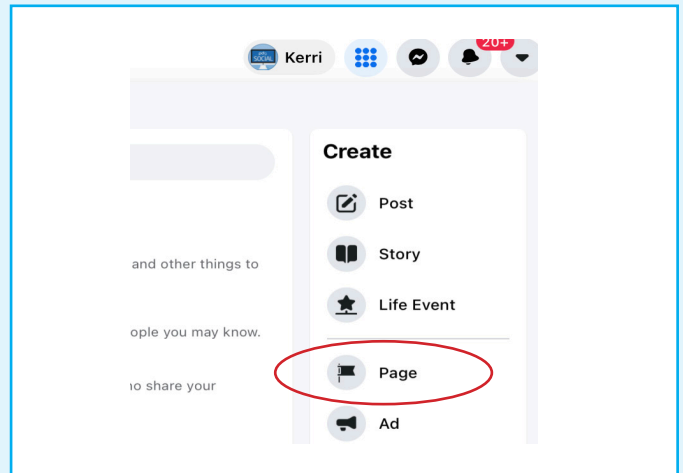
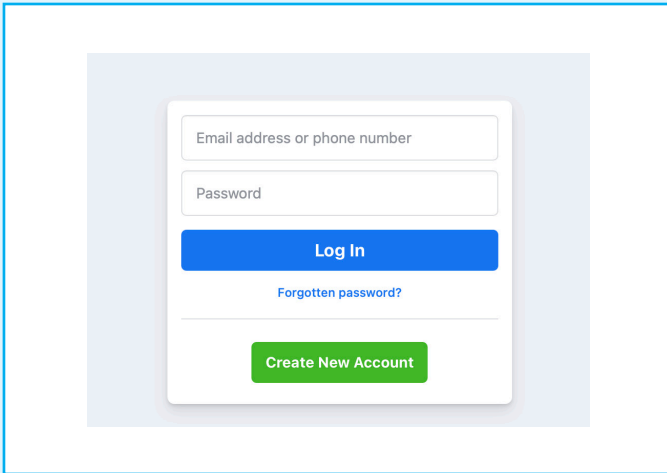




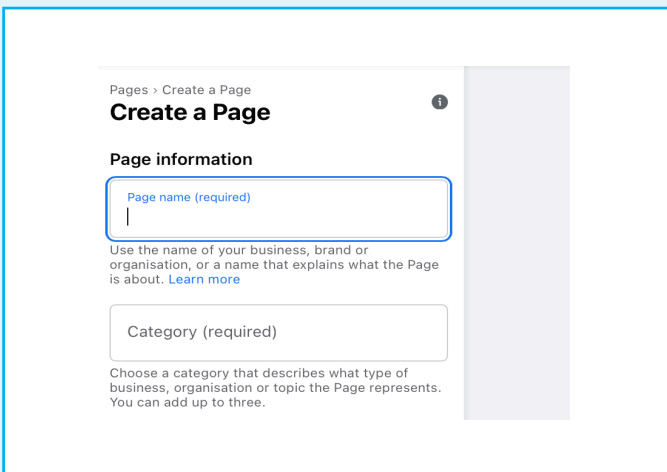
## SETTING UP A FACEBOOK BUSINESS PAGE 2021

TO SET UP A BUSINESS PAGE, YOU MUST HAVE AN ACTIVE PERSONAL FACEBOOK PROFILE. WEB DIRECTIONS CANNOT SET UP ANY PROFILES OR PAGES ON YOUR BEHALF AS THIS IS A BREACH OF FACEBOOK'S SECURITY.



**1.** On a desktop computer, log in to your personal Facebook profile.

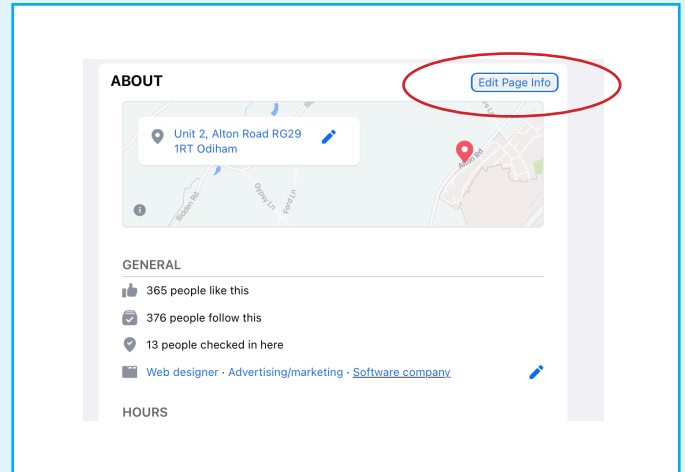
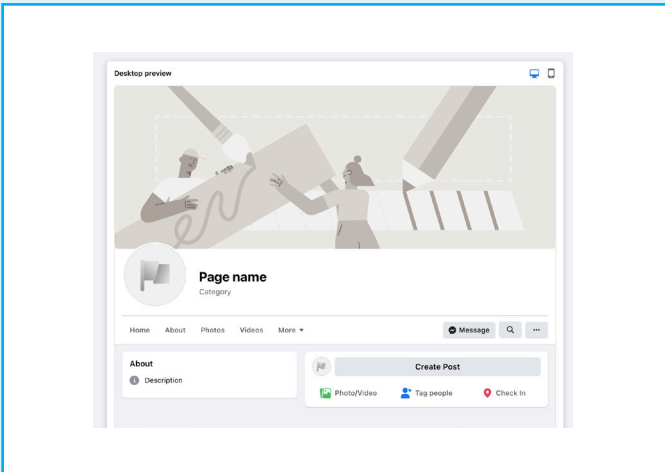
**2.** Click on the nine dots in the top right hand corner of page and select 'PAGE' under the 'create' menu.



**3.** Name your page (your business name) and add the category your business is in and a brief description of what you do. Click 'CREATE PAGE' towards the bottom of the page.

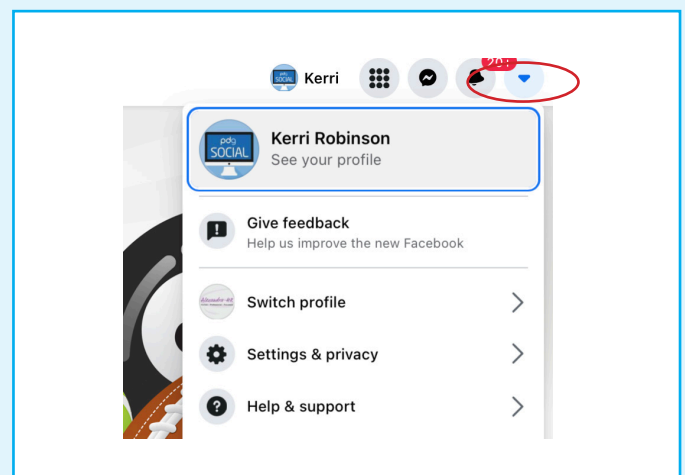
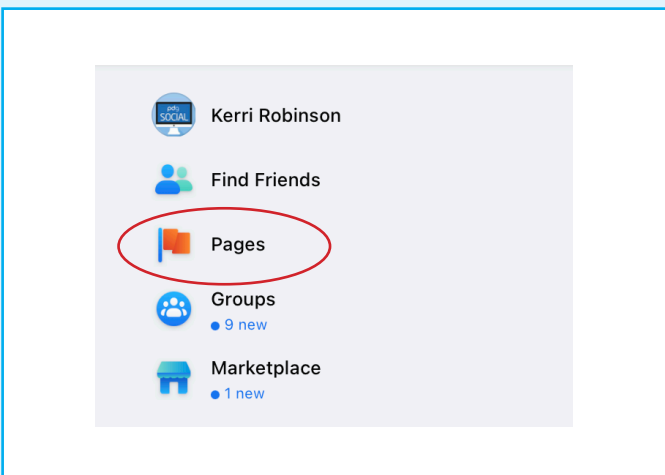
**4.** Click on the relevant sections to add in a Profile Photo (use your company logo) and a Cover Photo. Keep this relevant to your business and in keeping with your branding.

**Web Directions can create the profile and cover image using your branding and at the correct dimensions. Please get in touch to discuss this or [click here](#).**



5. Create a Username for your page, ideally your company name. EG. for Web Directions your username would be @WebDirections. Enter username then click outside the type box. If it is available click CREATE USERNAME. If your choice is taken, think of an alternative. Adding your location or 'UK' after your name may help.

6. After creating your Username, click MORE, then ABOUT in the main menu. This will take you to your Page Info where users can read about your company. Click EDIT PAGE INFO in the top right to edit this. You can go back in at any time to edit this. The more information you include the better.



7. Your Business Page is accessed through your Profile. To access the page, log in to Facebook then click on 'PAGES' in the left hand menu. This will list any pages linked to your profile. Click on the relevant page to access it.

**THIS IS A BRIEF OVERVIEW TO GET YOU STARTED. THERE IS A HELP CENTRE WITHIN FACEBOOK THAT IS A GREAT TOOL IF YOU HAVE QUESTIONS ABOUT YOUR BUSINESS PAGE. IT IS ACCESSED FROM YOUR ACCOUNT MENU DROPDOWN (THE BLUE TRIANGLE) IN THE TOP RIGHT OF YOUR PAGE.**