



## Create a Facebook Page

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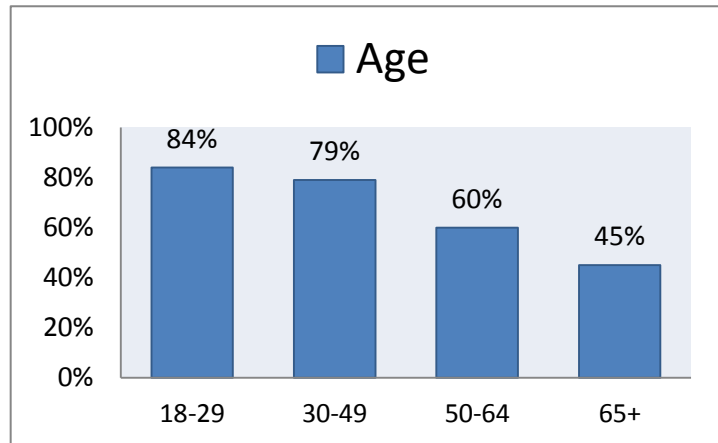


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# FACEBOOK

## Statistics

- 1.65 billion monthly active users
- 1.09 billion daily active users
- 23% of users check their account 5+ times/day

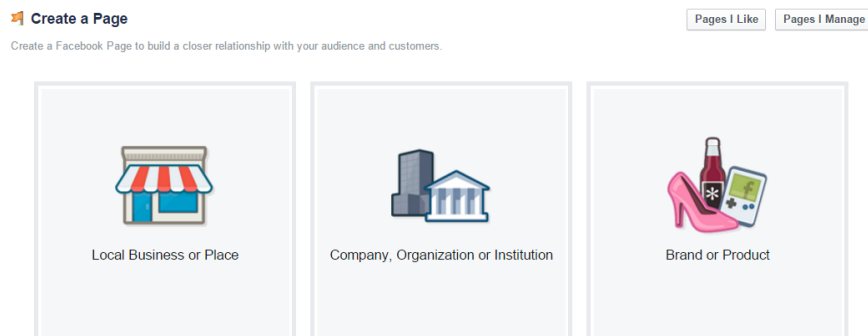


## Personal vs. Page

- 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.
  - Page verification via phone or official documents.

## 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!