

Small Business Marketing Part 3: Facebook Page

Goals for This Session:

- Create a Facebook Page for a business.
- Understand and navigate the administrator tools for editing the page and tracking activity.
- Be aware of helpful resources for future reference.


How to Create a Facebook Page:

- Note: You must have a Facebook account in order to create a Facebook Page. After logging into your Facebook account follow the steps below:

Step 1

Create a Page from your account

- Click the arrow in the top-right corner.
- Choose Create Page.

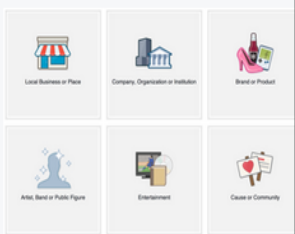


Step 2

Choose a business category for your Page

Select the type of Page you want to create from the following categories:


- Local Business or Place
- Company, Organization or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community



Step 3

Choose an industry-specific category


- Choose a category that matches your business. Then fill out some basic info about your business.
- Agree to the Facebook Pages Terms.
- Click Get Started.



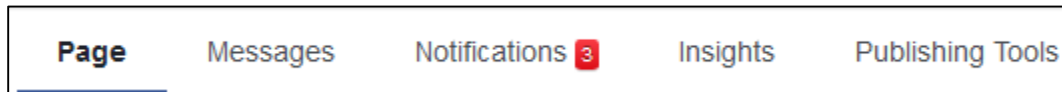
Step 4

Optimize and start connecting

- Add a description and your website address, if you have one.
- Add a profile picture from your computer or device.
- You can also add your Page to your Favorites on your Facebook account, so you'll have easy access to it when you log in.
- With Reach More People, you can immediately start reaching new audiences.
- Click Save Info and your Page is ready to go.



Page Admin Tools:



- **Page:** Here you can view your page and any activity, as well as make edits to any section of the page and publish posts immediately.
- **Messages:** Any messages sent to your page will appear here as well as your responses (these are all private).
- **Notifications:** This area include any activity associated with your page: shares, likes, comments, check-ins, mentions, and information requests.
- **Insights:** With the Insights tab, you can see how people respond to your posts. Quickly see how many people are liking, commenting on or sharing your posts—so you can make posts more effective. Here’s what the Insights tab offers:
 - **Overview**—A snapshot of recent Page activity. There’s also a Pages to Watch section, so you can see how businesses like yours are using their Page.
 - **Likes**—A breakdown of total Page likes and whether they came from reach or ads.
 - **Reach**—How many people saw your post and how they saw it, either through other friends or ads.
 - **Visits**—How many people visited your Page and what sections they’re looking at.
 - **Posts**—Insights into your audience. See when people are online most, the types of posts they like and their engagement rate.
 - **People**—The demographics of people who see your posts, how many people were engaged and how many checked into your business.
- **Publishing Tools:** Here you can view all of your posts as well as create, save drafts, delete and schedule future posts
- **Settings:** Control what visibility of your page and its content as well as add other editors.

Helpful Resources:

- <https://www.facebook.com/business/learn/set-up-facebook-page>
- <https://www.facebook.com/business/overview>
- <https://www.facebook.com/help/>
- <http://www.dummies.com/search.html?query=facebook+page&x=0&y=0>