



# Social Media from a Dummy!

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# Facebook

Business Commute Challenge

Page | Inbox | Notifications | Insights | Publishing To... | Ad Center | Settings | Help

Business Commute Challenge  
@BusinessCommuteChallenge

Home | About | Posts | Events | Photos | Reviews | Videos | Services | Shop | Groups | Notes | Offers | Jobs | Community | Info and Ads | Promote | Manage Promotions

5.0 5 out of 5 - Based on the opinion of 8 people

Our Story  
+ Tell people about your business

Page Tips  
See All

Find More Customers  
Use the Facebook pixel to bring back website visitors and find new potential customers.

Know Friends Who Might Like Your Page?  
Invite friends to like Business Commute Challenge and help you connect with more people.

Reach People Nearby  
Set your location and reach customers in your area

Get More Page Likes  
Help people find and like your Page

Get a Custom Advertising Plan  
Answer a few questions about your business to get started

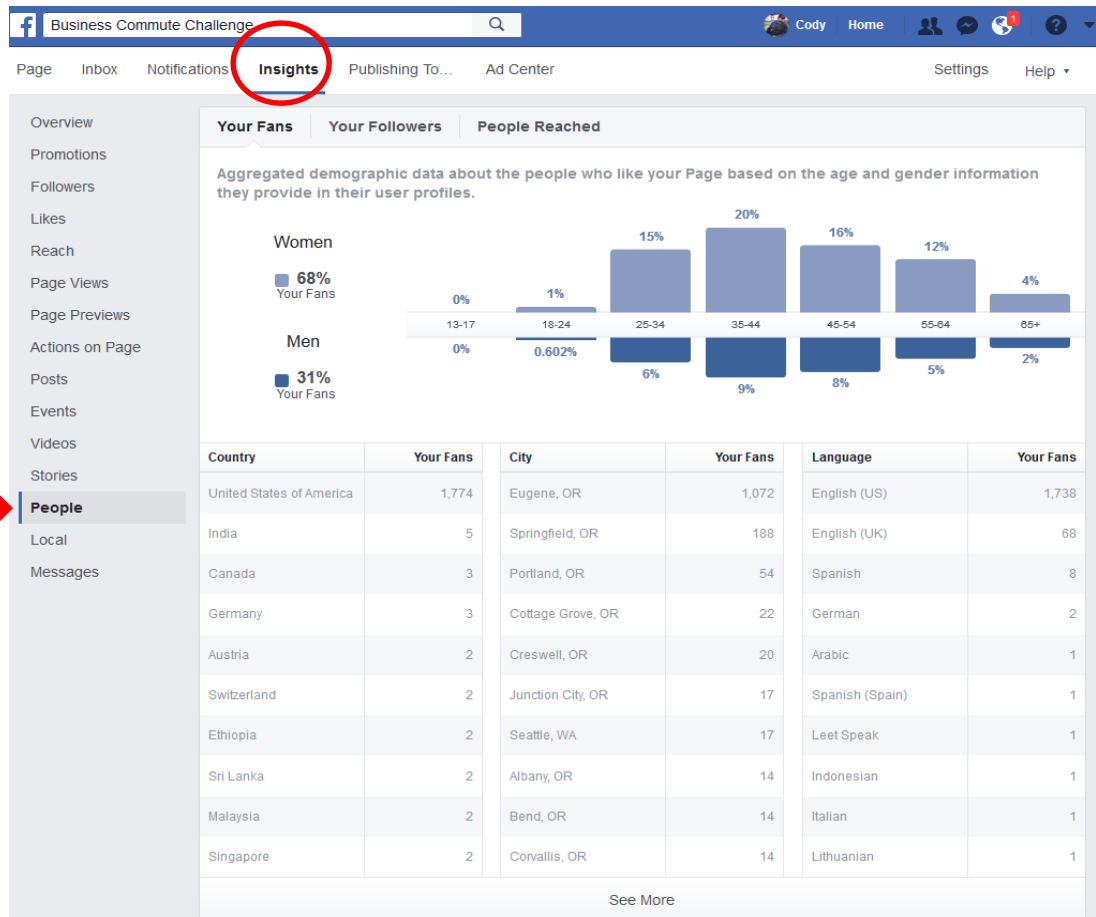
Posts  
Business Commute Challenge  
Published by Cody Franz (?) - Yesterday at 8:59 AM



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# Have insight

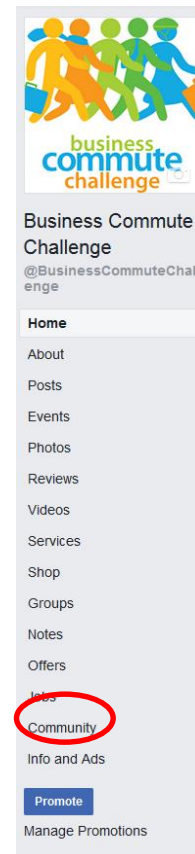


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# Creating Content

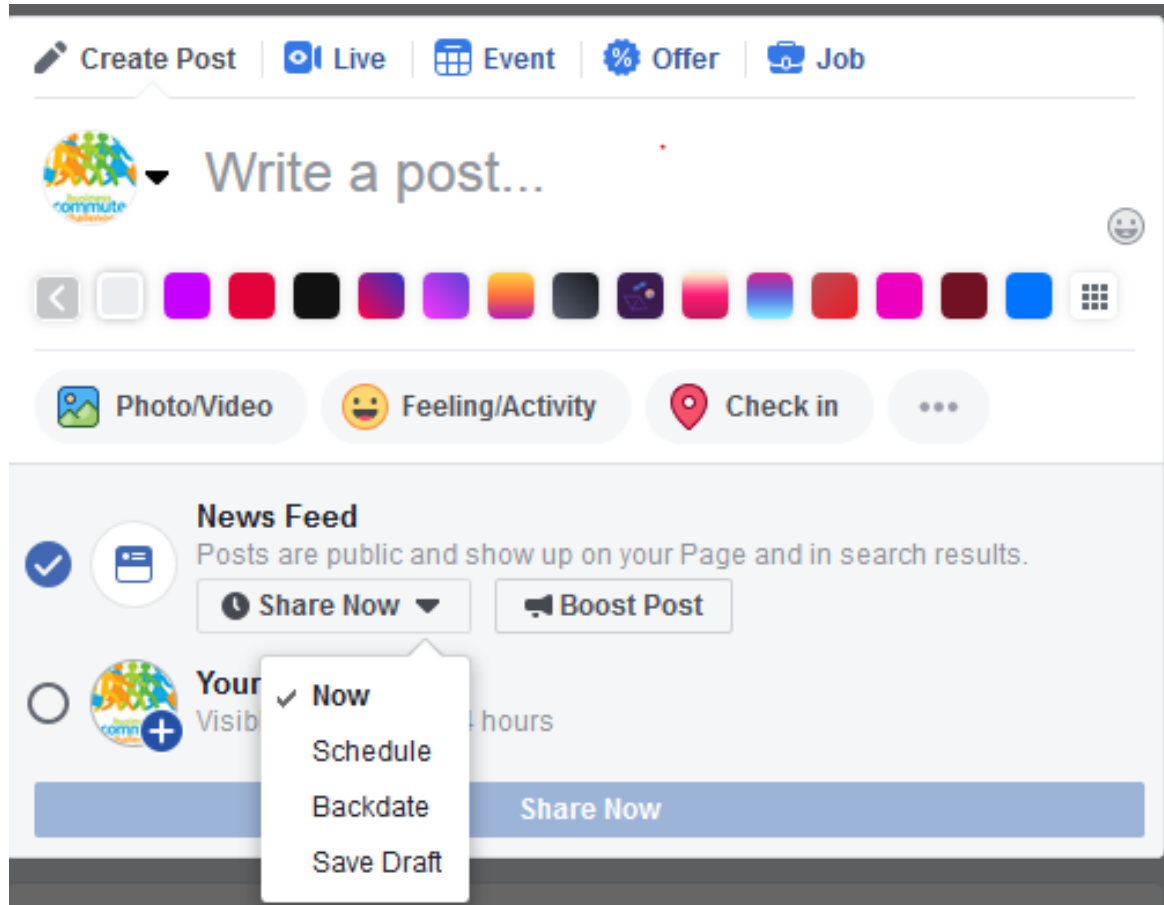
- Follow the 70-20-10 rule
- Let your followers do the work for you
- Follow other pages or groups in the industry
  - Two Wheeled Memes for Bicycle Oriented Teens
  - New Urbanists Memes for Transit-Oriented Teens
  - TDM Social Media Ambassadors
  - Cornell University Transportation Services
  - Timbuk2



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# Making the most of your post



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# Pay to Play

## Create a Custom Audience ✕

### How do you want to add customers to this audience?

You can use your own file to upload one or more kinds of customer information, or import email addresses directly from MailChimp.



#### Choose a file or copy and paste data

Use your customers' information to match them with people on Facebook.



#### Import from MailChimp

Import email addresses directly from this third-party connection by providing your login credentials.

Back

This process is secure and the details about your customers will be kept private.

Cancel



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# Facebook Profile Picture Frame



<https://www.facebook.com/fbcameraeffects/manage/>



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# Events

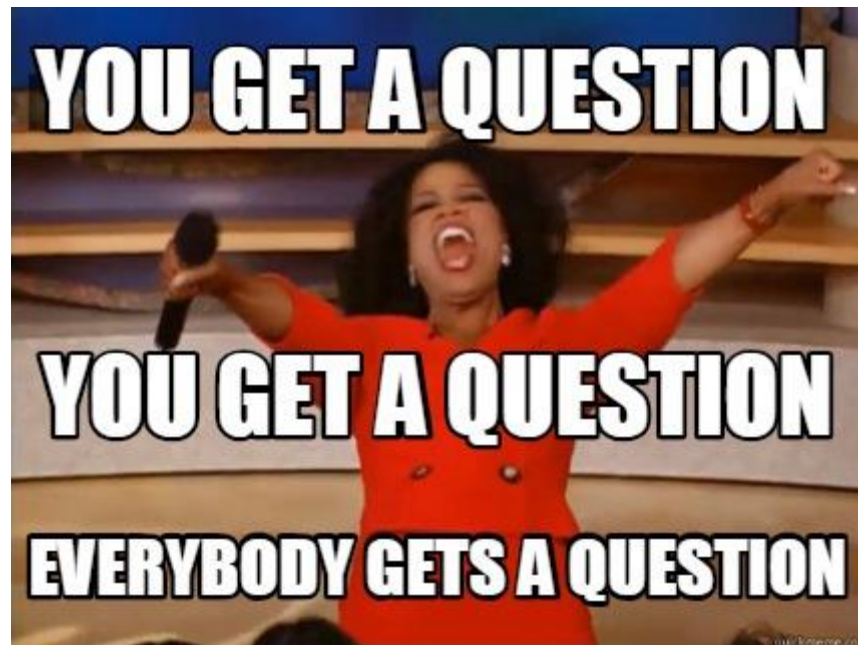


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# Questions?



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