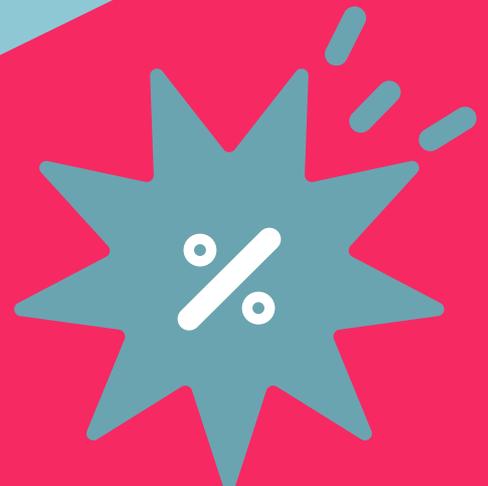


FACEBOOK BUSINESS PAGE

STEP-BY-STEP

Beginner's Guide to Creating and Using a
Facebook Business Page



Beginner's Guide to Creating and Using a Facebook Business Page

Creating a Facebook Business Page can be a crucial step for your company's online presence. Even if you're a complete beginner, this guide will take you through the process step by step.

Step 1: Sign Up

Create a Personal Facebook Profile

If you don't already have a personal Facebook profile, you'll need to create one. This acts as the admin account for your business page.

Go to **Facebook.com** and follow the prompts.

Log in to Your Personal Facebook Account

Enter your email or phone number and password.

Step 2: Create Your Business Page

Start the Creation Process

On the left sidebar of your Facebook homepage, find and click "Pages."

Click the "+ Create New Page" button.

Enter Business Details

Fill in your business name.

Choose a category that describes your business.

Write a brief description (e.g., "Family-owned coffee shop in Boston").

Step 2: Create Your Business Page continued...

Add Imagery

Profile Picture: This is typically your company logo.

Cover Photo: A wider image that represents your business, like your storefront or a popular product.

Step 3: Configure Page Settings

Access Settings

Click "Settings" in the top right of your business page.

Page Roles

If you want others to help manage the page, click "Page Roles" on the left sidebar.

Type in their name or email and select a role (e.g., editor, moderator).

General Settings

Review and adjust your page's general settings, such as visitor posts, profanity filter, and more.

Step 4: Fill Out Page Info

Go to “About” on the Left Sidebar

Contact Info: Add phone number, email, and website.

Location: If you have a physical store, add your address.

Hours: If applicable, add your business hours.

More Info: Provide additional details like your business's story, mission, or any other relevant information.

Step 5: Make Your First Post

Go to Your Business Page's Home

Click “Create Post”

Type Your Message: Share news, promotions, or any updates.

Add Media: Click the photo/video icon to upload images or videos.

Click “Post”.

Step 6: Engage With Your Audience

Like and Respond to Comments: This keeps your audience engaged and shows you value their input.

Use Messenger: Answer questions or address feedback from customers.

Post Regularly: Keep your audience updated and engaged with regular posts.

Step 7: Review Insights

Click “Insights” at the top of your page.

Explore Data: See valuable information about how people interact with your page and posts, helping you improve your content.

Step 8: (Optional) Boost a Post or Run an Ad

Choose a Post: Pick a post you think could benefit from reaching a larger audience.

Click “Boost Post” at the bottom of it.

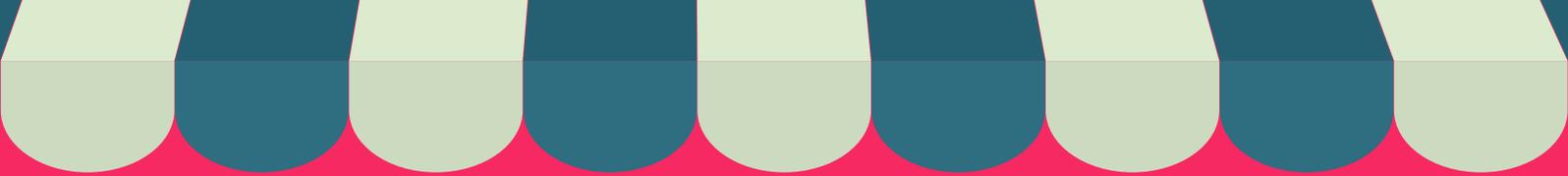
Set Your Budget: Decide how much you're willing to spend.

Pick Your Audience: Define who you want to target based on demographics or interests.

Review & Submit: Once you're happy with your choices, click “Boost.”

Remember, setting up your business page is just the beginning. Regular engagement and updates will keep your audience involved and help grow your online presence. As you get more familiar with Facebook, consider exploring advanced features like scheduled posts, shopping features, and more.

Good luck!



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