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# Facebook for Business: How to create a Facebook Page

— BLUE SKY NET TECH-TALKS SERIES —

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# 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

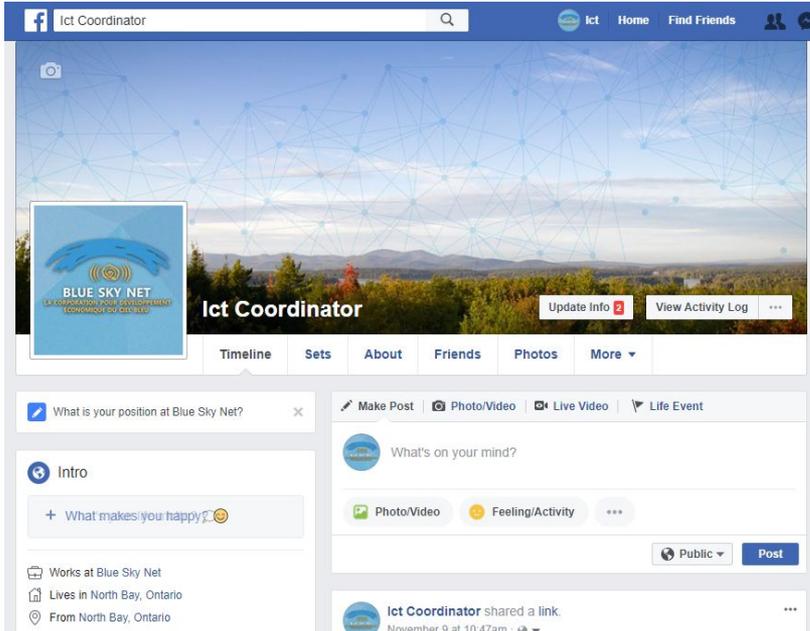
# WHY DOES FACEBOOK MATTER?

- 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



This screenshot shows a Facebook profile for 'Ict Coordinator'. The profile picture is a blue square with the Blue Sky Net logo and text: 'BLUE SKY NET', 'A CORPORATION OF THE GOVERNMENT OF ONTARIO/DU GOUVERNEMENT DU QUÉBEC'. The cover photo is a landscape with a network overlay. The profile name is 'Ict Coordinator' with 'Update Info' and 'View Activity Log' buttons. Navigation tabs include 'Timeline', 'Sets', 'About', 'Friends', 'Photos', and 'More'. A 'Make Post' section is visible with options for 'Photo/Video', 'Live Video', and 'Life Event'. The 'Intro' section contains the text 'What makes you happy?'. The 'About' section lists 'Works at Blue Sky Net', 'Lives in North Bay, Ontario', and 'From North Bay, Ontario'. A post from 'Ict Coordinator' is shown at the bottom, dated November 9 at 10:47am.

Facebook Profile

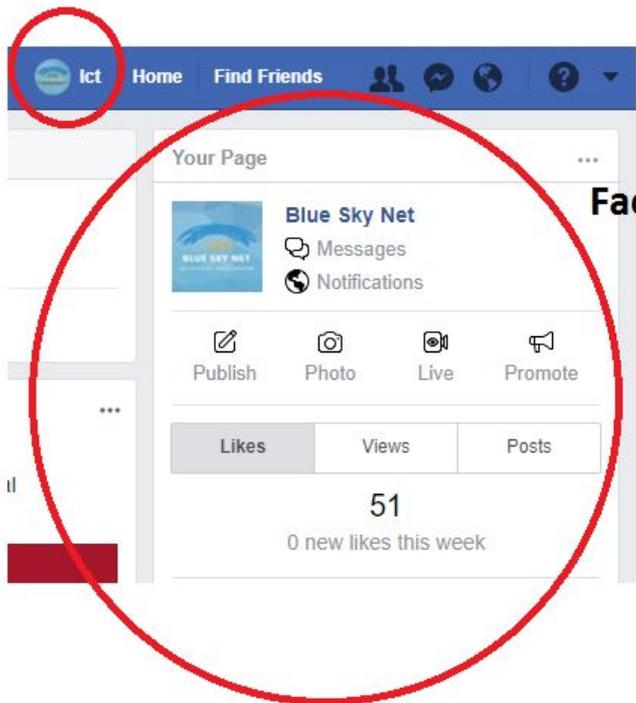


This screenshot shows a Facebook page for 'Blue Sky Net'. The page name is 'Blue Sky Net' with the handle '@blueskynetnorth'. The cover photo is a hand holding a smartphone displaying the Blue Sky Net logo and text: 'BLUE SKY NET', 'ONTARIO • CANADA', 'BLUE SKY ECONOMIC GROWTH CORPORATION'. The page has a 'Page' tab selected, with other tabs for 'Inbox', 'Notifications', 'Insights', and 'Publishing Tools'. A 'Learn More' button is visible. The left sidebar contains a menu with 'Home', 'About', 'Reviews', 'Newsletter Signup', 'Posts', 'Videos', 'Photos', 'Community', 'Jobs', and 'Ads'. The main content area shows a 'Write something...' prompt and four action buttons: 'Share a photo or video', 'Advertise Your Business', 'Create an offer', and 'Start a Live Video'. The right sidebar features a 'Professional Service in North Bay, Ontario' ad and 'Page Tips' such as 'Build Community Around Your Page' and 'How to Create Effective Posts'.

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

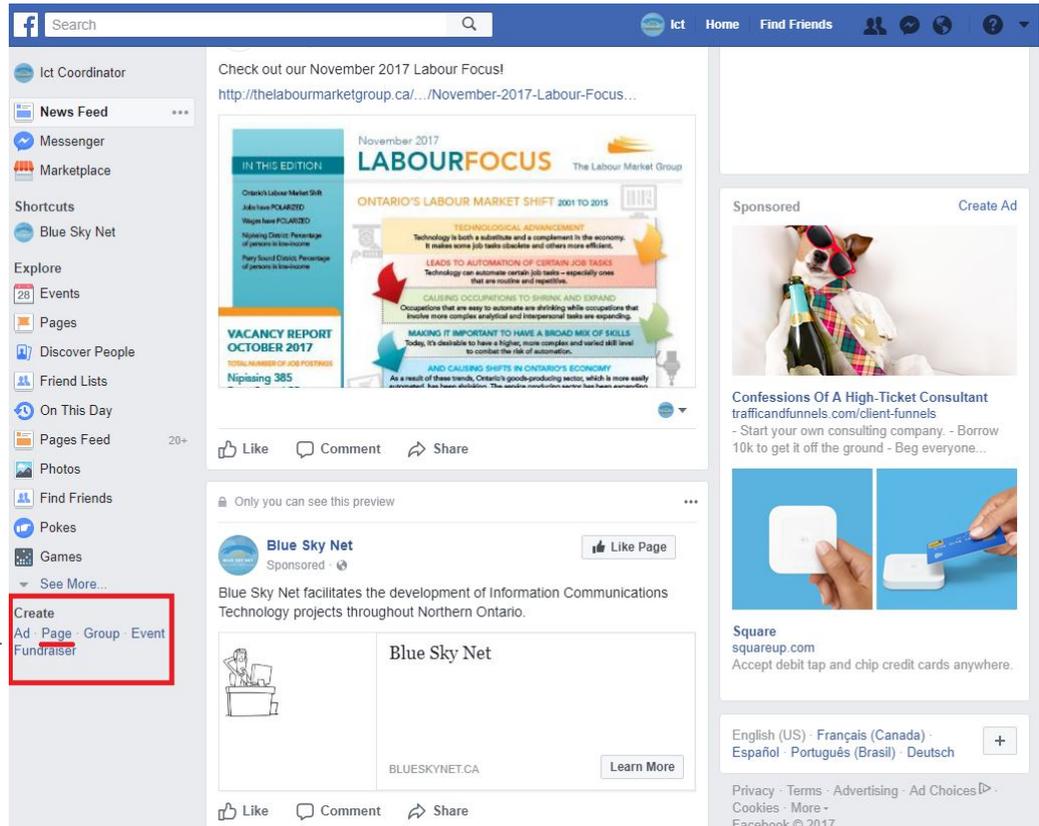
- In order to create a Facebook Page for your business, you first need a Facebook personal profile
- If you do not have a personal Facebook account, you will have to create one before being able to move forward with a Facebook Page
  - <https://facebook.com/help/188157731232424>
- If you have a personal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



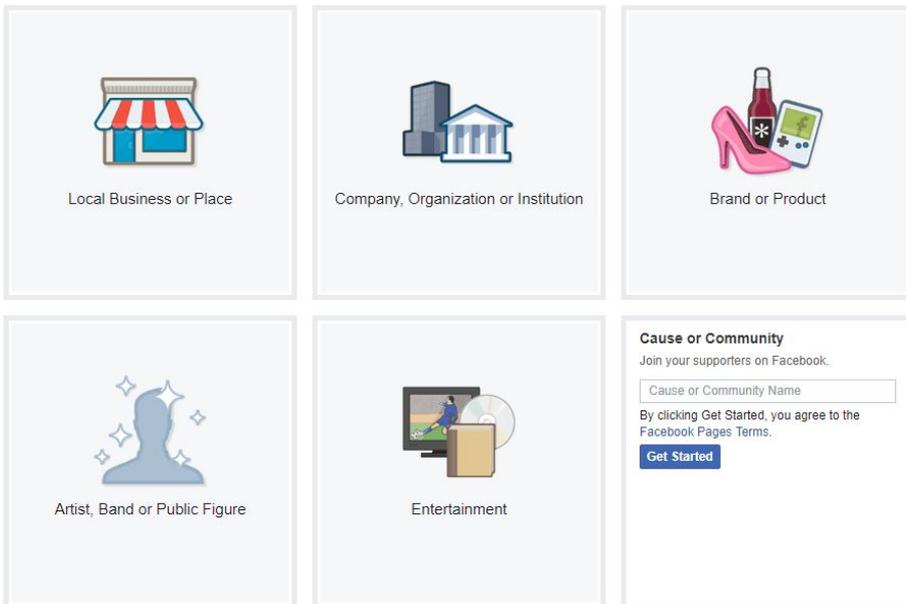
The screenshot shows the Facebook desktop interface. On the left sidebar, the 'Create' section is highlighted with a red box, containing the options: 'Create', 'Ad', 'Page', 'Group', 'Event', and 'Fundraiser'. An arrow points from this 'Page' option to the 'Create' text in the callout box on the left.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



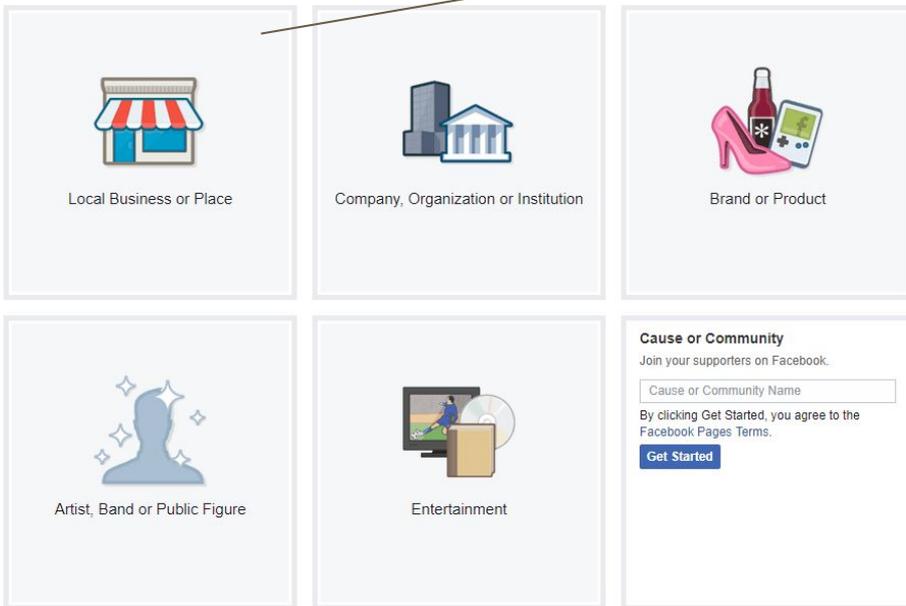
- Facebook allows you to choose from six categories which your Facebook Page can fall under.
- Local Business or Place
- Company, Organization, or Institution
- Brand or Product
- Artist, Band, or Public Figure
- Entertainment
- Cause or Community

## 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](#)

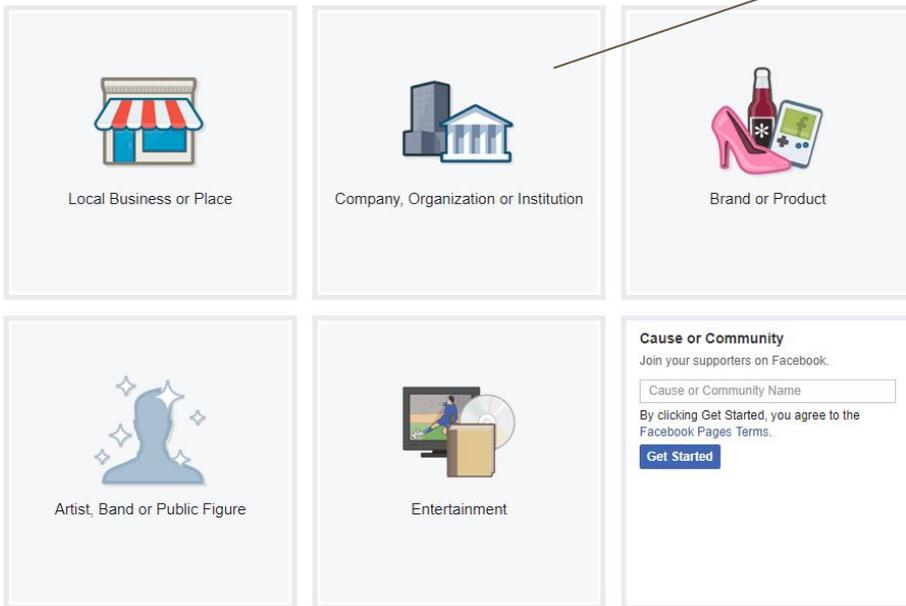
- “Local Business or Place” can be very similar to “Company, Organization or Institution.”
- Selecting “Local Business or Place” is a good option if your business has one physical location.

## 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](#)

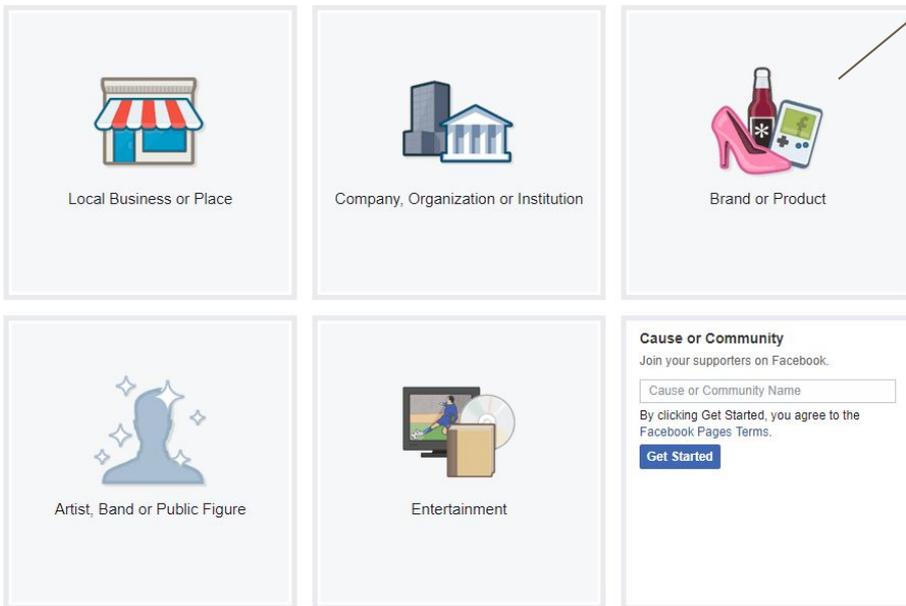
- Company, Organization or Institution is the preferred category if you have multiple locations or do not have customers typically coming to a physical location.

## 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](#)

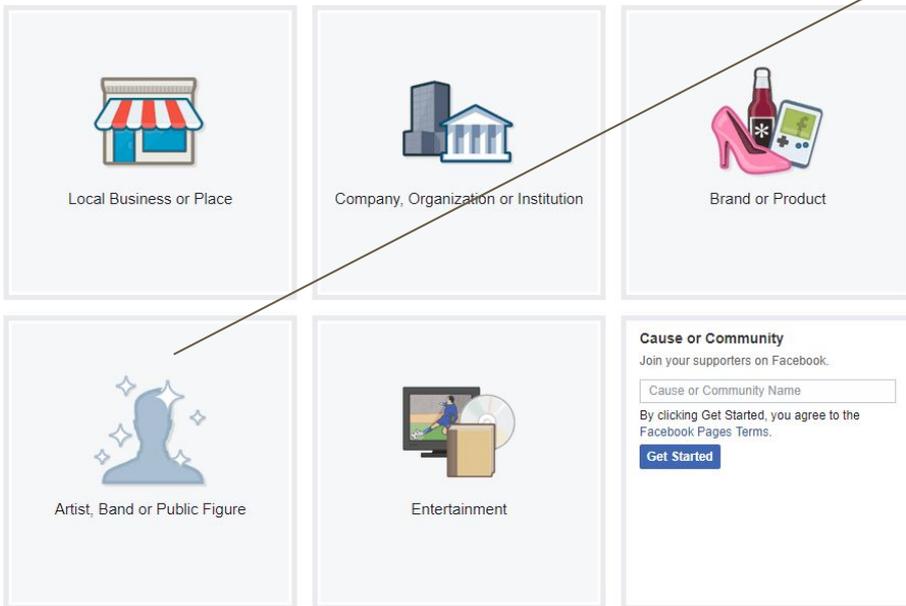
- A “Brand or Product” page is directed towards a business which sells products at multiple locations, sellers and resellers.
- Example: Nike shoes are sold in multiple stores and various locations.

# 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](#)

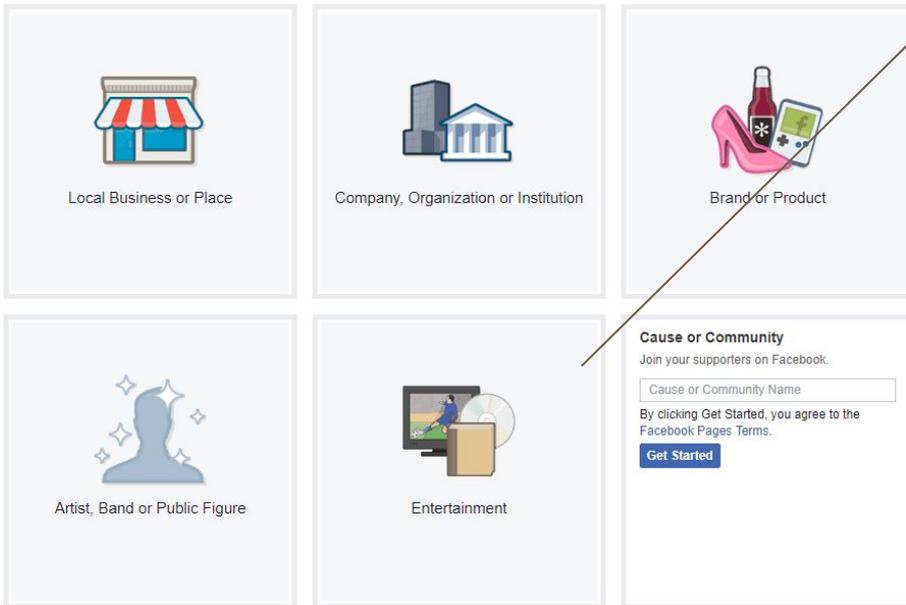
- “Artist, Band or Public Figure” pages are used to primarily promote an individual or group.
- Example: Musicians, writers, politicians, athletes.

# 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](#)

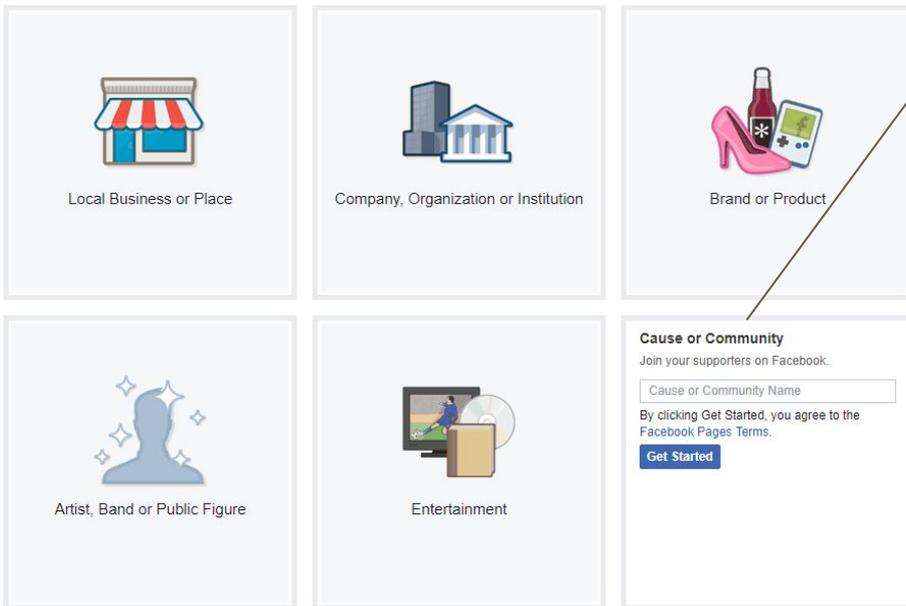
- “Entertainment” pages can be used for the entertainment field such as TV shows, sports leagues or radio stations.

# 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.



- 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	Business name
Page Category, for example, Coffee Shop	Page category
Street Address	Street address
City/State	Province
Zip Code	Postal code
Phone	Phone number

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

**Get Started**

**Local Business or Place**

Acme Café
Coffee Shop
102-150 First
North Bay, Ontario
P1B 3B8
123-454-4545

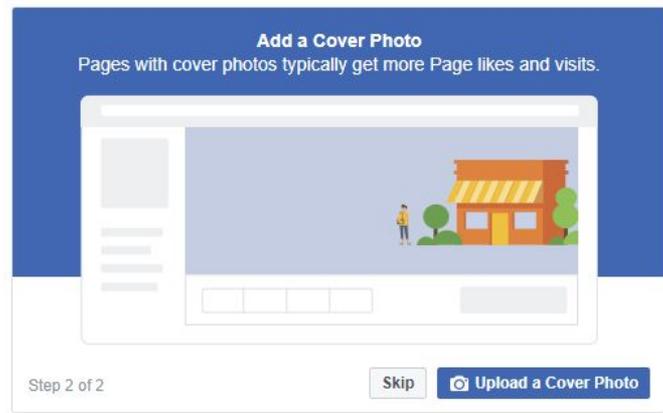
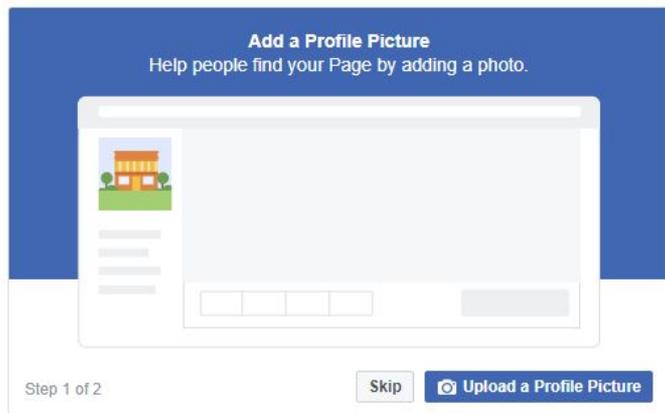
By clicking Get Started, you agree to the Facebook Pages Terms.

**Get Started**

“Acme Café example”

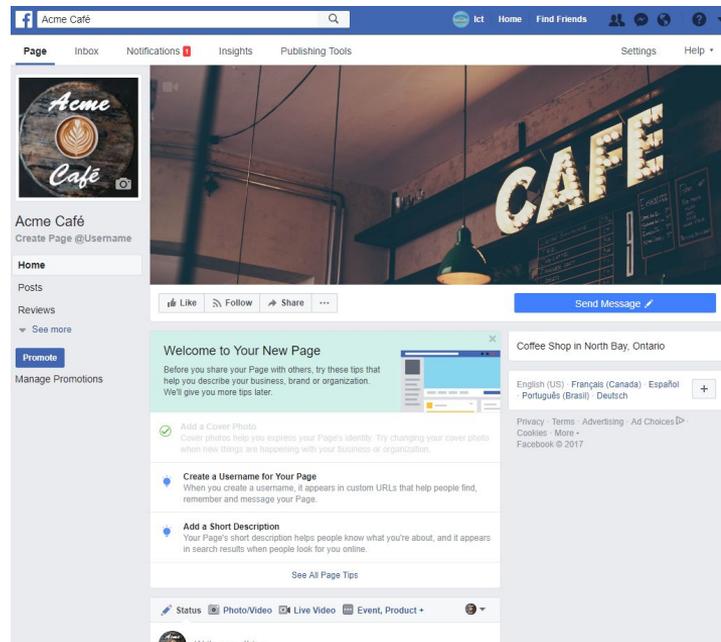
## CREATING A FACEBOOK BUSINESS PAGE: **Setting up your page**

- 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

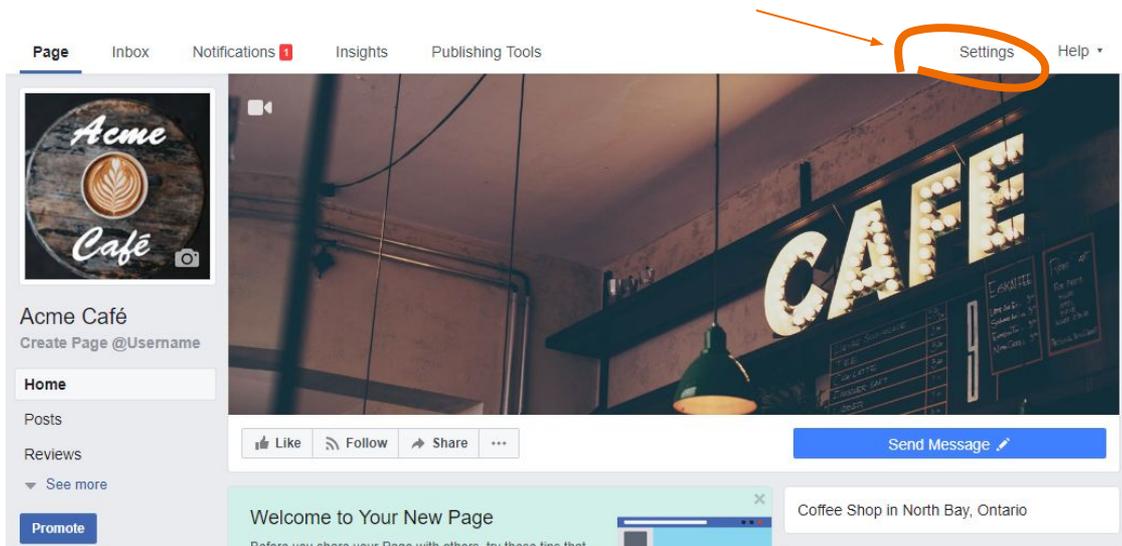
- Once we have added our pictures, our new page appears and is Published for the public.
- In Facebook terms “Published” refers to your Facebook Page being open and visible to the public.
- While you are setting up your new Facebook Page, you can “Unpublish” your page so that it remains hidden until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



## 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.



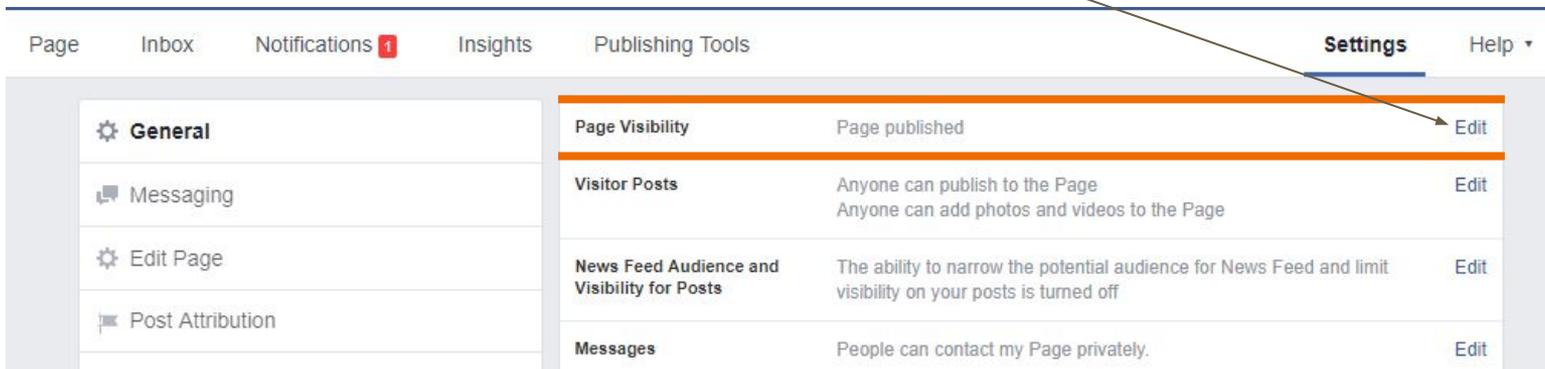
The screenshot shows the Facebook interface for a new business page named "Acme Café". The page is currently in a "Welcome to Your New Page" state. The top navigation bar includes "Page", "Inbox", "Notifications" (with a red notification icon), "Insights", "Publishing Tools", "Settings" (highlighted with an orange circle and 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". The left sidebar shows the page name "Acme Café", the creation date "Create Page @Username", and navigation options for "Home", "Posts", "Reviews", and "See more". A "Promote" button is also visible at the bottom of the sidebar. A small notification at the bottom of the page reads "Welcome to Your New Page" and "Before you share your Page with others, try these tips that".

## 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."

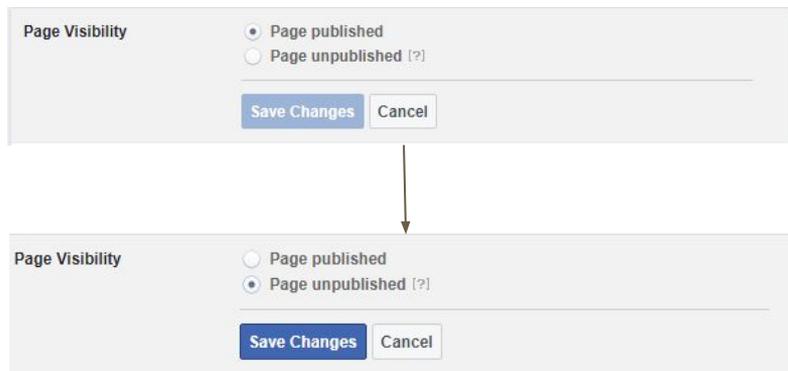


The screenshot shows the Facebook Page Settings interface. At the top, there are navigation tabs: Page, Inbox, Notifications (with a red notification badge), Insights, Publishing Tools, Settings (highlighted with a blue underline), and Help. Below the tabs is a left-hand sidebar with menu items: General (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 item, "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. The top screenshot shows the 'Page published' option selected. The bottom screenshot shows the 'Page unpublished' option selected. An arrow points from the top screenshot to the bottom one, indicating the change.

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

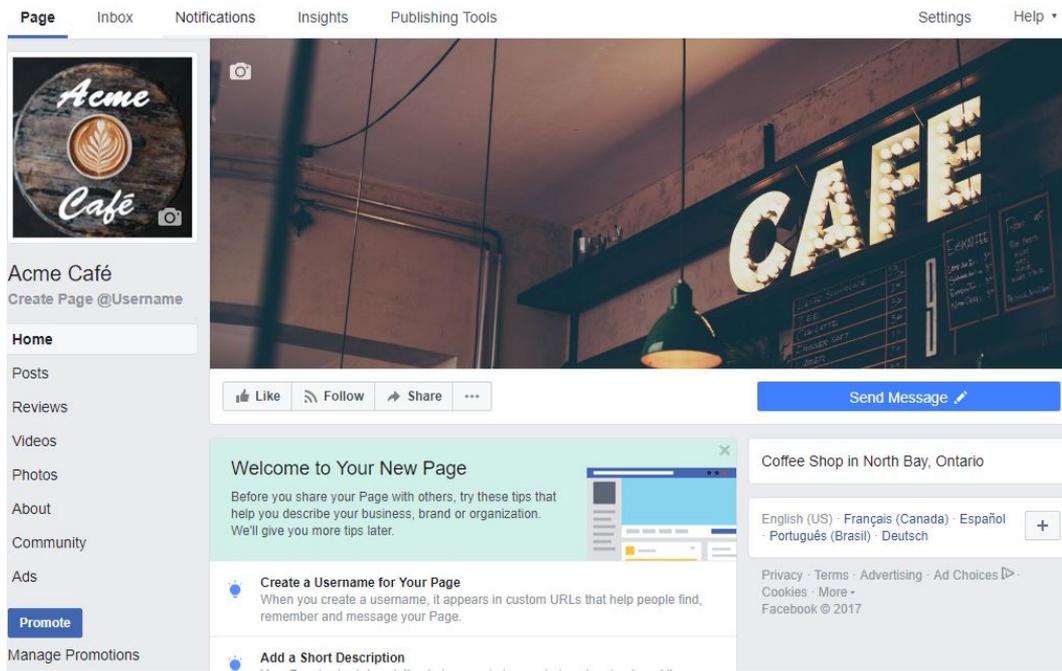
Adding a Page description

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 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 green 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

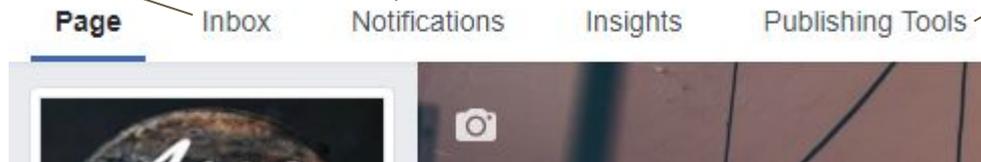
First we'll get into the section of the Page which allows you to monitor and manage how people are interacting with your business Page.

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 with a blue underline), and Help. A left-hand sidebar lists various settings categories: General, Messaging, Edit Page, Post Attribution, Notifications, Messenger Platform, Page Roles (highlighted with a blue bar), People and Other Pages, Preferred Page Audience, Partner Apps and Services, and Branded Content. An arrow points from the 'Page Roles' option in the sidebar to the main content area. The main content area is titled 'Page Roles' and includes a sub-header 'Page Roles' followed by 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: 'Sections' with two links: 'Assign a New Page Role' and 'Existing Page Roles', each with a 'Jump to Section' link. At the bottom, there is a section titled 'Assign a New Page Role' which contains a text input field labeled 'Type a name or email', a dropdown menu labeled 'Editor', and an 'Add' button.

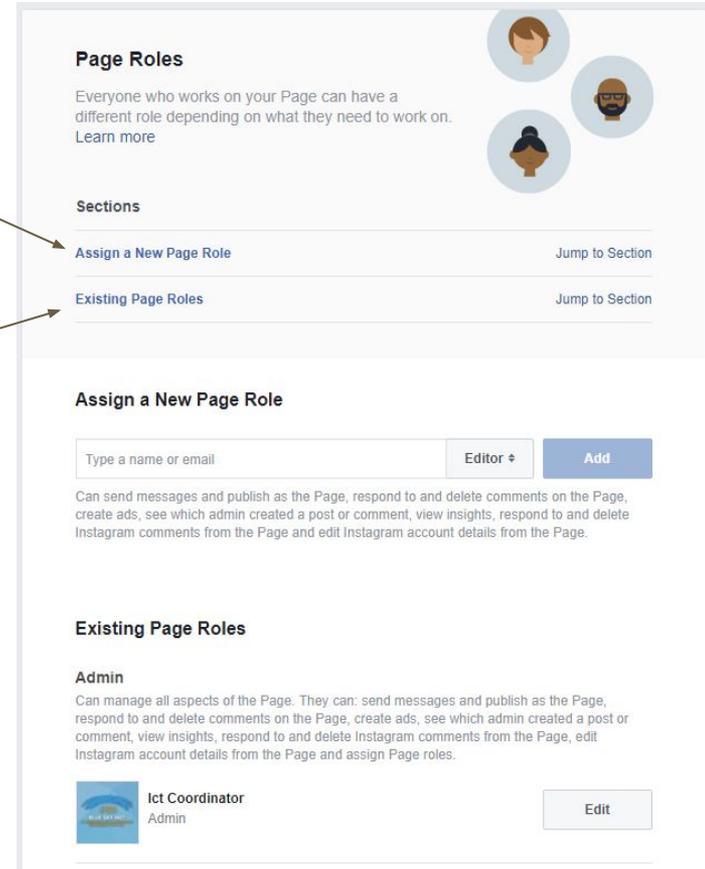
## Assign a New Page Role

Editor ▾

Add

# 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



**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**

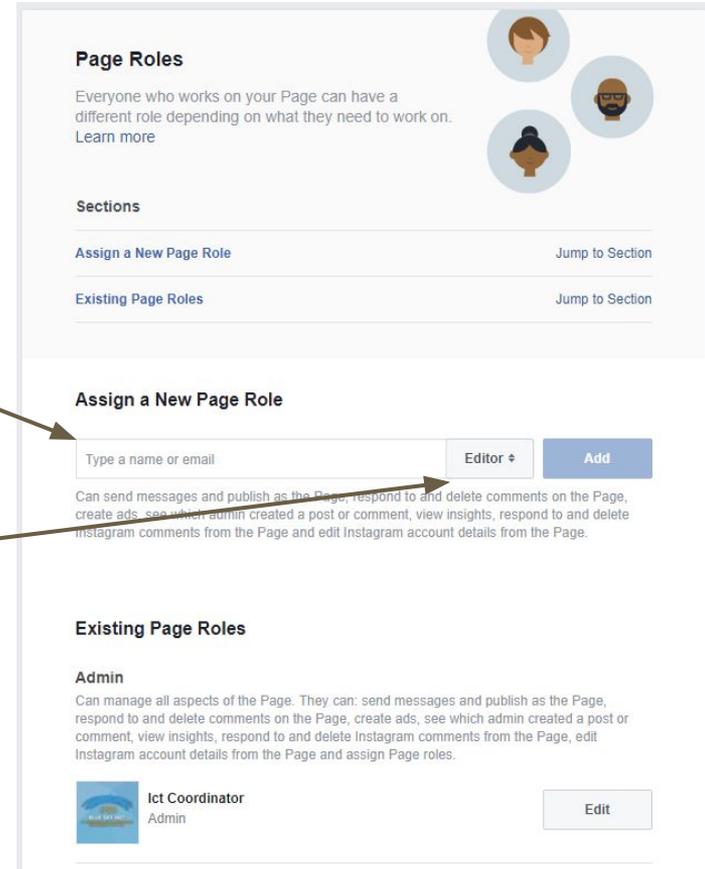
Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and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

 **Ict Coordinator**  
Admin

# UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: 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  Editor ▾ Add

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**

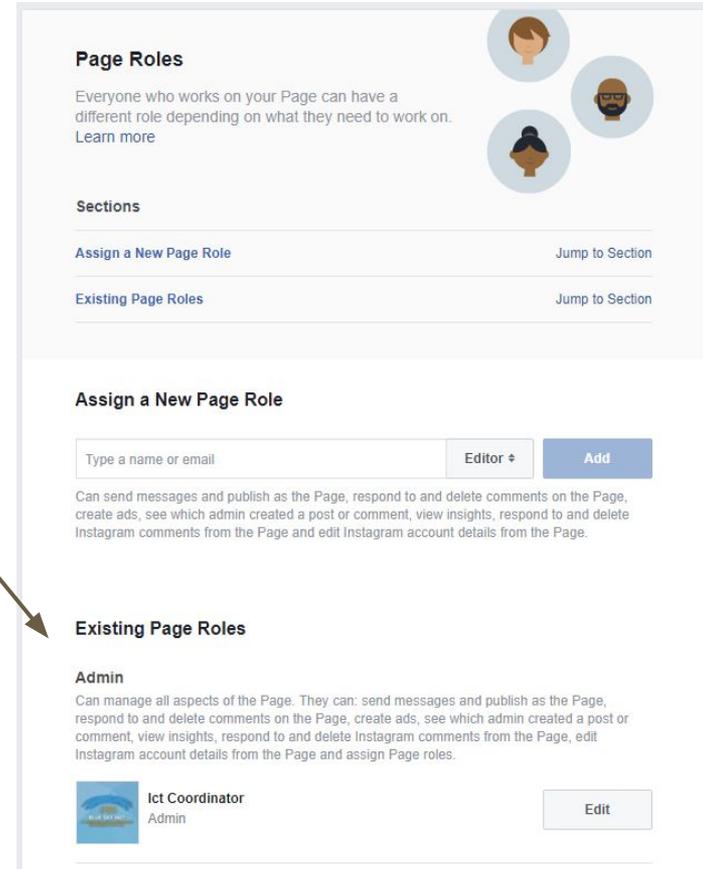
Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and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

 **Ict Coordinator**  
Admin Edit

# 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.



The screenshot shows the Facebook Page Roles management interface. At the top, there are three profile icons representing team members. Below them, the 'Page Roles' section explains that everyone who works on the page can have a different role. The 'Sections' section includes links for 'Assign a New Page Role' and 'Existing Page Roles'. The 'Assign a New Page Role' section features a search input field, an 'Editor' dropdown, and an 'Add' button. Below this is a description of the 'Editor' role. The 'Existing Page Roles' section lists the 'Admin' role with its description. At the bottom, a team member 'Ict Coordinator' (Admin) is listed with an 'Edit' button next to their name.

**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  **Editor**

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**

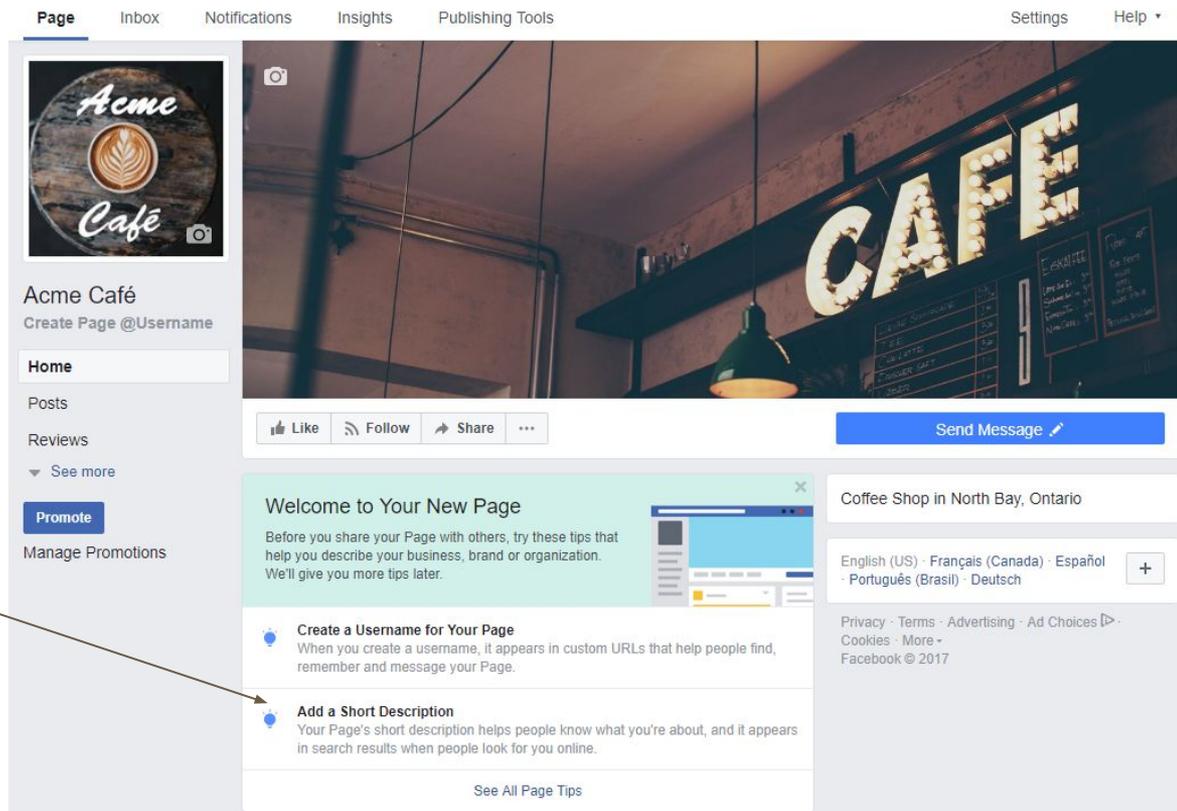
Can manage all aspects of the Page. They can: send messages and publish as the Page, respond to and delete comments on the Page, create ads, see which admin created a post or comment, view insights, respond to and delete Instagram comments from the Page, edit Instagram account details from the Page and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

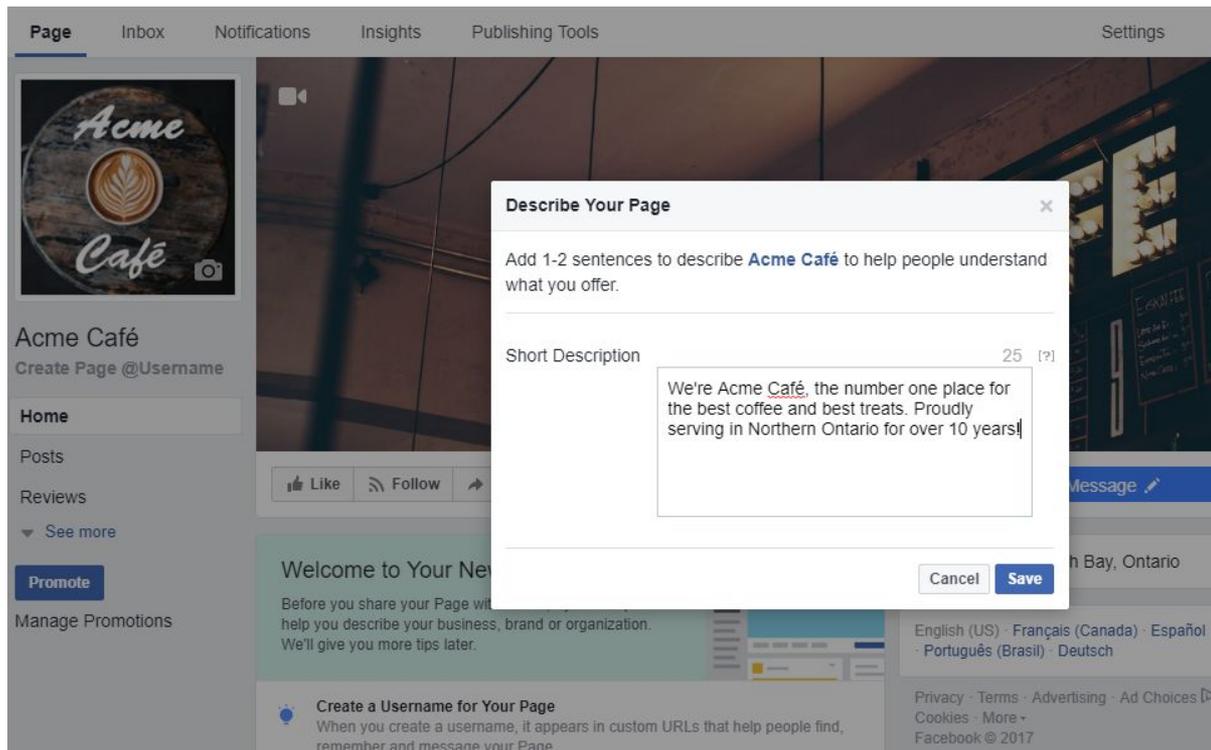


The screenshot shows the Facebook interface for a business page named "Acme Café". The page header includes navigation tabs: Page, Inbox, Notifications, Insights, Publishing Tools, Settings, and Help. The main content area features a cover photo of a coffee shop interior with a neon sign that says "CAFÉ". 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 copyright notice.

## 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.

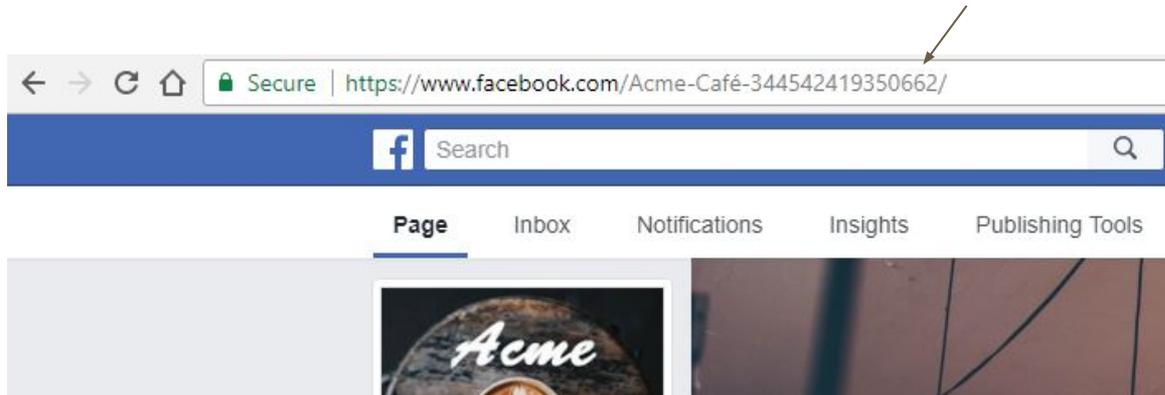


The screenshot shows the Facebook interface for a business page named "Acme Café". The page header includes navigation tabs: Page, Inbox, Notifications, Insights, Publishing Tools, and Settings. The profile picture is a circular logo with "Acme Café" and a coffee cup. The page name "Acme Café" is displayed, along with the option to "Create Page @Username". A "Home" menu is visible on the left, with options for Posts, Reviews, and "See more". A "Promote" button is also present. The main content area shows a "Welcome to Your New Page" message with a "Like" and "Follow" button. A "Describe Your Page" dialog box is open in the foreground, prompting the user to "Add 1-2 sentences to describe Acme Café to help people understand what you offer." The dialog box contains a text input field with the following 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 "25" is shown next to the text. The dialog box has "Cancel" and "Save" buttons at the bottom right.

## 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.

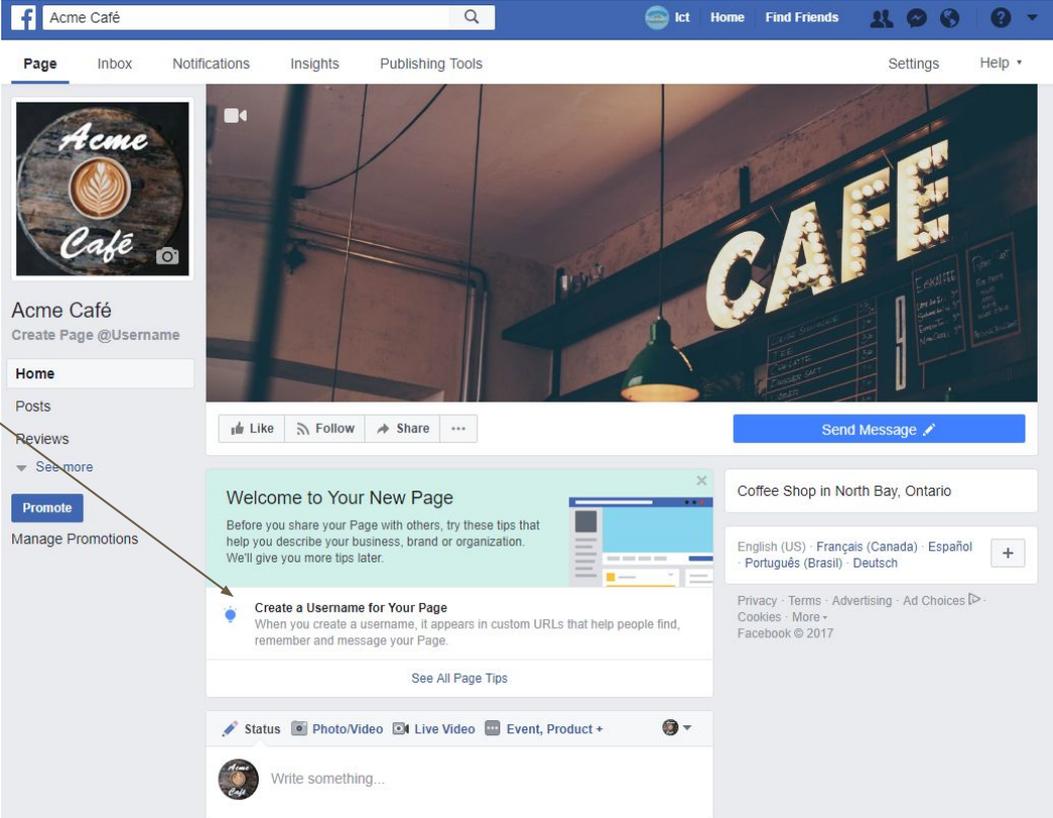
Facebook creates a link for your new page with a unique set of numbers to set you apart from other Facebook Pages.



## 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 shows 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 displayed, which includes a sub-tip titled "Create a Username for Your Page" that explains how a custom URL can be created. An arrow from the text on the left points to this sub-tip. At the bottom, there is a status update input field with the text "Write something..." and a "Status" button.

## 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."

The screenshot shows the Facebook Business Page for 'Acme Café'. A dialog box titled 'Create Page Username' is open, displaying the following information:

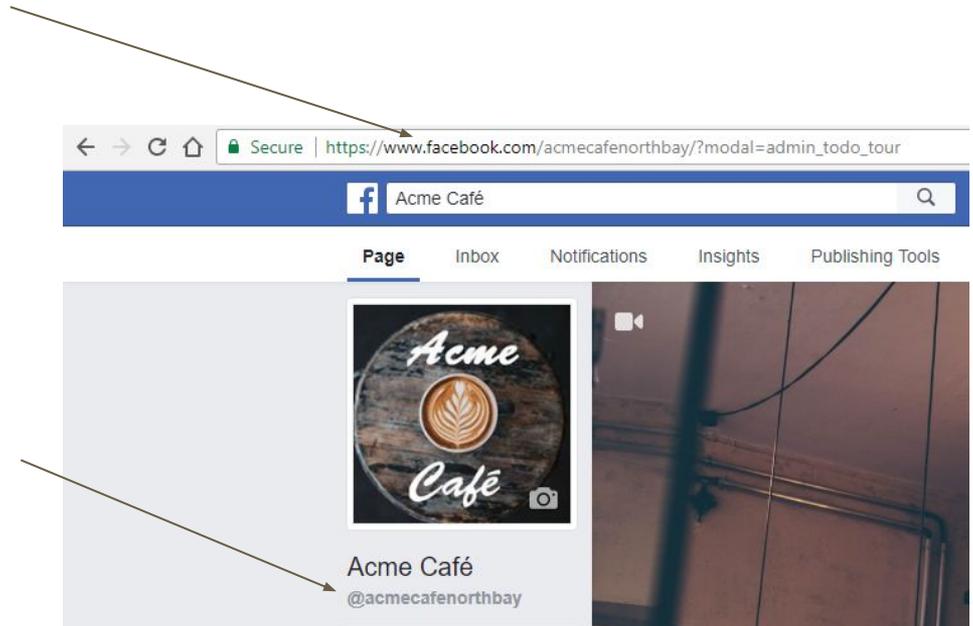
- Text: "It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them."
- Page Preview: Shows the page name 'Acme Café' and the suggested username '@acmecafenorthbay'.
- Username Field: The text '@acmecafenorthbay' is entered, followed by a green checkmark icon, indicating the username is available.
- Character Count: '16 / 50' is shown next to the field.
- Buttons: 'Cancel' and 'Create Username' buttons are at the bottom of the dialog.

A green arrow points from the 'Create Username' button in the dialog to the 'Create Username' button in the footer of the page.

## 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](https://www.facebook.com/acmecafenorthbay)

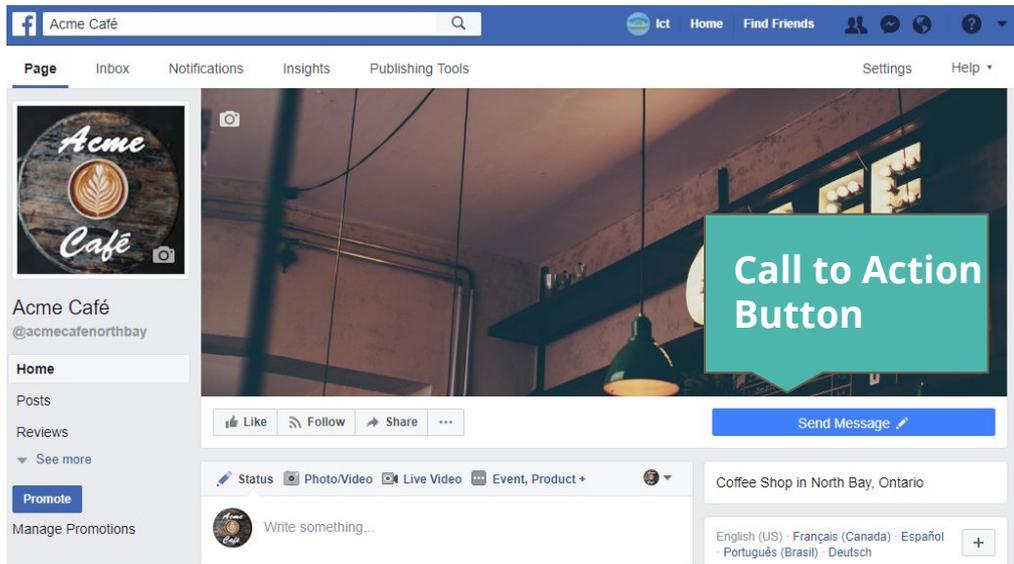
People can now include your business in Facebook posts by including your username - in this example this would be done by adding into the Facebook post “@acmecafenorthbay”



The screenshot shows a web browser displaying the Facebook page for 'Acme Café'. The address bar shows the URL: [https://www.facebook.com/acmecafenorthbay/?modal=admin\\_todo\\_tour](https://www.facebook.com/acmecafenorthbay/?modal=admin_todo_tour). The page name 'Acme Café' is visible in the search bar. Below the navigation tabs (Page, Inbox, Notifications, Insights, Publishing Tools), the page profile picture is shown, which features a coffee cup with the text 'Acme Café' and a camera icon. The page name 'Acme Café' and the username '@acmecafenorthbay' are displayed below the profile picture. Arrows from the text blocks point to the URL and the username in the screenshot.

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

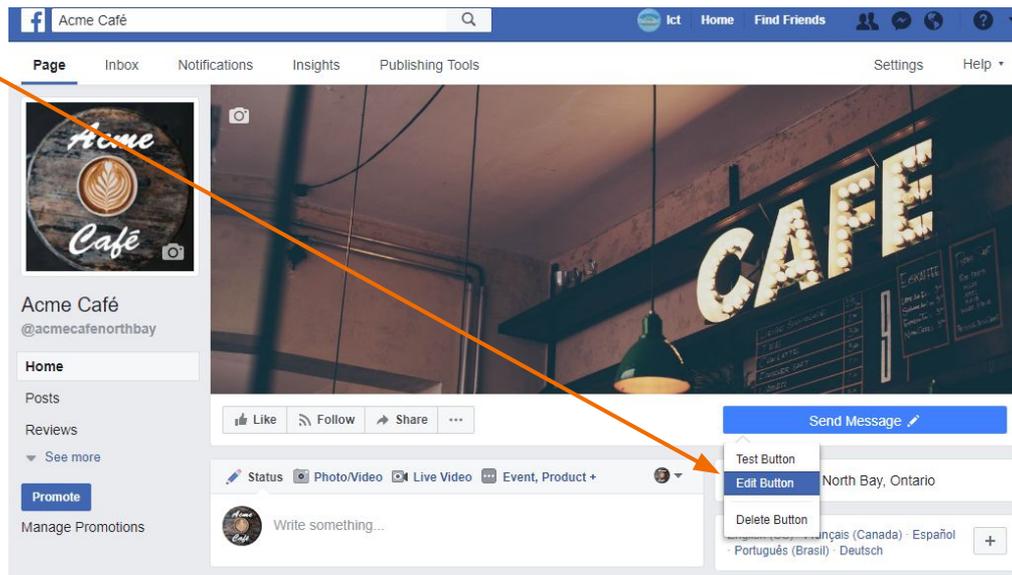
The Facebook Call to Action button is used to encourage Page visitors to perform a particular action while they're on your page. This may be encouraging people to send you a message on Facebook, signing up for a newsletter, or booking an appointment.



The screenshot displays the Facebook interface for the 'Acme Café' business page. The page header includes the search bar with 'Acme Café' and navigation links for 'Home' and 'Find Friends'. Below the header, the page name 'Acme Café' and handle '@acmecafenorthbay' are visible. The main content area features a large image of the café interior with a prominent teal callout box that reads 'Call to Action Button'. Below the image, there are interaction buttons for 'Like', 'Follow', 'Share', and 'Send Message'. The page also shows a status update area with a 'Write something...' prompt and a language selection menu at the bottom right.

## 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 profile picture, the page name 'Acme Café' and the handle '@acmecafenorthbay' are visible. The 'Home' tab is selected, showing a 'Send Message' call to action button. A dropdown menu is open over this button, 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.

## 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 ▼

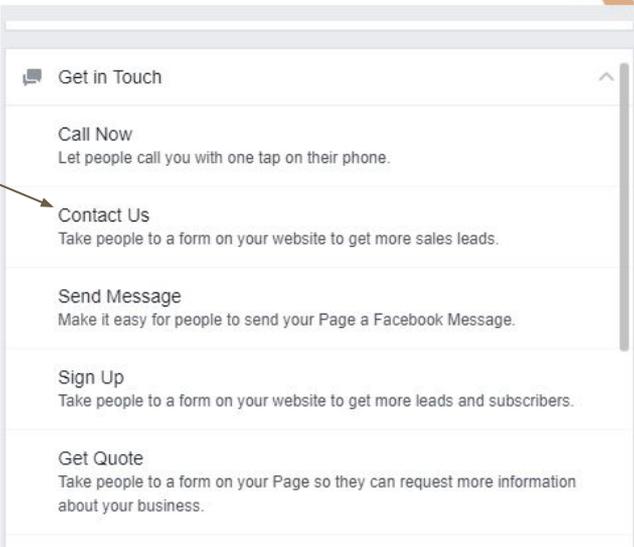
## UNDERSTANDING AND MANAGING YOUR BUSINESS PAGE: Editing Your Page's Call to Action Button

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 ×

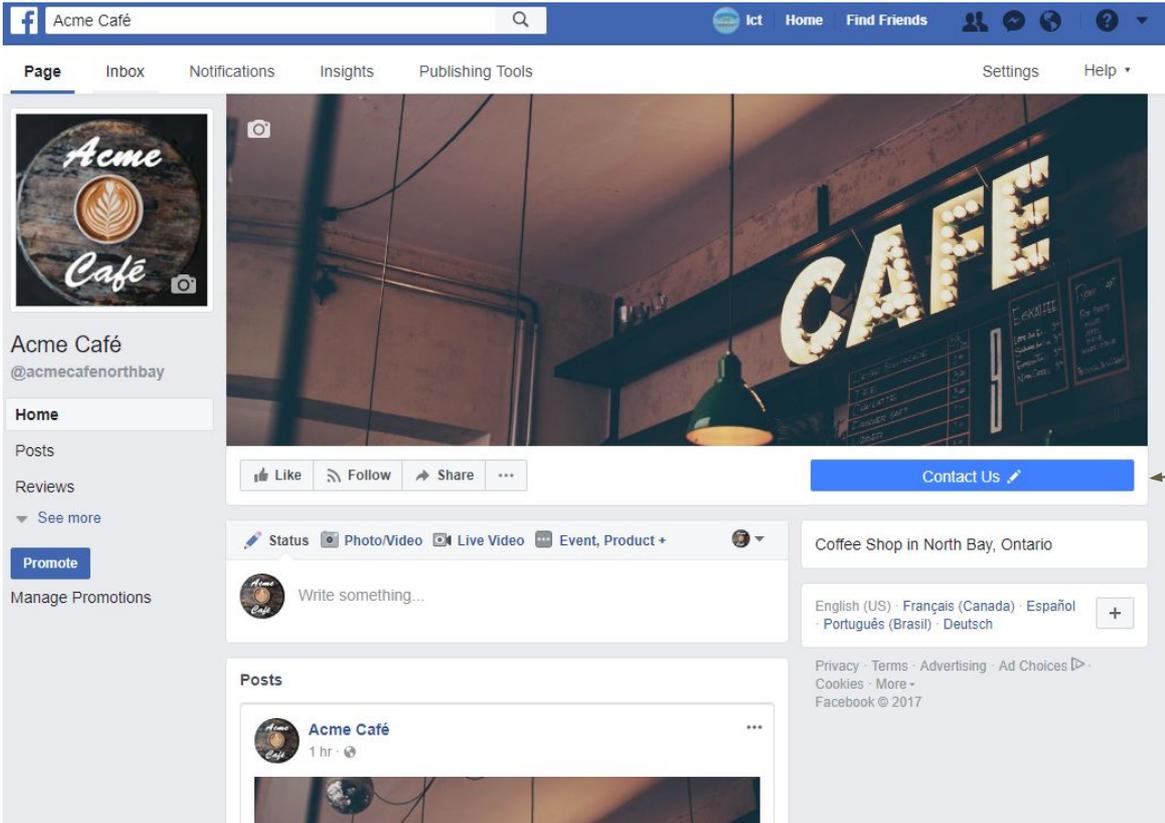
 Link to a website or app

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 shows the Facebook interface for the 'Acme Café' business page. The top navigation bar includes the search bar with 'Acme Café' entered, and links for 'Ict', 'Home', and 'Find Friends'. Below this, the page navigation menu shows 'Page' as the active tab, along with 'Inbox', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The main content area features a large cover photo of the café interior with a neon 'CAFÉ' sign. Below the cover photo is a row of action buttons: 'Like', 'Follow', 'Share', and a three-dot menu. A blue 'Contact Us' button with a pencil icon is highlighted by a brown arrow pointing from the right. Below the cover photo is a status update section with a 'Write something...' prompt and a 'Status' dropdown menu. The right sidebar contains the location 'Coffee Shop in North Bay, Ontario', language options (English, Français, Español, Português, Deutsch), and footer links for 'Privacy', 'Terms', 'Advertising', 'Ad Choices', 'Cookies', and 'More', along with 'Facebook © 2017'.

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.

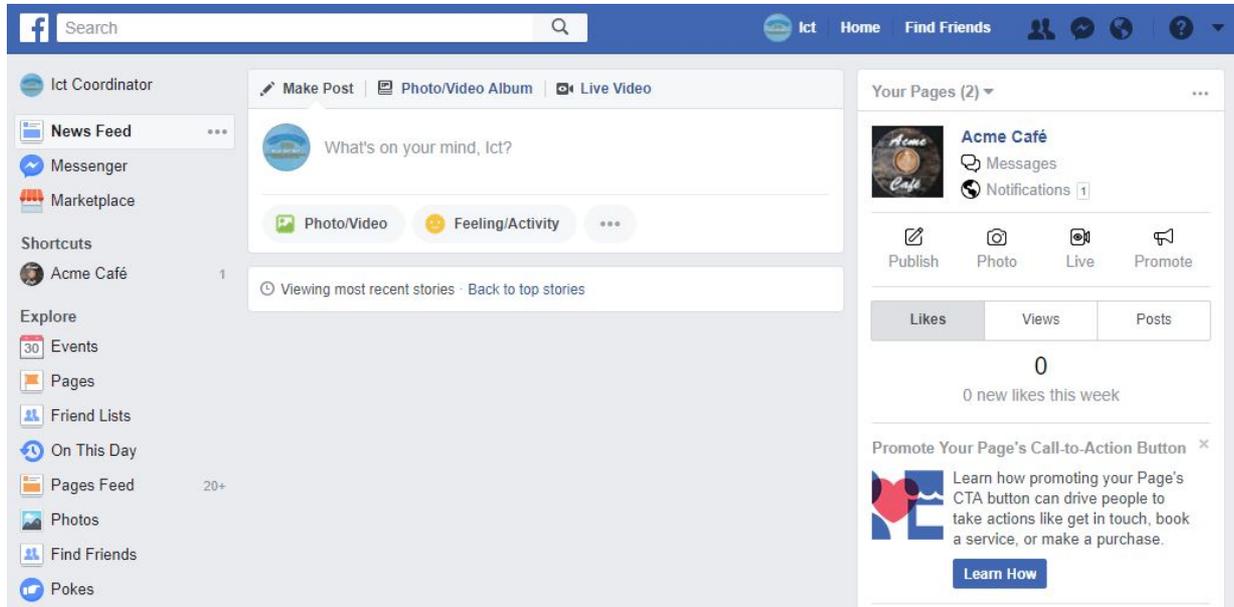
Remember that before your Facebook Page can be viewed by the public, you have to first "Publish" your Page again (review slides 22-26 on how to do this).

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)' which lists 'Acme Café'. Underneath the page name, there are icons for 'Messages' and 'Notifications'. Below this, there are icons for 'Publish', 'Photo', 'Live', and 'Promote'. A summary section shows '0 new likes this week'. At the bottom, 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 for 'Photo/Video' and 'Feeling/Activity'. 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 that they have been invited to your Page and will be encouraged to view and “Like” it.

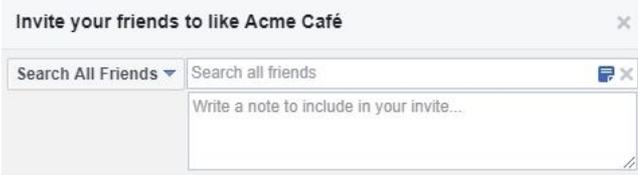
You can do this by clicking on the “...” button beside the “Share” button and selecting the “Invite Friends” option.

The screenshot displays the Facebook interface for a page named "Acme Café" (@acmecafenorthbay). The page features a cover photo of a coffee shop interior with a neon sign that says "CAFE". The navigation bar at the top includes "Page", "Inbox", "Notifications" (with a red badge), "Insights", "Publishing Tools", "Settings", and "Help". The left sidebar shows the page name, profile picture, and navigation options like "Home", "Posts", "Reviews", and "Promote". The main content area shows the "Like", "Follow", and "Share" buttons, with a three-dot menu button to the right. A dropdown menu is open from the three-dot button, listing various actions: "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 with a mouse cursor. Below the main content area, there are sections for "Posts" and "Event, Product +". The right sidebar contains a "Contact Us" button, the page location "Coffee Shop in North Bay, Ontario", language options, and footer links for "Privacy", "Terms", "Advertising", "Ad Choices", "Cookies", and "More".

## 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>