



Create a Facebook Page

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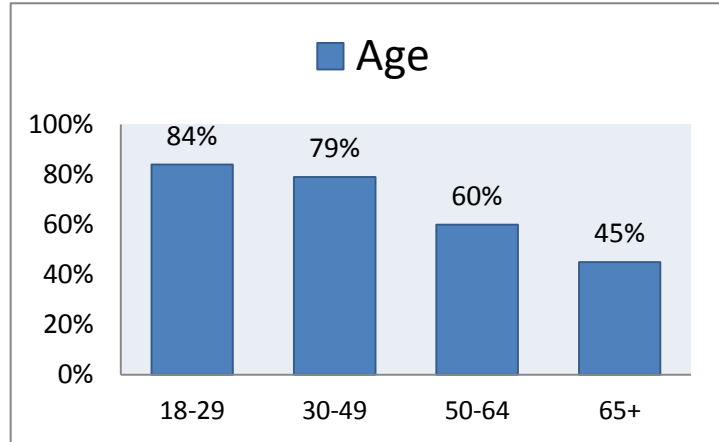


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FACEBOOK

Statistics

- 1.44 billion monthly active users
- 1.23 billion mobile monthly active users
- 23% of users check their account 5+ times/day

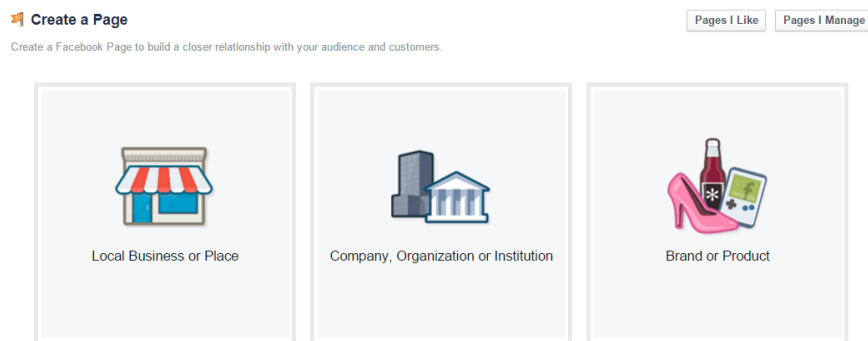


Personal vs. Page

- DO NOT use a personal account as a business account
 - E.g. First name: Taco, Last name: Bell
- But... a Page MUST be set-up via a personal account
- If you manage a Page, people who LIKE that page DO NOT have access to your account.
- Check for unclaimed pages, which can be claimed with documentation

Create a Page

- To create a page, visit: <https://www.facebook.com/pages/create/>



Username

- The unique address for a Facebook Page (e.g. facebook.com/TownofGananoque)
- To create a username, visit: <https://www.facebook.com/username>
 - Must be between 5 and 50 characters
 - Alphanumeric, capitals don't matter

Visual Branding

➔ TIP: Use templates available on Canva.com to create properly sized images!

- **Profile Pic**
 - **Recommended:** logo or professional photo
 - **Size:** 400px by 400px
 - **How-to Upload:** Hover on Profile Picture, click “Update Profile Picture”
- **Cover Photo**
 - **Recommended:** a beautiful photo that visually describes your business
 - **Size:** 1500px by 500px
 - **How-to Upload:** Hover in the top-left corner, click “Upload Cover Photo”



- **About Section:** On Facebook Page, click “About” then “Page Info”
 - **How-to Complete:** Hover on element, click “Edit”
 - Category, subcategory, address, hours, descriptions, prices, products, phone, email, website.

Managing Your Page

Q: How often should I post?

A: It depends on your business. Some businesses have enough content to post multiple times per day, while others may only post a few times per week.

- Be interesting: Post content that is relevant, informative, funny, interesting...
- Be human: Writing your posts in first-person will engage your audience
- Ask questions: Ask simple, one-word answer questions (or give them choice!)
- Use visuals: Photos = higher engagement

Manage On-The-Go

- Manage with “Page Manager App”
 - Available from the App Store (iPhone), Google Play (android)
- From the app...
 - Create updates (e.g. text, photo, video)
 - Check Page’s private messages
 - Check statistics
 - Check notifications



Next Steps

- Don't worry about “breaking” Facebook
- Don't worry about “doing something wrong”
- Have fun!!

Homework

- ✓ Take a photo of your business, product, or event and share on Facebook!