

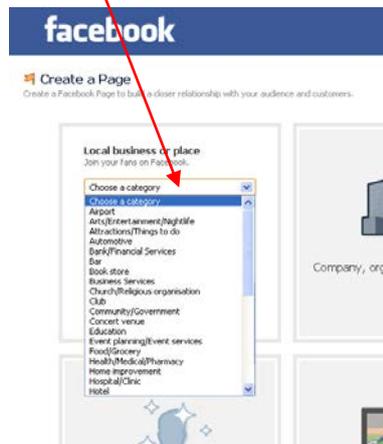
How to set up a Facebook Business Page

You need to have a Facebook personal page to have a Facebook business page. You don't need to use the personal page to use the business page. Follow the steps below to set up your business page.

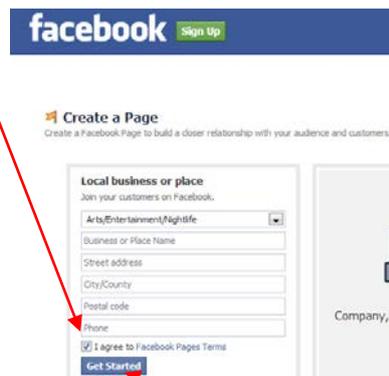
1. Go to this link <http://www.facebook.com/pages/create.php> and you will be taken to the following page:



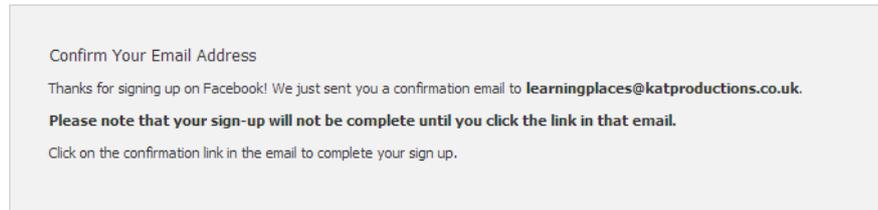
2. Select the 'local business or place' option.
3. Choose a category from the dropdown menu.



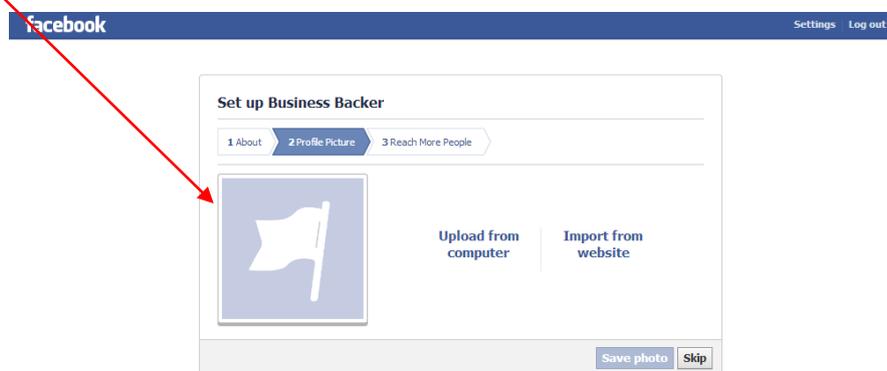
4. Next, fill in all the fields with details about your business. Please make sure you are not in violation of any Facebook terms or policies and if everything is ok check the box to agree Facebook Pages terms.



- Once all fields are completed you can select the **GET STARTED** button.
- If you already have a personal facebook page you can use your existing details to log in.
- If you do not have a facebook page, you will be asked to enter some personal details.
- You will then be sent a confirmation e-mail. You will be asked to click on the link and may be asked to enter the confirmation code supplied.



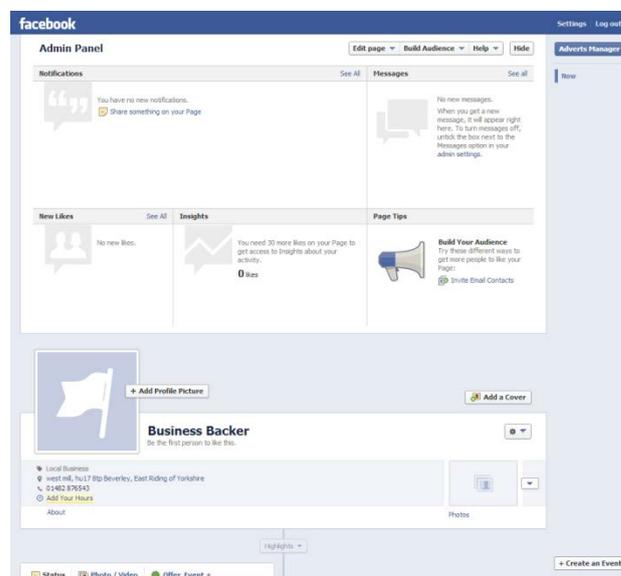
- You will then be asked to enter some information specific to your business and add a profile picture.



- You will then be asked to add a payment method for future advertising on facebook – at this stage you can choose to skip this section.



- Once the info is saved, you will be taken into your business's Facebook page where you can begin to personalise it to suit your needs.



12. You'll be able to add basic and detailed information about your company, like websites, company overview (perhaps copy and paste some information from your own website). We will talk about the rest of the business profile on the course and will look at cover photos and so on.

13. Note: To log back into your Facebook business page you have to go via your 'personal' Facebook account. So go to <http://www.facebook.com/> and type in your e-mail and password. In the top right hand corner you'll see a small 'cog' icon, click on this and under where it says 'Use Facebook as' click on your page name. This will switch you from your personal page to your business page. You do the same to return to your personal page.