


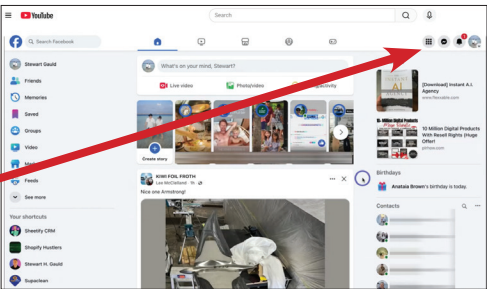


Setting up a Business Facebook page

You will need a personal Facebook account to create a Facebook business page. (If you don't have a personal Facebook account, you will need to do that first.) After the initial setup, your business page will operate independently from your personal profile. You can then add Page Admins so the page can be managed without sharing personal credentials.

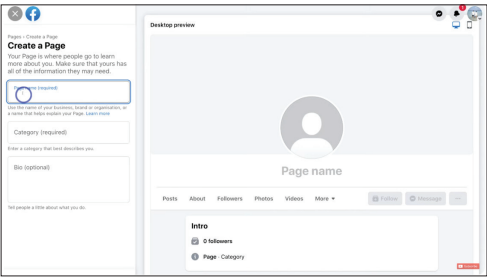
Step 1: Create a new page

1. On a desktop computer, log in to your personal Facebook account.
2. On a desktop computer, click the **Menu** icon (the grid ) in the top-right corner of the screen. The exact menu label may vary by device/updates. Click the Create (+) or Menu icon in the top bar or use Pages in the left-hand menu (depending on your device).
3. Under the “Create” section, select **Page**.



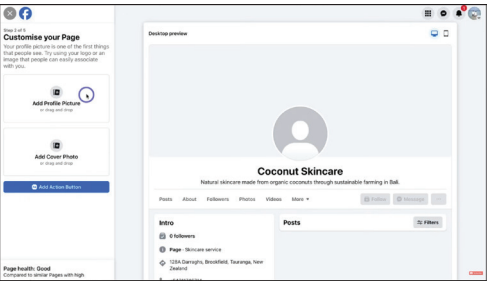
Step 2: Provide basic business details

1. **Page Name:** Enter the name of your business, brand, or organization.
2. **Category:** Start typing a word that describes your business. Facebook will show you a list of suggestions. You can select up to three categories.
3. **Bio:** Write a short, compelling description of your business. This summary should clearly explain what your business does and can include relevant keywords.
4. Click **Create Page**.



Step 3: Add visuals

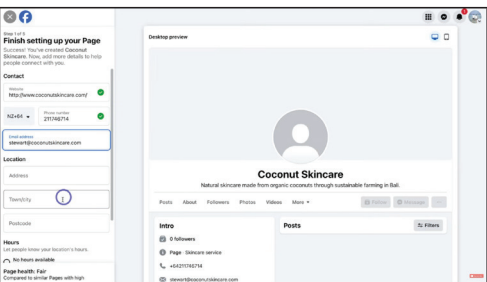
1. **Profile Picture:** Add your company's logo or another simple image that is easily associated with your brand. The image will be cropped into a circle, so center the most important elements. Leave adequate spacing around logo so nothing is cut off.
2. **Cover Photo:** Upload a high-quality, widescreen image that represents your brand or features your products. This photo takes up the most space at the top of your page.



Step 4: Add business information

After creating your page, a setup prompt will appear.

1. **Contact Information:** Enter your business's website, phone number, and email address.
2. **Location:** If you have a physical storefront, enter your address and specify your service area.
3. **Hours:** Select your business hours to let customers know when you are open. You can add regular hours, special hours (holidays), and appointment hours.
4. Click **Next** to save the information and continue.



Step 5: Customize your page

1. **Action Button:** Choose a call-to-action button to appear prominently on your page. Options include “Send Message,” “Shop Now,” “Visit Website,” or “Call Now”.
2. **WhatsApp (Optional and may require you to verify the phone number and use the WhatsApp Business account.):** Connect your WhatsApp account to enable customers to message you directly through that platform.
3. **Finish the setup:** Click through the remaining prompts to add details and complete the process.

Step 6: Create your first post

Before inviting people, create some valuable content to make your page look active and engaging.

1. Create a compelling post that introduces your business or shares valuable information.
2. Consider using a mix of photos, videos, or text to capture attention.

Step 7: Invite and promote your page

1. **Invite friends:** Invite your existing Facebook friends to like your new business page to help build an initial audience.
2. **Promote elsewhere:** Share a link to your new page on your website, blog, or in your email signature to spread the word.