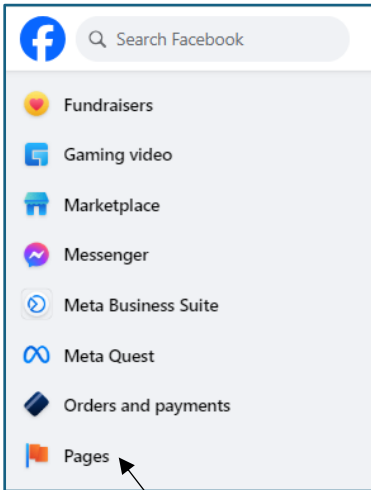
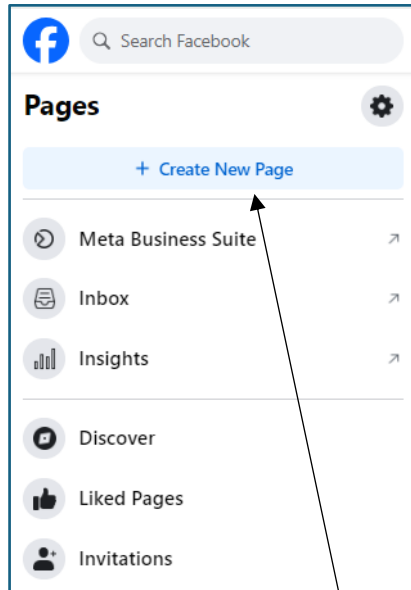


# HOW TO CREATE A FACEBOOK PAGE

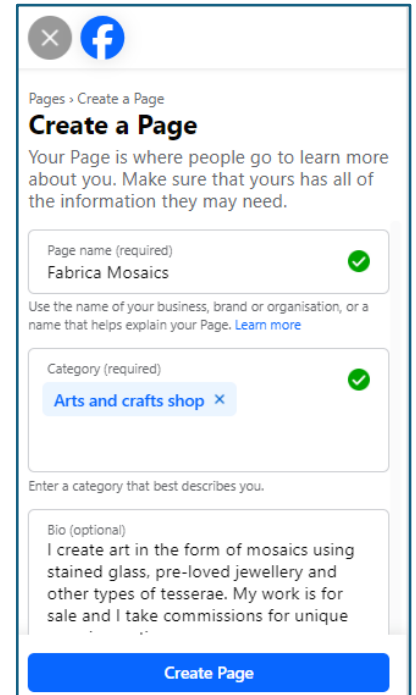


*This guide has been created using a Desktop Windows PC. You may find it looks different if using a Mac or a Mobile Phone.*

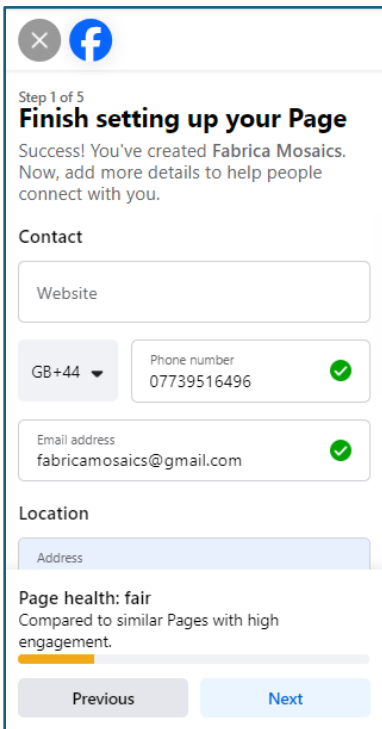
Sign into FB and from the left hand menu, select Pages.



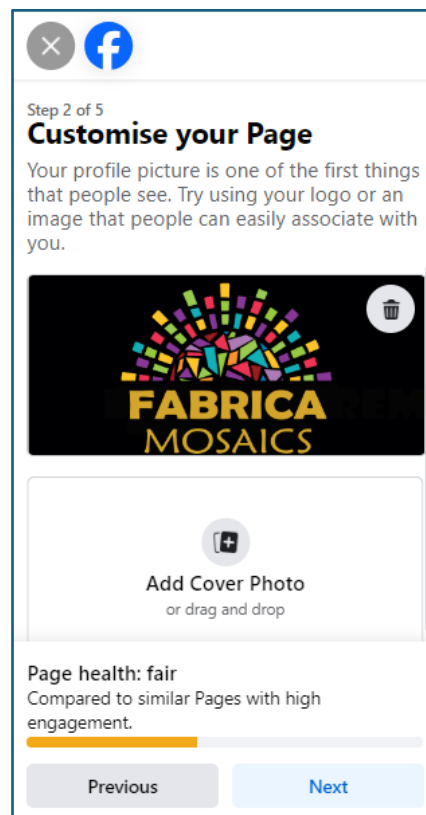
Select Create New Page



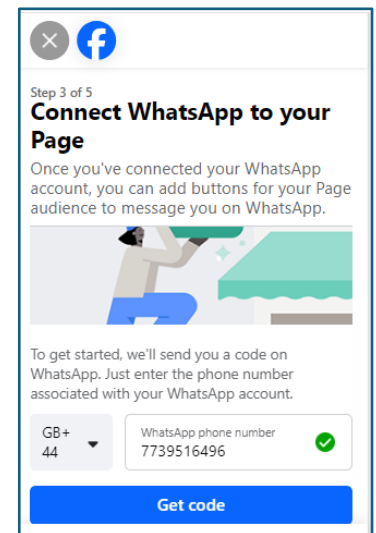
Enter the Page Name (name of your business). Choose the Category (ie Arts and Crafts) and write a Bio about yourself/your business/your art. Click Create Page.



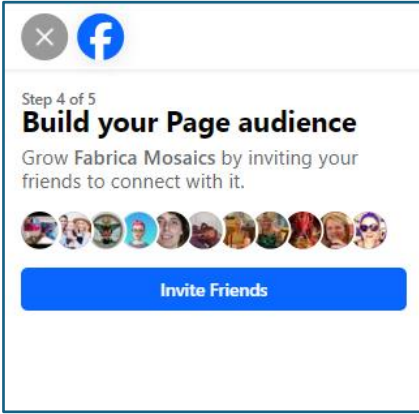
If you have a website, insert the address. Add your phone number, email address and location.



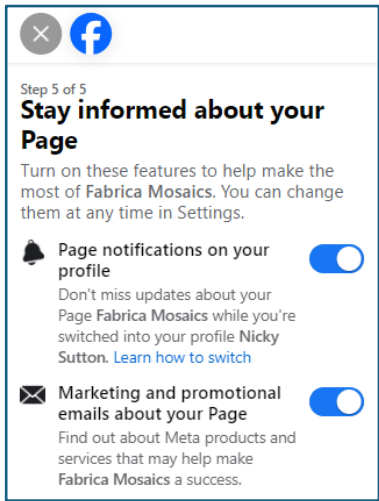
Add a profile photo and a cover photo.



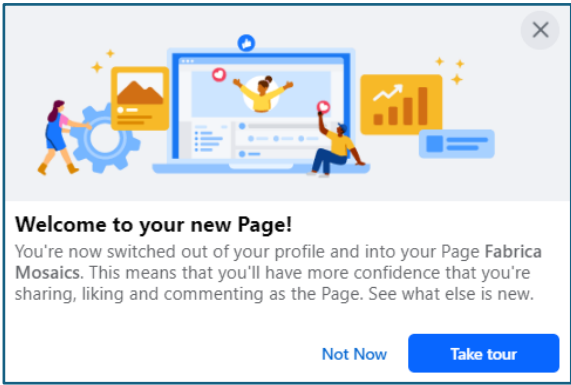
If you would like people to be able to message you using 'WhatsApp' you can add your number. Click on Get Code.



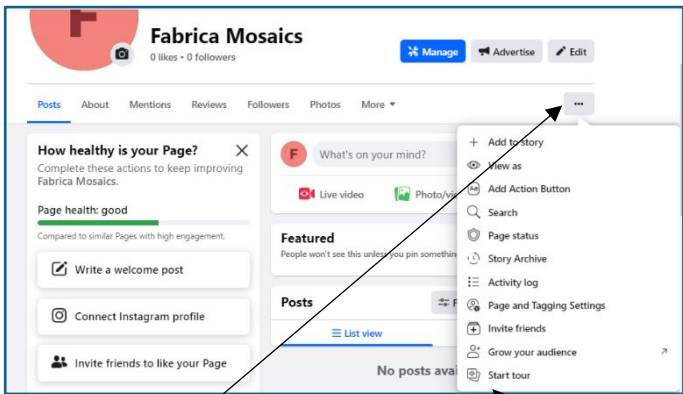
To start building a Following, you can invite your existing FB Profile friends to Like your Page.



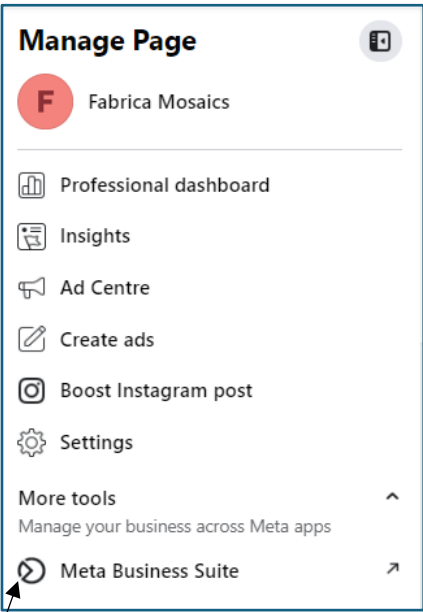
You can receive and view notifications from your Page whilst using your Profile.



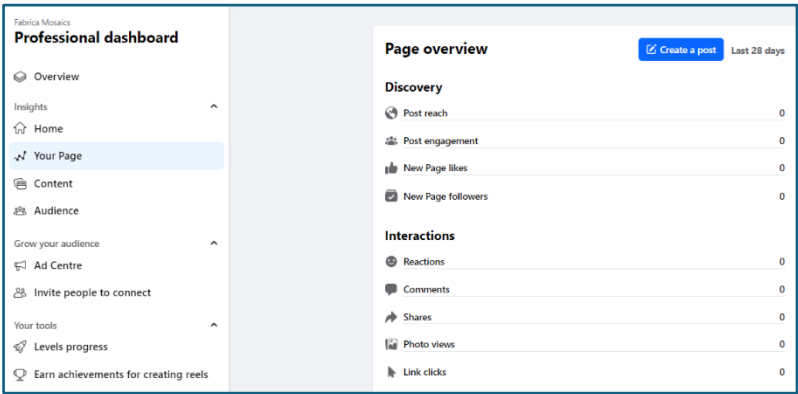
You can take a Tour of the features of Facebook Pages.



The ellipsis or three dots will offer you various options if you are looking for information. You can click 'Start Tour' if you skipped it at the previous stage.



The Manage Page option will give you access to the Professional Dashboard (see next image) and also the Meta Business Suite. Please see separate information sheet regarding the benefits of Meta.



The Professional Dashboard will show you lots of information regarding the reach of your post, the engagement, likes, followers etc.