



## E-Guide #2: Creating a Facebook Page for your business

Facebook Pages are great tools for business for a number of reasons; it gives you a presence on one of the world's biggest social networking sites, and also that it allows you to connect with your customers and potential customers on what has become a day to day way of communicating.

Let's not pretend though, creating and running a successful page for your business isn't as easy as it sounds, so before you create your page you should be prepared to put in the time and effort required to build your "online community".

### So, how do I create my page?

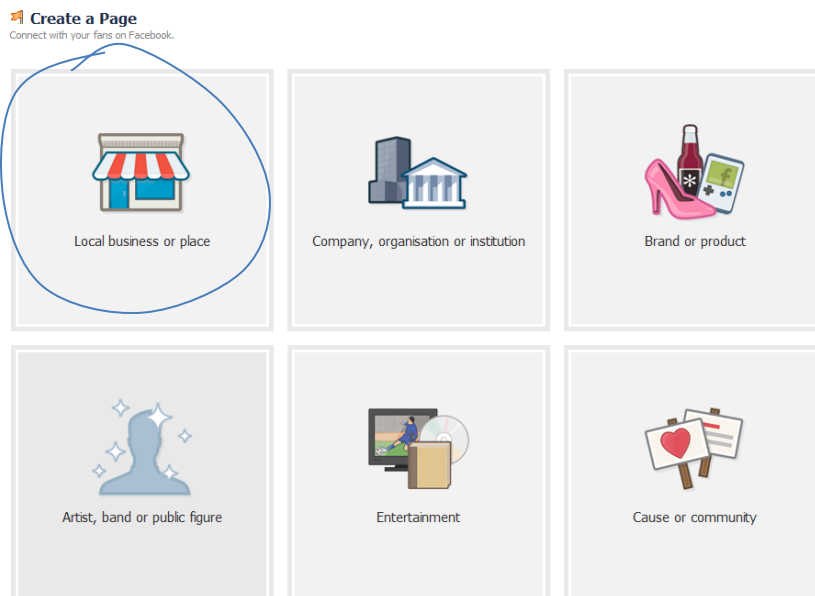
Before we go any further you need to know that you must have a **personal profile** on Facebook before you can create a **business page**. Now, that doesn't mean you have to go trawling through thousands of people to connect with old friends or colleagues (though if you want to that's great!), but you do need a profile.

Now that we've covered that you can head to [www.facebook.com](http://www.facebook.com) to join and register if you haven't already.

When you've logged in go right down to the bottom of the page and click on a link called "Create a Page"



You will then see a page with several buttons, for various types of pages. We're going to create a page for a business, so click the first one.





Fill out the form, tick the box to say you accept Facebook's terms and conditions and press "Get Started".

**Local business or place**  
Join your fans on Facebook.

Restaurant/Café

Joe's Cafe

Queen Street

Kingston upon Hull

HU1 3NA

0845 393 8033 **Get started**

I agree to Facebook Pages terms

### Easy as that!

You've created your Facebook Business page! Now you can spend some time adding some more information about your business – you can add opening hours, a website address, contact numbers and loads of other details.

You can also upload an image to act as the "logo" of your page – normally this should be the logo of your business so that your new fans will instantly recognise your page!

From here on in, it's fairly simple – you click "edit page" to edit the information on your page, and you can suggest to your own friends that they "like" your page.



Once you have over 25 people who “like” your page you can give it an address, something like [facebook.com/baxtermedia](https://facebook.com/baxtermedia), which is easy to remember and great for printing on business cards and stationary!

To do this, simply click the “Edit Page” button, and go to the “Basic Information” tab. There you will see a box that lets you choose a username for your page – but whatever you pick now, will stick with the page forever as there is no way to change it!

There are so many ways to engage and connect with your audience, it’s impossible to go into here, but feel free to contact us to see how we can help promote your business or product on Facebook!

*We hope that’s given you a bit of food for thought and will help you get a better idea of what social media can do for you. If there’s anything we can help with feel free to give us a call on 0845 393 8033 for advice or arrange a time to discuss your requirements in depth!*