



Mastering Facebook for Business: Setting Up Your Business Page

GROW YOUR BUSINESS ONLINE

Mastering Facebook for Business

Welcome to the world of Facebook – a platform where over 3 billion users connect, share, and engage! It's not just for keeping up with friends and family; it's a powerhouse for businesses just like yours. And guess what? We've got the perfect guide to help you navigate this huge social network.

This guide will talk you through how to set up and optimise your Business Facebook Page



Step 1 - Sign Up

1 Go to facebook.com/pages/create.

2 Choose the category that fits your business best.

3 Enter your business information: name, address, and page category.

➤ **Note: You must already have a personal Facebook Profile before you can create a business page**

💡 **Tip: It is easier to set up your business profile on Desktop rather than mobile.**



Step 2 - Add Pictures

1 Upload a profile picture and cover photo that represents your business.

➤ Note: The size for your images should be:

Cover Image: 820 wide x 312 tall pixels on desktop and 640 wide x 360 tall on smartphones

It's important to note that these dimensions may change, as Facebook occasionally updates its format and size requirements. To ensure the best display across all devices, it's advisable to use an image that can accommodate these dimensions without losing important details when it's cropped.



Tip: Ensure images are high-quality and reflect your brand identity.



Step 3 - Fill Out Your Page Information

Click on 'About' and fill in all the details:

- A brief description: this needs to be approximately 255 characters. Make sure it is concise and tells people clearly what you do.
- Website link: copy the full URL.
- Contact information. name, address and phone number



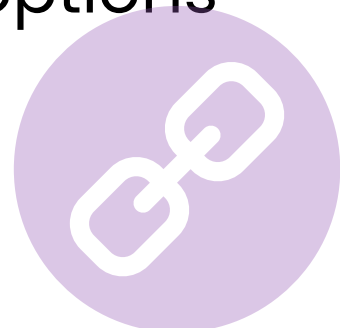
Tip: The more complete your page, the more credible it looks.



Step 4 - Create Your Username (Vanity URL):

This is your custom Facebook URL
e.g. facebook.com/YourBusinessName

- 1 Click on your profile picture in the top right corner of the Facebook homepage to go to your profile.
- 2 Click on the three dots under your cover photo (next to 'Add to Story').
- 3 Select 'Settings & Privacy' from the dropdown menu.
- 4 Then, choose 'Settings'.
- 5 In the General Account Settings, find the 'Username' section.
- 6 Click 'Edit' next to your current username.
- 7 Choose Your New Username, type in options
- 8 Press Save



Step 5 - Add a Call-to-Action Button

Choose a button like 'Contact Us', 'Shop Now', or 'Book Now' to direct visitors to take action.

- 1 On your page's cover photo, you'll find an option to add a button. If you already have a button, you can edit it by hovering over the button and clicking 'Edit Button'.
- 2 Click on 'Add a Button' or 'Edit Button' and select the one that suits your business best.
- 3 After selecting a button, add the necessary details. For example, if you choose 'Contact Us', you may need to provide a link to the contact page on your website.

➤ **Note: A well-chosen CTA button can significantly enhance user engagement and conversion on your Facebook page**



Step 6 - Organise Your Page Tabs

Rearrange the tabs (About, Events, Reviews, etc.) to prioritise what's important for your business.

- 1 Click on 'More' at the top of your page.
- 2 After you click 'More', a little menu will pop down. In this menu, find and click on 'Edit Tabs'.
- 3 Now, you'll see a list of all your tabs. You can move them up or down. To move a tab, just click on the three lines next to it and drag it to where you want it to be.

➤ **If there are tabs you don't want, you can turn them off. Next to each tab, there's a little switch. If it's blue, it's on. If you click it and it turns grey, it's off.**



Step 7 - Publish Your First Post

Share something engaging like a welcome message, business update, or a new product announcement.

- 1 Choose Engaging Topics
- 2 Incorporate High-Quality Visuals
- 3 Keep Language Clear and Concise
- 4 Engage with a Call-to-Action
- 5 Use Emojis Sparingly for Emphasis



If you are looking for a tool to schedule your posts on Facebook and a multitude of other social platforms, I recommend Publer. **Here is a link**



We use Canva to create all facebook posts and then schedule them. Click Here



Step 8 - Invite People to Like Your Page

Use your personal network to build your initial audience.

- 1 On your page, look for a button that says 'Share'. It's usually located under your page's cover photo.
- 2 Click the 'Share' button. A new window will pop up.
- 3 Choose How to Share.
- 4 Add a Personal Message (Optional).



After sharing, encourage your friends or group members to like and share your page. This can help increase its visibility.



Step 9 - Set Up Page Roles

If you have a team, assign roles (admin, editor, moderator) to manage the page.

- 1 Click 'Settings' at the top right corner of the page. It's like opening the toolbox for your page.
- 2 In the 'Settings' menu, find and click on 'Page Roles'.
- 3 Assign a New Page Role'. Enter the name or email address of the person you want to add in the box.
- 4 Choose the Role.



For step 3 you may need to ask the person to like and follow your page first.



Step 10 - Monitor and Engage

- 1 Regularly check your page for comments and messages.
- 2 Respond promptly to engage with your audience.
- 3 Utilise Facebook Insights to understand your audience and how your content is performing.
- 4 If a post is performing well, create more content similar to this

➤ **Note: Be careful of bias results. Try and see beyond the comments and likes of friends and family and focus on those that may generate more business.**



Mastering Facebook for Business

Your Facebook Business Page is an extension of your brand. Keep it professional, true to your brand's voice, and engaging. This is your opportunity to make a great first impression on potential customers. Happy Posting!



Thank You!

If you have found this useful, please leave us a review at [Click Here](#)

If you require extra help with your social media strategy or any of the elements within this guide, feel free to get in touch.

Book a FREE informal 30 minute call [here](#)

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