

How to build your Business Brand with Facebook

<https://www.facebook.com/pages/creation/>

Page Information

Page Name: *Business Name*

Category: *Industry (up to 3)*

Description: *Up to 255 characters*

Click the Create **Page** button.

Profile Picture: 170 x 170 pixels

Cover Image: 1640 x 856 pixels

Create Username: *used for Facebook Business Page URL, lowercase without spaces e.g. businessname*

Add Website: *Enter website URL(if available)*

Add Location Info: *Enter business address details*

Add Hours: *Enter business hours*

Edit Action Button: *Follow, Call, Send Email...*

Create Post: *Add welcome message, picture or video. (use ... Pin to Top of Page for best post)*

Web page URLs can be used in Facebook posts.

I suggest you create 10 posts to populate the Facebook feed.

P.S. A Facebook Business Page is a prerequisite for Facebook advertising.

