



How to set up your Facebook Business Page

A quick guide by




Facebook homepage interface showing a sponsored post for Ski Beat, a WordPress.com advertisement, and navigation options. A red arrow points to the 'Page' link in the 'CREATE' section of the left sidebar.

Left Sidebar:

- News Feed
- Messenger
- SHORTCUTS
- EXPLORE
 - Events
 - Groups
 - Pages
 - Manage Apps
 - Saved
 - Pokes
 - Friend Lists
 - See more...
- CREATE
 - Advert
 - Page
 - Group
 - Event

Main Content:

Ski Beat (Sponsored)
Ski Chalet Holiday Sale Now On! Packages from £449 per person. Savings of over £400 per person. Every remaining date & destination reduced. Must end Thursday at midnight!

SKI CHALET SALE NOW ON!
Packages from £449 per person. Savings of over £400 per person. Every remaining date & destination reduced. Must end Thursday at midnight!
SKIBEAT.CO.UK [Shop Now](#)

WordPress.com (Sponsored)
wordpress.com
There's a reason why WordPress powers over 25% of the web. With beautiful designs, a custo...

Bottom Post:
What I've learnt today: Rich Tea biscuits are essentially water biscuits with a little bit of sugar added.

Right Sidebar:

- PEOPLE YOU MAY KNOW
- SPONSORED [Create Advert](#)
- Language: English (UK) · English (US) · Polski · Español · Português (Brasil)
- Privacy · Terms · Advertising · AdChoices · Cookies · More
- Facebook © 2017

On your Facebook homepage, go to: Create: Page

🚩 Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.



Local business or place



Company, Organisation or Institution



Brand or product



Artist, Band or Public Figure



Entertainment



Cause or Community

From here you can choose the page type that best suits your business.
(for most therapists it will be 'Brand or product')

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

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Local business or place



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Artist, Band or Public Figure



Entertainment

Brand or product

Choose a category

- ✓ Choose a category
- App Page
- Appliances
- Baby Goods/Kids Goods
- Bags/Luggage
- Board Game
- Brand
- Building Materials
- Camera/Photo
- Cars
- Clothing (Brand)
- Commercial Equipment
- Computers (Brand)
- Electronics
- Food and drinks company
- Furniture
- Games/Toys
- Health/Beauty
- Home Decor
- Household Supplies








Cause or Community

From the drop-down menu select the category that best describes your business.

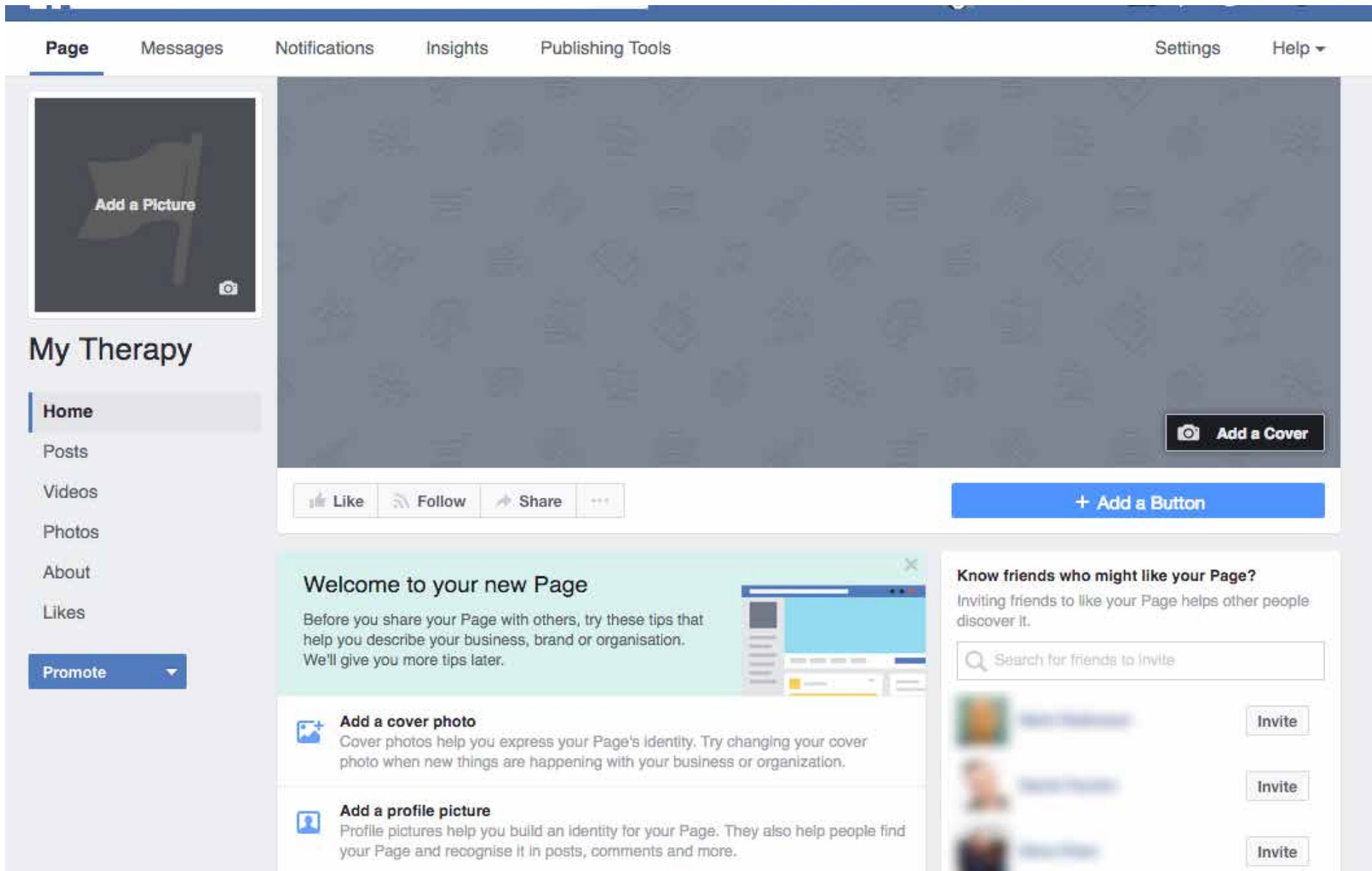
Create a Page

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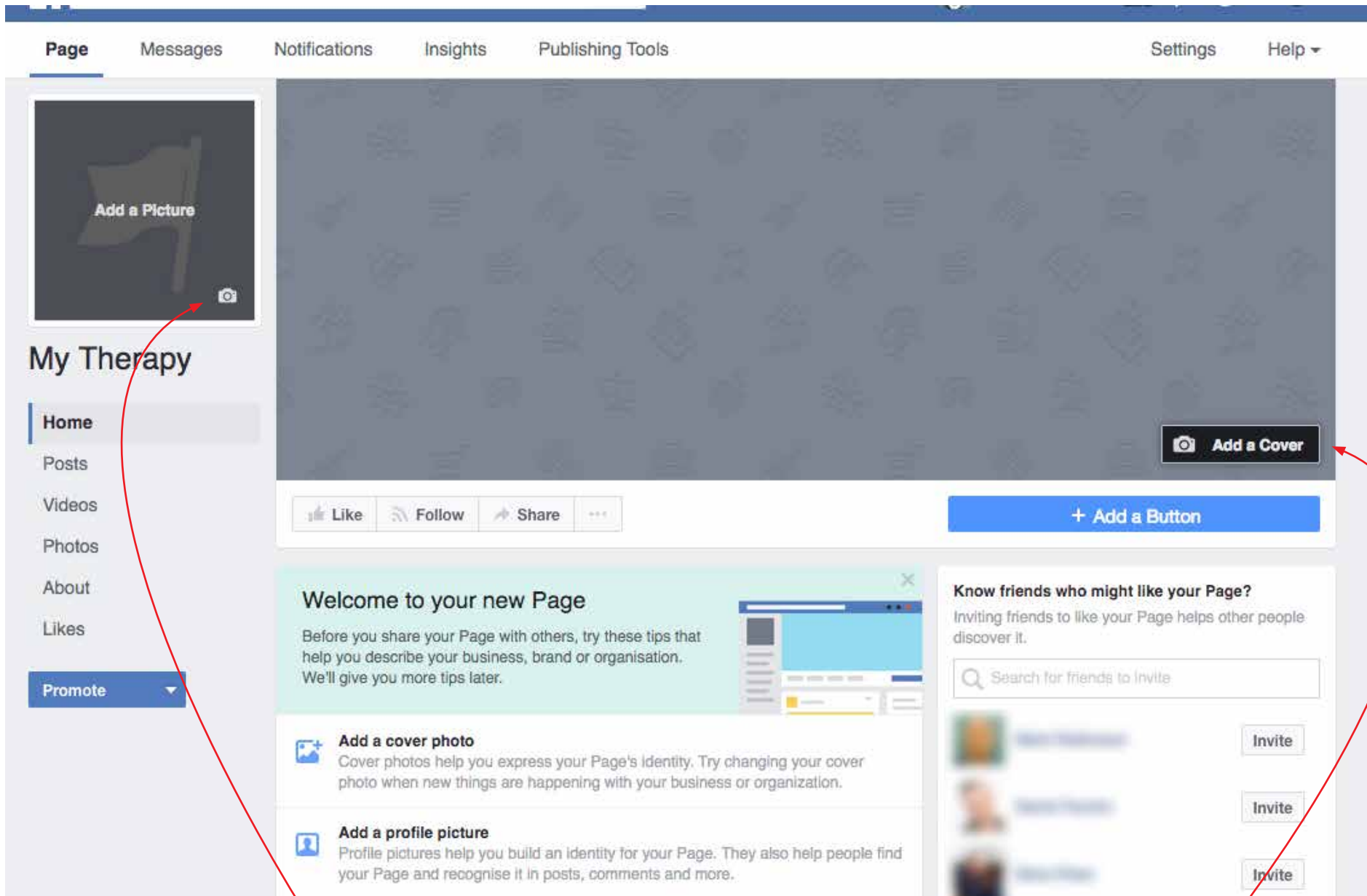
It's free to set up. Just choose a Page type to get started.

 <p>Local business or place</p>	 <p>Company, Organisation or Institution</p>	<p>Brand or product</p> <p>Health/Beauty <input type="text"/></p> <p>My Therapy <input type="text"/></p> <p>By clicking Get Started, you agree to the Facebook Pages Terms.</p> <p>Get Started</p>
 <p>Artist, Band or Public Figure</p>	 <p>Entertainment</p>	 <p>Cause or Community</p>

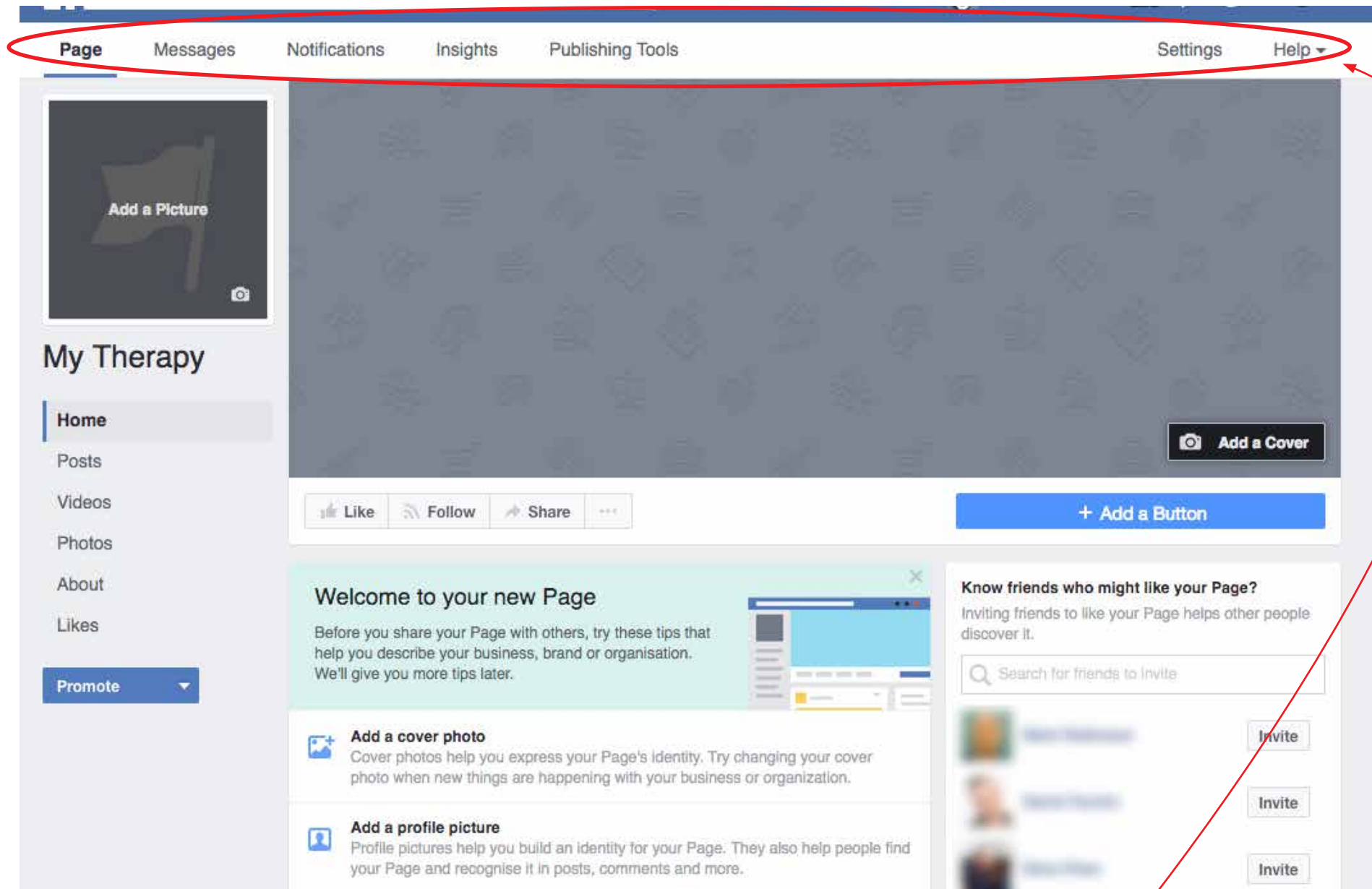
Now type in the name of your Business. This will be the title of your Business Page.
It may be your own name or your brand if you trade under a brand name.



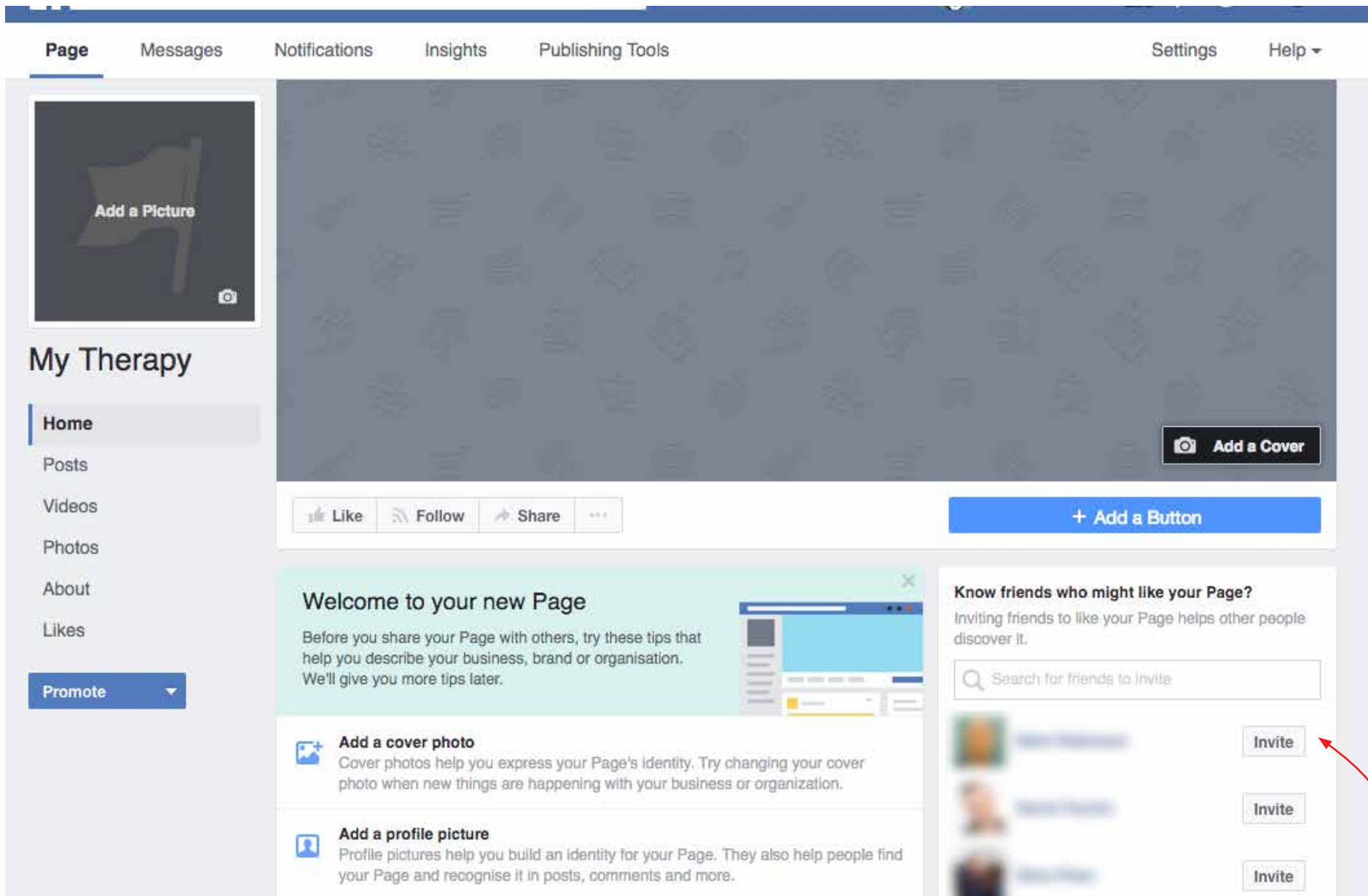
Once you have selected the category and the name of your page you will be shown your empty Business Page.



Here you can add a profile image and a cover photo (the large image at the top). We can supply the images in their ideal sizes for these positions at an additional cost.



You can manage your page from the menus on the top.
Take some time to explore these to familiarise how your page works and all its features.



And most importantly you can invite your friends and customers to 'Like' your page.

This is where you can build your audience.

When someone Likes your page, your posts will be visible in their newsfeed. If they then interact with your post by Liking it or Sharing it, THEIR friends will see your posts too.

And you're ready to go

Happy Facebooking!

If you have any questions we are always happy to help.



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