HOW TO SET UP A BUSINESS FACEBOOK PAGE

m4m

1. SELECT THE RIGHT CATEGORY

There are many to choose from so some clarity might help!

a. Local Business or Category. This is the option for any business with a physical location that people will visit, like a shopfront, such as a restaurant or store. Once you have selected this category, you can also segment into a sub-category. If you choose this option, you'll have a map listed on your page, so don't select it if you're at a location you don't want people to know, like a home office.

b. Company, organisation or institution. Choose this option if you don't have a physical product. It's similar to the category above, but with much less contact details on your page.

c. Brand or product. If you're selling a product, this is the option to choose.

d. Artist, Band or Public Figure. This one is clearly for artists or bands, but could also be chosen by high-profile entrepreneurs or chefs, dancers or businesspeople. Actors should also select this option.

e. Entertainment. If you're offering a form of entertainment, like books, movies, music or even a sporting team, this one's for you.

f. Cause or Community. For any local groups, but a not-for-profit should select Company, Organisation or Institution, and then Non-Profit as a sub-category.

Local business?

Company?

Brand or Product?

Artist or Public Figure?

Entertainment?

Cause or Community?
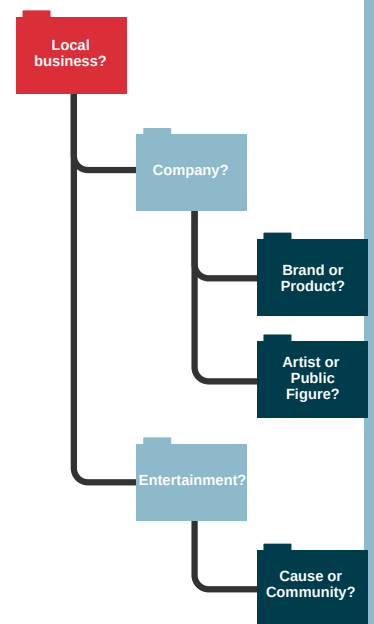
2. CHOOSE YOUR PAGE NAME

Make your page name short and sharp. Only include what's in your brand name and be sure about it, as it's difficult to change once you have chosen.

NAME

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3 WRITE YOUR 'ABOUT' SECTION

Write your about section. This is free real estate and should be used wisely. Use keywords and all the space you can to give you the best opportunity for higher rankings in search engines. Always include your web address. Here you can also add a different photo, so be sure to use something that represents your business well.

4 CHOOSE YOUR PROFILE PICTURE

Add an interesting profile photo, it will show up next to every post. It needs to be square as the size requirements state it should be 180 x 180 pixels. A logo works if it can be square.
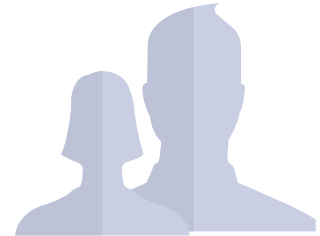
5 CHOOSE YOUR COVER PHOTO

Add an impactful cover photo as this is effectively like a business card. When people hover over your Facebook page, your cover photo will appear. Including a description of what you do on your cover photo is a good idea or include your business strapline.

6 CHECK PAGE SETTINGS & PERMISSIONS

Check your permissions and page settings to make sure they fit within the type of page you're trying to create. Page visibility, country restrictions, profanity filters and tagging abilities are some considerations here.

7 HAVE CONTENT READY TO GO

Make sure you have content posted before going live. There's nothing worse than seeing a blank business page. 5-8 posts will suffice and will indicate the type of information you'll be sharing. This is where a strategy is important.