
Facebook for Business: How to create a Facebook Page

— BLUE SKY NET TECH-TALKS SERIES —

TOPICS COVERED

- Why does Facebook matter?
- What is the difference between a Facebook profile and a Facebook page?
- Creating a Facebook business page
- Understanding and managing your new Facebook Page
- Your next steps now that you have a Facebook Page

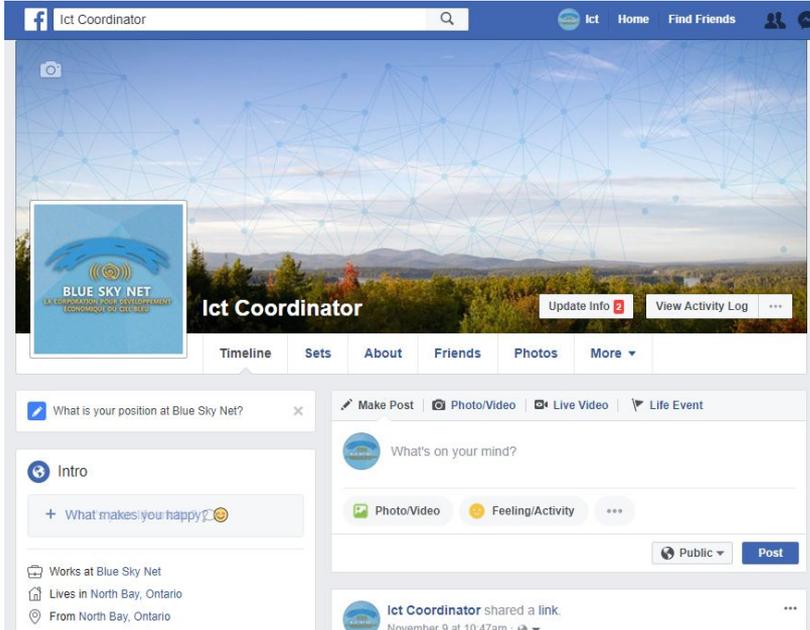
WHY DOES FACEBOOK MATTER?

- Facebook currently has an average of 1.71 billion active users a month
 - 23 million of those users are Canadian
- It is the most popular social network among Canadians
 - 71%-76% of Canadians are signed up with Facebook. 75% of Ontarians are on Facebook
 - Canadians spend an average of 40 minutes a day on Facebook
- There are 50 million small businesses connected to Facebook
- You can choose who to market your business advertising to
- A Facebook page helps boost your business in search engine results and is another way for you to engage with clients and promote your business

A FACEBOOK PROFILE VS. A FACEBOOK PAGE

- A Facebook profile can be viewed as your personal account for the website, this is the account you use to connect with friends and family and do things such as upload your personal photos and videos.
- A Facebook Page represents a business or organization on the Facebook website. This is the page which should be used to post and promote events, products, and information about your business or organization to the public.

A FACEBOOK PROFILE VS. A FACEBOOK PAGE



The screenshot shows a Facebook profile for 'Ict Coordinator'. The profile picture is a blue square with the Blue Sky Net logo. The cover photo is a landscape with a network overlay. The profile name is 'Ict Coordinator' and the bio is 'A KAPPA SIGMA PSI DEVELOPMENT ECONOMIST DU GLE BELLE'. The page has tabs for Timeline, Sets, About, Friends, Photos, and More. The main content area shows a post from 'Ict Coordinator' with the text 'What's on your mind?' and options for Photo/Video, Feeling/Activity, and a Public post button. The left sidebar shows the user's location as 'North Bay, Ontario' and a list of friends.

Facebook Profile

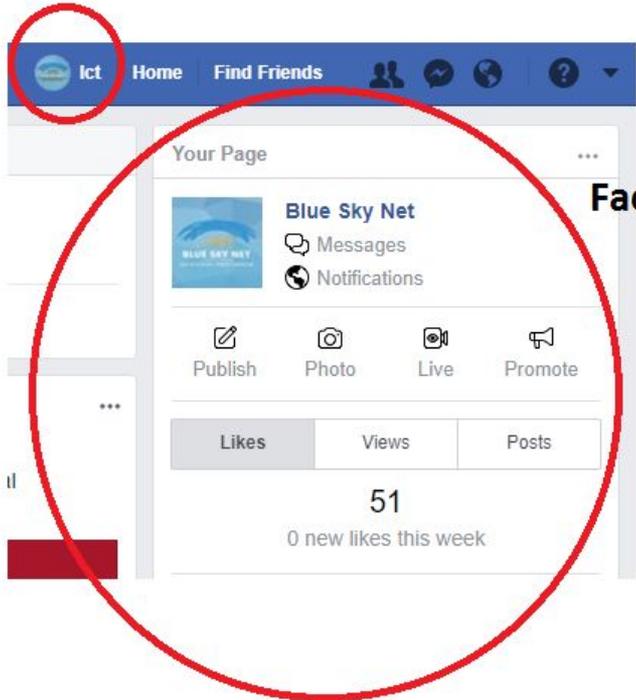


The screenshot shows a Facebook page for 'Blue Sky Net'. The page has a blue header with the name 'Blue Sky Net' and a search bar. The cover photo is a hand holding a smartphone displaying the Blue Sky Net logo. The page has tabs for Page, Inbox, Notifications, Insights, Publishing Tools, Settings, and Help. The main content area shows a post from 'Blue Sky Net' with the text 'What's on your mind?' and options for Photo/Video, Feeling/Activity, and a Public post button. The left sidebar shows the page's name, location, and a list of posts. The right sidebar shows a 'Professional Service in North Bay, Ontario' advertisement and 'Page Tips'.

Facebook Page

A FACEBOOK PROFILE VS. A FACEBOOK PAGE

Facebook Profile



Facebook Page

- Here is an example of how your Facebook homepage may look like when you have a Facebook Profile and Facebook Page

CREATING A FACEBOOK BUSINESS PAGE

Why do we need a Facebook Profile before creating a Facebook Page?
Getting Started (Creating a new Page vs. Converting a Profile into a Page)
Choosing the right Facebook Page Category
Setting up your new Page

CREATING A FACEBOOK BUSINESS PAGE: Why do we need a Facebook profile for a Facebook page?

- Facebook terms of use do not allow for personal accounts to represent businesses and conduct commerce, violating the terms of service may result in your account being closed:
 - *“It's against the Facebook Terms to use your personal account to represent something other than yourself (example: your business), and you could permanently lose access to your account if you don't convert it to a Page.”*

CREATING A FACEBOOK BUSINESS PAGE: Getting started

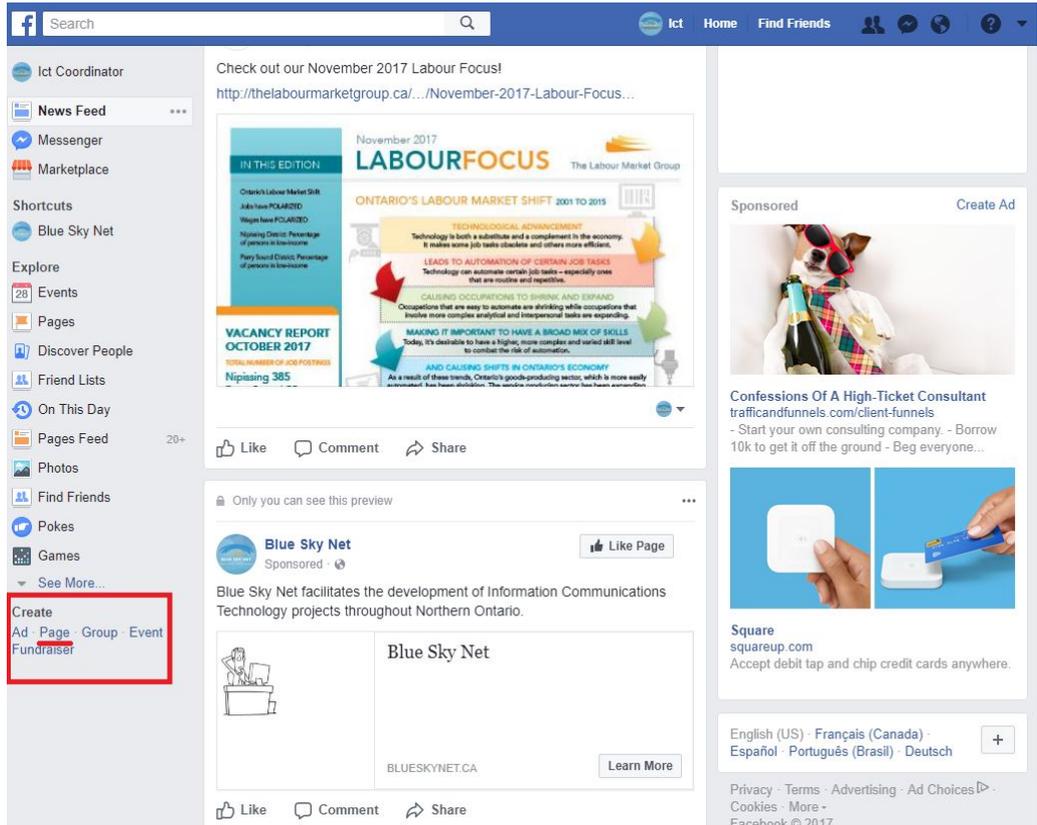
- In order to create a Facebook Page for your business, you first need a Facebook personal profile
- If you do not have a personal Facebook account, you will have to create one before being able to move forward with a Facebook Page
 - <https://facebook.com/help/188157731232424>
- If you have a personal Facebook account representing your business, you must convert your profile type, Facebook provides a tool for this process
 - <https://www.facebook.com/help/175644189234902/>

CREATING A FACEBOOK BUSINESS PAGE: Getting started

It is recommended that Facebook Pages be created while using a desktop or laptop.

You can begin the Page creation process by reviewing The bottom left corner of Facebook under the “Create” Section and by clicking on “Page”

Create
Ad · Page · Group · Event · Fundraiser



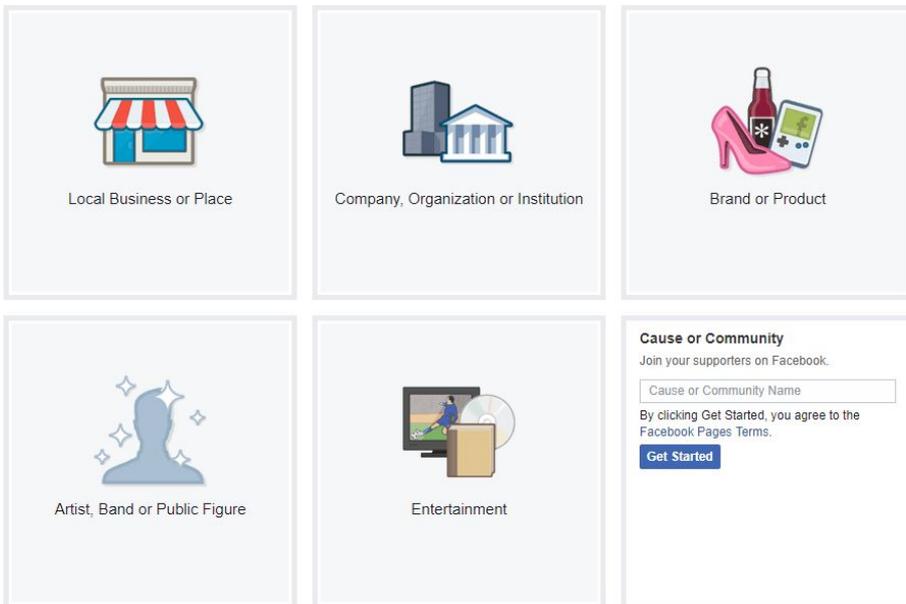
The screenshot shows the Facebook desktop interface. On the left sidebar, the 'Create' section is highlighted with a red box, containing the options: 'Create', 'Ad', 'Page', 'Group', 'Event', and 'Fundraiser'. An arrow points from this 'Page' option to the 'Create' text in the callout box on the left. The main content area shows a post from 'Ict Coordinator' about a November 2017 Labour Focus report, followed by a sponsored post for 'Blue Sky Net' and another sponsored post for 'Square'.

CREATING A FACEBOOK BUSINESS PAGE: Choosing the right Page category



Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.



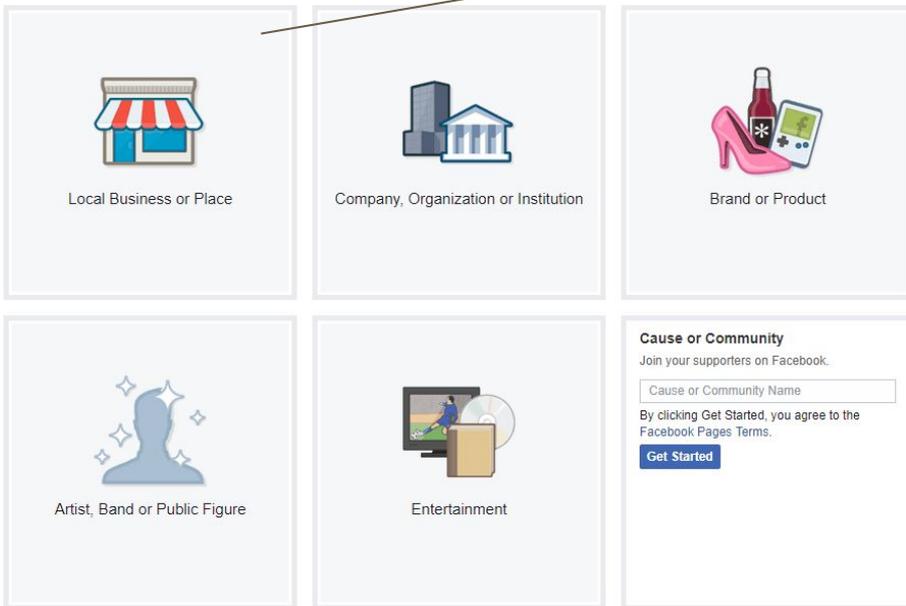
- Facebook allows you to choose from six categories which your Facebook Page can fall under.
- Local Business or Place
- Company, Organization, or Institution
- Brand or Product
- Artist, Band, or Public Figure
- Entertainment
- Cause or Community

CREATING A FACEBOOK BUSINESS PAGE: Local Business or Place.



Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.



Local Business or Place

Page Name, for example, Pat's Cafe

Page Category, for example, Coffee Shop

Street Address

Sprucedale, Ontario

P0A

Phone

By clicking Get Started, you agree to the Facebook Pages Terms.

[Get Started](#)

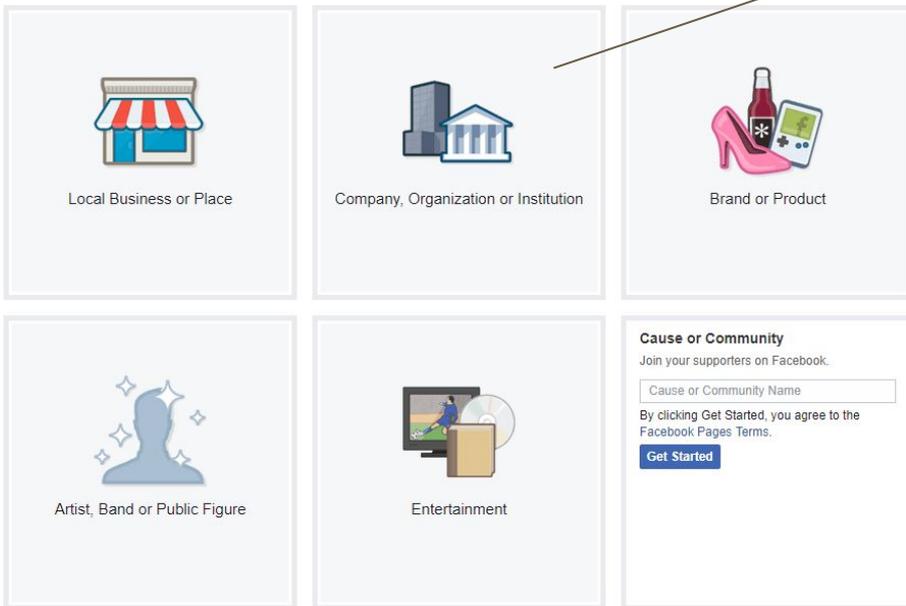
- “Local Business or Place” can be very similar to “Company, Organization or Institution.”
- Selecting “Local Business or Place” is a good option if your business has one physical location.

CREATING A FACEBOOK BUSINESS PAGE: Company, Organization or Institution.



Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.



Company, Organization or Institution
Join your supporters on Facebook.

Choose a category ▾
Company Name

By clicking Get Started, you agree to the Facebook Pages Terms.

[Get Started](#)

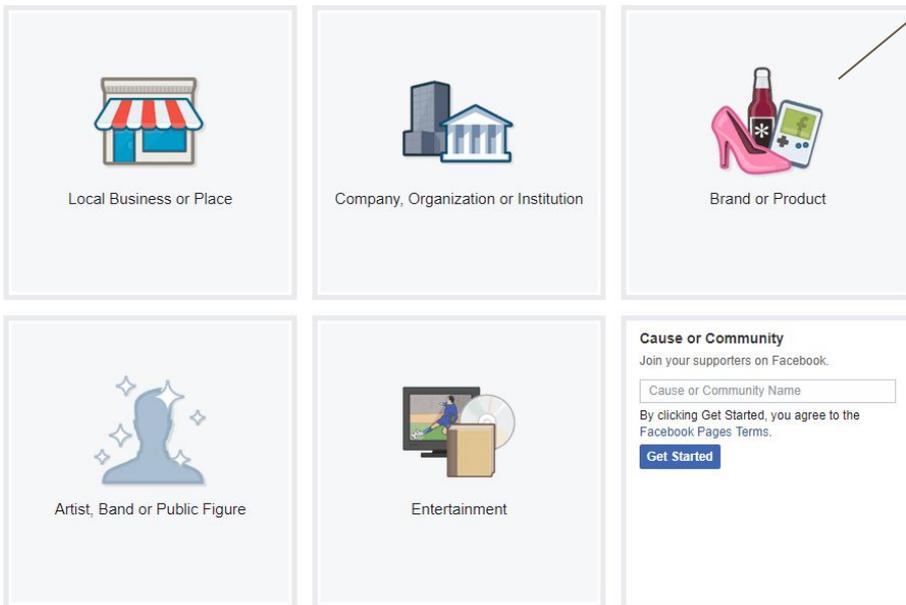
- Company, Organization or Institution is the preferred category if you have multiple locations or do not have customers typically coming to a physical location.

CREATING A FACEBOOK BUSINESS PAGE: Brand or Product



Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.



Brand or Product

Choose a category ▾

Brand or Product Name

By clicking Get Started, you agree to the Facebook Pages Terms.

[Get Started](#)

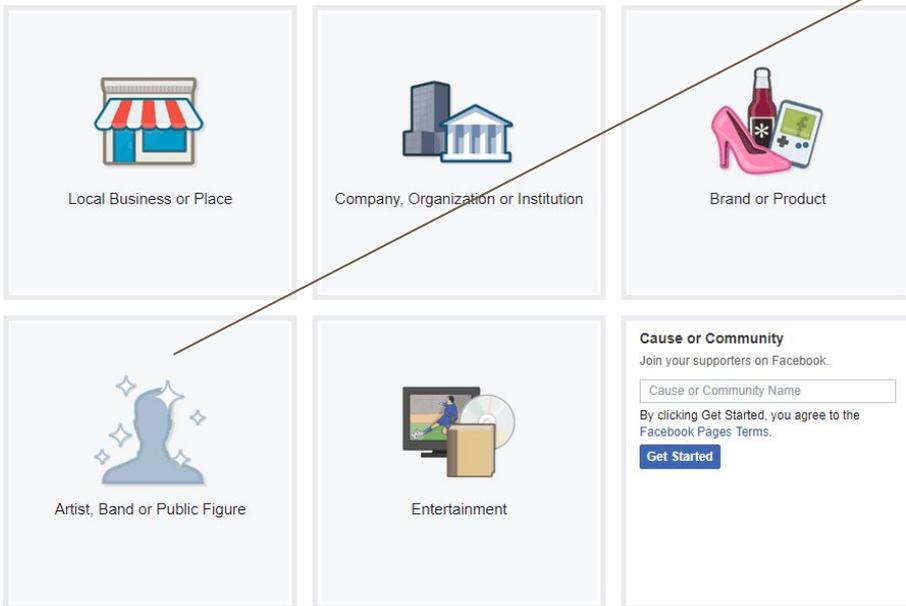
- A “Brand or Product” page is directed towards a business which sells products at multiple locations, sellers and resellers.
- Example: Nike shoes are sold in multiple stores and various locations.

CREATING A FACEBOOK BUSINESS PAGE: Artist, Band Or Public Figure



Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.



Artist, Band or Public Figure
Have a profile? Learn more about letting people follow your public updates.

Choose a category

Name

By clicking Get Started, you agree to the Facebook Pages Terms.

[Get Started](#)

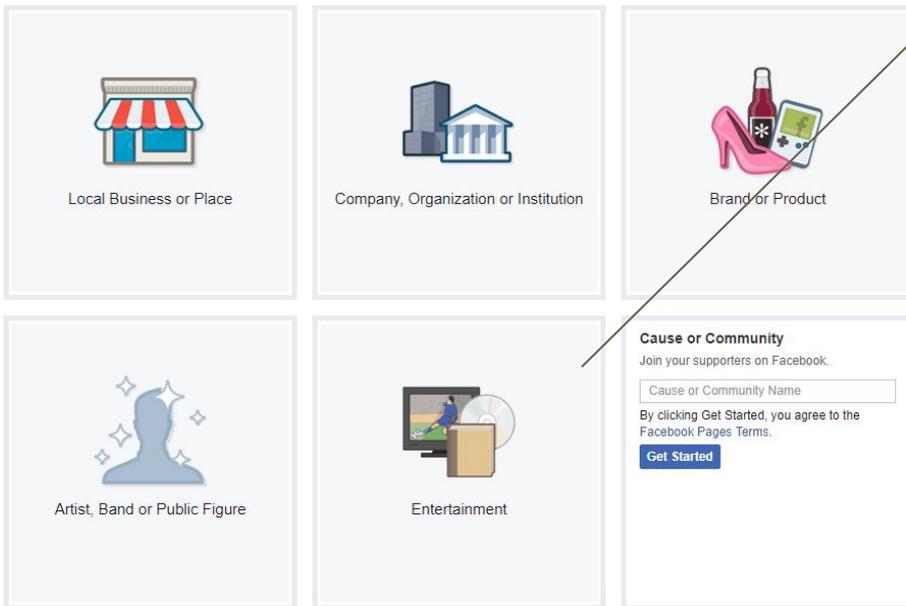
- “Artist, Band or Public Figure” pages are used to primarily promote an individual or group.
- Example: Musicians, writers, politicians, athletes.

CREATING A FACEBOOK BUSINESS PAGE: Entertainment



Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.



Local Business or Place

Company, Organization or Institution

Brand or Product

Artist, Band or Public Figure

Entertainment

Entertainment
Join your community on Facebook.

Choose a category

Name

By clicking Get Started, you agree to the Facebook Pages Terms.

[Get Started](#)

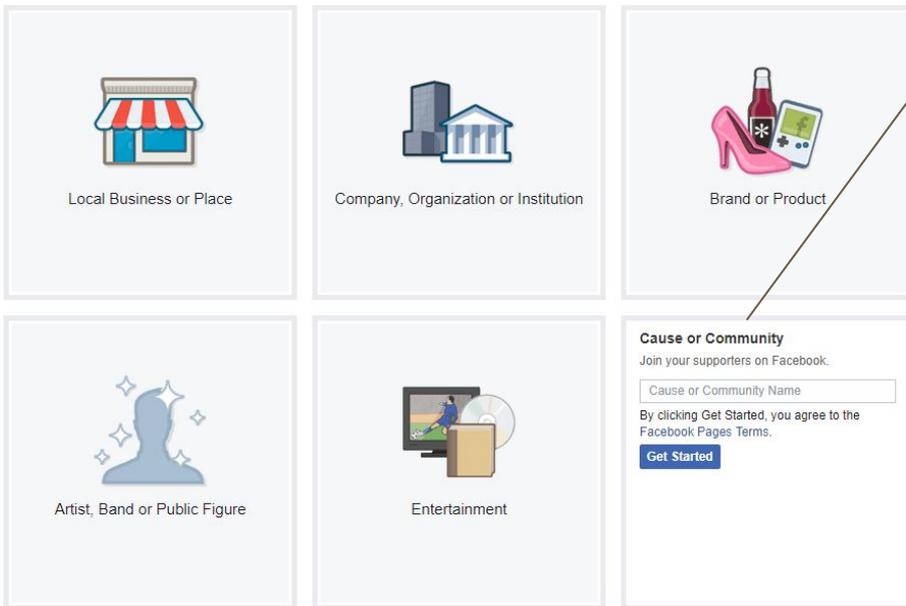
- “Entertainment” pages can be used for the entertainment field such as TV shows, sports leagues or radio stations.

CREATING A FACEBOOK BUSINESS PAGE: Cause or Community



Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.



Local Business or Place

Company, Organization or Institution

Brand or Product

Artist, Band or Public Figure

Entertainment

Cause or Community
Join your supporters on Facebook.

By clicking Get Started, you agree to the Facebook Pages Terms.
[Get Started](#)



Cause or Community
Join your supporters on Facebook.

By clicking Get Started, you agree to the Facebook Pages Terms.
[Get Started](#)

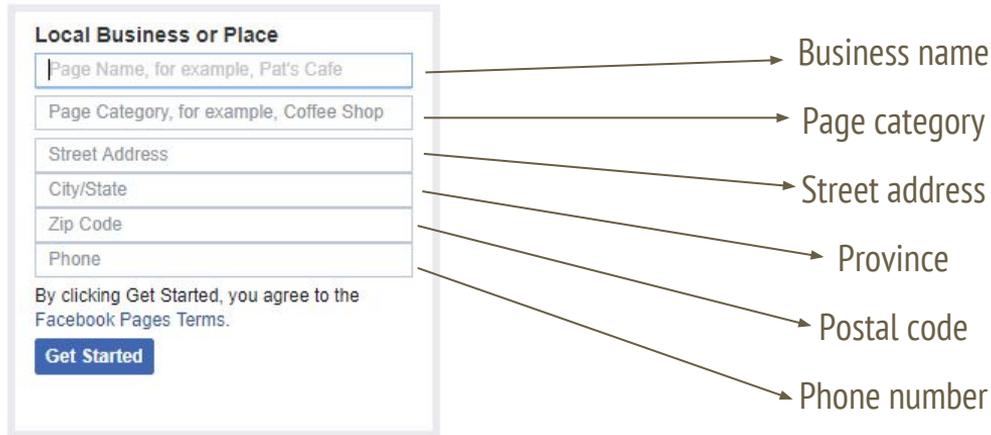
- A “Cause or Community” is used for more general topics and interests which you can connect with others.
- It is recommended that users first look through the previous five categories to see if their page would be best suited there.
- These pages are run by multiple authors and do not generate news feed stories.

CREATING A FACEBOOK BUSINESS PAGE: **Setting up your page**

- For this demonstration and guide, we will be proceeding with a Facebook Page using the “Local Business or Place” category setting.
- In this example, we’ll be creating a page for “Acme Café” that is located in North Bay Ontario.

CREATING A FACEBOOK BUSINESS PAGE: Setting up your page

- When we select “Local Business or Place” as the type of page we’d like to make, you then enter in the basic information for your business:



Local Business or Place

Page Name, for example, Pat's Cafe

Page Category, for example, Coffee Shop

Street Address

City/State

Zip Code

Phone

By clicking Get Started, you agree to the Facebook Pages Terms.

Get Started

Business name

Page category

Street address

Province

Postal code

Phone number



Local Business or Place

Acme Café

Coffee Shop

102-150 First

North Bay, Ontario

P1B 3B8

123-454-4545

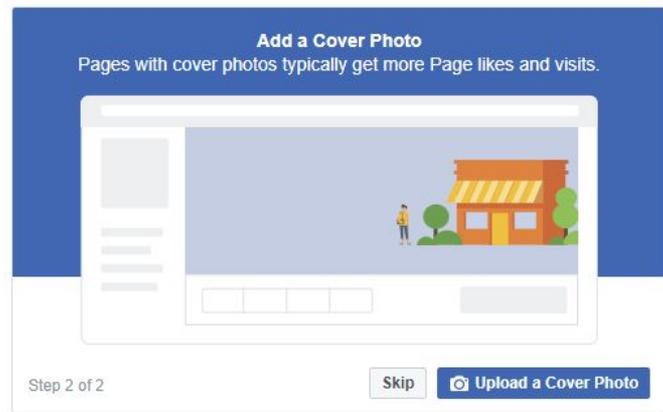
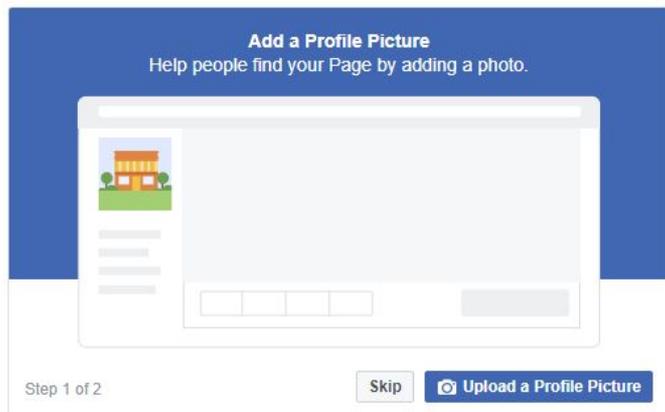
By clicking Get Started, you agree to the Facebook Pages Terms.

Get Started

“Acme Café example”

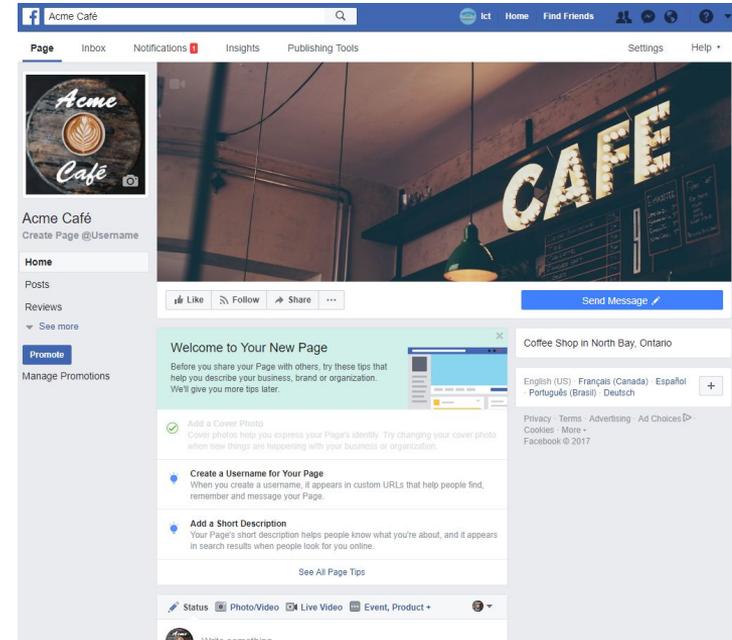
CREATING A FACEBOOK BUSINESS PAGE: **Setting up your page**

- The next step in setting up for Facebook Page is adding a profile picture and cover photo, you can always choose to skip this step and do this later.
- Here is a convenient guide to how big your images should be <https://marketerhelp.com/blog/20172018-social-media-image-sizes-ultimate-cheat-sheet/>



CREATING A FACEBOOK BUSINESS PAGE: Setting up your page

- Once we have added our pictures, our new page appears and is Published for the public.
- In Facebook terms “Published” refers to your Facebook Page being open and visible to the public.
- While you are setting up your new Facebook Page, you can “Unpublish” your page so that it remains hidden until you’re ready to unveil it to the world.

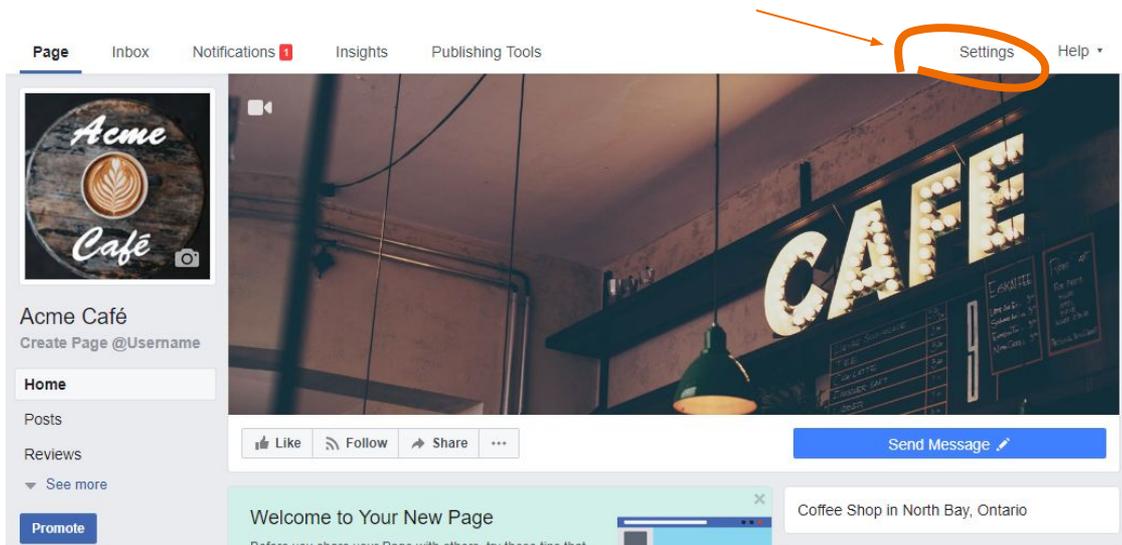


The screenshot shows a Facebook page for 'Acme Café'. The page is newly created and is in a 'Welcome to Your New Page' state. The cover photo is a dark image of a coffee shop interior with a neon sign that says 'CAFE'. The profile picture is a circular logo with the text 'Acme Café' and a coffee cup. The page is set to 'Public' and is visible to everyone. The left sidebar shows the page name 'Acme Café', the creation date 'Create Page @Username', and navigation options like 'Home', 'Posts', 'Reviews', 'Promote', and 'Manage Promotions'. The main content area displays a welcome message with tips for new pages, such as adding a cover photo, creating a username, and adding a short description. The right sidebar shows the page location 'Coffee Shop in North Bay, Ontario', language options, and privacy settings.

CREATING A FACEBOOK BUSINESS PAGE: Setting up your page

While we're working on our new page, let's make it hidden until everything is set up and we're ready to start promoting it.

Step 1: You can access your Facebook Page settings by click on "Settings" on the top upper-right corner.



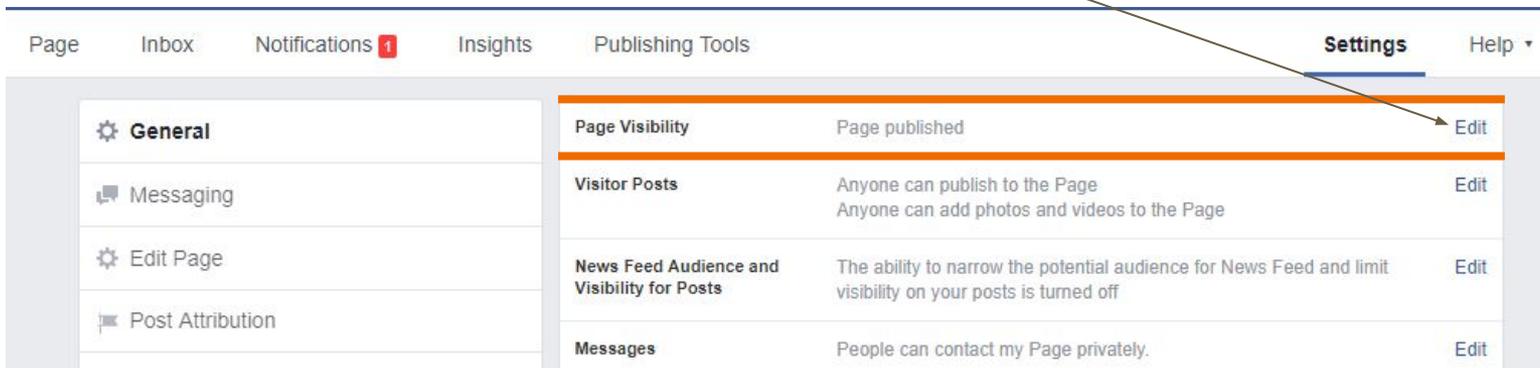
The screenshot shows the Facebook interface for a new business page named "Acme Café". The page is currently hidden. The top navigation bar includes "Page", "Inbox", "Notifications" (with a red notification icon), "Insights", "Publishing Tools", "Settings" (circled in orange with an arrow pointing to it), and "Help". The main content area features a cover photo of a coffee shop interior with a neon sign that says "CAFE". Below the cover photo are buttons for "Like", "Follow", "Share", and "Send Message". A "Promote" button is visible in the left sidebar. A notification banner at the bottom reads "Welcome to Your New Page" and "Coffee Shop in North Bay, Ontario".

CREATING A FACEBOOK BUSINESS PAGE: **Setting up your page**

Step 2: Once you've clicked on "Settings" you'll be brought to a new page that lets you manage a wide field of controls for your Facebook Page such as "Age Control," "Profanity Filter," and "Page Roles."

For now we're just going to focus on the top option on the main page.

To monitor or change the status of your Facebook Page visibility to the public, select "Page Visibility" at the top of the General page and click "Edit."

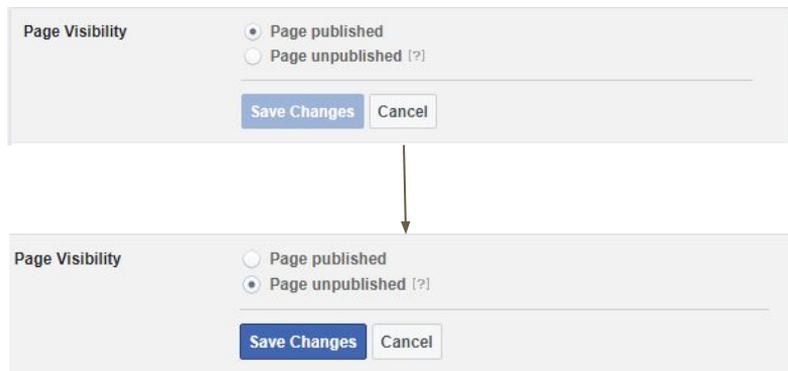


The screenshot shows the Facebook Page Settings interface. At the top, there are navigation tabs: Page, Inbox, Notifications (with a red notification badge), Insights, Publishing Tools, Settings (highlighted with a blue underline), and Help. On the left side, there is a sidebar menu with options: General (with a gear icon), Messaging (with a speech bubble icon), Edit Page (with a gear icon), and Post Attribution (with a flag icon). The main content area displays a list of settings. The first setting, "Page Visibility", is highlighted with an orange border and shows the current status as "Page published". An arrow points from the "Settings" tab to the "Edit" link next to "Page published". Other settings include "Visitor Posts", "News Feed Audience and Visibility for Posts", and "Messages", each with an "Edit" link.

Setting	Current Status	Action
Page Visibility	Page published	Edit
Visitor Posts	Anyone can publish to the Page Anyone can add photos and videos to the Page	Edit
News Feed Audience and Visibility for Posts	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned off	Edit
Messages	People can contact my Page privately.	Edit

CREATING A FACEBOOK BUSINESS PAGE: Setting up your page

Step 3: Once you've clicked "Edit" on Page Visibility, select "Page Unpublished" and then "Save Changes"



The image shows two screenshots of the Facebook Page Visibility settings interface, connected by a downward-pointing arrow. The top screenshot shows the 'Page published' option selected with a radio button. The bottom screenshot shows the 'Page unpublished' option selected with a radio button. Both screenshots include 'Save Changes' and 'Cancel' buttons.

Page Visibility

Page published
 Page unpublished [?]

Save Changes Cancel

Page Visibility

Page published
 Page unpublished [?]

Save Changes Cancel

*** Note:** This is the same page and setting that you will need to return to once your page is set up and ready for the viewing public.

CREATING A FACEBOOK BUSINESS PAGE: Setting up your page

Step 4: At this point you will be prompted for a reason for Unpublishing your Page - as we're still working on our Page, we'll be selecting "The Page isn't Finished Yet."

Unpublish Page?

Please share your reason for unpublishing this Page. Your feedback will help us to improve Pages on Facebook.

- The Page isn't finished yet
- The business, brand or organization is no longer active
- I accidentally created the Page
- I didn't get enough value from the Page
- Other

When you unpublish a Page, it isn't visible on Facebook or in search. Are you sure you want to unpublish this Page?

[Cancel](#) [Next](#)

Step 5: Select the appropriate explanation on what remains to be completed and confirm the process of hiding your Facebook Page by clicking on "Unpublish"

What do you need to finish your Page?

- Additional content (for example, photos, business address or phone number)
- Tips on how to set up my Page so it looks and works the way I want it to.
- An example of what a finished Page looks like
- Confirmation from Facebook that my Page is complete
- Other (please specify):

[Back](#) [Unpublish](#)

Understanding and Managing Your Business Page

Facebook Page layout, explained

Explaining Page Roles and how to update Roles

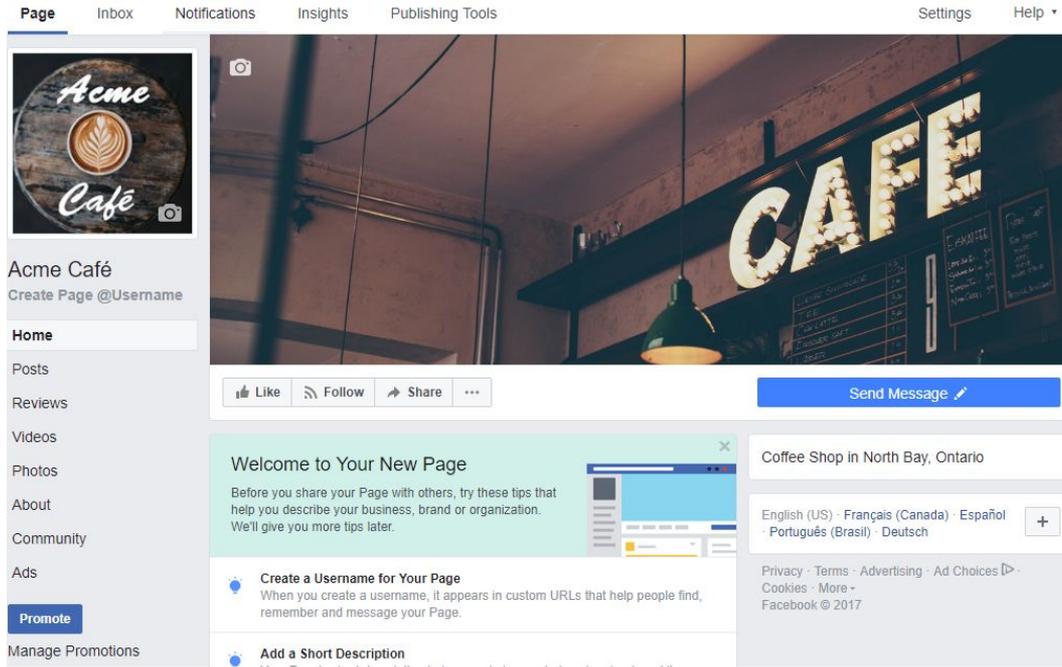
Adding a Page description

Creating a Page Username

Editing Your Page's Call to Action Button

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Facebook Page layout, explained

Starting out with a new Facebook Page can be a bit overwhelming. In this section we're going to go over the basics of the Facebook Page layout and what they do.



The screenshot shows the Facebook interface for a newly created business page named "Acme Café". The page is in the "New Page" setup phase. The top navigation bar includes "Page", "Inbox", "Notifications", "Insights", "Publishing Tools", "Settings", and "Help". The main content area features a cover photo of a coffee shop interior with a neon sign that says "CAFÉ". Below the cover photo are interaction buttons for "Like", "Follow", "Share", and "Send Message". A teal banner reads "Welcome to Your New Page" and provides tips for sharing the page. Below the banner are two setup prompts: "Create a Username for Your Page" and "Add a Short Description". The left sidebar shows the page name "Acme Café", the handle "Create Page @Username", and navigation options like "Home", "Posts", "Reviews", "Videos", "Photos", "About", "Community", "Ads", and "Promote". The right sidebar shows the location "Coffee Shop in North Bay, Ontario", language options, and footer links for "Privacy", "Terms", "Advertising", "Ad Choices", "Cookies", and "More".

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Facebook Page layout, explained

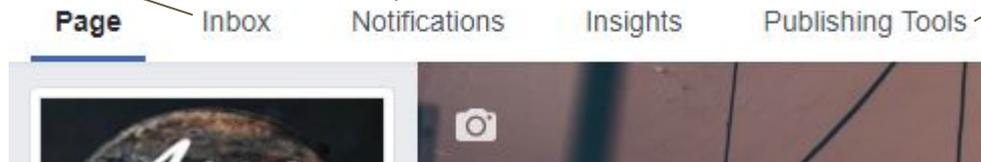
First we'll get into the section of the Page which allows you to monitor and manage how people are interacting with your business Page.

Inbox allows you to check and respond to messages which people have sent to your Page.

Notifications lets you know when people have interacted with your Page content (liking posts, making comments).

Insights give you a look into your Page's "statistics" like Page views, Page Likes and how many people are seeing your posts.

Publishing tools allows you to see how many people have interacted with your Page posts, what posts you have scheduled and view your posts in draft.



UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Explaining Page Roles & How to Update Roles

What happens when you're too busy to update your Facebook Page or reply to a comment on a post? How can someone else in the business check on the Facebook page without logging in to your own Facebook personal account?

Facebook has a tool called "Page Roles" which allows you to add other people to the Facebook Page. These added people can have different levels of permissions and you can limit their role.

For example, you would want an employee to make a Facebook Post for your business, but you would not want that same employee to have the ability to delete your entire Facebook Page.

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Explaining Page Roles & How to Update Roles

- **MANAGER:** The Manager of a Facebook page has the most power, with the ability to add and edit permissions and admins at will, editing the page and adding/taking away apps, creating posts, moderating, commenting and deleting comments, sending messages as the page, creating ads, and viewing all insights.
- **Content Creator:** The role of Content Creator allows said admin to edit the page, add or remove applications, create posts, or “content,” moderate comments, send messages, and even create ads and view insights- everything except change the admin settings.
- **Moderator:** The Moderator of a Facebook page is much like a community manager, taking special care to moderate posts to the page, comments from fans and the general public, and the first person to respond to the majority of the comments. It’s this person’s job to go through all of the fan feedback and find anything inappropriate (by your organization’s standards), negative, or just improperly advertised and remove it from the page.
- **Advertiser:** The Advertiser role is fairly self-explanatory. The advertiser role focuses on creating ads and viewing insights to help in the creation and implementation.
- **Insight Analyst:** The Insights Analyst is exclusively allowed to see the Insights of an organization’s Facebook Page. This helps the insights analyst focus on what they are there for, [Facebook metrics and social analytics](#). The insights analyst focuses on really breaking down the Facebook Insights into what people will not only understand but it will alter the way the page is run to improve upon the reports and conclusions this person draws.

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE:

Explaining Page Roles & How to Update Roles

	Admin	Editor	Moderator	Advertiser	Analyst	Live Contributor
Manage Page roles and settings	✓					
Edit the Page and add apps	✓	✓				
Create and delete posts as the Page	✓	✓				
Can go live as the Page from a mobile device	✓	✓				✓
Send messages as the Page	✓	✓	✓			
Respond to and delete comments and posts to the Page	✓	✓	✓			
Remove and ban people from the Page	✓	✓	✓			
Create ads, promotions or boosted posts	✓	✓	✓	✓		
View insights	✓	✓	✓	✓	✓	
See who published as the Page	✓	✓	✓	✓	✓	

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Explaining Page Roles & How to Update Roles

How do we update these Page Roles? We access them by going back to “Settings” - this is the page we went to in order to Unpublish our Facebook Page as we work on it.

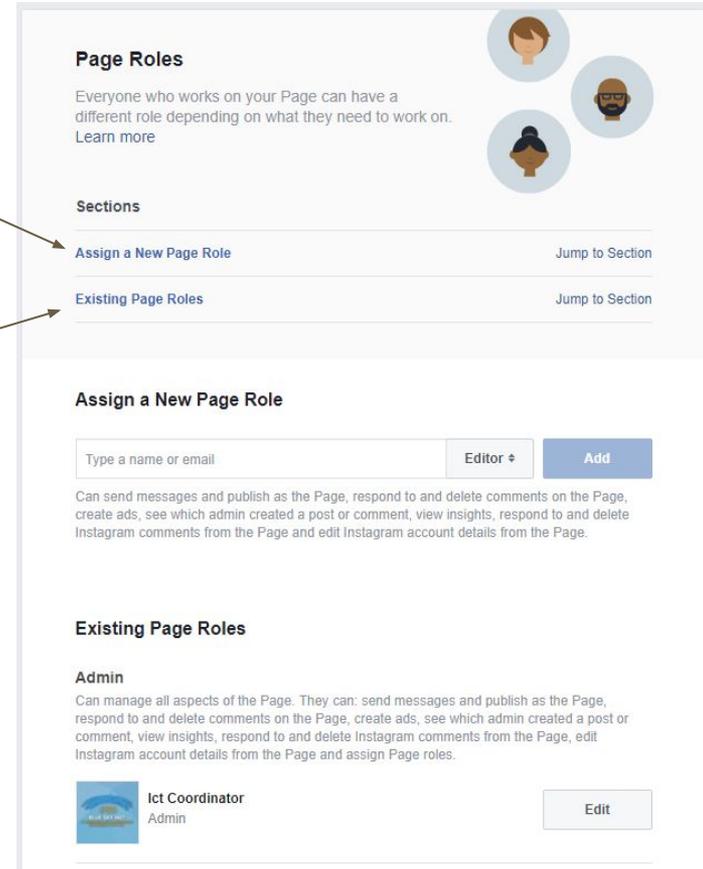
Settings gives you access to your Page controls

Once in Settings, select “Page Roles”

The screenshot displays the Facebook Page Settings interface. At the top, navigation tabs include Page, Inbox, Notifications, Insights, Publishing Tools, Settings (highlighted), and Help. A left sidebar lists various settings categories: General, Messaging, Edit Page, Post Attribution, Notifications, Messenger Platform, Page Roles (highlighted), People and Other Pages, Preferred Page Audience, Partner Apps and Services, and Branded Content. The main content area is titled 'Page Roles' and includes a description: 'Everyone who works on your Page can have a different role depending on what they need to work on. Learn more'. Below this, there are two sections: 'Assign a New Page Role' with a 'Jump to Section' link, and 'Existing Page Roles' with a 'Jump to Section' link. At the bottom, the 'Assign a New Page Role' section features a text input field labeled 'Type a name or email', a dropdown menu for 'Editor', and an 'Add' button.

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Explaining Page Roles & How to Update Roles

- **There are two options in managing Page Roles**
 1. **Assign New Page Role:** This is used to add new people to your Facebook Page team of workers.
 2. **Existing Page Roles:** This is used to change the permission level of someone who is already added as a Facebook Page worker

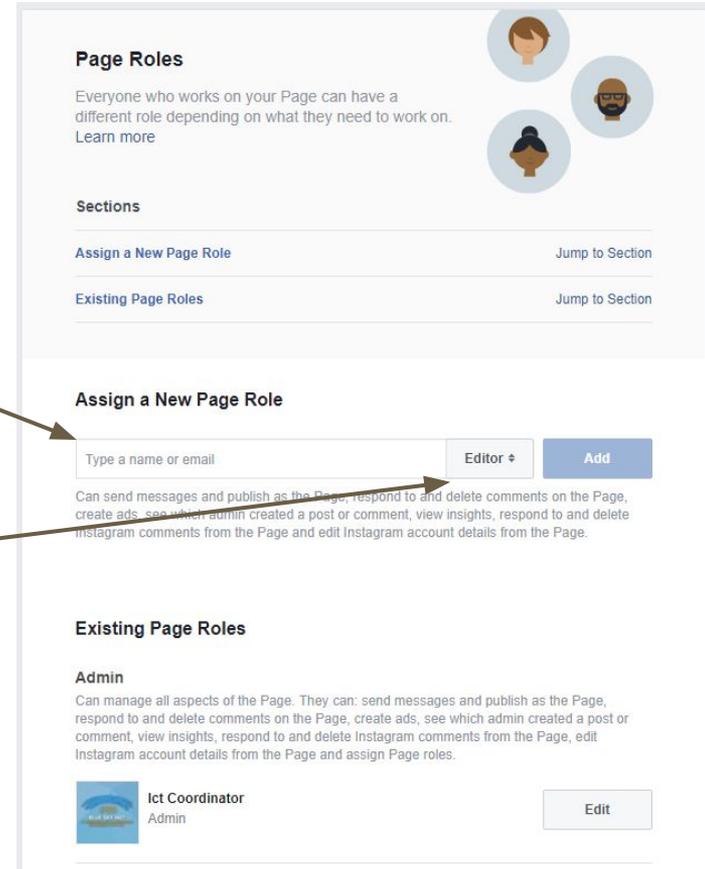


The screenshot shows the Facebook Page Roles management interface. At the top, there's a 'Page Roles' section with a description: 'Everyone who works on your Page can have a different role depending on what they need to work on. Learn more'. To the right of this text are three circular profile icons. Below this is a 'Sections' section with two links: 'Assign a New Page Role' and 'Existing Page Roles', each with a 'Jump to Section' link. The 'Assign a New Page Role' section is expanded, showing a search input field with the placeholder 'Type a name or email', an 'Editor' dropdown menu, and an 'Add' button. Below the input field is a description of the 'Editor' role: 'Can send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page and edit Instagram account details from the Page.' The 'Existing Page Roles' section is also visible, showing an 'Admin' role with a description: 'Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles.' Below this, there's a profile card for 'Ict Coordinator' (Admin) with an 'Edit' button.

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Explaining Page Roles & How to Update Roles

Adding New People to the Facebook Page team

- To add a new person to your Facebook Page team, you can either enter the name of the individual as they appear on Facebook or by entering their email address
- Before pressing the “Add” button, make sure to select the level of the role they should have on your team from the dropdown menu.



Page Roles

Everyone who works on your Page can have a different role depending on what they need to work on. [Learn more](#)

Sections

[Assign a New Page Role](#) [Jump to Section](#)

[Existing Page Roles](#) [Jump to Section](#)

Assign a New Page Role

Type a name or email

Can send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page and edit Instagram account details from the Page.

Existing Page Roles

Admin

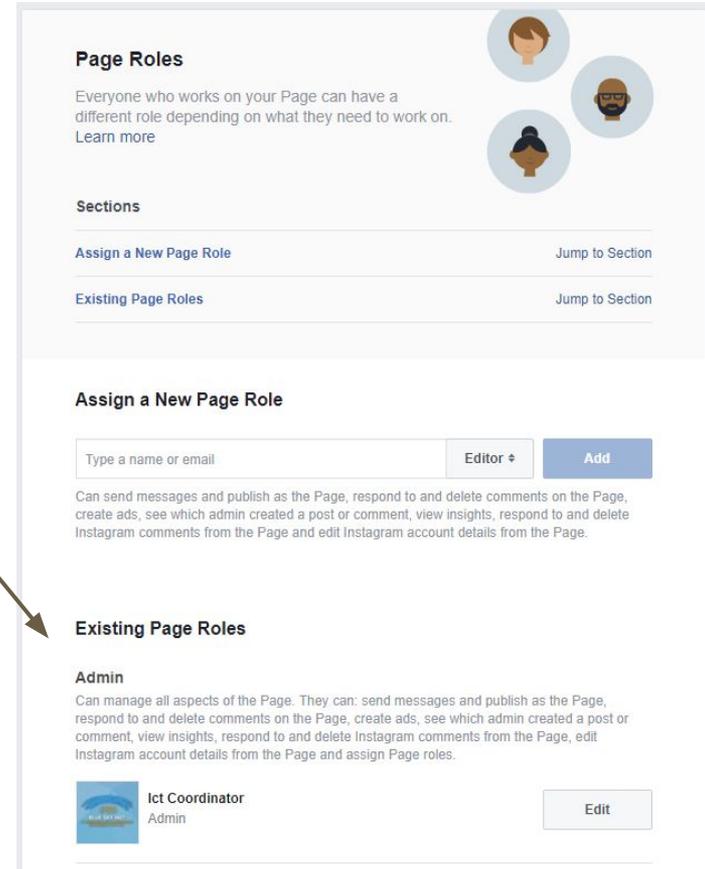
Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles.

 **Ict Coordinator**
Admin

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Explaining Page Roles & How to Update Roles

Changing the Role of an Existing Facebook Page Team Member

- Here you will see a listing of the people who have access to your Facebook Page along with their role.
- Click on the “Edit” button beside the person whose role you would like to update and choose from the dropdown of role options which best suits their position with the Page.



Page Roles

Everyone who works on your Page can have a different role depending on what they need to work on. [Learn more](#)

Sections

[Assign a New Page Role](#) [Jump to Section](#)

[Existing Page Roles](#) [Jump to Section](#)

Assign a New Page Role

Can send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page and edit Instagram account details from the Page.

Existing Page Roles

Admin

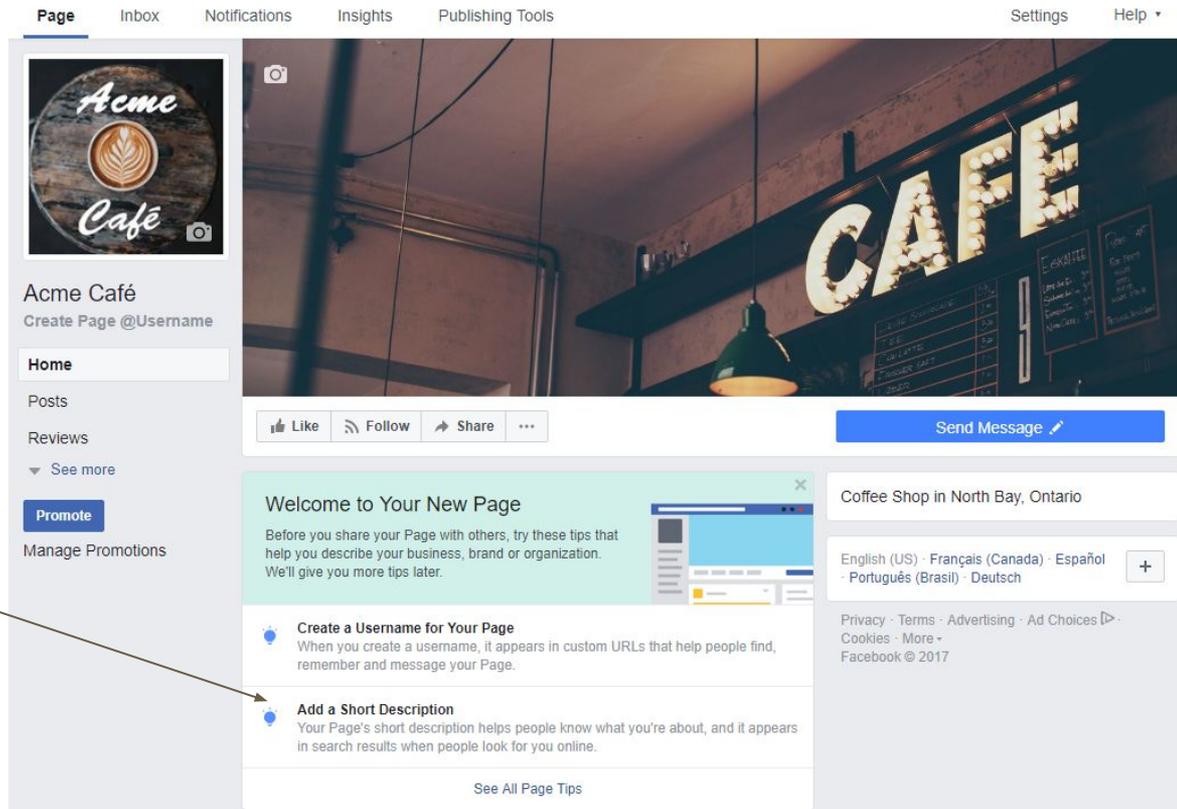
Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and assign Page roles.

 **Ict Coordinator**
Admin

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Adding a Page Description

Page Descriptions allow people who are visiting your Page know who you are. Descriptions should be brief and to the point, think of it as a pitch to draw people in.

Facebook helps out by directing you to how to add a description if you don't have one yet, you can get there by going to your main "Page" and clicking on "Add a Short Description."



The screenshot shows the Facebook interface for a business page named "Acme Café". The page header includes navigation tabs: Page, Inbox, Notifications, Insights, Publishing Tools, Settings, and Help. The main content area features a cover photo of a coffee shop interior with a neon sign that says "CAFÉ". Below the cover photo are interaction buttons for Like, Follow, Share, and a Send Message button. A light green tip box titled "Welcome to Your New Page" is displayed, containing the following text: "Before you share your Page with others, try these tips that help you describe your business, brand or organization. We'll give you more tips later." Below this tip are two actionable items: "Create a Username for Your Page" and "Add a Short Description". The "Add a Short Description" item includes the text: "Your Page's short description helps people know what you're about, and it appears in search results when people look for you online." A "See All Page Tips" link is located at the bottom of the tip box. On the left side of the page, there is a sidebar with navigation options: Home, Posts, Reviews, See more, Promote, and Manage Promotions. At the bottom right, there is a language selection menu and a footer with links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More, along with the Facebook © 2017 copyright notice. An arrow from the text on the left points to the "Add a Short Description" tip.

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Adding a Page Description

Enter in a brief description of 1-2 sentences, you have about 155 words so make it count!

Once you have your description entered, simply click “Save” and your Facebook Page now has your entered description.

The screenshot shows the Facebook interface for a business page named "Acme Café". The page header includes navigation tabs: Page, Inbox, Notifications, Insights, Publishing Tools, and Settings. The profile picture is a circular logo with "Acme Café" and a coffee cup. The page name "Acme Café" and the URL "Create Page @Username" are visible. A "Describe Your Page" dialog box is open, prompting the user to add a short description. The dialog box contains the text: "We're Acme Café, the number one place for the best coffee and best treats. Proudly serving in Northern Ontario for over 10 years!". The character count is 25. The dialog box has "Cancel" and "Save" buttons. Below the dialog box, there is a "Welcome to Your New Page" message and a "Create a Username for Your Page" section.

Page Inbox Notifications Insights Publishing Tools Settings

Acme Café
Create Page @Username

Home
Posts
Reviews
See more

Promote

Manage Promotions

Welcome to Your New Page
Before you share your Page with others, help you describe your business, brand or organization. We'll give you more tips later.

Create a Username for Your Page
When you create a username, it appears in custom URLs that help people find, remember and message your Page.

Describe Your Page

Add 1-2 sentences to describe **Acme Café** to help people understand what you offer.

Short Description 25 [?]

We're Acme Café, the number one place for the best coffee and best treats. Proudly serving in Northern Ontario for over 10 years!

Cancel Save

English (US) · Français (Canada) · Español · Português (Brasil) · Deutsch

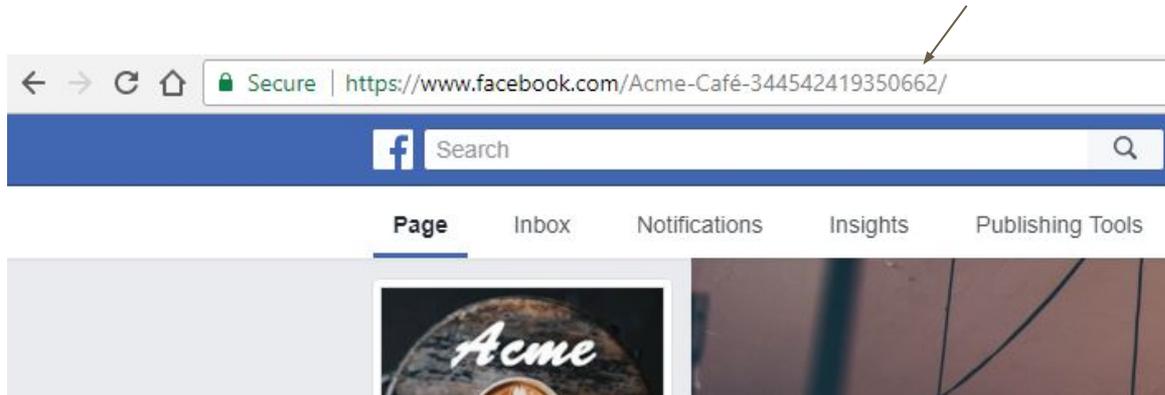
Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2017

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Adding a Page Username

You want to make your new Facebook Page as easy to find and to share as you can, however, you may have noticed that the URL (link name) of your Page can be difficult to remember - that's where adding a Username comes in to help.

Facebook creates a link for your new page with a unique set of numbers to set you apart from other Facebook Pages.



UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Adding a Page Username

Just as we had help from Facebook on adding a description, Facebook also has a Page Tip to help with your Username.

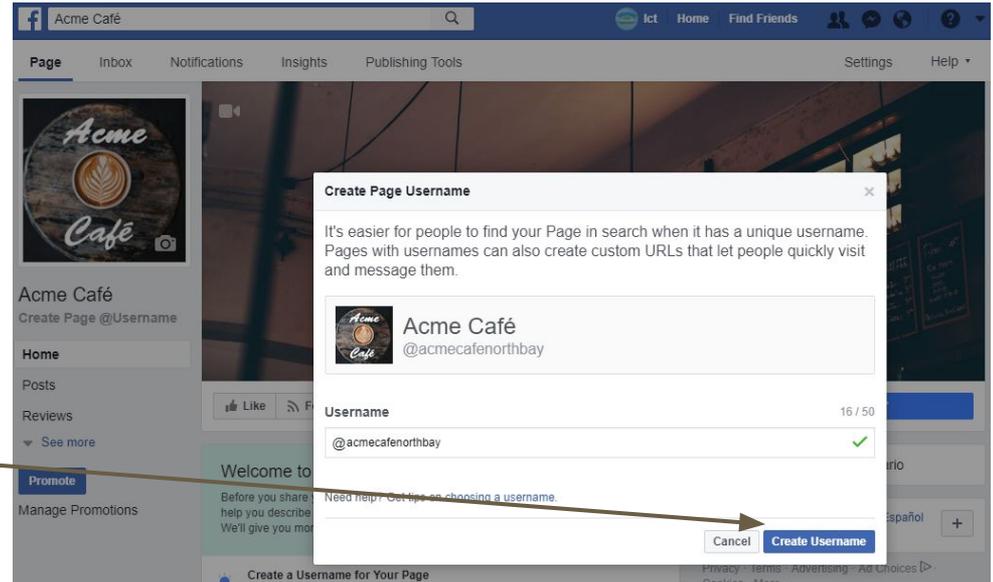
You can edit your Username by going to your main Facebook Page and clicking on “Create a Username for Your Page.”

The screenshot displays the Facebook interface for a business page named "Acme Café". The page header includes the Facebook logo, the name "Acme Café", and navigation options like "Home", "Find Friends", "Settings", and "Help". Below the header, there are tabs for "Page", "Inbox", "Notifications", "Insights", and "Publishing Tools". The main content area features a profile picture of a coffee cup with "Acme Café" written on it, a cover photo of a coffee shop interior with a neon sign, and a "Send Message" button. A "Welcome to Your New Page" tip is visible, with a sub-tip titled "Create a Username for Your Page" that explains how a username appears in custom URLs. A blue arrow points from the text in the left column to this tip. At the bottom, there is a status update input field with a "Write something..." prompt.

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Adding a Page Username

Enter in your unique Username - your username must be less than 50 characters and Facebook will automatically let you know if the name has been taken or if it's available by giving you a green checkmark by your name (this lets you know that you can go ahead with this name)

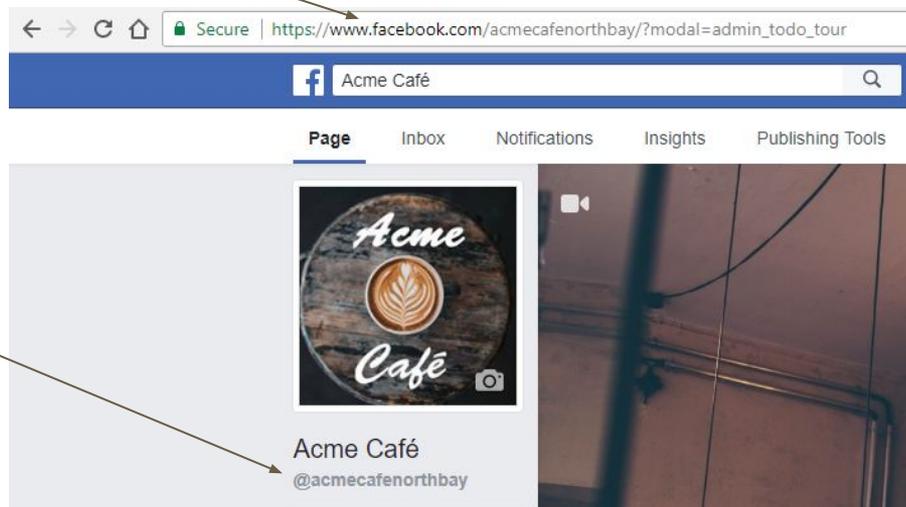
Once you have a Username you are satisfied with, click on "Create Username."



UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Adding a Page Username

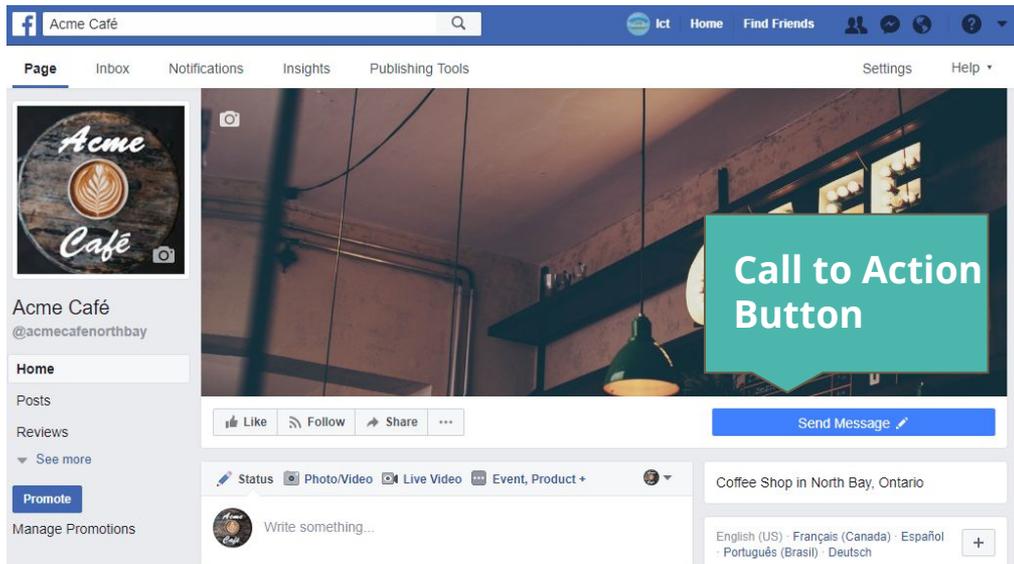
Your Facebook URL will not be simplified and easier to share with others. In this example, the URL will now be www.facebook.com/acmecafenorthbay

People can now include your business in Facebook posts by including your username - in this example this would be done by adding into the Facebook post “@acmecafenorthbay”



UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Editing Your Page's Call to Action Button

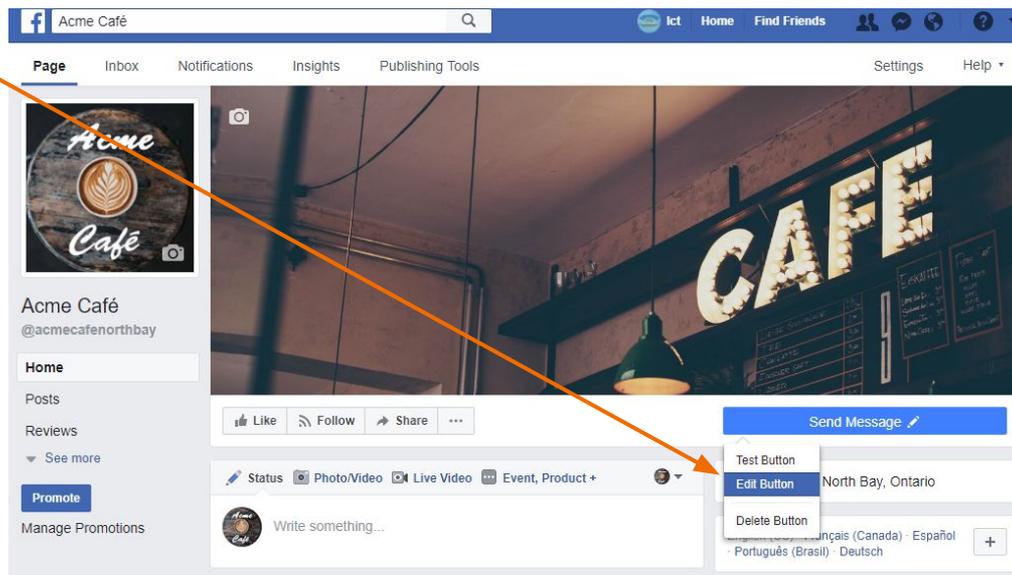
The Facebook Call to Action button is used to encourage Page visitors to perform a particular action while they're on your page. This may be encouraging people to send you a message on Facebook, signing up for a newsletter, or booking an appointment.



The screenshot displays the Facebook interface for the 'Acme Café' business page. The page header includes the Facebook logo, the name 'Acme Café', and navigation links for 'Home' and 'Find Friends'. Below the header, the page is divided into sections. On the left, there is a profile picture of a coffee cup with the 'Acme Café' logo, the page name 'Acme Café', and the handle '@acmecafenorthbay'. Below this, there are links for 'Home', 'Posts', 'Reviews', and 'See more', along with a 'Promote' button and 'Manage Promotions'. The main content area features a large image of the café interior with a teal call to action button overlaid that says 'Call to Action Button'. Below the image are interaction buttons for 'Like', 'Follow', 'Share', and 'Send Message'. At the bottom, there is a status update field with a 'Write something...' prompt and a 'Send Message' button. The footer of the page shows the location 'Coffee Shop in North Bay, Ontario' and language options: English (US), Français (Canada), Español, Português (Brasil), and Deutsch.

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Editing Your Page's Call to Action Button

By default, Facebook will make your page use the “Send Message” call to action button. You can edit the settings of your button or change the button type by hovering your mouse cursor over the button and selecting “Edit Button” option when it appears.



The screenshot displays the Facebook interface for the 'Acme Café' business page. The page header includes the Facebook logo, the name 'Acme Café', and navigation links for 'Inbox', 'Notifications', 'Insights', and 'Publishing Tools'. The main content area features a cover photo of the café's interior and a profile picture of a coffee cup. Below the cover photo, there are buttons for 'Like', 'Follow', 'Share', and a three-dot menu. A blue 'Send Message' button is prominently displayed, and a dropdown menu is open over it, showing options: 'Test Button', 'Edit Button', and 'Delete Button'. An orange arrow points from the text above to the 'Edit Button' option in the dropdown menu. The page also shows a 'Write something...' text box and a language selection menu at the bottom right.

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Editing Your Page's Call to Action Button

Once you've clicked on the "Edit Button" option, you will see a screen that will allow you to edit your current call to action button.

To access the different types of buttons, click on "Other Options," located beside the "Save Changes" button.

Edit the Button on Your Page

 Send message

People who click this button will start a Facebook Message with you.

Turn on Instant Replies

Instant Replies are customized responses sent to anyone who messages your Page

Other Options

Save Changes

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Editing Your Page's Call to Action Button

Facebook provides a list of categories for which kind of call to action you can implement - each category, when clicked, gives you detailed options of what that button can do.

Edit the Button on Your Page

Make it easy for people to take action with Acme Café. Choose the button you want to add to your Page, and where you'd like to send people when they click it.



 Book Services

 Get in Touch

 Learn More

 Make a Purchase or Donation

 Download App or Game

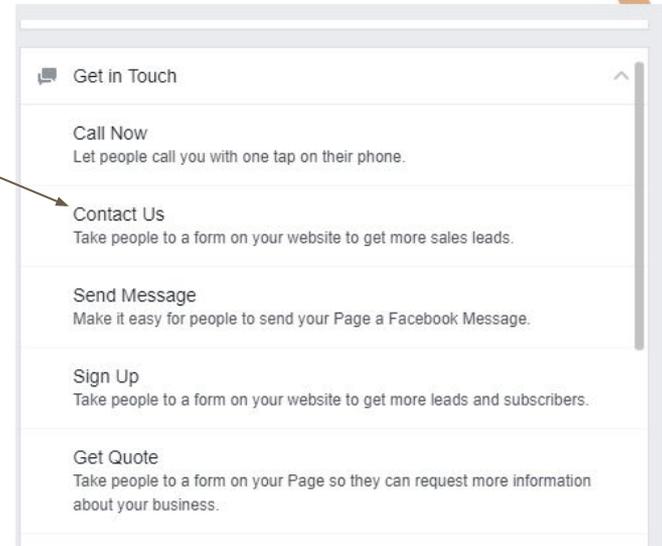
UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Editing Your Page's Call to Action Button

In this example, I want people to visit the website of my business, Acme Café.

I can do this by clicking on the “Get in Touch” category and selecting the “Contact Us” button.

Edit the Button on Your Page

Make it easy for people to take action with Acme Café. Choose the button you want to add to your Page, and where you'd like to send people when they click it.



Category	Button	Description
Get in Touch	Call Now	Let people call you with one tap on their phone.
	Contact Us	Take people to a form on your website to get more sales leads.
	Send Message	Make it easy for people to send your Page a Facebook Message.
	Sign Up	Take people to a form on your website to get more leads and subscribers.
	Get Quote	Take people to a form on your Page so they can request more information about your business.

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Editing Your Page's Call to Action Button

Now that I've selected the type of button I want, I just fill out the details. In this case, I'll enter in website address to my business. I then click "Save Changes" to see my new call to action button updated on my Facebook Page.

Edit the Button on Your Page ✕

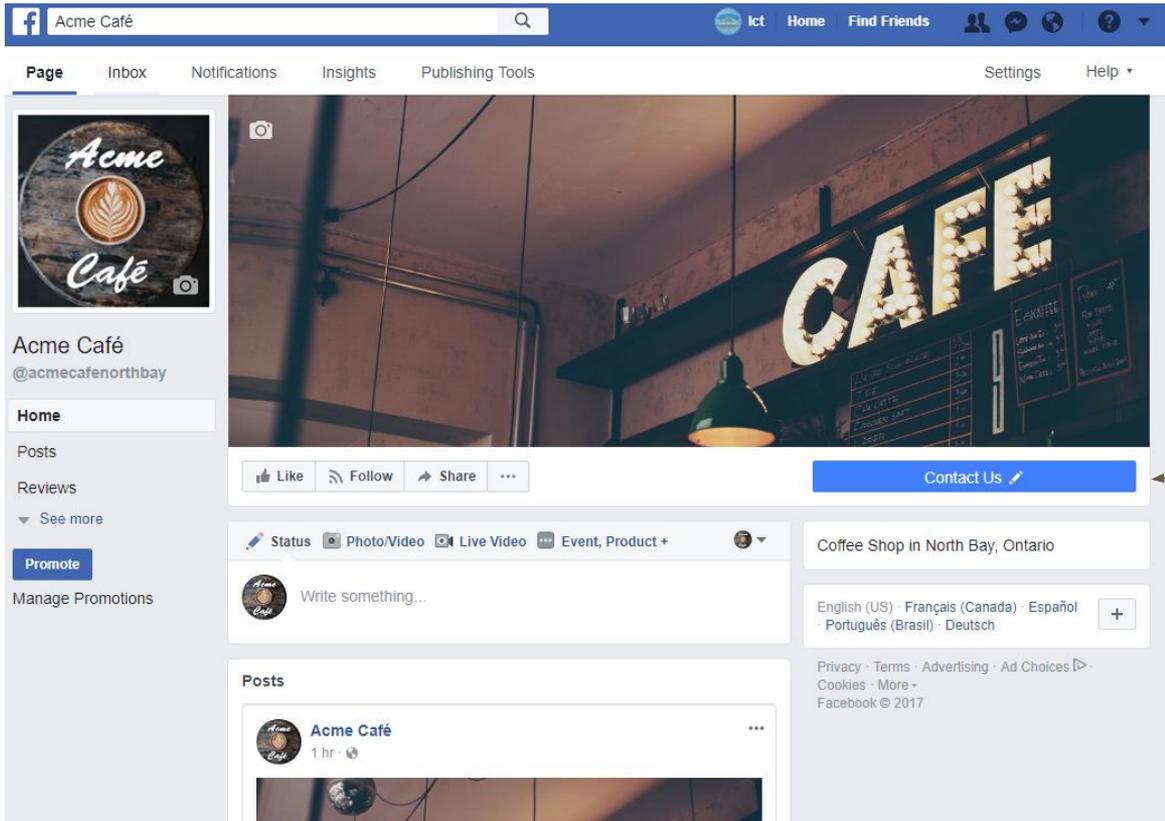
 Link to a website or app

What website would you like to send people to when they click this button?

Other Options

Save Changes

UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Editing Your Page's Call to Action Button



The screenshot displays the Facebook interface for the 'Acme Café' business page. At the top, there is a search bar with 'Acme Café' and navigation links for 'Home', 'Find Friends', and user icons. Below the search bar are tabs for 'Page', 'Inbox', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The main content area features a cover photo of the café interior with a neon 'CAFÉ' sign and a menu board. Below the cover photo is a row of action buttons: 'Like', 'Follow', 'Share', and a three-dot menu. A prominent blue 'Contact Us' button with a pencil icon is highlighted by a red arrow. Below this row are options for 'Status', 'Photo/Video', 'Live Video', and 'Event, Product +'. The page also shows a 'Write something...' text box, a 'Posts' section with a recent post from 'Acme Café' 1 hour ago, and a right-hand sidebar with location information ('Coffee Shop in North Bay, Ontario'), language options, and footer links for 'Privacy', 'Terms', 'Advertising', 'Ad Choices', 'Cookies', and 'More'.

Once you're back on your Facebook Page, you can see the changes you just made.

YOUR NEXT STEPS NOW THAT YOU HAVE A FACEBOOK PAGE

How do I switch between my Facebook Profile and my Facebook Page?

How do I add my Facebook friends to “Like” my new Page

Suggested topics for further reading and next steps

YOUR NEXT STEPS NOW THAT YOU HAVE A FACEBOOK PAGE

Congratulations! You've created your new Facebook Page for your business. Although there is still plenty of learning and work to do, your new Page should be ready by now for the world to see.

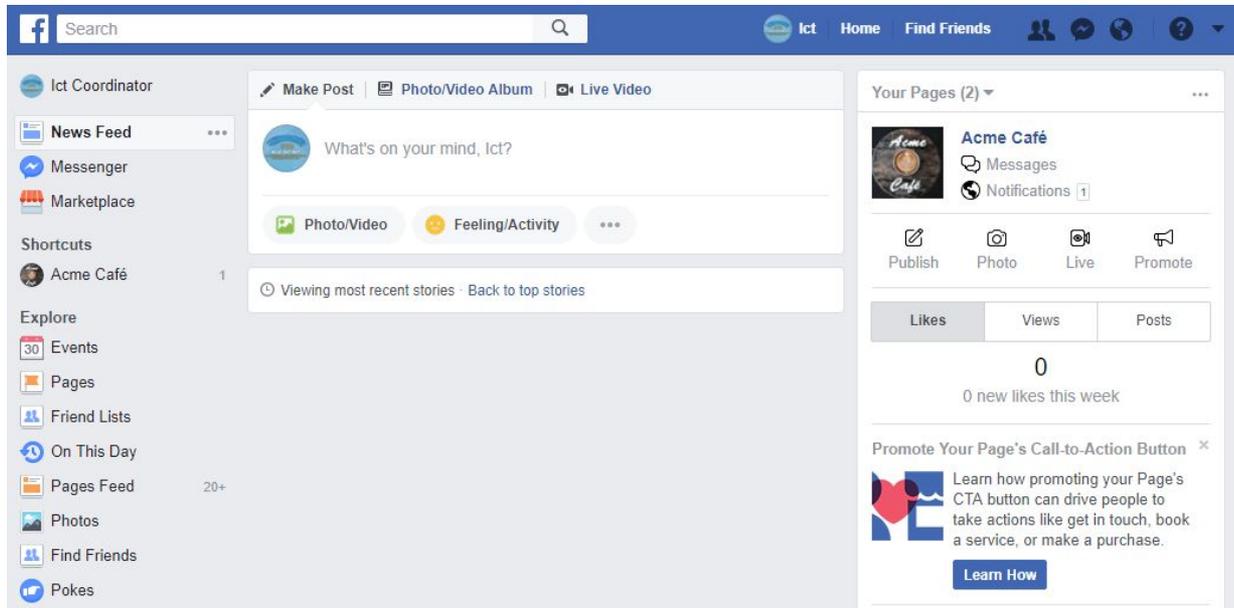
Remember that before your Facebook Page can be viewed by the public, you have to first "Publish" your Page again (review slides 22-26 on how to do this).

Now comes the part where you begin to add posts and updates to your new Page and inviting your Facebook friends to visit and "Like" your page.

YOUR NEXT STEPS NOW THAT YOU HAVE A FACEBOOK PAGE: **How to switch between your Facebook Profile and Facebook Page**

When logging into Facebook, you will still be logging in as your personal Facebook account.

On the homepage of your personal Facebook Profile account, there are three ways you can access your Facebook Business Page



The screenshot shows a Facebook profile page for 'Ict Coordinator'. The top navigation bar includes a search bar, the user's name 'Ict', and links for 'Home' and 'Find Friends'. The left sidebar contains navigation options: 'News Feed', 'Messenger', 'Marketplace', 'Shortcuts', and 'Explore'. The main content area shows a post creation prompt: 'What's on your mind, Ict?' with options for 'Photo/Video', 'Feeling/Activity', and 'Live Video'. Below the post creation area, there is a section for 'Your Pages (2)'. The first page listed is 'Acme Café', which has a profile picture, a cover photo, and a 'Messages' button. Below the page name, there are icons for 'Publish', 'Photo', 'Live', and 'Promote'. A 'Likes' section shows '0 new likes this week'. At the bottom of the page, there is a promotional banner for 'Promote Your Page's Call-to-Action Button' with a 'Learn How' button.

YOUR NEXT STEPS NOW THAT YOU HAVE A FACEBOOK PAGE: How to switch between your Facebook Profile and Facebook Page

The “Shortcuts” sidebar generates a new tab for your Facebook Page - by clicking here you can access your Page.

Although this button is almost small enough to miss, when you click here, you have the option to select your Facebook Page

On the right sidebar, you’re given a brief snapshot of your Facebook Pages. You can click onto this section to access your Facebook Page.

The screenshot shows a Facebook profile page for 'Ict Coordinator'. The left sidebar contains navigation options: News Feed, Messenger, Marketplace, Shortcuts (with 'Acme Café' selected), Explore, Events, Pages, Friend Lists, On This Day, Pages Feed, Photos, Find Friends, and Pokes. The main content area shows a post from 'Ict' with the text 'What's on your mind, Ict?' and options to 'Make Post', 'Photo/Video Album', and 'Live Video'. The right sidebar shows 'Your Pages (2)' with a card for 'Acme Café' featuring a 'Messages' button and 'Notifications' dropdown. Below this are buttons for 'Publish', 'Photo', 'Live', and 'Promote'. A 'Likes' section shows '0 new likes this week'. At the bottom, there is a 'Promote Your Page's Call-to-Action Button' section with a 'Learn How' button.

YOUR NEXT STEPS NOW THAT YOU HAVE A FACEBOOK PAGE: How do I add my Facebook friends to “Like” my new Page?

Now that you have a Facebook Page, it's time to start inviting people to come and “Like.” You can let them know by sending an invite to your Page. They will receive a notification on their profile that they have been invited to your Page and will be encouraged to view and “Like” it.

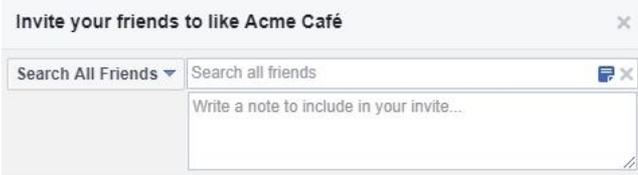
You can do this by clicking on the “...” button beside the “Share” button and selecting the “Invite Friends” option.

The screenshot displays the Facebook interface for a page named "Acme Café" (@acmecafenorthbay). The page header includes navigation tabs: Page, Inbox, Notifications (1), Insights, Publishing Tools, Settings, and Help. The main content area features a cover photo of a coffee shop interior with a neon "CAFÉ" sign. Below the cover photo are interaction buttons: Like, Follow, Share, and a three-dot menu. The three-dot menu is open, showing options such as Edit Page Info, View Insights, View as Page Visitor, Create Ad, Create Event, Create Group, Ads Manager, Create Page, Pin to Shortcuts, Like As Your Page, Invite Friends, and Create Milestone. The "Invite Friends" option is highlighted. A blue "Contact Us" button is visible on the right side of the page. The left sidebar shows the page name, location, and navigation options like Home, Posts, Reviews, and Promote.

YOUR NEXT STEPS NOW THAT YOU HAVE A FACEBOOK PAGE: How do I add my Facebook friends to “Like” my new Page?

Your provided options when sending an invite.

- You can choose specific friends to invite to your Page
- You can add a note to each invite sent to add a personal touch



The screenshot shows a Facebook dialog box titled "Invite your friends to like Acme Café". It features a search bar with a dropdown menu set to "Search All Friends" and a search input field containing "Search all friends". Below the search bar is a text area with the placeholder text "Write a note to include in your invite...".

No results

Send Invite in Messenger

Close

YOUR NEXT STEPS NOW THAT YOU HAVE A FACEBOOK PAGE: Suggested topics for further reading and next steps

We've provided you with suggested topics for further reading, research and consideration now that you've created your business Facebook Page.

- An overview of the suggested type of Facebook posts and the best times to post content:
<http://buzzsumo.com/blog/ultimate-guide-facebook-engagement-2017/>
- We recommend further reviewing and understanding the options provided in Page "Settings" - Please refer to slide 23 on how to access Page "Settings"
- Additional general information about Facebook Pages
<https://www.facebook.com/help/255700674532721>