

The Digital Guide's Fact Sheet

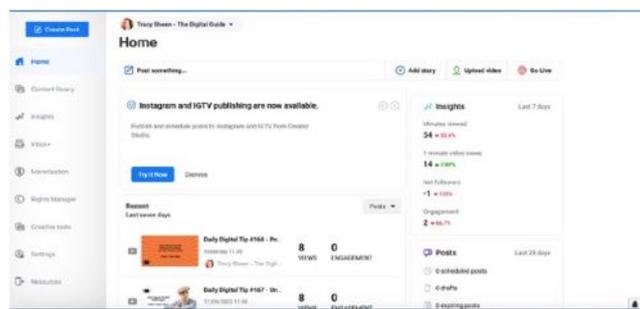
Creator Studio

www.business.facebook.com/creatorstudio

Now you've got a handle on your data and what it means, it's time we take a look at 'creator studio'. At its core Creator Studio is about content. Everything you see through this site will in some way shape or form revolve around your content.

I use Creator Studio to schedule all of my content for Facebook. And at its bare bones it is fabulous for doing that... but, there is so much more you can get from it if you know where to look. It has a bunch of insights (yes, more insights) that can help you finesse your content even further.

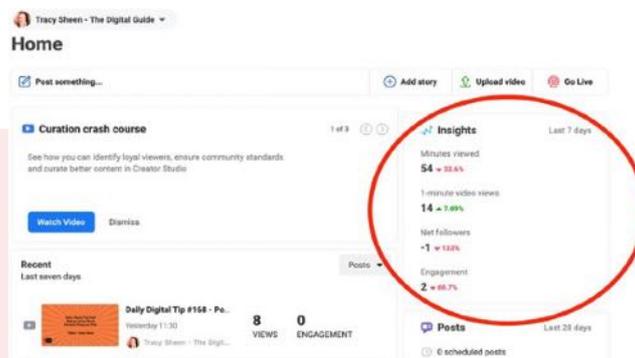
When you first log in you'll be faced with your home screen.



On the left-hand side is your menu (just as we had with your Facebook business page). And, in the main area of the screen you'll see various options of things that may interest you. From posting something new to your page, adding a story, uploading a video or going live.

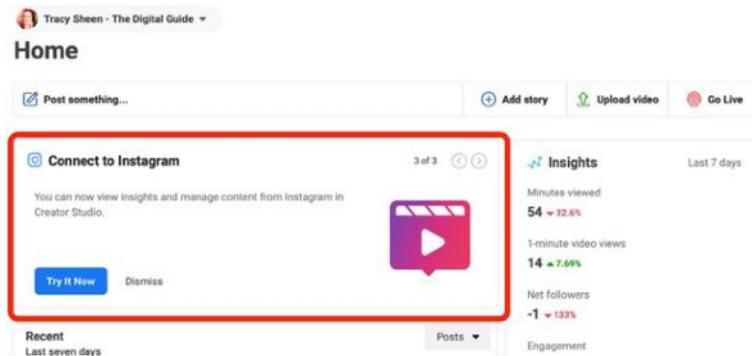


Your basic insights (focused on content) for the last seven days.

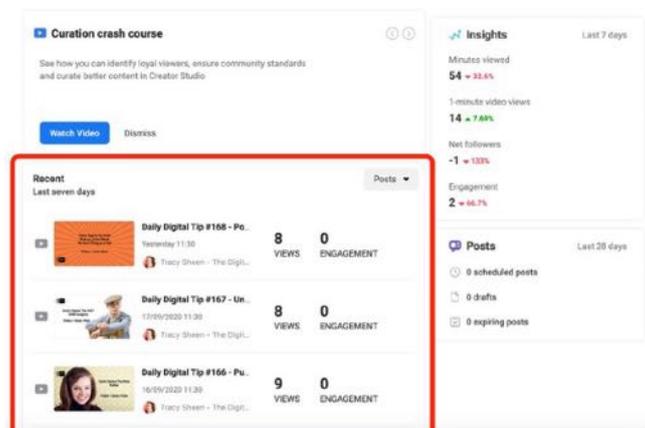


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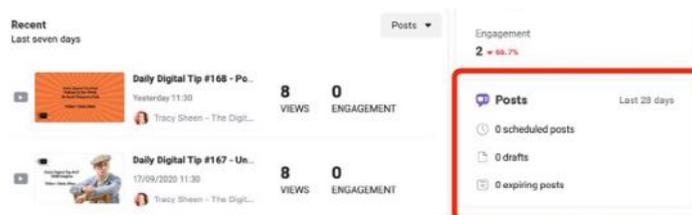
Suggestions of study you might like to do (and yes, Creator Studio works for Instagram also).



Your recent posts at a glance.



Additional post information such as anything you may have left in drafts or have scheduled to go out at a later date.



I'm not going to dive into the details of everything available to you through the left-hand side menu.

Instead I'm going to invite you to be brave and have a click around. A number of the things you'll find are also available to you directly through your business page. I find though by clicking around you'll become more comfortable with everything and learn where things live.

If you want more information on Creator Studio you can always go to:

www.facebook.com/business/help/2160250460681592?id=203539221057259.