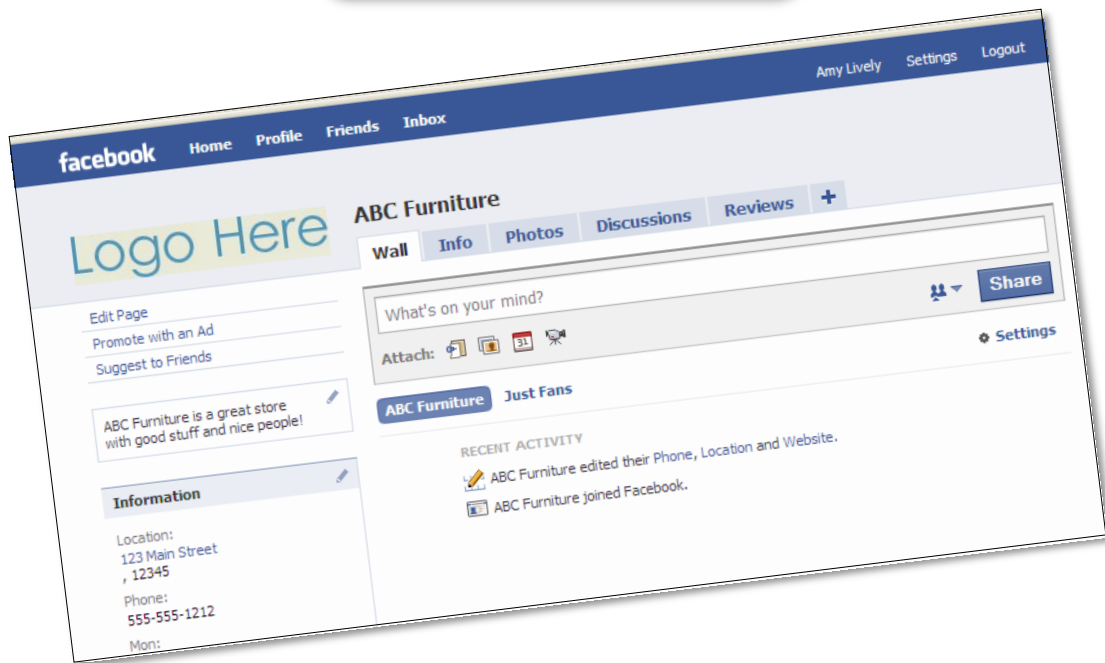


Social Media: How To Create a Facebook Page for Your Business



What is a Facebook Page?

Pages are for organizations, businesses, celebrities, and bands to broadcast great information to fans in an official, public manner. Like profiles, they can be enhanced with applications that help the entity communicate with and engage their fans, and capture new audiences virally through their fans' recommendations to their friends.

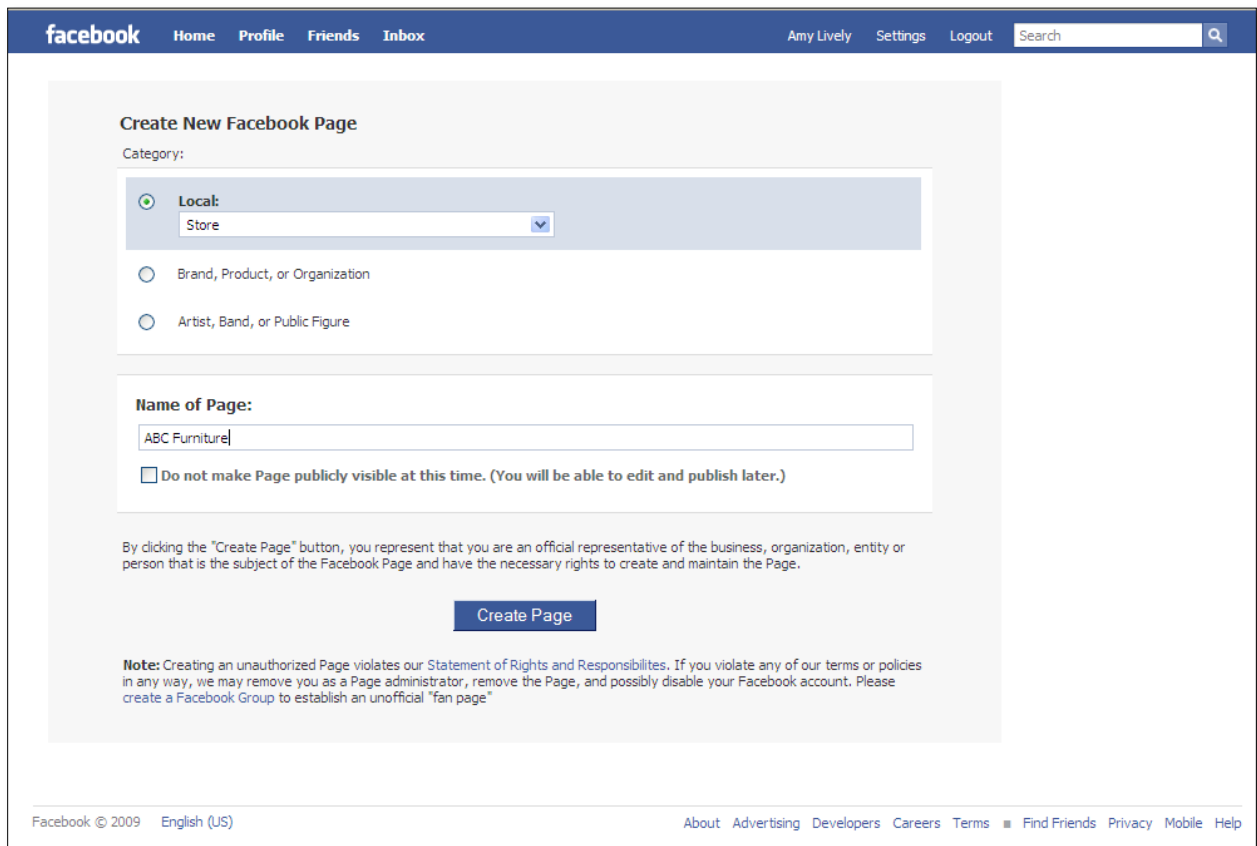
You can create and manage a Facebook Page for your organization from your personal account. Please note that only the official representative of an organization, business, celebrity, or band is permitted to create a Page.

How are Pages different from personal profiles?

Profiles represent individuals and must be held under an individual name, while Pages allow an organization, business, celebrity, or band to maintain a professional presence on Facebook. You may only create Facebook Pages to represent real organizations of which you are an authorized representative. Fans of your Page won't be able to see that you are the Page admin or have any access to your personal account.

How To Create a Facebook PAGE for Your Business

1. Click here: <http://www.facebook.com/pages/create.php>
2. Select the appropriate CATEGORY then choose the type of organization from the dropdown list
3. Type the NAME of your Page
4. Click CREATE PAGE



The screenshot shows the Facebook 'Create New Facebook Page' interface. At the top, the Facebook logo and navigation links (Home, Profile, Friends, Inbox) are visible on the left, and the user's name (Amy Lively), Settings, Logout, and a search bar are on the right. The main content area is titled 'Create New Facebook Page' and includes a 'Category:' section with three radio button options: 'Local:' (selected), 'Brand, Product, or Organization', and 'Artist, Band, or Public Figure'. The 'Local:' option has a dropdown menu showing 'Store'. Below this is the 'Name of Page:' section with a text input field containing 'ABC Furniture' and a checkbox for 'Do not make Page publicly visible at this time. (You will be able to edit and publish later.)'. A disclaimer states: 'By clicking the "Create Page" button, you represent that you are an official representative of the business, organization, entity or person that is the subject of the Facebook Page and have the necessary rights to create and maintain the Page.' A blue 'Create Page' button is centered below the disclaimer. At the bottom, a note reads: 'Note: Creating an unauthorized Page violates our Statement of Rights and Responsibilities. If you violate any of our terms or policies in any way, we may remove you as a Page administrator, remove the Page, and possibly disable your Facebook account. Please create a Facebook Group to establish an unofficial "fan page"'. The footer contains 'Facebook © 2009 English (US)' on the left and a list of links (About, Advertising, Developers, Careers, Terms, Find Friends, Privacy, Mobile, Help) on the right.

facebook Home Profile Friends Inbox Amy Lively Settings Logout Search

Create New Facebook Page

Category:

Local:
Store

Brand, Product, or Organization

Artist, Band, or Public Figure

Name of Page:
ABC Furniture

Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

By clicking the "Create Page" button, you represent that you are an official representative of the business, organization, entity or person that is the subject of the Facebook Page and have the necessary rights to create and maintain the Page.

Create Page

Note: Creating an unauthorized Page violates our [Statement of Rights and Responsibilities](#). If you violate any of our terms or policies in any way, we may remove you as a Page administrator, remove the Page, and possibly disable your Facebook account. Please create a Facebook Group to establish an unofficial "fan page"

Facebook © 2009 English (US) About Advertising Developers Careers Terms Find Friends Privacy Mobile Help

Your Facebook Page has been created.

facebook Home Profile Friends Inbox Amy Lively Settings Logout Search

Link Your Page to Your Twitter Account close

You can now export your Facebook Page updates to Twitter. Click here to enable this feature.

Your Page has been created.
To get started, upload a picture and edit information.

ABC Furniture [Become a Fan](#)

Wall Info +

What's on your mind?

Attach: [Share](#)

ABC Furniture Just Fans [Settings](#)

RECENT ACTIVITY

ABC Furniture joined Facebook.

Get More Fans

Advertise your page and pay only for new fans and clicks. Preview below.

ABC Furniture

Your Text Here
Amy Lively is a fan.
[Become a Fan](#)

Insights See All

0 ★★★★★
Post Quality

0
Interactions This Week

Insights are visible to page admins only.

Create a Page for My Business

[Share](#) +

Facebook © 2009 English (US) About Advertising Developers Careers Terms Find Friends Privacy Mobile Help

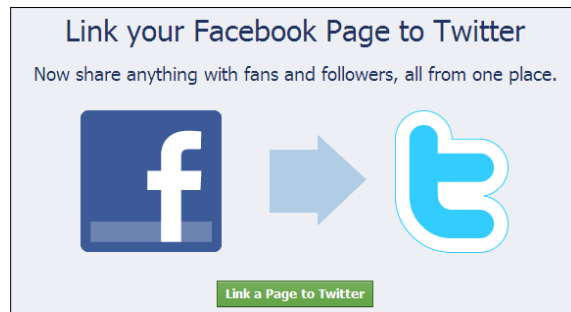
Link Your Facebook Page to Your Twitter Account

Link Your Page to Your Twitter Account

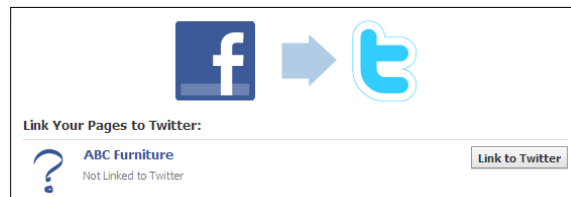
You can now export your Facebook Page updates to Twitter. [Click here](#) to enable this feature.

close

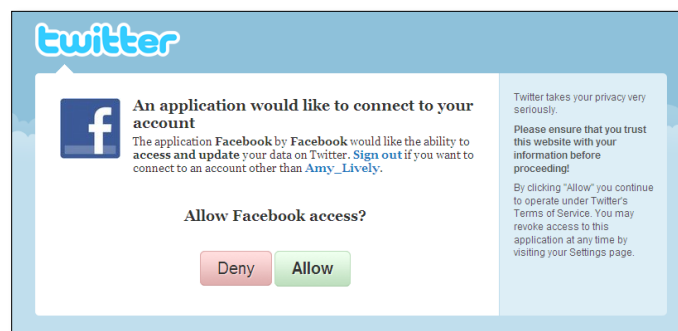
1. Sign In to your Twitter Account before enabling this feature
2. Click "Click here to enable this feature"
3. Next, click the green box "Link a Page to Twitter"



4. Next, click the gray box "Link to Twitter"

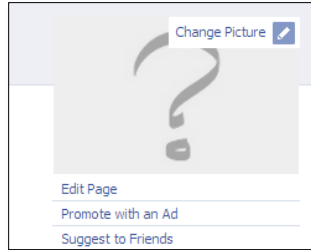


5. Click ALLOW to allow Facebook access to your Twitter data

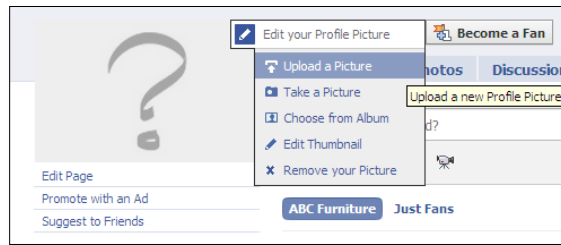


Customize your Facebook PAGE

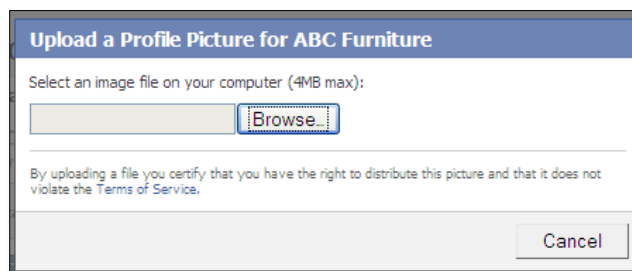
1. Hover your mouse over the question mark and click CHANGE PICTURE



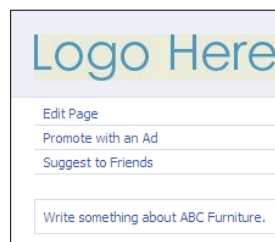
2. Click Upload a Picture



3. Click BROWSE and find the picture on your computer. When you click OPEN the picture will be uploaded automatically, this will become your Profile Picture.

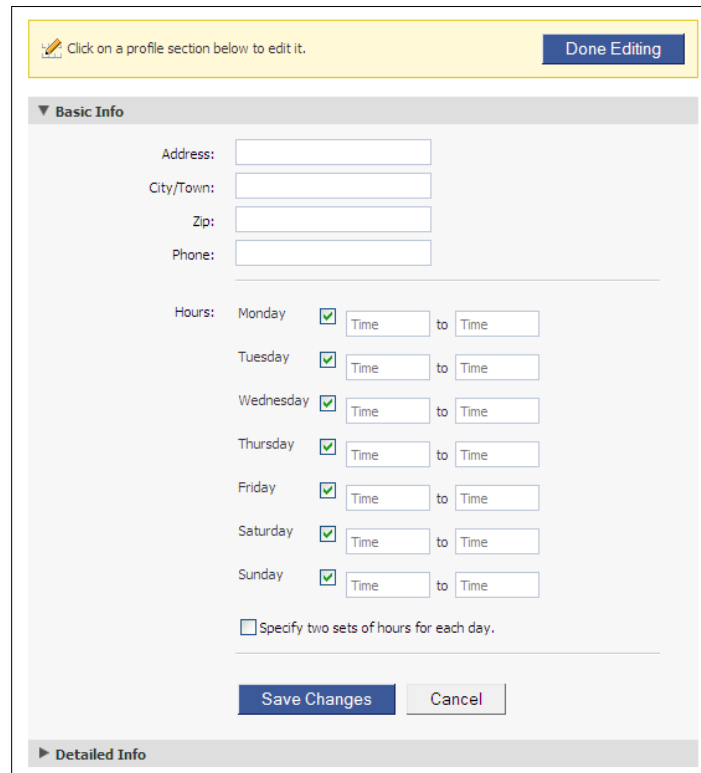


4. Click the box that says WRITE SOMETHING ABOUT [YOUR COMPANY]
 - Type a description about your company, this will appear in the sidebar under your picture



Add your Company Information

1. Click the INFO tab. Click EDIT INFORMATION. Type your BASIC INFO then click SAVE CHANGES.
 - NOTE: Screen shown below is for a Page created using the STORE category, other categories will differ



The screenshot shows a web form for editing company information. At the top, there is a yellow banner with the text "Click on a profile section below to edit it." and a blue "Done Editing" button. Below this is a section titled "Basic Info" with a downward arrow. The form contains several input fields: "Address:", "City/Town:", "Zip:", and "Phone:". Below these is a section for "Hours" with checkboxes for each day of the week (Monday through Sunday), each followed by two "Time" input fields separated by "to". All checkboxes are checked. At the bottom of the hours section is a checkbox labeled "Specify two sets of hours for each day." which is unchecked. Below the form are two buttons: "Save Changes" (blue) and "Cancel" (grey). At the bottom of the form is a section titled "Detailed Info" with a rightward arrow.

2. Click DETAILED INFO, enter the information and click SAVE CHANGES then click DONE EDITING
3. This INFORMATION will be listed in the left sidebar of your Page

Settings for your Facebook Page

Change the Settings for your Facebook page by clicking **EDIT PAGE** under your Profile Picture. This option is available only to you, as the Page Administrator. Add another Administrator by clicking **ADD** in the right column.

The screenshot shows the Facebook page settings for 'ABC Furniture'. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', 'Amy Lively', 'Settings', 'Logout', and a search bar. Below the navigation bar, there are links for 'Ads Manager', 'Pages', and 'Help', along with a 'Promote your page' button. The main content area is divided into several sections:

- Settings:** Edit, Edit country restrictions, age restrictions and published status.
- Wall Settings:** Edit, Change the default view for fans and control who can post to your Wall.
- Mobile:** Edit · Learn more, Publish status updates, photos and videos to your Facebook Page on the go.
- Applications:**
 - Discussion Boards:** Edit · Application Settings · Link to this Tab · Remove Application. Discussion boards enable your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want. Get the conversation started now!
 - Events:** Edit · Application Settings · Remove Application. With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.
 - Links:** Edit · Application Settings · Remove Application. With Facebook Posted Items, you can share anything on the internet by posting it to your profile. You can post websites, blogs, videos, and songs, as well as content on Facebook, like profiles, photos, notes, groups, and events.
 - Music Player:** Edit · Application Settings · Remove Application. Music Player lets your fans listen to your most recent tracks directly from your Page. Add as many tracks as you want, and update Music Player as you create new music.
 - Notes:** Edit · Application Settings · Remove Application. With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.
 - Photos:** Edit · Application Settings · Link to this Tab · Remove Application. With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.

On the right side, there are several sections:

- News for Page Admins:** A list of recent news items, including 'New: Publish to Fans Based on Location and Language' (1:31am Nov 19), 'Do you want to target ads to fans of your Page?' (2:34am Jul 15), and 'New: Fan Box widget – More Fans and More Sharing' (6:03pm Jul 8). A 'See More News' link is provided.
- Insights:** 1 Total Fans.
- Page Activity*:** No Data to Display. * Available 48 Hours After Activity. All Page Insights.
- Promote your page:** Promotion Guidelines, Send an Update to Fans, Promote with a Fan Box.
- Admins:** Add. Amy Lively (Profile Picture).
- Help with Your Page:** For tips and information about Facebook Pages, click here.
- Promote with Facebook Badge:** Get Your Badge.

At the bottom right, there is a 'Create an Ad' section for 'Grinch Yourself' with a 'Like' button. Below that is a large advertisement for 'FREE T-Mobile Shadow™' with a 'Get yours free' button and a 'More Ads' link. The bottom status bar shows 'Chat (12)'.

Applications for your Facebook Page

Change the Applications on your Facebook page by clicking EDIT PAGE under your Profile Picture. This option is available only to you, as the Page Administrator. Add another Administrator by clicking ADD in the right column. You can Edit these applications, change the settings or remove the application from your Page entirely:

WALL SETTINGS: Change the default view for fans and control who can post to your Wall.

DISCUSSION BOARDS: Discussion boards enable your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want.

EVENTS: With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.

LINKS: With Facebook Posted Items, you can share anything on the internet by posting it to your profile. You can post websites, blogs, videos, and songs, as well as content on Facebook, like profiles, photos, notes, groups, and events.

PHOTOS: With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.

REVIEWS: With reviews, your fans and customers can leave honest opinions about your business. Reviews lets your prospective fans know what to expect with you, and can influence people interacting with your business.

VIDEO: Facebook Video provides a high-quality video platform for people and pages on Facebook. With Video, you can upload video files, send video from your mobile phone, and record video messages to your friends. Additional features include full-screen playback, tagging your friends in videos, rotating videos, and more.

Create a Username for Your Page

When you have more than 25 fans, you should create a Username for your page.

What is a Facebook username?

You can personalize your Facebook URL (web address) by selecting a unique username. It will appear in the location bar of your browser after "http://www.facebook.com/" when you view your profile.

Why should I register a username for my Facebook Page?

Usernames allow public entities to easily promote your presence on Facebook with a short URL (http://www.facebook.com/companyname). This username can be used in your marketing communications, company website and business cards.

What are the guidelines around creating a username for Facebook Pages?

Usernames were created to make it easier for Facebook users to identify their profile and share with others. As a public figure, business or brand with a Page on Facebook, your username should be straightforward and easy to remember. Facebook encourages you to consider the following when creating a username for Pages:

- Create a username that is as close as possible to your public figure or business name (e.g. AshtonKutcher, PizzaHut).
- If you own the rights to a given name, make it your username so that others cannot obtain it.
- Usernames can only contain alphanumeric characters (A-Z, 0-9) or a period (".").
- Choose a username you will be happy with for the long term. Usernames are not transferable.
- Your username must adhere to Facebook's Statement of Rights and Responsibilities.

How To Claim Your Username

- 1) Go to: www.facebook.com/username. You may need to confirm your password and go to the link again
- 2) Click SET A USERNAME FOR YOUR PAGES and follow the instructions