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.

Click on the “Create Page” option.

Then, you’ll have the option to choose either a “business or brand” or “community or public figure”. We’ll get started with a business page.

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.

Page Name: This is where to type the business name. Make sure it is unique and descriptive so people can find the page!

Category: In this space, choose which category best aligns with the business. The drop-down list has a number of choices, so be sure to select the one that fits best!
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.

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.

**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.

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