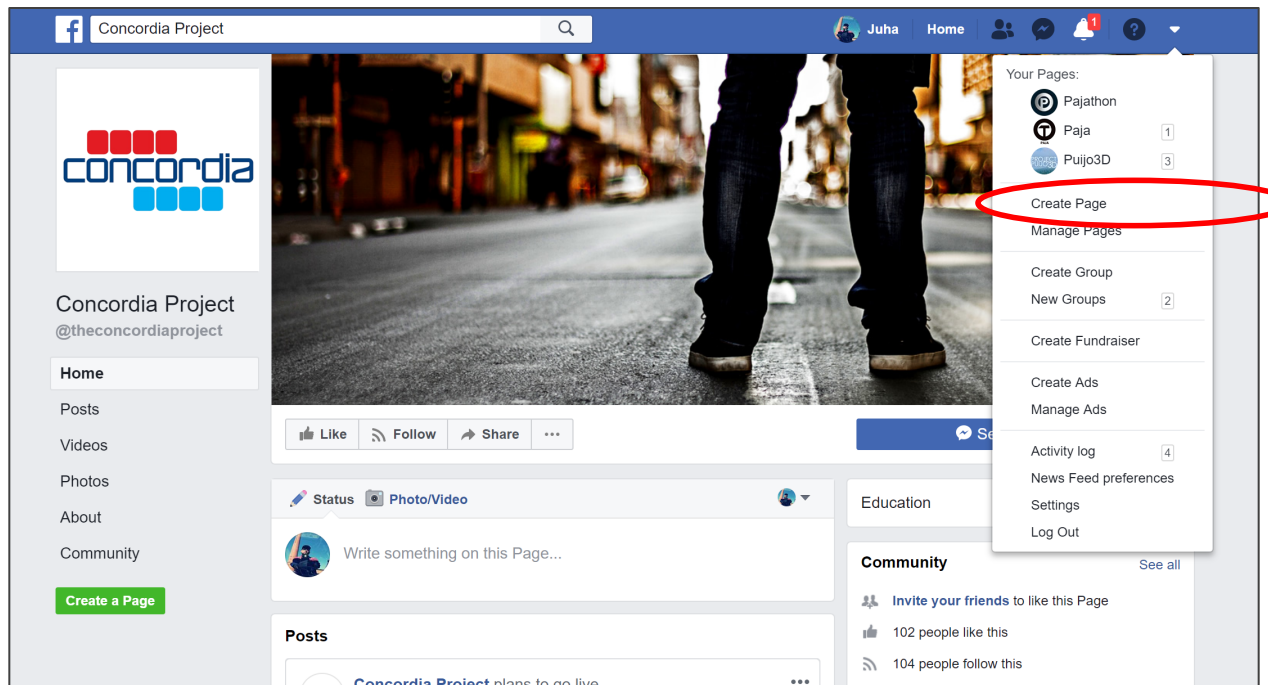


Tip-sheet: Creating a Facebook page



Creating a Facebook page

Choose *create page*.




Creating a Facebook page

One of the first things you need to do when creating a Facebook page is to decide what the key content is about and choose a page category accordingly

Create a Page


Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



Business or brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

Get Started



Community or public figure

Connect and share with people in your community, organisation, team, group or club.

Get Started

Creating a Facebook page


Different types of pages have different kinds of features available. Some have maps and local information, some may have reviews, and some are just slightly different in layout. The category selection also affects where the page is displayed in both Facebook and Google search results.

Creating a Facebook page

Next step: Fill in the required information and choose a more specific category.

Create a Page

Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



Business or brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

Get Started

Community or public figure

Page Name

Category

 ?

Address

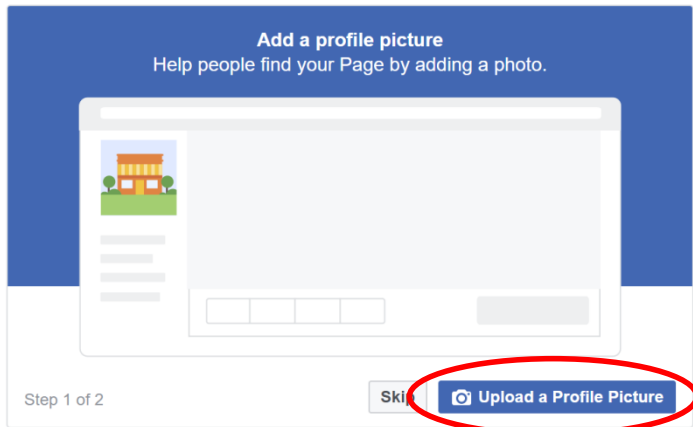
Phone Number (Optional)

☒ 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

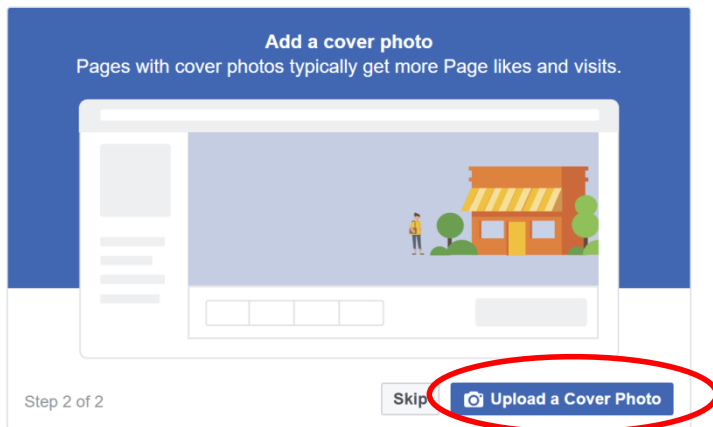
Creating a Facebook page



Choose a profile picture

- Displays at 170x170 pixels on your Page on computers, 128x128 pixels on smartphones and 36x36 pixels on most feature phones
- PNG format is recommended

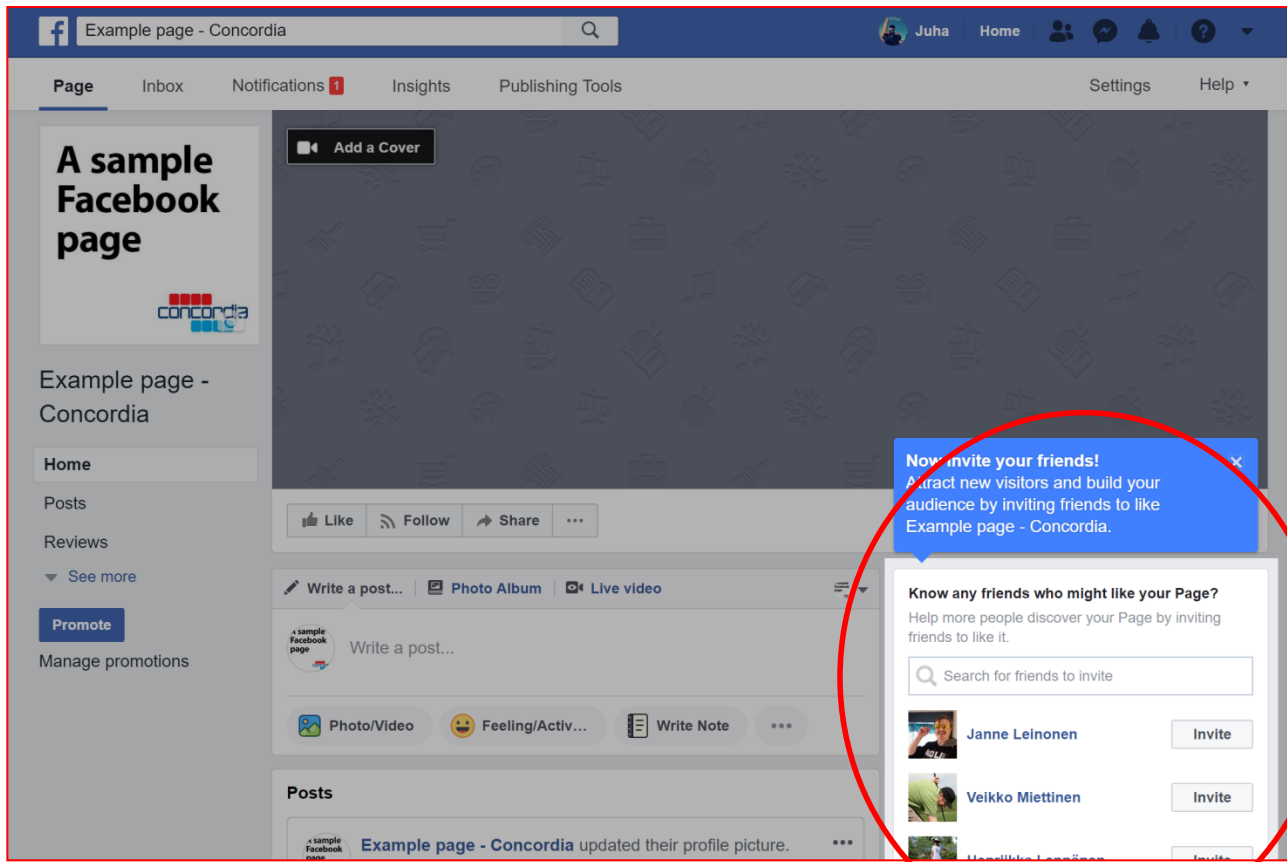
Creating a Facebook page



Choose a cover photo or video

- According to Facebook, your cover photo:
 - Displays at **820 pixels wide** by **312 pixels** tall on your Page on desktops and **640 pixels wide** by **360 pixels** tall on smartphones.
 - Doesn't display on non-smartphones.
 - Must be at least 399 pixels wide and 150 pixels tall.
 - You can also use a video for the cover. Optimal size is 820 x 462 px and length must be 20 to 90 seconds

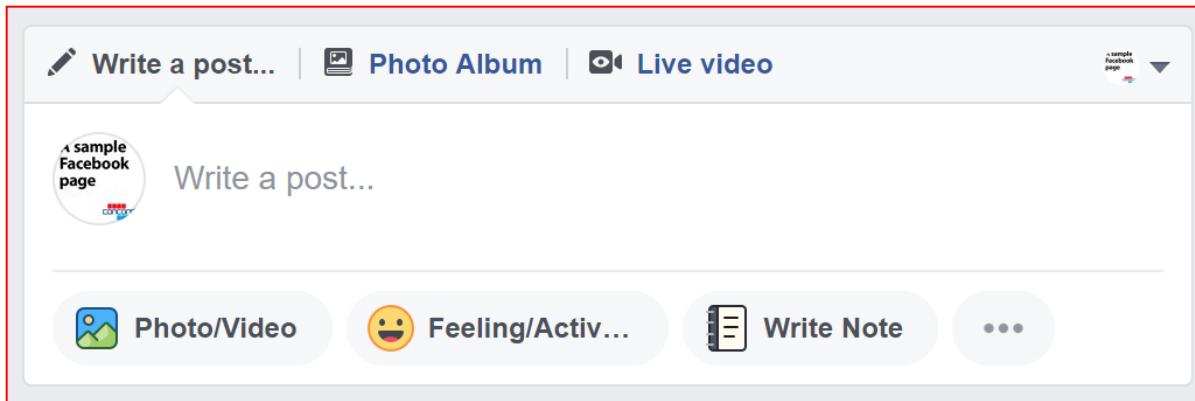
Creating a Facebook page



The page creation process is now completed and you can start inviting your friends to visit and like the page.

Creating a Facebook page

Publishing on the page



It's simple to post on your Facebook Page. Simply begin typing. When your update is ready hit *Publish*.

Posting an image is always a great choice, according to hubspot Facebook posts with images see 2.3X more engagement than those without visuals and account for 87% of total interactions.

Creating a Facebook page

Facebook Video

If you're looking to tell a story on Facebook, video is likely your best option. Recently, video has gained a lot of buzz, especially considering the Facebook algorithm now prioritizes both live video and longer videos with high completion rates in users' News Feeds.

Facebook has predicted the social media platform will be all video by 2021.



Creating a Facebook page

Facebook Live

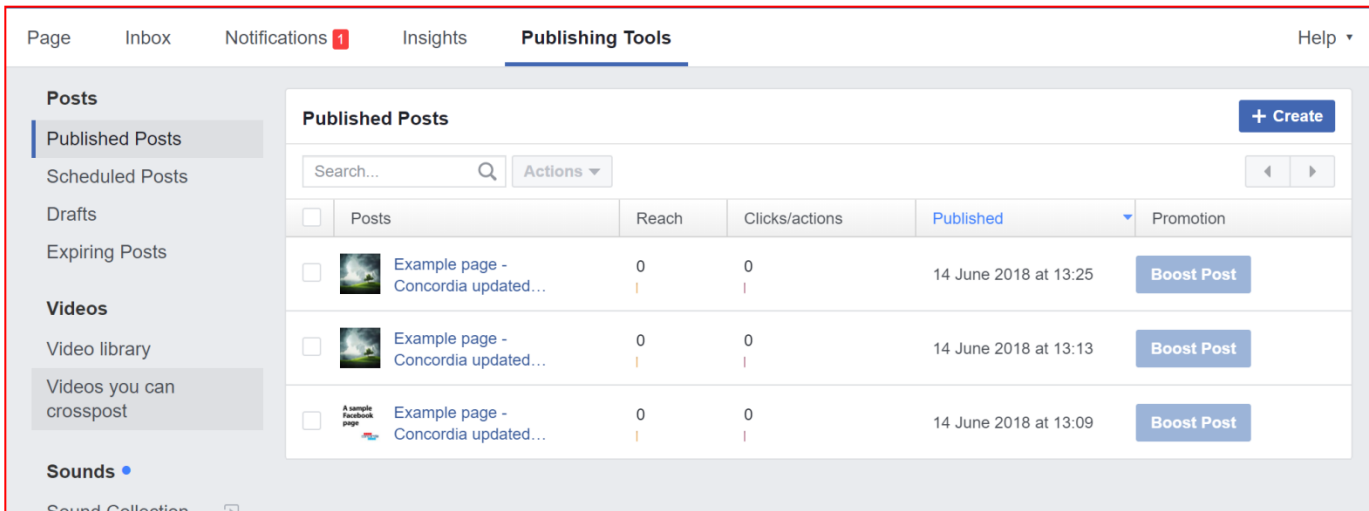
Aside from pre-produced video, Facebook Live is another option to explore multimedia content. Facebook Live is a feature that allows live-streaming capabilities to users via their smartphone. It's available to any Facebook user, but is particularly appealing to brands who want to capture the culture of their company and form authentic relationships with their followers.

To try it out, open up the Facebook app on your mobile device. Go to your Page and click on "Publish" as if you were going to write a new post. Then select the "Live Video" option.




Hubspot.com

Creating a Facebook page

Publishing Tools



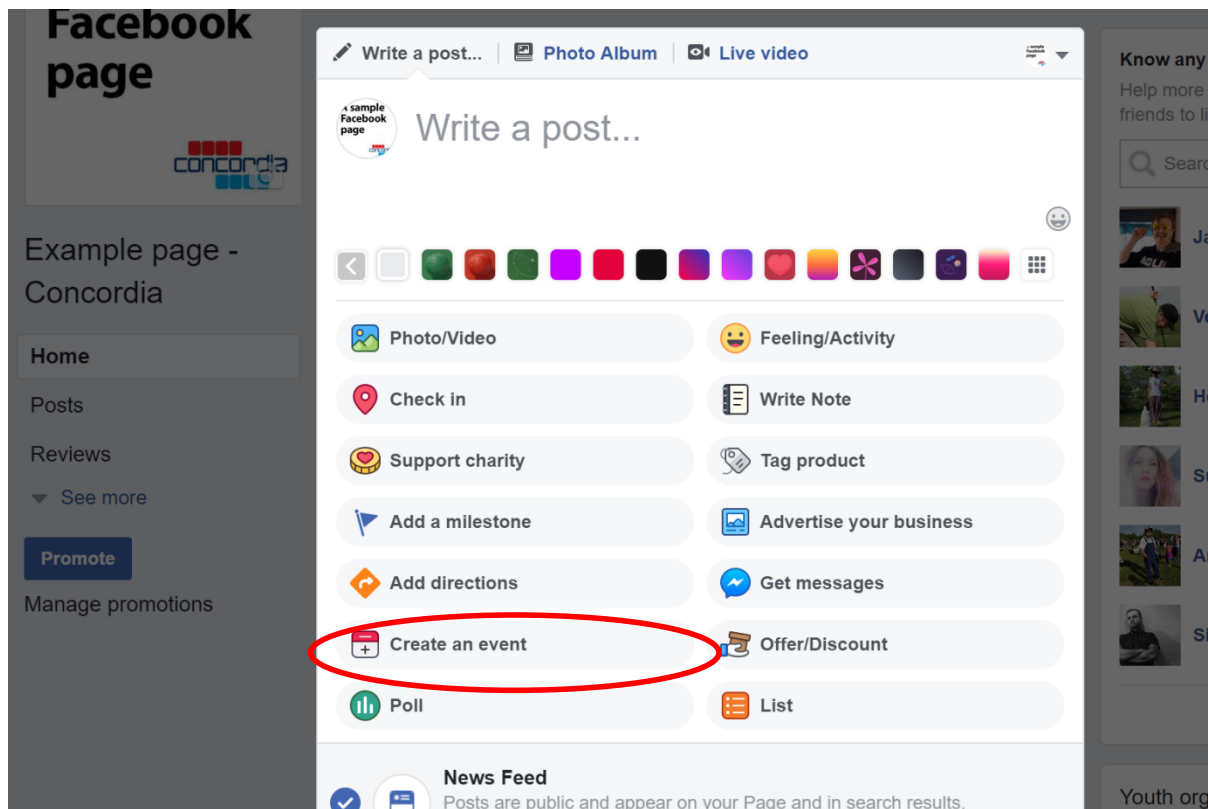
The screenshot displays the Facebook Publishing Tools interface. At the top, navigation tabs include Page, Inbox, Notifications (with a red badge), Insights, and Publishing Tools (which is the active tab). A Help dropdown is located in the top right corner. On the left sidebar, there are sections for Posts (with sub-options: Published Posts, Scheduled Posts, Drafts, Expiring Posts), Videos (with sub-options: Video library, Videos you can crosspost), and Sounds (with a sub-option: Sound Collection). The main content area is titled 'Published Posts' and features a '+ Create' button in the top right. Below this is a search bar and an 'Actions' dropdown. A table lists published posts with columns for selection, post preview, title, reach, clicks/actions, published date, and a 'Boost Post' button. The table contains three entries, all dated 14 June 2018.

<input type="checkbox"/>	Posts	Reach	Clicks/actions	Published	Promotion
<input type="checkbox"/>	 Example page - Concordia updated...	0	0	14 June 2018 at 13:25	Boost Post
<input type="checkbox"/>	 Example page - Concordia updated...	0	0	14 June 2018 at 13:13	Boost Post
<input type="checkbox"/>	 Example page - Concordia updated...	0	0	14 June 2018 at 13:09	Boost Post

There are four options within Publishing Tools. You can see your Drafts, your Scheduled and Expiring Posts and an archive of your Published Posts.

Creating a Facebook page

Creating events



In *Write a post* – section choose *Create an event*.

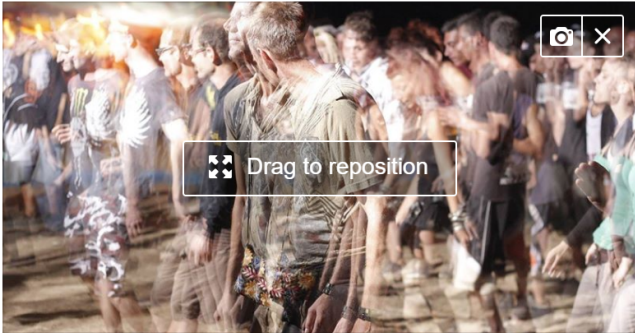
Creating a Facebook page

Creating events

New Event by Example page - Concordia

Basic info
This information will also appear in News Feed and any ads created for this event

Event Photo or Video



Drag to reposition

Event Name ? Sample event 12 / 64

Location ? Example page - Concordia

Frequency ? Occurs once ▼

Starts 15/6/2018 00:00 UTC+03

Ends 15/6/2018 03:00 UTC+03

Fill the required information.

Frequency defines if the event occurs once, daily, weekly or on selected dates (custom).


Creating a Facebook page


Choose the category, fill in the description and the keywords.

On *options* choose who can edit and post in your event

New Event by Example page - Concordia


Category

Description  Tell people more about the event


Keywords  Type and select keywords from the list of results

☐ Child-friendly

Tickets
Let people know where they can get tickets for your event


Ticket URL  Add a link to your ticketing website [On sale now](#)

Options
Choose who can edit and post in your event


Co-hosts  Add Pages and friends

Posting

- ☒ Anyone can post (reported posts and story items must be approved)
- ☐ Anyone can post (all posts and story items must be approved)
- ☐ Only hosts can post

Guest list  ☒ Display guest list

When you create an event on Facebook the [Pages, Groups and Events Policies](#) apply.



Creating a Facebook page

Boosting and promoting – build an audience

Once you've set up your Facebook Page, you can build an audience of people who are interested in what you have to offer. People can like your Page and sign up to receive notifications when you publish updates

Getting more likes for your Page will help you:

- to tell people what you are doing what you have to offer
- to keep people updated about your updates and events

Creating a Facebook page

How to grow your audience?

Invite your partners, customers and friends

Invite people who genuinely are interested in your doing to like your Facebook Page. They can support you by interacting with your posts and sharing your content.

Other free and simple tips:

- include Facebook link in your email signature
- put the link on your business card, or include a QR code that links directly to your page

Creating a Facebook page

How to grow your audience?

Promote offline

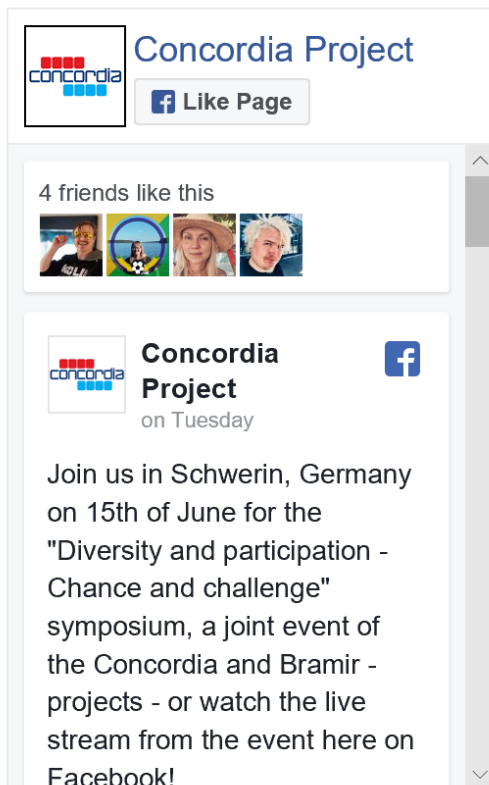
Put a link to your page where ever you can: stickers, posters, roll-ups, signs, t-shirts — anywhere it can be seen

Share helpful content

Give people a reason to truly like your page by sharing helpful posts and high-quality content

Creating a Facebook page

How to grow your audience?

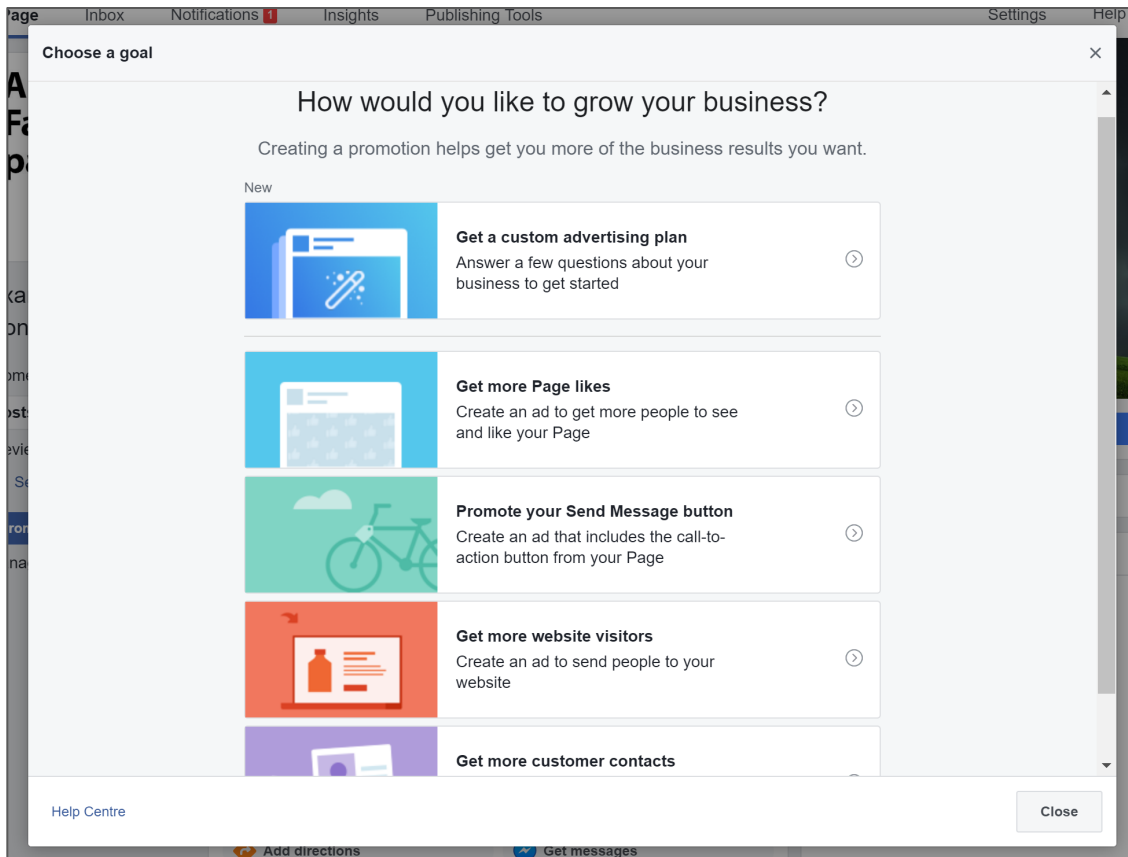


Add a Page Plugin to Your Website

- One of the best ways to promote your Facebook Page is to use the Page Plugin. Use it to embed a simple feed of your Facebook Page content to your website.

Creating a Facebook page

Using Facebook marketing



Additional marketing efforts might be needed to catch your audience no matter how good work you have done with setting up your social media presence.

Creating a Facebook page

Neil Patel has a excellent guide to Facebook marketing covering topics such as:

- [Top Reasons To Advertise on Facebook](#)
- [Facebook Advertising Definition](#)
- [Facebook Advertising Overview](#)
- [3 case studies from successful Facebook advertisers](#)
- [How to Setup Your First Facebook Ad Campaign](#)
- [How To Fail-Proof Your Facebook Ad Campaigns](#)
- [Step 1: How to Create a Realistic Budget](#)
- [Step 2: Create a fan page](#)
- [Step 3: Create your first campaign](#)
- [Step 4: Create your ad set](#)
- [Step 5: Create your first ad](#)
- [Step 6: Create 2 more ads for A/B testing](#)
- [Step 7: Wait for 24 hours](#)
- [Step 8: Kill the ads that don't work](#)
- [Step 9 \[Optional\]: Increase your budget](#)
- [Step 10 \[Advanced\]: Expand your reach with custom audiences; lookalike audiences](#)

<https://neilpatel.com/what-is-facebook-advertising/>