

Assignment: Creating a Facebook Business Page

Businesses increasingly use social media sites, such as Facebook, Twitter, and Instagram, to reach customers. In this assignment, you are to create a Facebook page for a hypothetical brand or product. We will refer to this your **Facebook business page**.

About Privacy: You do not need to create a new Facebook account to do this assignment. Facebook allows you to create Facebook pages using your personal Facebook account. Your personal Facebook account will not be visible to others who visit your business page. However, you should **not** give out your personal social network information, or “friend,” or have others “friend” your personal or your business page during this exercise. Keep your personal Facebook information private. There are several places in this assignment where Facebook will ask you to share the business page with your contacts or add the page to your Favorites. You should not do this, unless you do not mind others seeing your business page.

If you are uncomfortable or unsure about using your personal Facebook page to create a business Facebook page, you can create a completely separate Facebook account and log in and use it for these assignments.

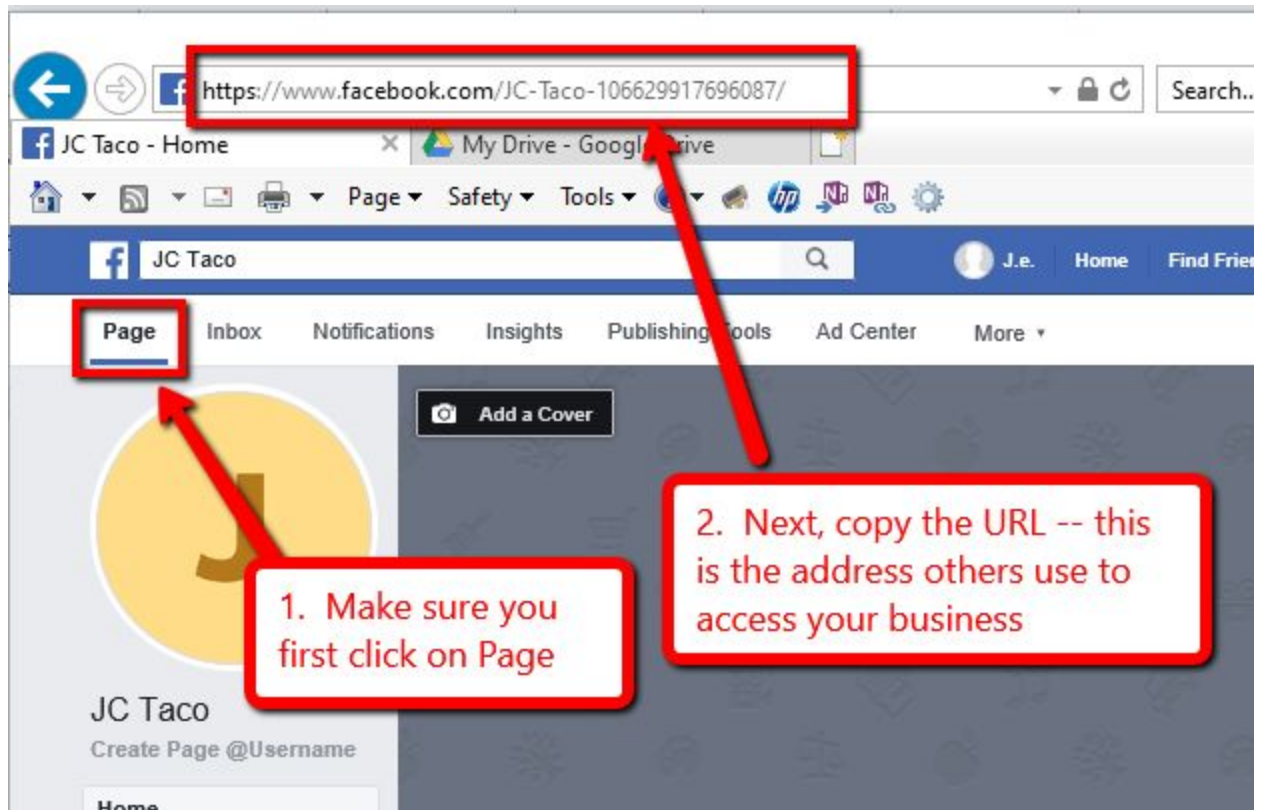
When the semester is over, you should delete your Facebook business page.

Assignment:

1. Before starting this assignment, you should select a hypothetical business or product for which you wish to build a Facebook page. Be sure this does not match an existing business or product.
2. Follow the instructions in the [Facebook Quick Start](#) document and create your Facebook business page. **As you create the page, be careful to not to mix your personal Facebook page with the content you are creating.** To maintain your privacy, if prompted, do not invite your friends to like your page, do not import contacts, do not share on your wall and do not “like” the page yourself.
3. After you have created the page, complete the following tasks (these are also shown in the [Facebook Quick Start \(Getting Started with Facebook Business Pages\)](#) document)
 1. disable posts by other people on your Facebook Page
 2. allow only users in the USA to view your page
 3. block as much profanity as possible
 4. allow only persons over 21 to view your page
 5. Add a description and hours of operation (see Settings > Page info)
4. Add a cover photo and profile pic. (Optional, use a drawing program, such as MS Paint, Google Drawings, or Adobe Illustrator to create a logo and use that as your profile pic)
5. Add a post to your page. For example, Special this week only!

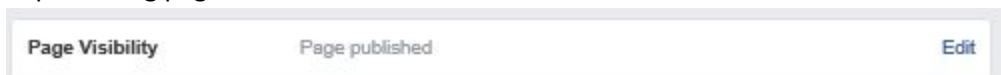
Submitting Your Assignment

In Blackboard, submit the clickable link to your business Facebook page. See screenshot (below) for how to get the link to your Facebook business page. Please review the assignment **Submit an Assignment in Blackboard** from the **Course introduction** module for info on how to submit a link in Blackboard.



Note: After the semester has ended, please un publish or delete your business Facebook page. When you are in your page's General Settings, you can unpublish you page (Page Visibility setting), or delete your page (Remove Page) (see below).

- Unpublishing page



- Removing page

