How to guide for Facebook
Create a business page

• To be able to create a business page, you will need a personal profile on Facebook

• Go to www.facebook.com

• Fill in the information below

• Click “Sign up”

• Or if you already have a profile, log in
Create a business page

- Go to any business page and click on “create page”
Create a business page

- Choose the category that describes your business best and fill in the information needed (example below shows a company/small business)
- Click on “Get started”
Create a business page

- It will prompt you to your business page and give you some hints on what to do next
Create a business page

- Upload a cover photo and a profile picture
Create a business page

• Click on “Edit Page/Update Page Info”
Create a business page

- Go through every point and ensure that the settings are as you want them to be (General/Notifications)
Create a business page

• Update your page info including all your other social media links
• Think about your Facebook web address carefully. Once set you won’t be able to change it afterwards
Build an audience

- In the top navigation you can click on “Build an audience”
- If you are logged in as your business, you will only be able to invite people via email
- If you change to your personal profile you can invite your Facebook friends
Build an audience

• When inviting people via email or promoting your Facebook page ALWAYS give reasons why they should like your page. What are you going to post? What are the benefits for them?
Statistics

• To see statistics click the “Insights” button on the right hand side
Create an advert

• To create an advert click on the “Create advert button” at the bottom of the page
Create an advert

- Choose the result you would like with your ad
Create an advert

• Choose the page you want to promote
Create an advert

- Upload images that you want to use for the ad. They need to be 600x225 pixels. You can choose up to 6 images.
- It might default to some images, make sure they are the right size or delete them.
Create an advert

• Edit the text that will be shown in your ad (limited characters)
Create an advert

• Choose your target audience. Don’t narrow it down too much. On the right hand side you will see an indicator if your audience has a good size.
Create an advert

- Set your budget and timeframe
- If that is your first ad, you will be asked to give your payment details
- You will receive a confirmation email
Adverts Manager

• Your Adverts Manager is in the “See Insights area” (see page 12 of the PDF)
• It will ask you to continue with your private profile
• You then choose the campaign and can see statistics for it.
Add Apps

- Use the Apps section to link to your other social media sites
Which pages to like

• You as a business can like other pages the same way you can like with your personal profile

• If you like a page with your business page it makes it easier to share things in the name of your business

• So choose whom you want to follow and share their content when appropriate. You can see the content on the “Home” page when logged in as your business page
• You can pin/highlight or delete posts by clicking on the little arrow in the corner of the post.
To manage your page on your mobile, you best download the pages app by Facebook. It is very limited in it’s functionalities though.