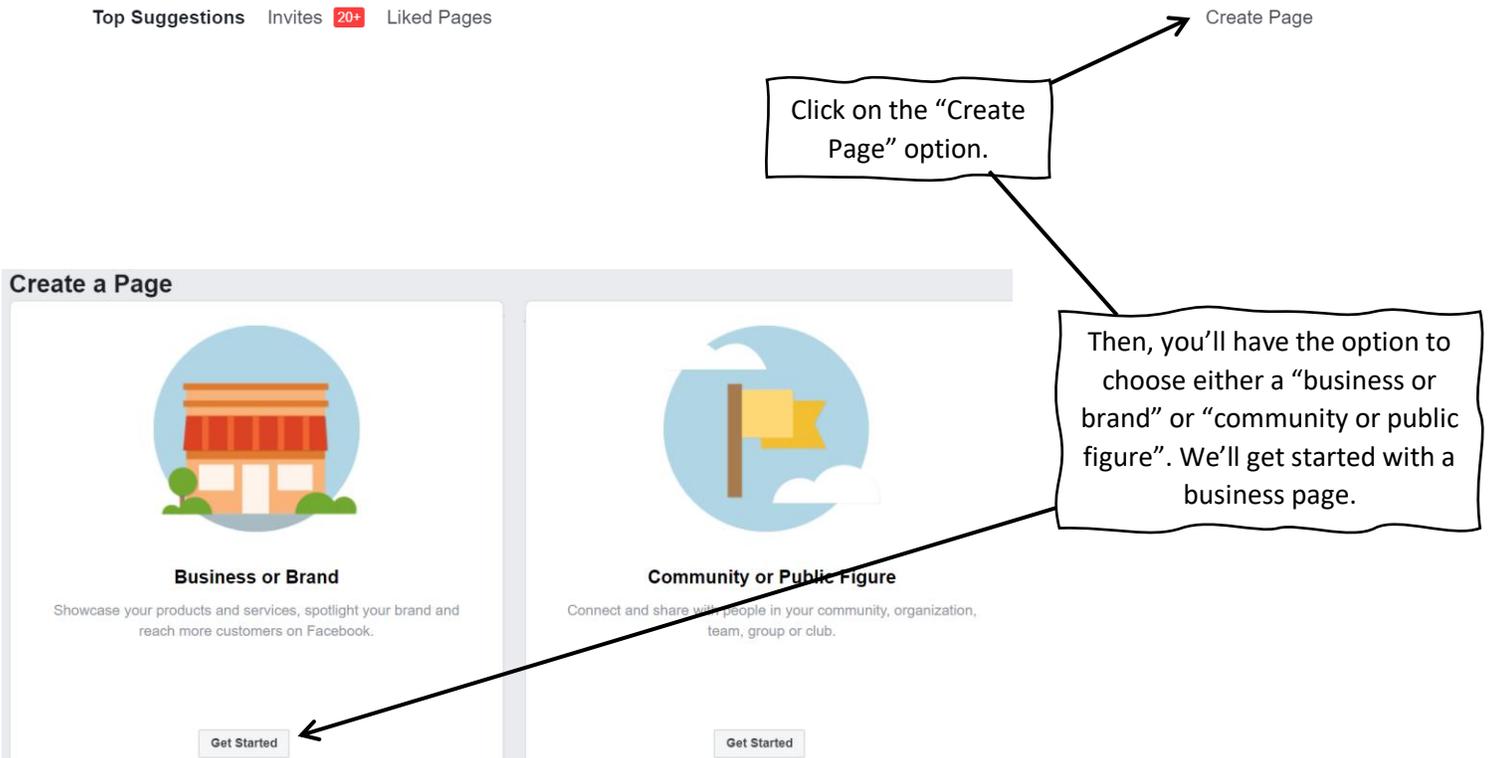
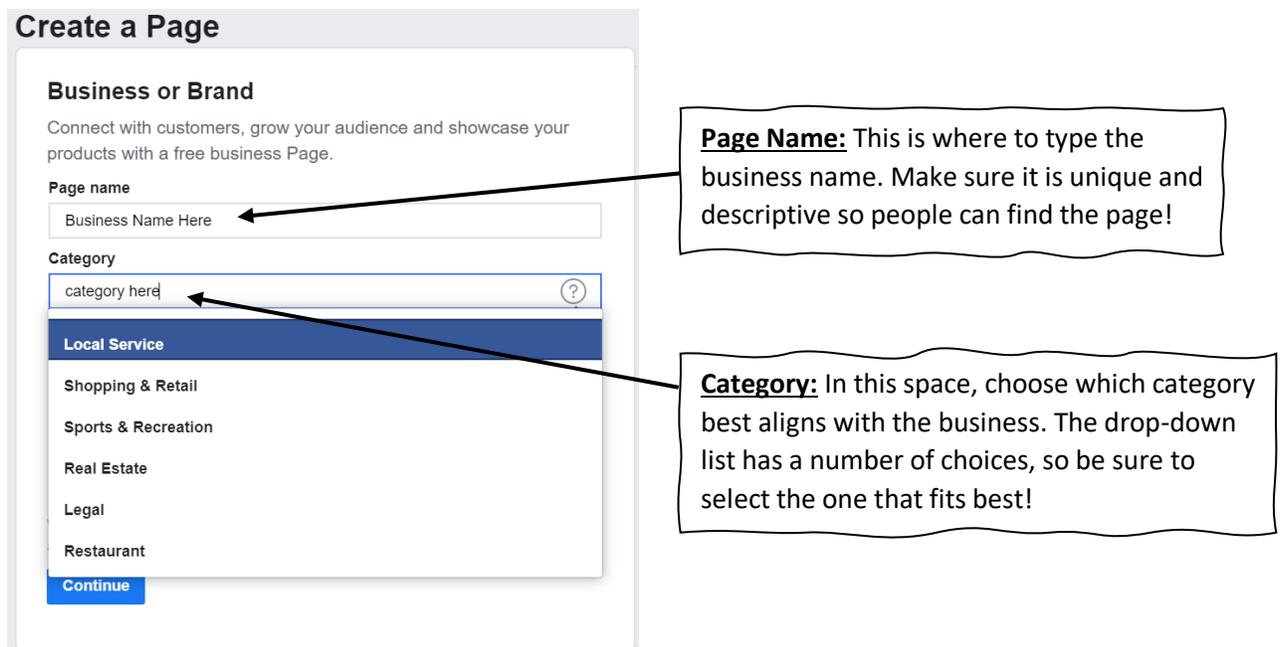


Facebook's Pages provide a way for you to promote your business online in an easily manageable way. Start on your Facebook homepage. On the left-hand side of the screen, you'll see a link to "Pages". When you click it, you will see a bar like the one below.



When you select your Business or Brand page, you'll have the opportunity to fill in all the details about your business. Let's look at the following images to see what type of information you'll need to include.



Once the Page name and Category are chosen, include other details such as a physical address, zip code, and phone number.

Create a Page

Business or Brand

Page name

Category

Address

Phone Number (Optional)

Don't show my address. Only show that this business is in the City, State region.

When you create a Page on Facebook the Pages, Groups and Events Policies apply.

[Continue](#)

Congratulations! You've now created your very own business page for on Facebook! Let's continue.

Once you've established your page, the next step is personalizing it. Let's start by uploading a profile picture and header, to show off the products or business details. Pages with pictures are more likely to get clicks and interactions since they display what your business has to offer.

First, hover over the profile picture circle or the top left corner of the cover picture box.

Then, click "Update" or "Change Cover". You can upload an image from your device or take a new picture. You can also remove or reposition pictures using these buttons.

Fun Fact: When you click "Change Cover", you also have the option to create a slideshow or upload a video instead of a single photo!



After adding a unique profile picture and cover photo, you'll want to create a Page Username. Just like how your Page Name lets people know what the business is about, the Page Username helps people find the page on Facebook. People can search either the Business name or username and come to the page.

The image shows a screenshot of the Facebook 'Create Page Username' dialog box overlaid on a business page. The page background shows a profile picture, cover photo, and the text 'Business Name Here' and 'Create Page @Username'. The dialog box contains the following text: '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.', a preview of 'Business Name Here @username', a 'Username' input field with '0 / 50' characters and '@username' entered, and a 'Need help? Get tips on choosing a username.' link. There are 'Cancel' and 'Create Username' buttons at the bottom.

Click on "Create Page @Username" and this box will pop up.

Username: Not sure where to start or what to do for your username? Click on this link for more tips from Facebook!

Username: There is a 50-character limit, so think about how to tie the username to the business name.

The image shows a vertical navigation menu for a Facebook business page. It includes the following items: 'Business Name Here', 'Create Page @Username', 'Home', 'Posts', 'Events', 'Reviews', 'Videos', 'Photos', 'About', 'Community', 'Groups', a blue 'Promote' button, and 'Visit Ad Center'.

Now that we've personalized the page by adding a profile picture, cover photo, and username, it's time to look at what you can do with a Page. There are numerous ways to manage a page successfully, so be sure to check out all of these areas to determine what the best options will be for your business.

The image shows a list of page management options, each with a definition. The options are: Posts, Events, Reviews, Videos, Photos, About, Community, and Groups.

Posts: View all posts that you've created, and see what others are posting about.

Events: Use this page to create and track events, like pop-up shops or fundraisers.

Reviews: Check out what people are saying about your product or service.

Videos: Here you can upload and view videos that you've uploaded to the page.

Photos: Here you can upload and view pictures that you've uploaded to the page.

About: Add more details about your business and operations.

Community: See who's engaging with your page.

Groups: Build a network of people who are interested in your product or services.

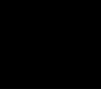
Invite friends to like your Page

Pages with 10 or more likes get more engagement.

0/10 Likes



Search for friends to invite

-  [Gabe Barton](#)
-  [Matthew McNaughton](#)
-  [Liam P.](#)
-  [Sarah Johns](#)
-  [Nico Gandolara](#)

Don't forget to expand your Page's visibility by inviting friends to like it! By increasing the number of people who like your page, you are also increasing the chance of engagement with the page. Engagement can mean someone looking at the page, liking or commenting on a post, or even contacting you about your goods or services!

In order to understand your Business or Brand Page, use the Insights tab. This tab provides all the details about the page and statistics that will help you utilize the page to reach the most people and engage with your targeted audiences.



Click on the Insights tab at the top of the page.

This page breaks down the analytics for your page's statistics and engagement numbers. It also tracks important information relating to your page.

From checking on the status of any ads you might have, to the number of followers, to how many people have seen or interacted with your page, the Insights tab will help you understand the reach of your page on Facebook.

If you have any questions about what a section means, click on the circle in the top right corner of each box for greater details.

The longer the page is active, the more details will be visible to track here! Be sure to check back as you spend more time cultivating the page, in order to see results in the long term!