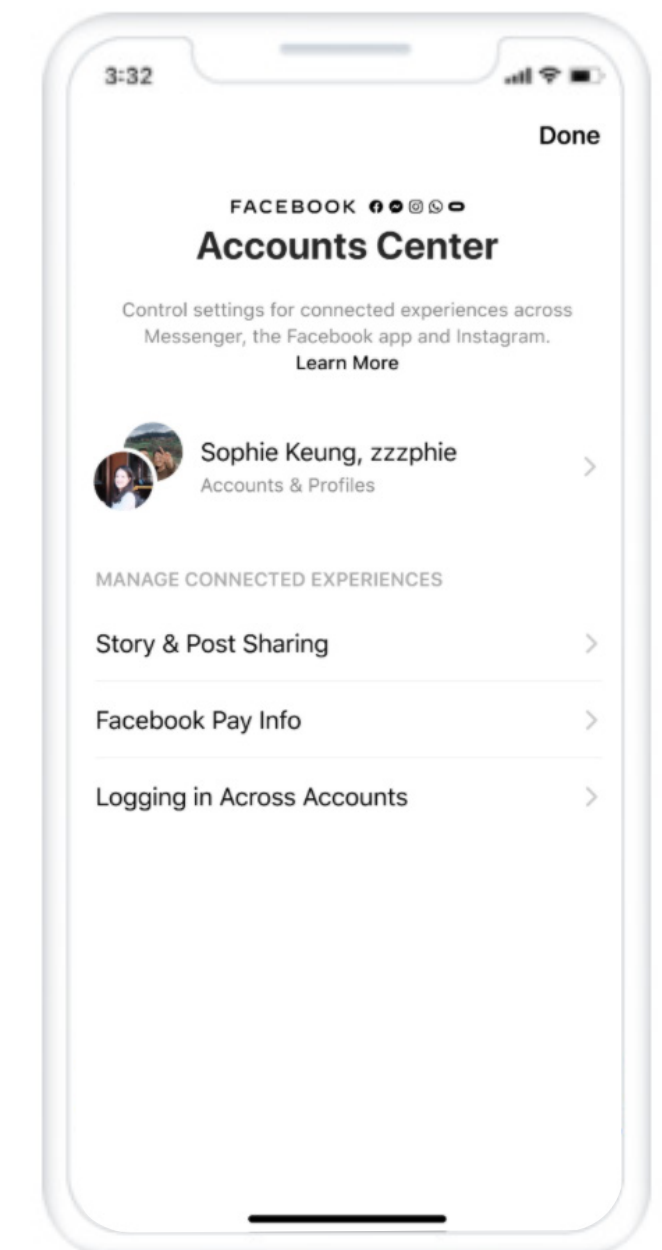
Facebook



Instagram



Messenger



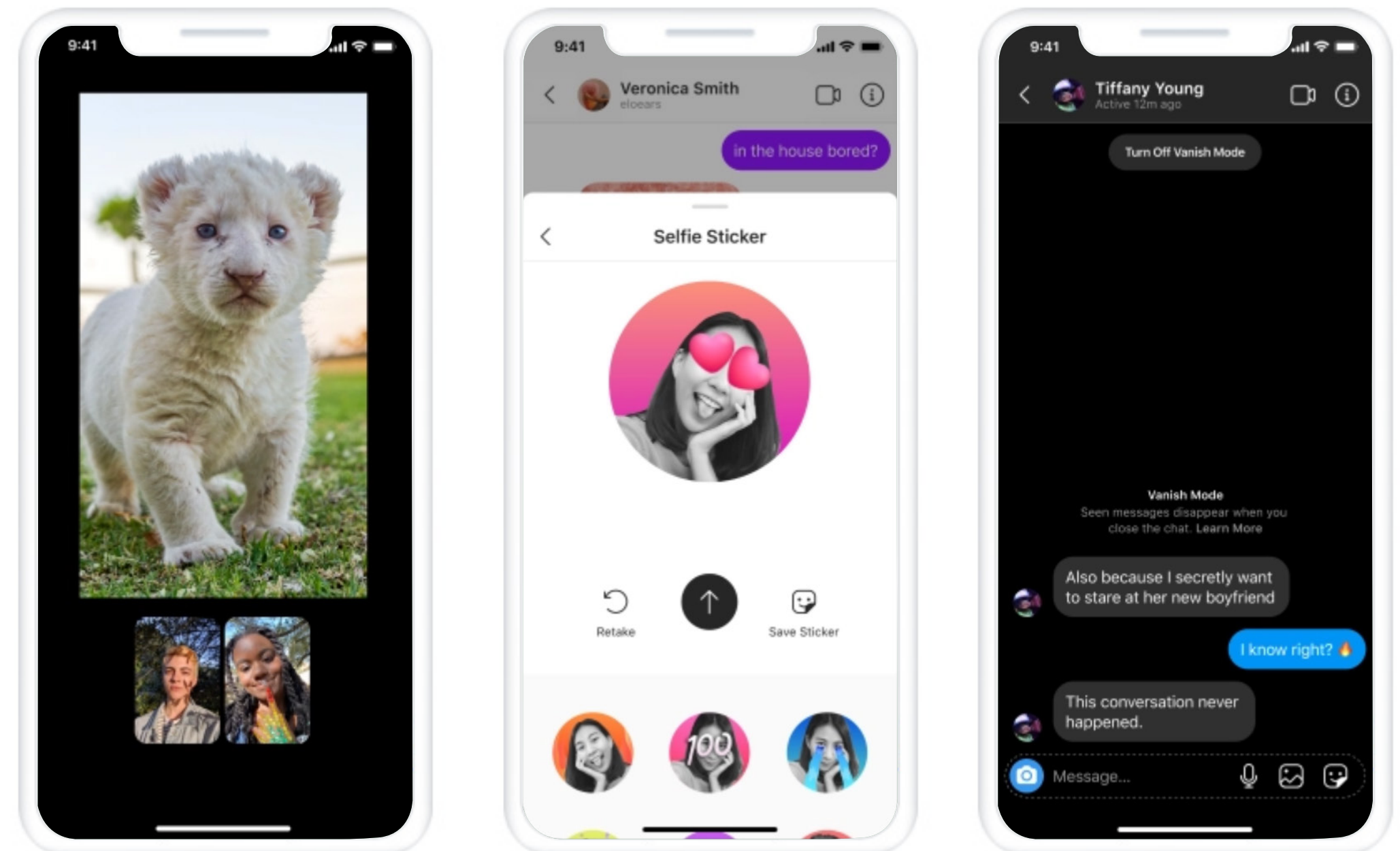


## Messenger Features to Engage With Your Community on Instagram

Facebook has connected Messenger and Instagram to help you connect with your customers now more than ever.

Online conversations are essential to building a stronger relationship with your customers. With Instagram's new features you can customize your message to best fit your business's personality. You can reply to a specific message, forward a message, and customize chat colors and themes. Custom emoji reactions, and animated message effects put more emotion and visual flair behind your messages, allowing you to artfully engage with customers.

[Engage with your community](#)

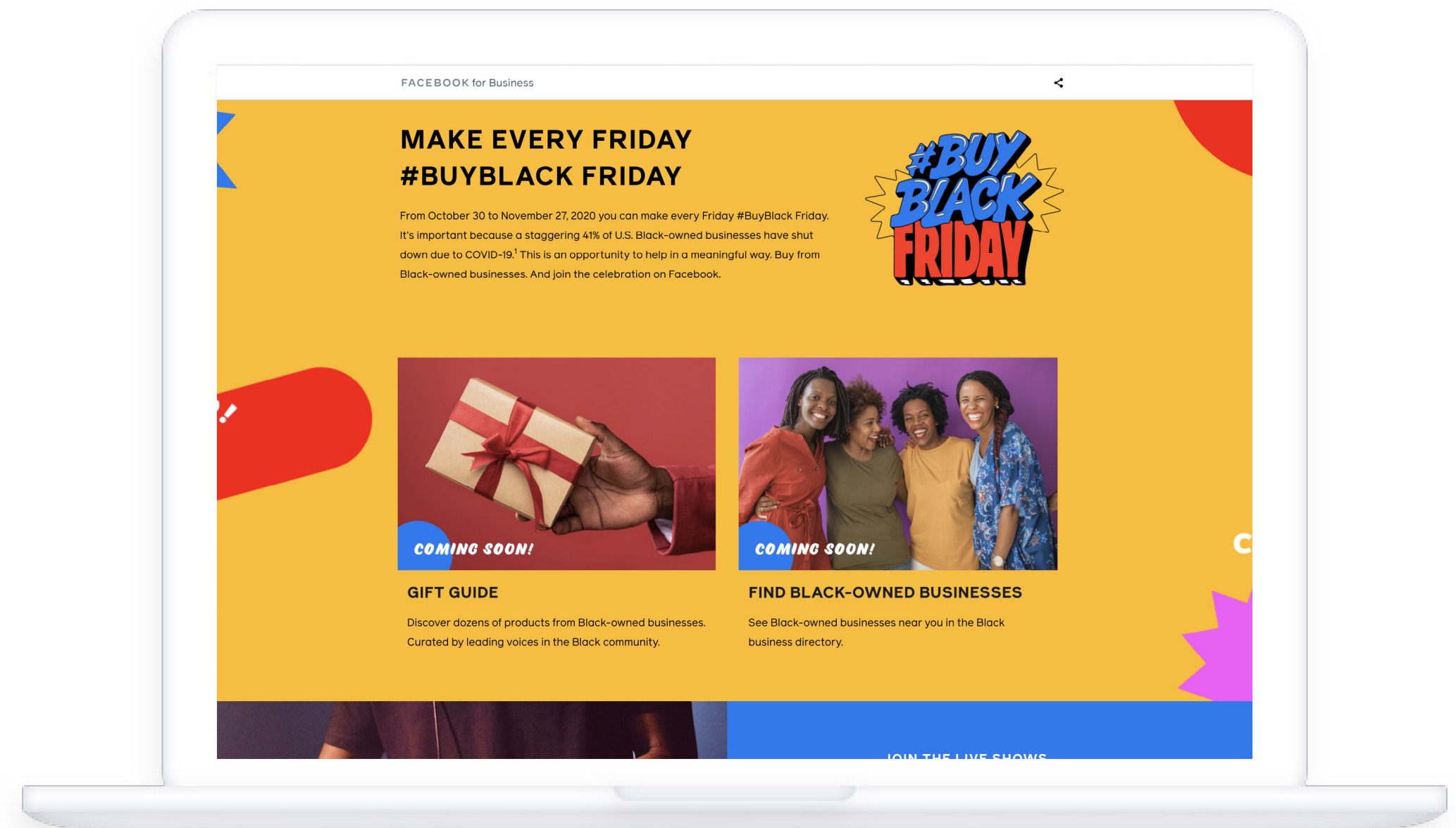


## #BuyBlack Friday and a Season of Support for Small Businesses

Facebook is determined to do all it can to help small businesses not just survive online but to thrive, which is why they are launching a three-month long Season of Support to provide free resources, education and training to help businesses all over the world.

As part of the Season of Support, Facebook is announcing #BuyBlack Friday in the US – harnessing the energy of the year’s biggest retail day to celebrate and support Black-owned businesses and their communities. Starting October 30th, Facebook will introduce features in the Facebook app that encourage people to create posts supporting Black-owned businesses. And they’ll be offering interested businesses a toolkit to get involved, so they can amplify #BuyBlack through their own channels.

[Get involved in #BuyBlack Friday](#)





# Social Good Tools

FACEBOOK

## SOCIAL GOOD TOOLS

### Social Good

Aligned with Facebook’s mission to bring the world closer together, Social Good fosters a community that cares by empowering people to make the world a better place through tools that have positive, real-world impact.

Over 1.5M nonprofits use Social Good Tools on Facebook and Instagram to raise awareness, raise money, and promote civic engagement.

Learn more about [Social Good at Facebook](#)

### Social Good Tools for Facebook

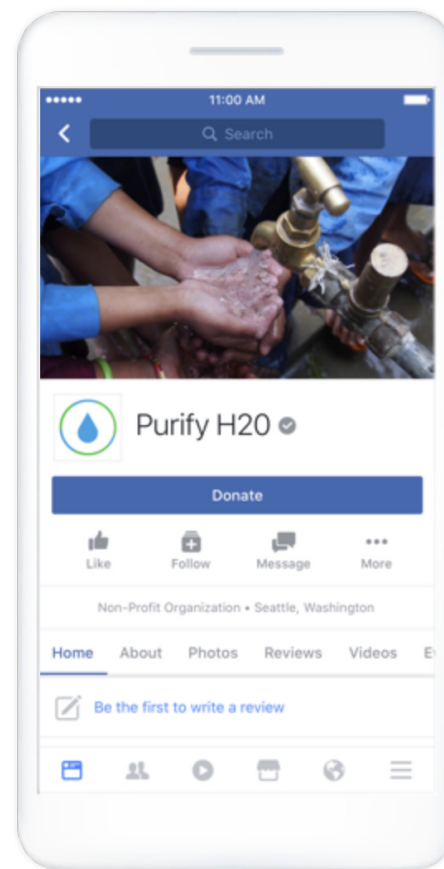
- [Donate Button](#)
- [Page Fundraisers](#)
- [Fundraiser Sticker](#)
- [Live Video Donate](#)
- [Mentorship](#)

### Social Good Tools for Instagram

- [Instagram Live Donations](#)
- [Donate Sticker](#)
- [Donate Button](#)



## SOCIAL GOOD TOOLS FOR FACEBOOK



### Donate Button

The donate button is a quick way for people to donate to your organization without leaving Facebook. You'll be able to add the donate button to your page, posts, and live video, making it easy for supporters to contribute in a few taps.

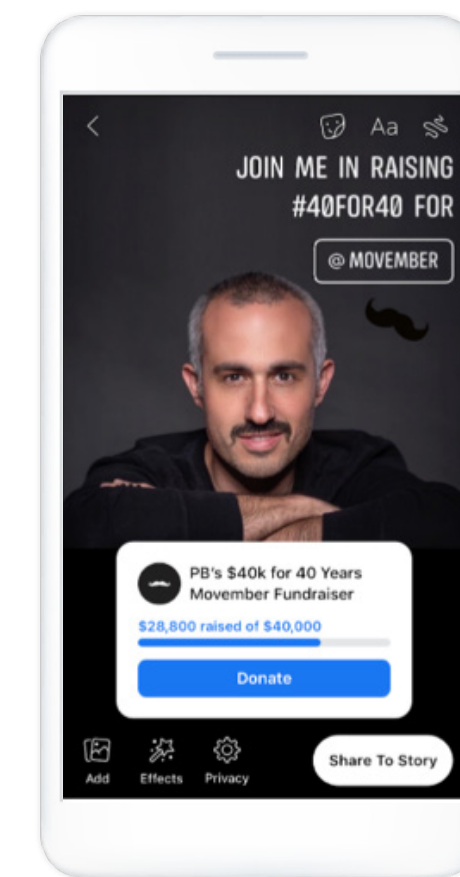
[Ask for Donations](#)



### Page Fundraisers

Whether your goal is to respond to a current event, raise money for a specific program, or generally support your cause, your supporters can donate to your Fundraiser directly on Facebook in a few simple clicks.

[Start a Fundraiser](#)

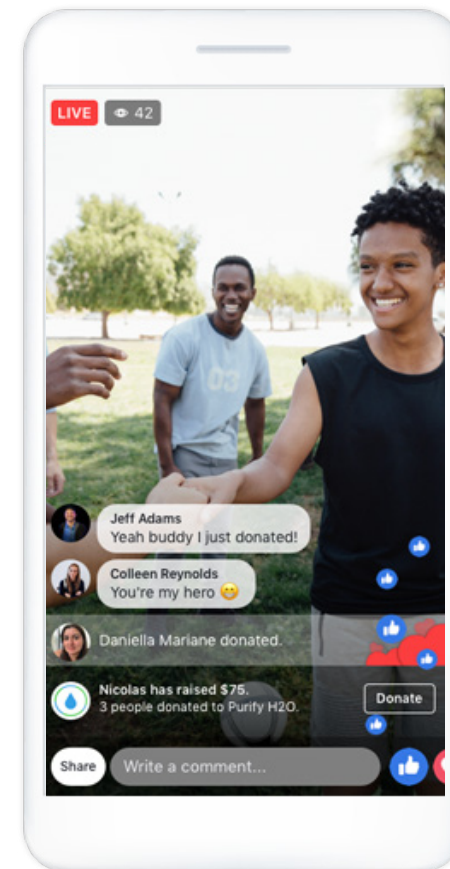


### Fundraiser Sticker

The fundraiser sticker for Facebook Stories makes it possible for eligible nonprofits and their supporters to fundraise through Facebook Stories.

[Add the Fundraiser Sticker](#)

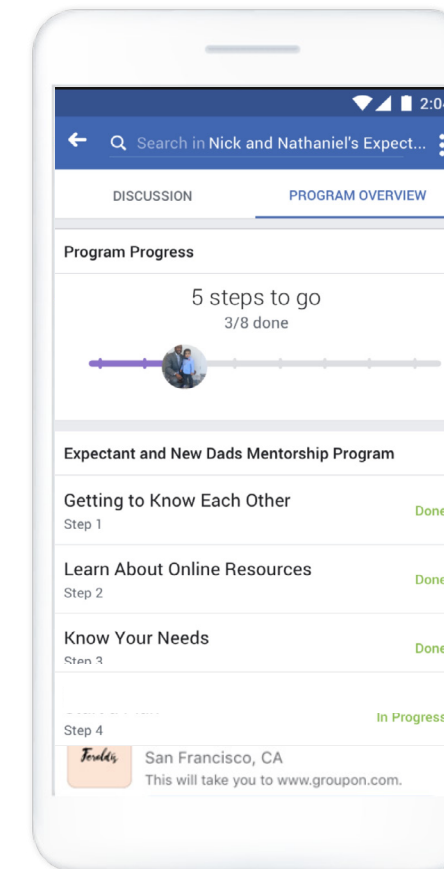
## SOCIAL GOOD TOOLS FOR FACEBOOK



### Live Video Donate

More and more people are going Live on Facebook to share their experiences. You can now add a donate button to Live video on Facebook.

[Add a Donate Button](#)

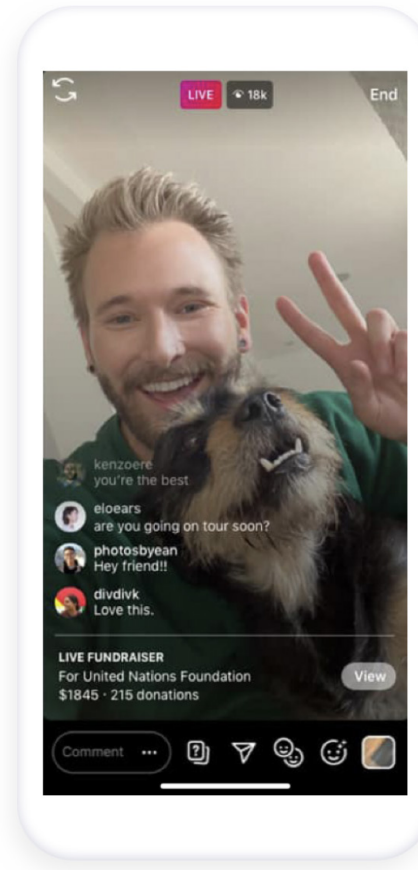


### Mentorship

Mentorship provides a way for people in search of support and advice to connect with people who have the expertise or experience to help.

[Build Meaningful Relationships](#)

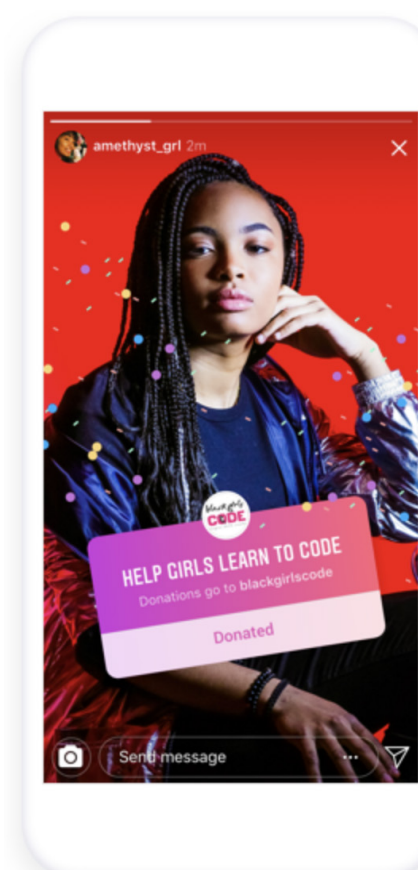
## SOCIAL GOOD TOOLS FOR INSTAGRAM



### Instagram Live Donations

Nonprofits can now raise money on Instagram Live by creating a fundraiser that adds a donate button to their Live video.

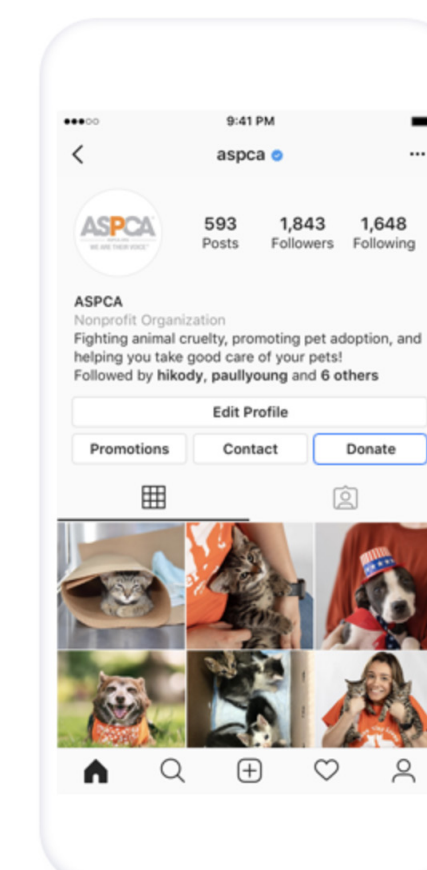
[Use Live Donations](#)



### Donate Sticker

Instagram Stories is now used by over 500M daily. Use the donate sticker in Stories to create a fundraiser, encouraging your supporters to donate to your cause directly on Instagram.

[Use the Donate Sticker](#)



### Donate Button

The donate button on Instagram allows nonprofits to raise money directly from their Instagram Business Account.

[Use the Donate Button](#)



# Resources



FACEBOOK

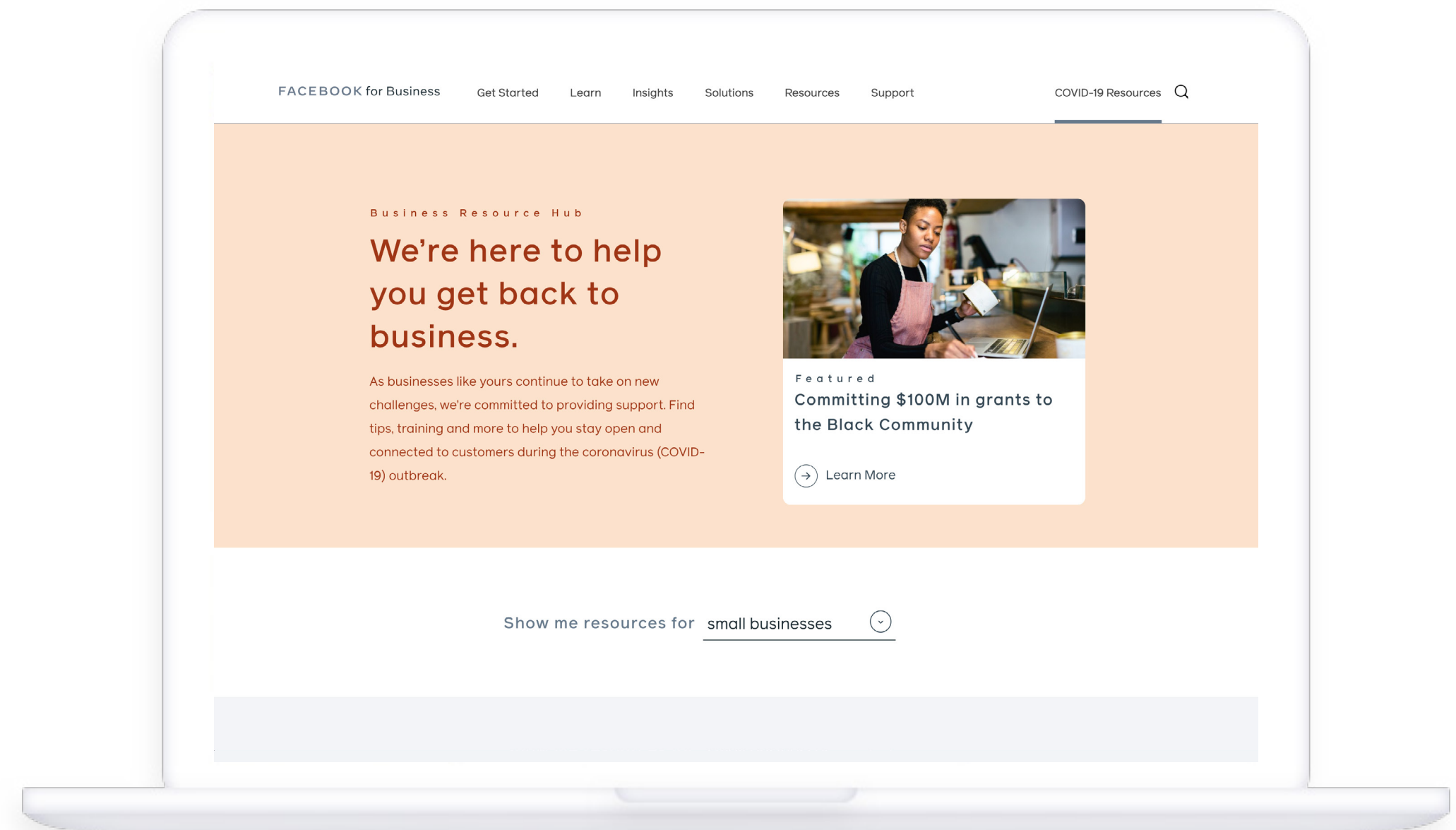
## RESOURCES

As businesses like yours continue to take on new challenges, we're committed to providing support. Find tips, training, and more to help you stay open and connected, navigate the reopening of the economy through the coronavirus (COVID-19) outbreak, and strengthen your business foundation for the next chapter.

Learn more on the [Business Resource Hub](#)

Keep reading to learn more about:

- [Guides](#)
- [Trainings & Webinars](#)
  - [Facebook Blueprint](#)
  - [Boost with Facebook Webinars](#)
  - [Elevate](#)



## GUIDES

### Online Business Guides

Facebook has launched an Online Business Guide to help small businesses move online or transform themselves in today's rapidly changing environment.

[View the Online Business Guide](#)

### Industry-Specific Guides:

- [Facebook for Industries](#)  
Meet your business goals with Facebook solutions tailored specifically to your market.
  - [Restaurants & Cafés](#)
  - [Salons & Spas](#)
  - [Retail](#)
  - [Fitness & Recreation Centers](#)



## TRAININGS & WEBINARS

### Facebook Blueprint

Businesses around the world are shifting their focus online. To help with the transition, Facebook’s business education program, Facebook Blueprint, has launched courses that cover the fundamentals. As always, Blueprint courses are free.

Learn more on [Facebook Blueprint](#)

#### Courses include:

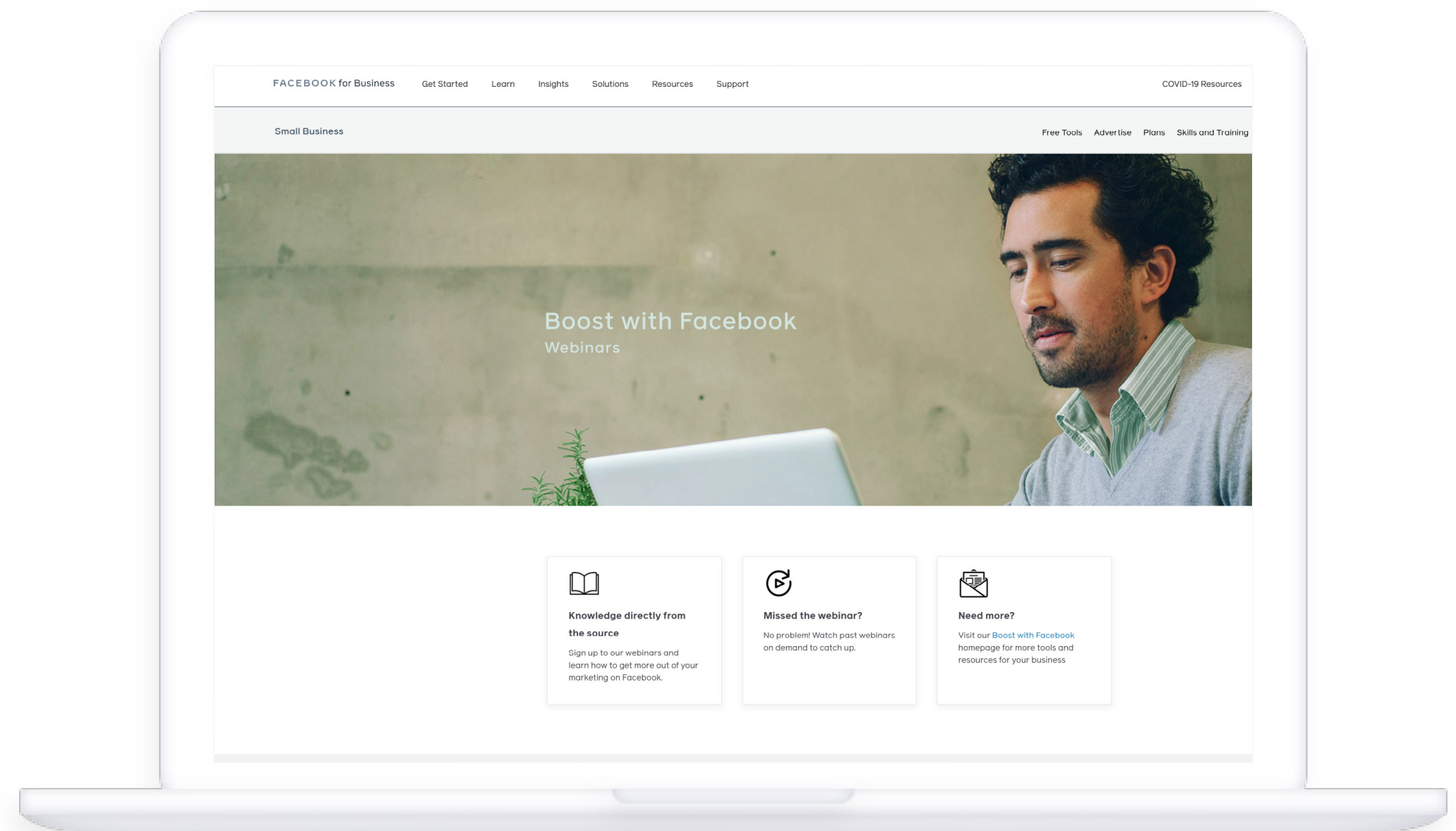
- [Tell Your Business Story](#)
- [How to Set Marketing Goals](#)
- [Mapping Your Customer Journey](#)
- [How to Create and Manage a Content Calendar](#)
- [How to Select the Right Social Channels for Your Business](#)
- [Create Facebook Ads](#)
- [Targeting Core Audiences](#)
- [Using Facebook Groups to Engage Your Audience](#)
- [Get Started with Messenger for Your Business](#)
- [Boost Your Marketing with Facebook Pixel](#)
- [How to Drive Actions Online, In Store, and in Mobile Apps](#)

## TRAININGS & WEBINARS

### Boost with Facebook Webinars

Learn how to connect with customers and your community with free Boost with Facebook webinars.

Learn more on [Boost with Facebook](#)



## TRAININGS & WEBINARS

### Elevate

Facebook [Elevate](#) is a community and learning platform created to accelerate the growth of entities of color and celebrate creators who break barriers and turn dreams into realities. Our goal is to increase economic success for minority-owned businesses and nonprofits by providing free marketing education, mentorship, and support. We curate and host dynamic programming that provide expertise not only on Facebook's ad platforms, but on overall digital marketing and branding strategies to help businesses increase their community impact, grow their revenue streams, and improve their digital brand presence. Elevate was created in 2018 by Facebook employees of color with a passion to educate, build, and empower communities.

Get social with Elevate on [Facebook](#) and [Instagram](#)

#### Courses include:

- [Why Your Story Matters](#)
- [Beyond the Boost](#)
- [Thriving During Uncertain Times](#)
- [The Power of Creative Content](#)
- [Don't Quit Your Daydream](#)



FACEBOOK