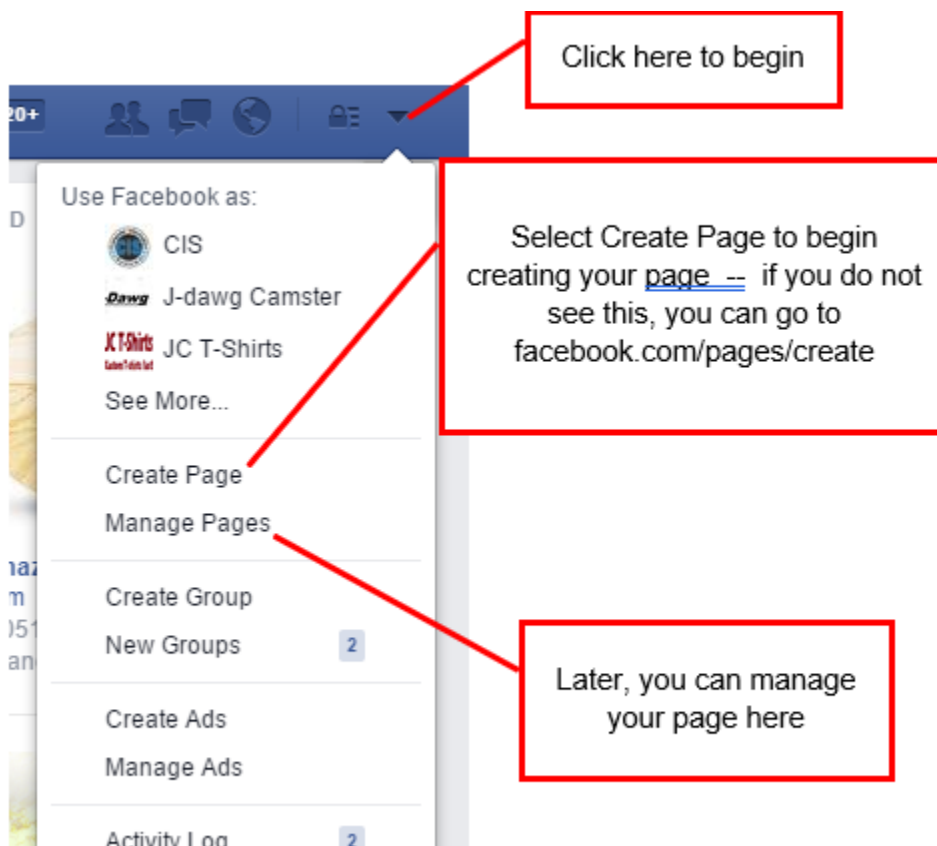


# Getting Started with Facebook Business Pages

Businesses increasingly use social media, such as Facebook, Twitter, Instagram, etc., to reach customers. This document explains how to create a business facebook page. It assumes you are using a PC.

A helpful resource from Facebook is at <https://www.facebook.com/help/364458366957655/>. This may contain more recent updates than this handout. Please consult this page for more info on creating a Facebook page.


1. Login to Facebook. Then do the following to create your business Facebook page.



2. Select the type of Facebook page you are creating. For this assignment, use Business or Brand

**Create a Page**


Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



**Business or Brand**

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

[Get Started](#)



**Community or Public Figure**

Connect and share with people in your community, organization, team, group or club.

[Get Started](#)

3. Fill in the relevant info for your hypothetical business here (see below). **IMPORTANT** you are making a new hypothetical company. You do not need to specify a street number. You can use “main” for street. Do a Google Search and be sure you do not match an existing business name or address. Do not give personal info in your business name. For example, do not use your own name or your city in the business name. However, do add BUSI to the end of your business name so I will know you created it for this class. For example, **Super Supreme Donuts & Coffee BUSI** might be your business name. Click **Continue** when complete.

The image shows a screenshot of the Facebook 'Create a Page' form. The form is titled 'Create a Page' and includes the following fields and options:

- Business or Brand**
  - Page name:** A text input field containing 'Jc Tacos'. A red arrow points to this field.
  - Category:** A dropdown menu with 'Food Truck' selected. A red arrow points to this field.
  - Address:** A text input field containing 'Main'. A red arrow points to this field.
  - City, State:** A text input field containing 'Beaumont, Texas'. A red arrow points to this field.
  - ZIP Code:** A text input field. A red arrow points to this field.
- Phone Number (Optional):** A text input field containing 'Phone Number (Optional)'. A red arrow points to this field.
- Don't show my address. Only show that this business is in the City, State region.** A red arrow points to the checkbox.
- Continue:** A blue button at the bottom of the form. A red arrow points to this button.

At the bottom of the form, there is a note: 'When you create a Page on Facebook the [Pages, Groups and Events Policies](#) apply.'

4. You will now see your page on the screen. Manage your page with the items in the menu at the top (see image below)

The image shows a screenshot of a Facebook page for 'JC Taco'. The page layout includes a top navigation bar with 'Page', 'Inbox', 'Notifications', 'Insights', 'Publishing Tools', 'Ad Center', and 'More'. Below this is a secondary navigation bar with 'Edit Page Info', 'Settings', and 'Help'. The main content area features a profile picture, a cover photo, and a 'Create Post' section. On the right side, there are widgets for 'Invite friends to like your Page', '0/10 Likes', 'No Rating Yet', and 'Page Transparency'. Several red callout boxes with white text are overlaid on the page:

- A box pointing to the 'Insights' menu item: "get insight in how to better connect with your audience"
- A box pointing to the 'Inbox' menu item: "view messages in your page's inbox"
- A box pointing to the 'Notifications' menu item: "view items which Facebook notifies you about your page"
- A box pointing to the 'Settings' menu item: "Settings are ---view and change the settings for your page, such as Page Visibility, age restrictions for your page, Page info, etc."
- A box pointing to the 'Page' menu item: "view your page"

A blue informational box on the right side of the page states: "Adding a cover photo typically increases x how many people see your Page and the number of Page likes it gets".

5. Add a cover photo and profile pic by clicking (see red arrows below) an uploading an image. Typically the profile pic is your logo.

The screenshot shows the Facebook page creation interface for a page named "JC Taco". At the top, there is a navigation bar with "Page" selected, and other options like "Inbox", "Notifications", "Insights", "Publishing Tools", "Ad Center", and "More". On the right side of the navigation bar, there are links for "Edit Page Info", "Settings", and "Help".

The main content area is divided into several sections:

- Profile Picture:** A circular profile picture placeholder with a large letter "J" and a blue plus sign. A red arrow points to it.
- Cover Photo:** A large rectangular area with a dark blue background and a repeating pattern of icons. A button labeled "Add a Cover" with a camera icon is in the top left corner. A red arrow points to this button.
- Page Name and Bio:** The name "JC Taco" is displayed, followed by "Create Page @Username". A green "Publish Page" button is below.
- Navigation:** A sidebar on the left contains "Home", "Posts", "Events", and "Visit Ad Center".
- Interactions:** Below the cover photo are buttons for "Like", "Follow", "Share", and "Add a Button".
- Create Post:** A section with "Create" and buttons for "Live", "Event", and "Offer". Below it is a "Create Post" section with a "Write a post..." prompt and options for "Photo/Video", "Get Messages", and "Feeling/Activ...".
- Upcoming Events:** A section titled "Upcoming Events" with a calendar icon and the text "No upcoming events. Make it easy for people to find your next event. Create it on Facebook." with a "Create Event" button and a "See All" link.
- Page Transparency:** A section titled "Page Transparency" with a "See More" link and text explaining the purpose of a Page.
- Language and Privacy:** A section showing language options (English (US), Español, Português (Brasil), Français (France), Deutsch) and links for "Privacy", "Terms", "Advertising", "Ad Choices", "Cookies", and "More".

6. Change your page settings via the Settings menu. The General settings are shown here:

The screenshot shows the Facebook page settings interface for 'JC Taco'. At the top, the navigation bar includes the page name, a search bar, and user options like 'Home', 'Find Friends', and 'Create'. Below this, a secondary navigation bar contains 'Page', 'Inbox', 'Notifications', 'Insights', 'Publishing Tools', and 'More'. On the right side of this bar, there are links for 'Edit Page Info' (with a notification badge '5'), 'Settings' (highlighted with a red arrow), and 'Help'.

The main content area is divided into two columns. The left column is a sidebar menu with various settings categories, each with an icon: General (gear icon), Page Info (pencil icon), Messaging (envelope icon), Templates and Tabs (grid icon), Event Ticketing (diamond icon), Notifications (bell icon), Advanced Messaging (speech bubble icon), Page Roles (person icon), People and Other Pages (group icon), Preferred Page Audience (person icon), Authorizations (key icon), Branded Content (tag icon), Instagram (camera icon), WhatsApp (phone icon), Featured (star icon), Crossposting (share icon), Page Support Inbox (envelope icon), Wi-Fi Network (Wi-Fi icon), and Page Management History (list icon). The 'General' option is highlighted with a red arrow.

The right column displays the 'General' settings, which are enclosed in a red rectangular border. Each setting is presented as a row with a title, a description of the current state, and an 'Edit' link. The settings listed are: Page Visibility (Page unpublished), Visitor Posts (Anyone can publish to the Page), 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), Post and Story Sharing (Post sharing to Stories is On), Messages (People can contact my Page privately), Tagging Ability (Only people who help manage my Page can tag photos posted on it), Others Tagging this Page (People and other Pages can tag my Page), Page Location for Effects (Other people can use your Page's location for photo and video frames and effects), Country Restrictions (Page is visible to everyone), Age Restrictions (Page is shown to everyone), Page Moderation (No words are being blocked from the Page), Profanity Filter (Turned off), Similar Page Suggestions (Choose whether your Page is recommended to others), Page Updates (Page posts are automatically published when you update Page info, reach milestones, receive reviews and more), Post in Multiple Languages (Ability to write posts in multiple languages is turned off), Translate Automatically (Your posts may show translations automatically for people who read other languages), Comment Ranking (Most recent comments are shown for my Page by default), Content Distribution (Downloading to Facebook is allowed), Download Page (Download Page), Merge Pages (Merge duplicate Pages), and Remove Page (Delete your Page).

7. Under **Page Info**, specify items such as a business description and hours of operation.

Page    Inbox    Notifications    Insights    Publishing Tools    More ▾    Edit Page Info **5**    Settings    Help ▾

**Page Info** **5**

**Complete your About section so people can find your Page more easily.**

**GENERAL**

- Description**  
Add short description  
A brief summary of your Page. The limit is 255 characters. You can write a short summary about this Page, or tell people about your products and service, which can help your business be discovered more often on Facebook.  
**Save Changes**    Cancel

**Categories**  
Food Truck X

**CONTACT**

- Phone Number**  
+1 ▾    Enter phone number  
Extension (optional)  
 My Page doesn't have a phone number  
Adding a phone number makes it easier for potential customers to contact you.  
**Save Changes**    Cancel
- Website**  
Enter website  
 My Page doesn't have a website  
Make it easy for potential customers to learn more about your business.  
**Save Changes**    Cancel
- Email**  
Email  
 My Page doesn't have an email  
Adding an email makes it easier for potential customers to contact you. We will send an email to this address to confirm that it's valid.  
**Save Changes**    Cancel

8. Add a post to your page by choosing **Posts** on the left side and typing your post.

The screenshot shows the Facebook interface for a page named "JC Taco". At the top, there is a search bar with "JC Taco" and a navigation bar with options like "Home", "Find Friends", "Create", and "Publish Page". Below this is a "Page Preview" section with a "Publish Page" button. The main navigation menu includes "Page", "Inbox", "Notifications", "Insights", "Publishing Tools", "Ad Center", "More", "Edit Page Info", "Settings", and "Help". On the left side, the "Posts" menu item is highlighted with a red arrow. The main content area features a cover photo placeholder with an "Add a Cover" button, a "Like" button, and a "Follow" button. Below these are buttons for "Live", "Event", and "Offer". The "Create Post" section is visible, with a red arrow pointing to the "Write a post..." text input field. Below the text input are buttons for "Photo/Video", "Get Messages", and "Feeling/Activ...". A post from "JC Taco" is shown below, with the text "Check out our dinner specials!". At the bottom, there is a notification that says "Your Page Isn't Reaching People" and a "Boost Post" button. The bottom right corner shows a "Chat (1)" button.



