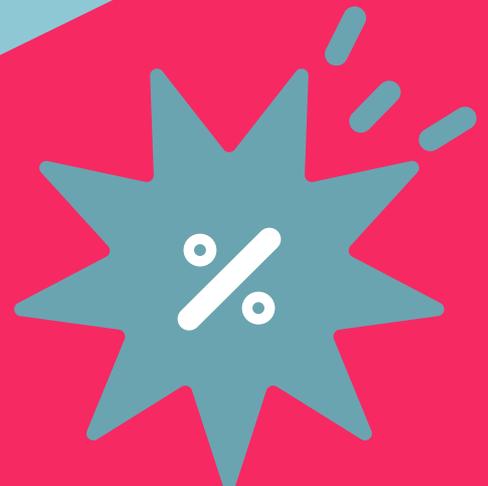


# FACEBOOK BUSINESS PAGE

STEP-BY-STEP

Beginner's Guide to Creating and Using  
Facebook Business Page Stories



## Beginner's Guide to Creating and Using Facebook Business Page Stories

Facebook Stories are temporary posts that appear at the top of the Facebook app or site and disappear after 24 hours.

They can be a great way to share timely content or promotions. Here's a simple guide to creating and using a Facebook Business Page Story:

### Step 1: Log In & Navigate

**Open Facebook:** Visit **Facebook.com** on a web browser or use the Facebook app on your mobile device.

**Log In:** Input your email or phone number and password, then click "Log In."

### Step 2: Access Your Business Page

**Find Your Business Page:** On the left sidebar (on a computer) or the main menu (on mobile), locate "Pages" and click on your Business Page's name.

### Step 3: Start Your Story

**Locate 'Your Page's Story':** On the main dashboard of your Business Page, you'll find a section titled "Your Page's Story" with your page's profile picture.

**Click on 'Create a Story':** This will open the story creation interface.

## **Step 4: Choose Content for Your Story**

### **Upload Photo or Video:**

Click the camera or video icon.

Choose a photo or video from your device.

### **Capture a New Photo or Video (mainly on mobile devices):**

Click the center button to take a photo.

Hold the center button to record a video.

## **Step 5: Enhance Your Story (Optional)**

### **Add Text:**

Click on the "Aa" icon.

Type your message and choose your font and color.

### **Use Stickers:**

Click on the square smiley icon.

Browse and select stickers to add to your story.

### **Draw or Highlight:**

Click on the pen icon.

Choose a color and use your cursor (or finger on mobile) to draw.

## Step 6: Post Your Story

**Review:** Ensure your story looks as you intend.

**Post:** Click on the "Next" or "Post to Story" button.

## Step 7: View and Engage

**View Your Story:** Click on your Page's profile picture at any time to view your current story.

**Engage with Views:** You can see who viewed your story by looking at the bottom of the story screen.

## Step 8: Delete or Save (If Necessary)

**Delete a Slide:** If you wish to remove a particular part of your story:

View the story.

Click the three dots (...) on the bottom right.

Select "Delete Photo/Video."

**Save Your Story:**

Before the story disappears after 24 hours, you can save any slide.

View the story, click the three dots, and choose "Save Photo."

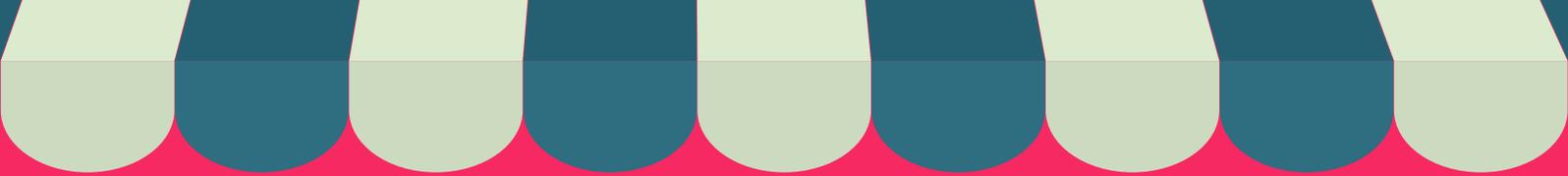
## Step 9: Analyze Insights (Optional, but Beneficial)

**Go to Page Insights:** On your Business Page dashboard, select "Insights."

**Navigate to Stories:** Here, you can see data about the reach and engagement of your stories.

**Tip:** Stories are best used for timely content or to show behind-the-scenes looks, promotions, or quick updates. As they are temporary, they often catch attention due to their limited availability.

*By using Facebook Stories effectively, your business can engage with its audience in a dynamic and timely manner. Practice makes perfect, so try posting different types of content to see what resonates most with your followers!*



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