

Create a Facebook Business Page – Basic Set Up

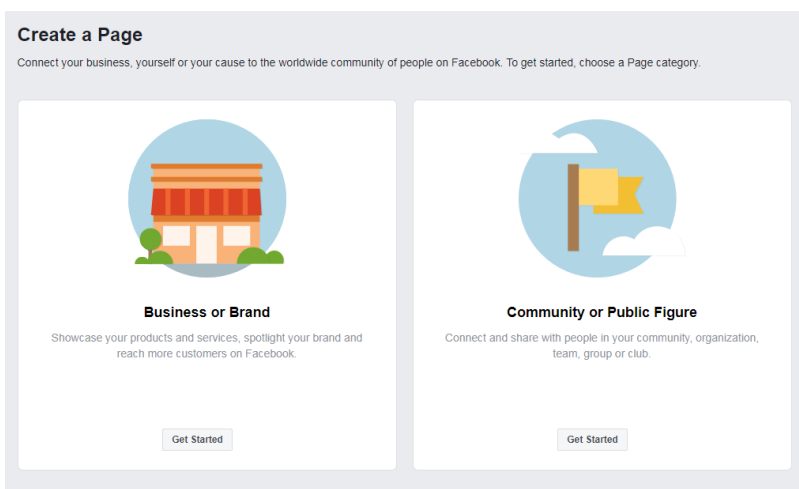
Source: <https://www.mybusiness.org/facebook-business-page>

Step 1: Login to your personal Facebook account.

You will be able to create a new Facebook business page directly from your profile. To create your page, start by clicking the drop down arrow at the top right hand corner of your Facebook page. From the drop down, click “Create Page.”

You will next be taken to a different window where you can choose a category that best fits your business. You can choose from the following categories:

Note: Some categories offer additional features that absent in other categories.



Business or Brand

This category is for you if: your business has the address: this is a bar, hotel, office, restaurant, fitness, etc. You can specify your business address, postcode, and a telephone. Customers visiting your organization will see the contact data on the page. If you a local business owner who sells goods/provides services, for example, in your city, feel free to choose this category. Your business does not depend on your geographical location. So you can stay in one place, and provide services, for example, across the country or around the world. You have a non-profit company or a public Agency: the company is the aerospace industry, political party, school, etc. you sell goods or provide services online, but you do not have an office where clients can come (if necessary), you just promote your blog/website.

Community or Public Figure

This category will suit you if: you sell goods or provide services online, but you do not have an office where clients can come (if necessary). Also, this type of pages are best to choose if you promote your blog/website. This is one of the most frequently used categories. If your business is not attached to the certain address, feel free to choose this page type. You are a professional in the field of personal branding, your object of promotion is your name or brand and your goal is maximum clients via

Facebook then this will suit you best. This category suits actors, bloggers, fitness coaches, etc. you are promoting books, cinemas, bookstores, a TV show, a movie. This category does not exactly match most people who are reading this article. You create the community of people sharing interests.

Step 2 - Enter Your Business Information

- Specify the name of your page. This title will be shown on your page below the avatar. Include words in brand, business or keywords

Step 3 - Choose a Category

- Choose a user name. This user name repeats your page's URL-address. page name @ user name

Step 4 - Add some information about your page in the "About" tab

Step 5 - Add a profile and cover image/video

- add picture (avatar)
- add cover (banner for page)

Previously, FB has limited the amount of text on the cover to 20%. Now there is no such restriction, but that does not mean that we should fill the cover with text completely. Should not be cluttered.

You can load the picture of any size, but the pictures with dimensions of 851 x 315 pixels load faster. On the smartphone cover is displayed in size 560 x 312 pixels. All that is beyond the width of 560 pixels will be cropped. If you have text in your cover image, don't have it all the way to the ends as it will be but off on a smart phone.

Use Canva.com (free) to create your cover art, or outsource it to a place like www.fiverr.com Can add jpg or png image, or add a video of the correct size. There are programs that do this.

Click on the button «add a cover» to download the picture/video.

Step 6 - Add a Call-to-Action Button on the Page

There are 5 categories in Facebook, each of which contains one or more buttons

1. Book Service
 - a. Book
2. Contact us
 - a. Call
 - b. Contact us
 - c. Send a message
 - d. Log in Send e-mail letter
3. Learn more
 - a. Watch video
 - b. Read more
4. Buy or donate

- a. Go to store
 - b. Get an offer
- 5. Download an app or a game
 - a. Use an app
 - b. Play
- Select the variant that matches most promotion strategy. For integrating a call-to-action button users must click «Add a Button».
 - Choose the desired call-to-action button in the pop-up window and specify contacts, including your phone number, e-mail, the company's website link (whatever you wish).
 - Test the button before providing it to your clients. Hover the mouse over it and navigate «test button».
 - This section also provides you with possibility to edit, delete, and view the statistics of clicks.

Step 7- Publish your Page – top of settings page (see screen shot)

Extra notes:

You can edit your details at any time. You can change the address of your page and user name, but change the name of your page more than once. After you have 200 likes you must submit a request to FB to change the name of your page.

You can separate your personal Facebook profile from a Facebook page by removing yourself as administrator. However, when you do this, you must have at least one other administrator to manage the page. If you are the only administrator, then Facebook won't allow you to disassociate yourself from the page. The steps to remove an admin are the same for all pages, and they work even if you were the person who originally set up the page. (select Page Roles – see screen shot)

