

# Creating your Facebook account

Before you can create a Facebook business page, you must first create your personal Facebook account.

To create your personal account:

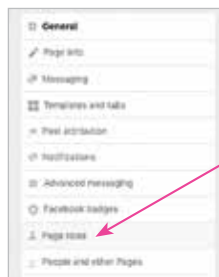
- 1 Visit **www.facebook.com** and complete the online registration process.
- 2 When you've finished the registration process you'll be sent an email. Click the link in the email to verify your account.

To create your business page:

- 1 Visit **www.facebook.com/pages**
- 2 Follow the setup procedure, choosing your category carefully as this will decide your page features.
- 3 Complete all areas of your business page, as explained in the following pages of this chapter.

## Assigning page roles

Even if you're a sole trader, it's always worth giving a trusted friend or family member a page role so that they can make updates or changes on your behalf. To do this:



- 1 When on your page, go to **Settings > Page roles**.

- 2 Type the name of the person to whom you want to give a page role, and which level of responsibility they can have – i.e. Admin, Editor, Moderator.



You won't be able to progress to set up a business page until you've verified your personal account.



You will need to be logged in to your personal profile first as this determines your permissions to edit/update your Facebook business page.

# About

It cannot be stressed enough how important it is to have a completed “About” area on your Facebook business page, so check to make sure that all areas are complete. There are always key areas that are often missed; therefore, we will walk you through these steps.

The first habit to develop when running a business page on Facebook is the function known as “switching”. When you log in to Facebook, you will automatically log in as your personal profile.

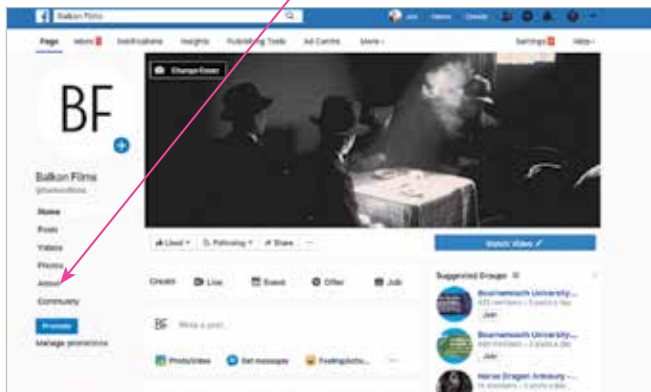
“Switching” simply means clicking on the drop-down arrow, which is located to the right of your Facebook profile.



It is important to try to get used to Facebook language at this stage.

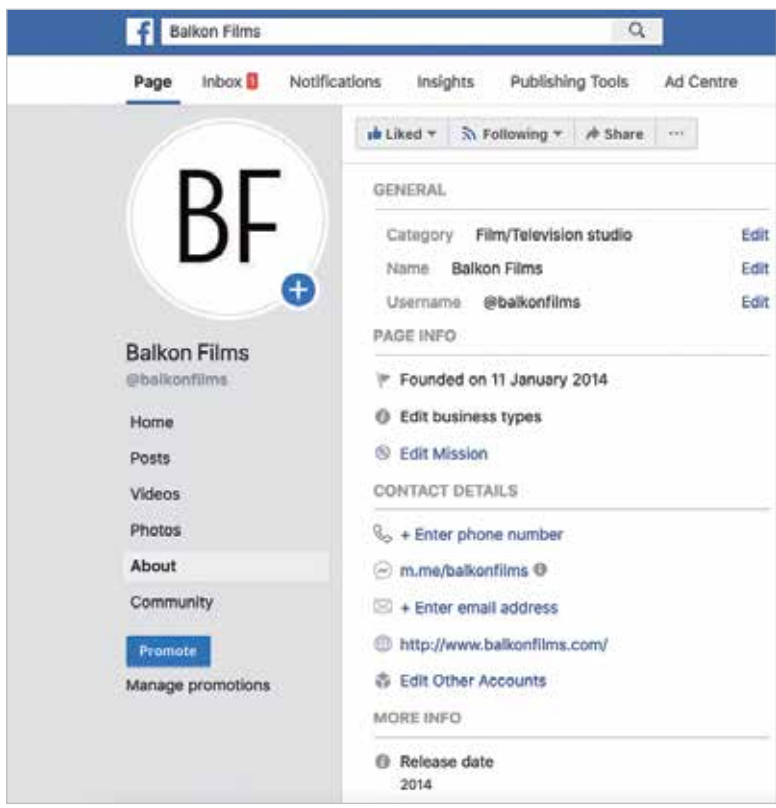
From here you will see a menu that takes you to your business page:

- 1 Once you have “switched”, then you need to access the admin area – click **About**.



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- 2 Fill in the fields in the **About** area.



- 3 Make sure that all areas are completed as much as possible.

**Description/Categories**

Take the time to complete these sections fully. The description of your page and the categories will determine how users who don't know your brand can find your page within the Facebook platform as well as through Google Search.

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### Phone number/Website/Email address

This isn't just useful information that will allow users to further investigate your brand and your offering; they act as ways to validate your business. Users who don't know you are thinking: "Are you real? Do you have a physical address, and if so, will that impact shipping costs?" (If you're selling physical products online.) "Can I find more about your brand or products on your website?" "If I want to contact you, what's the best email address to use?"

### Hours

Some clients will want to visit you. By advertising your hours you show willingness to receive visitors, but this also sets expectations on how quickly they can expect a reply to any questions or comments they may send.

### Impressum/Products/Privacy Policy

An Impressum page is used to display information about your company such as the name/s of the directors, registered address, and the legal status of the business entity, such as a limited company. In certain countries such as Germany, it is a legal requirement to include this information. In the Products section you have the opportunity to further list and explain your product offering, which is great for search, both on the Facebook platform but also a wider Google search. Lastly, a Privacy Policy allows the opportunity for you to reassure users of your commitment to privacy.

**Do you have a fully completed "About" area? If you can answer "yes" to this question, then give yourself a point.**