STARTING A FACEBOOK PAGE

1) Choose a Classification

Navigate to the following URL in a new tab to create your business page on Facebook:
https://www.facebook.com/pages/create.php

Once there, choose from one of the following six classifications:

- Local business or place
- Artist, band, or public figure
- Company, organization, or institution
- Entertainment
- Brand or product
- Cause of community

2) Complete Basic Information

Upload Photo

Facebook will now prompt you to upload the main photo for your page. This photo will appear as your icon every time you comment on a post or appear in news feeds. Ideally, it should be your company logo. The actual dimensions of your profile picture is 180X180 pixels.

“About” Section

Next, you need to write your 'About' information. This small blurb will serve as the main 2-3 sentence description for your company. It will be on your main page, so make it descriptive but succinct. Be sure to include a link to your company website as well. Also ensure that this information differentiates your brand, making your page even more appealing to potential followers.

3) Check for messages regularly in the “Activity” bar

Click on this tab on the top to check for messages. You can also schedule posts if you’d like!

3) Use Your Admin settings from the “Settings” bar

Your admin panel is the main hub for managing your business page. It's filled with various features and options to optimize your page and your monitoring of that page.

Edit Page

The first option, 'Update Info,' allows you to update the basic information you provided earlier in the tutorial. This will also allow you to enter a description, which is an extended version of the 'About' information you entered earlier. Users only see the description by literally clicking 'About' on your business page, so you should feel comfortable sharing lengthier and more detailed information in your description.

You can also manage the roles of your page administrators. This allows you to invite various people from your to run your Facebook page in order to respond to comments or messages specific to their function, (if you’d like you can just make them “editors” so they don’t have complete power over your page).
**Build Audience**

Often, people get so excited they started a Facebook page that they invite users right away. But challenge yourself to think about a more strategic method for inviting users. First, you want your page filled with content. Then invite your brand advocates to start engaging with that content. Once your page has some interactions, invite more fans, and they’ll be more interested to like the page when they see the buzzing hub it is.

4) Fill the Page With Content

**Cover Photo**

With the introduction of Timeline came the introduction of your best visual real estate on your business page: the cover photo. The exact dimensions of this cover photo are 851X315 pixels. Be sure to select a creative horizontal image that will appeal to users who land on your page.

![Cover Photo](image)

**Posts**

When posting on your page, be sure to use a variety of content. What images would your audience like to see? What stats would they like to read? What links would they like to click? You can also click the little star to the upper right of any post to highlight posts that are important.