

Customizing Your Facebook Business Page – The Basics

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

Navigate to «Settings» to adjust the page's settings.

Here are some of the basic things to address in the settings

1. **General**

• **Page Visibility – Where you publish your page**

By default all created pages can be seen by all visitors. Keep the business page unpublished unless you set it up completely.

Note: once your page is published, default is viewing as admin, can choose to view as visitor (click on 3 dots (...) and it will be a dropdown option)

• **Visitor Posts**

You have a right not to publish other users' posts on your business page. You can choose anyone can publish but can also choose to review the posts before they are published.

• **Reviews and Tagging**

Can allow visitors to review this page and allow people to manage this page (other admins or editors) to tag people.

• **Messages**

By default, this tab regulates people contacting with you via messages. Being enabled it gives your visitors the possibility to use the «Send message» button, which appears next to the selected call-to-action button. Being disabled it hides it in pair with all posts with this button from your page.

The information about the period you response the messages also appears on the page.

You will be capable to send a newsletter to all people who ever sent you a message.

• **Similar Page Suggestions:**

If you enable this option, Facebook will offer your page to people subscribed to similar pages with the same category.

• **Messaging**

Allow visitors to message you, but showing message button

2. **Page Roles** - Add others as admins, editors, moderator, advertiser or analyst

3. **Link to Instagram** - Link your Instagram account here

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