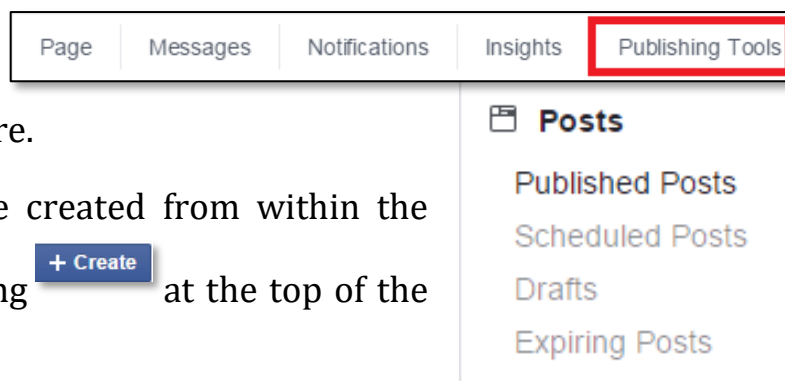



1. USE FACEBOOK/INSTAGRAM PUBLISHING TOOLS AND CREATOR STUDIO

While there are many third-party tools that can help you schedule and post to your Facebook Page, your Page's built-in Publishing Tools and Creator Studio can help you do it for free. Most Page editors and administrators will have the option to publish posts, schedule posts, and create draft posts from this area.

Step 1: From the top of your Page, click **Publishing Tools**.

Your published posts with sharing metrics, scheduled posts, drafts, and expiring posts are displayed here.

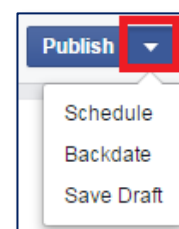


Scheduled posts and drafts can be created from within the Publishing Tools section by selecting  at the top of the screen.

Scheduled posts and draft posts can be edited by other admins and editors who work on your Page. Keep in mind edits to unpublished posts are only visible to other people who work on your Page.

Step 2: To publish a post immediately, select **Published Posts** in the left sidebar of Publishing Tools and click the **Create** button. This brings up a standard status box in which you can enter a post to be published to your page.

Step 3: If you don't want to publish the post immediately, use the drop-down menu next to the Publish button to schedule it, save it as a draft, or backdate it (which will publish it immediately, but date it in the past).



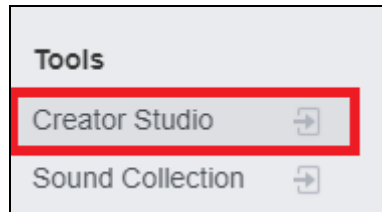
Step 4: To schedule or save the post as a draft, click Scheduled Posts or Drafts in your Publishing Tools.

Step 5: You can save a post as a draft. Draft posts are saved under *Publishing Tools* in the top menu navigation.

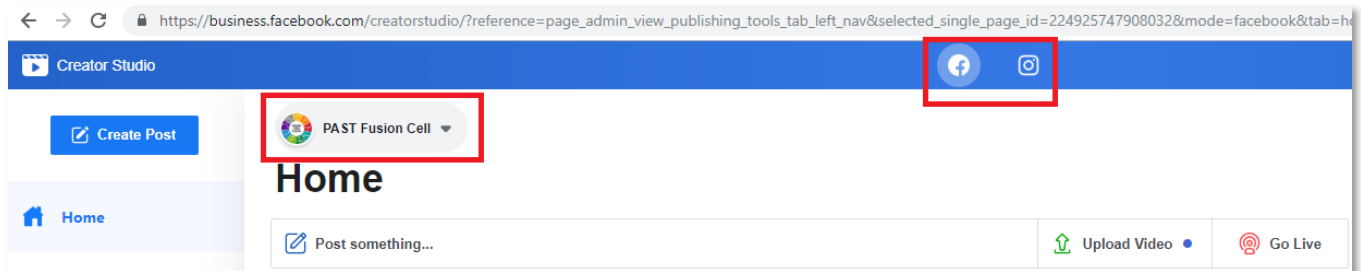


Helpful Tip: Take advantage of Facebook's Desktop and Mobile Preview option under Drafts within Publishing Tools. Here you can preview how your post will display on a mobile device.

Step 6: Click **Creator Studio** on the left-side menu of the Publishing Tools section under *Tools*. Creator Studio is a tool for Facebook Pages and Instagram that allows users to manage content performance among multiple Facebook Pages and Instagram accounts.



Step 7: Click the Facebook icon or the Instagram icon to use Creator Studio for either respective platform. Here you can create and schedule new posts, go live, upload video, and view your content library and insights.



Remember, in addition to creating, scheduling, and saving drafts in Publishing Tools, you can also go here to view your page post insights. This is something everyone who has a role on your page can see, all the way down to your analysts.

Step 8: Facebook also offers use of royalty-free music. Click **Sound Collection** on the left-side menu of the Publishing Tools section under **Tools**.

You can search music tracks and sound effects and download them to add to your Facebook videos, collages, and other visual graphics.

2. CONNECT INSTAGRAM ACCOUNT TO CREATOR STUDIO

Before you can manage posts, get insights, or publish your Instagram content from desktop, you first need to link your Instagram account to the Creator Studio.

Step 1: Make sure you have an Instagram account and Facebook Page (and that your Instagram account is connected to the Facebook Page that you manage).

Step 2: Make sure that you've switched your Instagram account to a business profile or Creator Account (see section 6 for directions on switching Instagram accounts from personal to business or Creator Account).

Step 3: Open Creator Studio on your desktop and click the Instagram icon at the top of the page.

Step 4: Option #1: If you manage a Facebook Page that's already connected to the Instagram account you want to use in Creator Studio, click to connect to that Page.

Option #2: If you don't already manage a Facebook Page that's connected to an Instagram account, click **Connect to Instagram**. Then follow the instructions to log into the Instagram account you want to connect.

Option #3: If you manage a Facebook Page that's connected to an Instagram account, but want to use a different Instagram account you don't see listed, click **Connect another Instagram Account** and follow the instructions.

Option #4: If you have multiple Instagram accounts already connected to your Facebook Page or Pages and want to manage them in Creator Studio, click **Continue with Connected Accounts**.



Note: Once someone connects to an Instagram account in Creator Studio, anyone else with a role on the Facebook Page connected to that account will automatically have access to it in Creator Studio's Instagram section.