

# FACEBOOK

Facebook is one of the best and most effective channels for free advertising. The following tips will assist you setting up a Facebook Business Page.

Please note you must have a personal Facebook account to establish a business page.

## SHOW PEOPLE YOU'RE READY FOR BUSINESS

Adding business info to your Page helps customers discover you and see what your business is about. And it makes it easier to find your Page on Facebook and with search engines.

You can feature your:

Website

- Hours and contact info
- Description of your business
- Services, products, menus, directions and more

And if you select the Local Business category when you create your Page, customers can rate your business and write reviews.



## HELP CUSTOMERS TAKE ACTION

We've made call-to-action buttons on Pages more prominent to help businesses reach their goals—especially as more customers use mobile devices to discover businesses.

Call-to-action buttons on mobile are big, bright and directly under your Page's cover photo. In the future, we'll include buttons like “Call Now” “Send Message” and “Contact Us” which will allow customers to reach you without leaving Facebook.

And Page sections display your products and services, so customers can do business with you even faster.



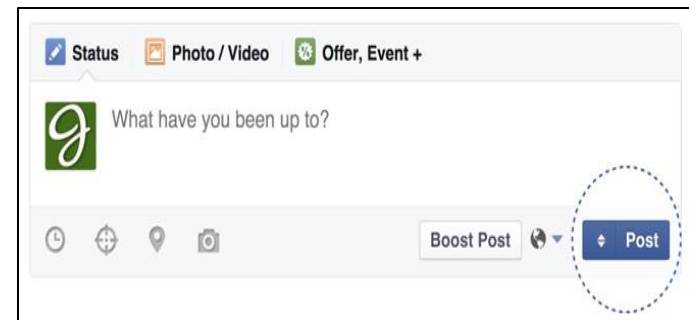
## PUT YOUR BEST PHOTOS FORWARD

Move your pointer over your Profile Photo and click to add or change a Profile Photo. Photos show customers what they can expect from your business. And the first images they'll see are your Profile Photo and Cover Photo. You can use a photo of your business, logo or other images that'll interest your customers and get their attention.



## CREATE POSTS THAT APPEAR ON YOUR PAGE

Just type in the message for your post. Then click the Post button to add it to your Page. Page Posts can keep people who like your Page informed about your business. People who like your Page may see your posts when they log into Facebook. They can also like your post, add a comment or share it with their friends. It's a great way to build relationships with current and potential customers.



## WHEN YOU POST, YOU CAN:

- Write messages that instantly appear on your Page.
- Add links to your website, photos or videos for more engaging content.
- Share special business events or milestones. Pin a post to the top of your Page so it's the first thing customers see.
- Translate your posts into different languages for different audiences.
- Embed a post on your website. If there's a special post you want visitors to see, they'll go right to your Facebook Page when they click it.
- There are many ways to post so you can reach the right people.



## CREATE A PAGE FROM YOUR ACCOUNT

- Click the arrow in the top-right corner.
- Choose Create Page.



### CHOOSE A BUSINESS CATEGORY FOR YOUR PAGE

Select the type of Page you want to create from the following categories:

- Local Business or Place
- Company, Organization or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community



### CHOOSE AN INDUSTRY-SPECIFIC CATEGORY

- Choose a category that matches your business. Then fill out some basic info about your business.
- Agree to the Facebook Pages Terms.
- Click Get Started.

**Local Business or Place**

Choose a category

Business or Place Name

Street Address

City/State

Zip Code

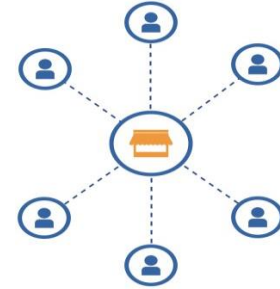
Phone

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

**Get Started**

## OPTIMIZE AND START CONNECTING

- Add a description and your website address, if you have one.
- Add a profile picture from your computer or device.
- You can also add your Page to your Favorites on your Facebook account, so you'll have easy access to it when you log in.
- With Reach More People, you can immediately start reaching new audiences.
- Click Save Info and your Page is ready to go.



Now that you've created a Page, you're the administrator and can control the content and settings on your Page with your Page Admin Tools. You can always add someone else to help manage your Page in your Settings.

