



Creators of
Captivating
Communication

02 | HOW TO CREATE A FACEBOOK PAGE FOR BUSINESS

Before you can sign up for your Facebook business page, you need to log into your personal Facebook account. But don't worry—the information from your personal account will not be publicly visible on your business page.

So, if you're not already logged into your personal account, log in now, then dive into the Page creation steps.

Step 1: Sign up

Go to facebook.com/pages/create.

Select the type of page you want to create: business/brand or community/public figure. In this post, we'll assume you're creating a page for a business or brand, so click the **Get Started** button for that option.

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](#)



Creators of
Captivating
Communication

Next, enter your business information. For your page name, use your business name or the name people are likely to search for when trying to find your business.

For category, type a word or two that describes your business and Facebook will suggest some options. If your business falls into more than one of the category options, choose the one your customers are most likely to think of when they think about your business. We'll show you how to add more categories later.

A screenshot of the Facebook Business Setup 'Business or Brand' form. The form has a title 'Business or Brand' and a 'Page Name' field containing 'Olaf's Large Sandwiches'. Below it is a 'Category' dropdown menu with 'Deli' selected and highlighted in blue. A list of other categories is visible below the dropdown: Food Delivery Service, Cargo & Freight Company, Salad Bar, Sandwich Shop, Local Service, Shopping & Retail, Sports & Recreation, and Real Estate. A question mark icon is visible in the top right corner of the dropdown menu.

Once you choose your category, the box will expand to ask for a few further details, like your address and phone number. You can choose whether to make this information public, or to show only your city and state.

When you're ready, click **Continue**. Note that doing so indicates your acceptance of Facebook's [Pages, Groups and Events Policies](#), so you might want to check those out before you proceed.



Creators of
Captivating
Communication

Step 2. Add Pictures

Next, you'll upload profile and cover images for your Facebook page. It's important to create a good visual first impression, so choose wisely here. Make sure the photos you choose align with your brand and are easily identifiable with your business.

You'll upload your profile image first. This image accompanies your business name in search results and when you interact with users. It also appears on the top left of your Facebook page.

If you have a recognizable brand, using your logo is probably a safe way to go. If you're a celebrity or public figure, a picture of your face will work like a charm. And if you're a local business, try a well-shot image of your signature offering. The important thing is to help a potential follower or customer to recognize your page immediately.

Refer to the Tech Sheets also supplied to you, your Facebook profile picture displays at 170 x 170 pixels on desktop and 128 x 128 pixels on mobile. It will be cropped to a circle, so don't put any critical details in the corners.

Once you've chosen a great photo, click **Upload Profile Picture**.

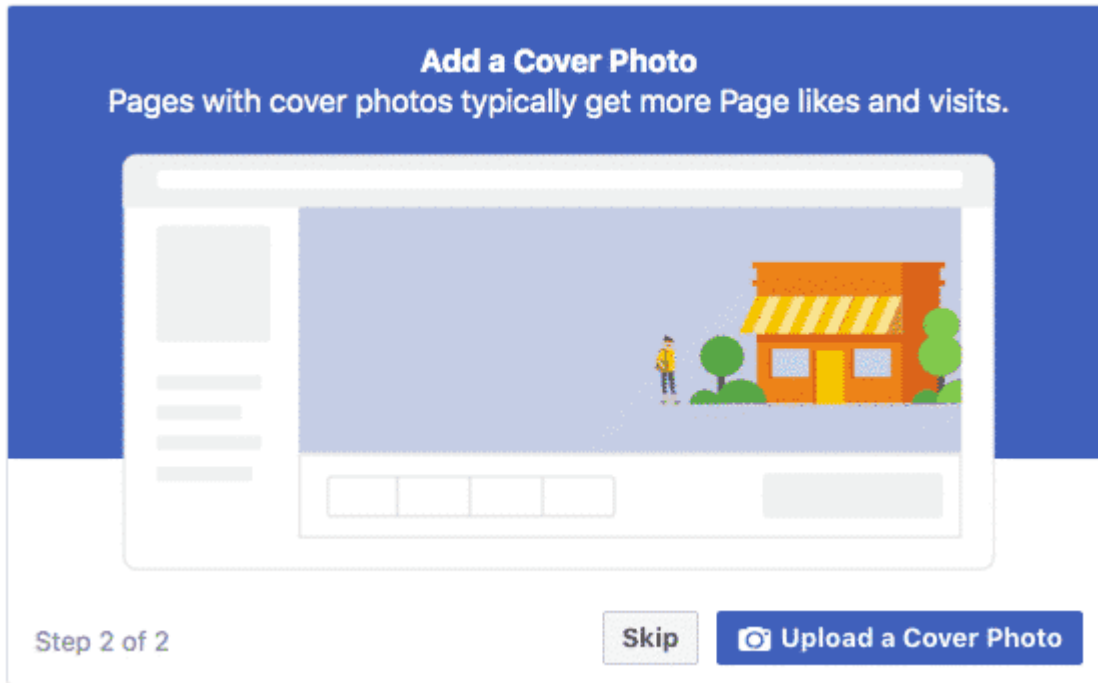
Now it's time to choose your cover image, the most prominent image on your Facebook business page.

This image should capture the essence of your brand and convey your brand personality. It will display at 820 x 312 pixels on desktop or 640 x 360 pixels on mobile. The image must be at least 400 pixels wide and 150 pixels tall, but the recommended size to upload is 720 x 315 pixels.

Once you've selected an appropriate image, click **Upload a Cover Photo**.



Creators of
Captivating
Communication



Ta-da! You have a Facebook business page, although it is extremely sparse.

Of course, while the skeleton of the Facebook Page for your business is now in place, you've still got some work to do before you share it with your audience. Don't worry—your page is not yet visible to the public. What you see now is a preview.

Step 3: Create your username

Your username, also called your vanity URL, is how you tell people where to find you on Facebook.

Your username can be up to 50 characters long, but don't use extra characters just because you can. You want it to be easy to type and easy to remember. Your business name or some obvious variation of it is a safe bet.


Click **Create Page @Username** in the left menu to set up your vanity URL.



Creators of
Captivating
Communication

Create Page Username ✕

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.



Olaf's Large Sandwiches
[@olafslargesandwichshop](#)

Username 22 / 50

✓

Need help? Get tips on [choosing a username](#).

Click **Create Username** when you're done. A box will pop up showing you the links people can use to connect with your business on Facebook and Messenger.

You're all set!

The username [@olafslargesandwichshop](#) has been created for Olaf's Large Sandwiches.

It's now easier for people to find your Page in search.

People can also visit your Page at [fb.me/olafslargesandwichshop](#) and send your Page messages at [m.me/olafslargesandwichshop](#).

OK



Creators of
Captivating
Communication

Step 4: Add your business details

While you might be tempted to leave the details for later, it's important to fill out all of the fields in your Facebook Page's About section right from the start.

As Facebook is often the very first place a customer goes to get information about you, having it all there is important. For example, if someone is looking for a business that's open till 9, they want to confirm this information on your page. If they can't find it, they'll surely keep looking until they find another place that's more forthcoming.

To start filling out your business details, click **Edit Page Info** in the top menu. From this screen you can share all the important information about your business.

Description

This is a short description that appears in search results. It should be just a couple of sentences (maximum 255 characters), so there's no need to get too elaborate here. We'll show you where to add a longer description later.

Categories

Here you'll see the category you entered in Step 1. If you like, you can add additional categories here to make sure Facebook shows your page to all the right people.



Creators of
Captivating
Communication

GENERAL

Description

A friendly neighbourhood deli serving the largest, most generously sized sandwiches in Los Angeles.

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

Sandwich Shop X Deli X Restaurant X

Help people find your Page by choosing categories that represent your Page. Having an accurate category helps Facebook show your business to the right people at the right time so that your business can reach a more engaged audience.

Save Changes Cancel

Contact

Add all the contact details you want to make public, including your phone number, website, and email.

Location

If you have a physical storefront or office, check to make sure that your location is marked correctly on the map. You can also add details about your service area, so people know, for example, which towns you deliver to.

Hours

If your business is open to the public during specific hours, enter those here. This information appears in search results.

Click **Save Changes** under each section to implement your changes as you go.

Step 5. Tell your story

You've filled in all the simple details about your business, but there's not much here yet to tell people why they should engage with your business on Facebook.



Creators of
Captivating
Communication

Fortunately, there's a section of your Facebook business page where you can add a longer description of your business. To access it, click **See more** in the left menu, then click **About**, and then click **Our Story** on the right-hand side.

In this section, you can add a detailed description of what your business offers customers and why they should Like or Follow your Page. This is a great place to set expectations. How will you interact with fans through your Facebook Page? Offer a compelling reason for them to stick around.

Enter a headline and text for your story, then upload a relevant photo. When you're finished, click **Publish**.

STORY



Why we make L.A.'s best sandwiches

This is no ordinary sandwich shop. When you enter Olaf's...

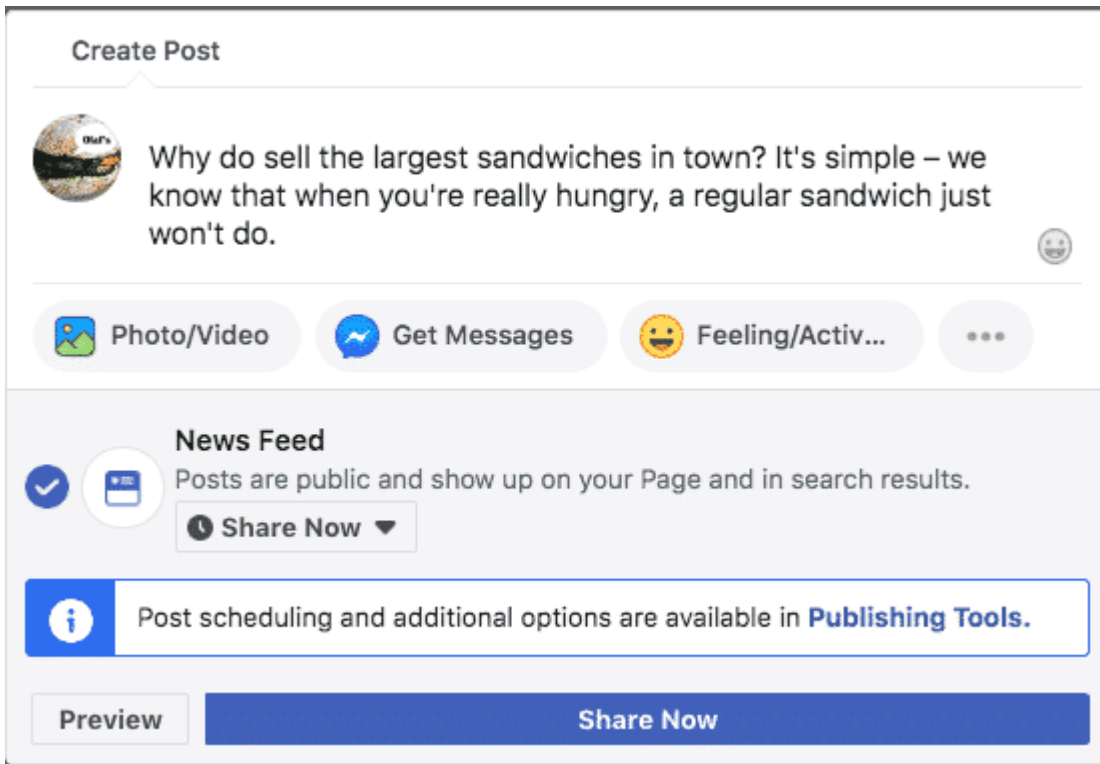
[See More](#)

Step 6. Create your first post

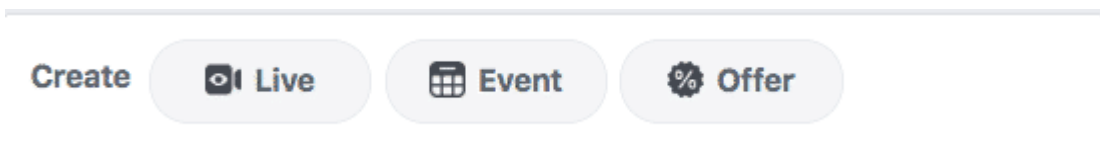
Before you start inviting people to like the Facebook Page for your business, you should post some valuable content. You can create some of your own posts, or share relevant content from thought leaders in your industry.



Creators of
Captivating
Communication



You could also create a specific type of post like an event or product offer—just click one of the options in the Create box at the top of your page.



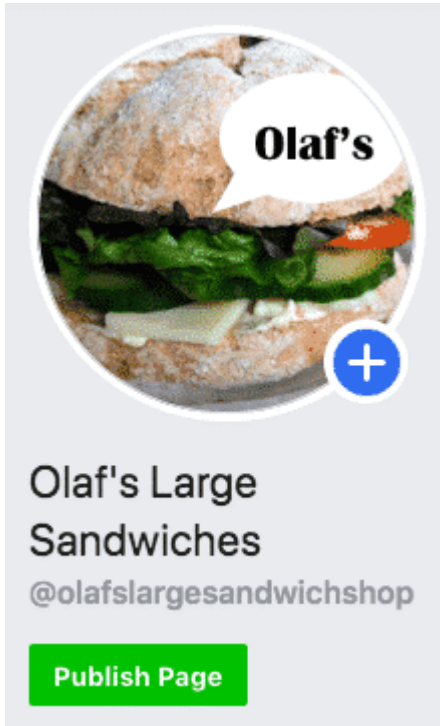
Make sure that whatever you post offers value for your visitors when they arrive at your Facebook page, so they'll be inclined to stick around.

Step 7: Publish your page and invite an audience

Your Facebook business page now represents a robust online presence that will make potential customers and fans feel comfortable interacting with you. It's time to hit that big green **Publish Page** button in the left-hand menu.



Creators of
Captivating
Communication



That's it! Your page is live and visible to the world. Now you need to get some fans!

Start by inviting your existing Facebook friends to like your page. Use your other channels, like your website and Twitter, to promote it. Add "follow us" logos on your promotional materials and email signature. If you're comfortable doing so, you can ask your customers review you on Facebook, too.