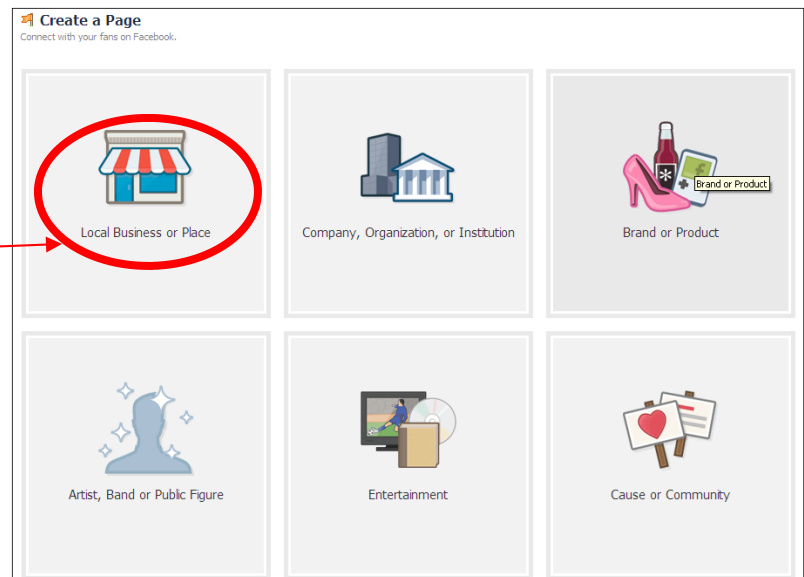


# How to Create a Business Page on Facebook

With over 500 million users, Facebook is the world's most popular social network. To get the most out of Facebook, it's important to understand the rules: profiles are for people, pages, and business. Because Facebook guidelines imply that personal pages used excessively for business may trigger a violation, it is prudent to take steps to move your business to business pages. This How to Guide will walk you step by step to setting up a Business Page.

- 1) Sign into your Facebook account. Once you sign in, open a new window in Internet Explorer and go to the Setting up a Business Page at: [www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php)

Click the "Local Business or Place" link as seen here.



- 2) Once you click on that, the box will change to the box you see here.

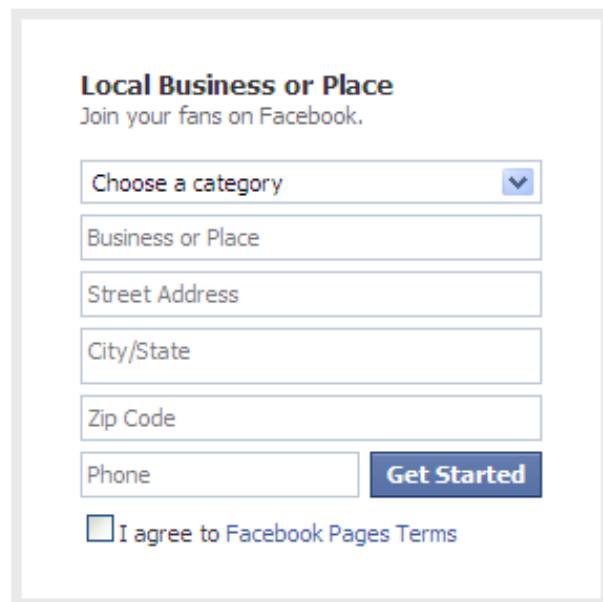
Enter the following info:

- Category: Real Estate
- Business or Place: Your Name, Realtor
- Street Address: Address of your Office
- City/State: Of your Office
- Zip Code: Of your Office
- Phone: Company number with your extension

Then click on the "I agree to Facebook Pages Terms

Click "Get Started"

After you click "Get Started", the screen on the next page will come up



**Set Up Agent Training, Sales Associate**

1 Profile Picture   2 About   3 Facebook Web Address

 **Upload From Computer**   **Import From Website**

**Save Photo**   **Skip**

3) Facebook will now prompt you for 3 items before allowing you to run free on your business page. The first thing is a Profile Picture. Click on “Upload From Computer” and a new window will pop up. Choose a photo of yourself to use from where ever you have it saved on your computer and follow the steps to upload this photo as your profile picture. Click Save Photo

4) The next step is to enter information about yourself. Keep this section short and to the point (as what you type in here will appear on your Business Page underneath your Profile Picture). You might include your cell phone or website information here as Facebook allows this info here but not on your cover photo as explained later on. Click Save Info.

**Set Up Agent Training, Sales Associate**

1 Profile Picture   2 About   3 Facebook Web Address

This is a test run for training Wednesday morning

<http://www.c21gold.com>   **Add Another Site**

**Save Info**   **Skip**

**Set Up Agent Training, Sales Associate**

1 Profile Picture   2 About   3 Facebook Web Address

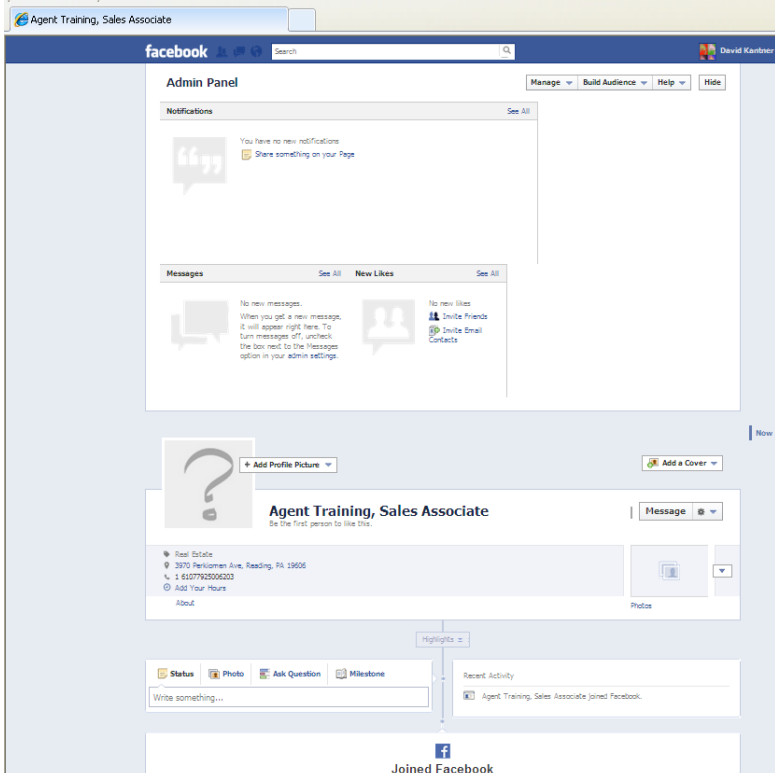
Choose a unique Facebook web address to make it easier for people to find your Page. We've made a suggestion below, but you can also choose your own. Once this is set, it can't be changed.

<http://www.facebook.com/AgentTrainingSalesAssocia>

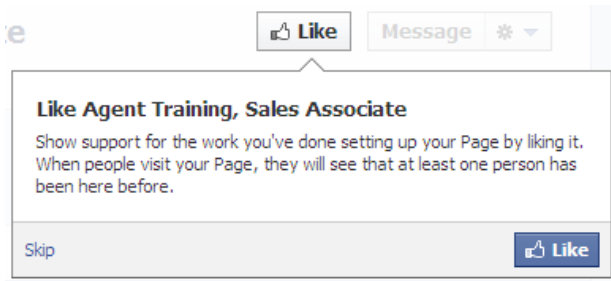
**Set Address**   **Skip**

5) The next thing to enter is a Web Address for your Business Page so that people can type in your Facebook page in their browser window. For Instance, if you choose JoeRealtor as your name, your web address would be <http://www.facebook.com/JoeRealtor> Click Set Address

6) Once you click Set Address in the last section your Admin Panel for your business will briefly load before becoming greyed-out and Facebook will point out things you can do as shown on the next page.

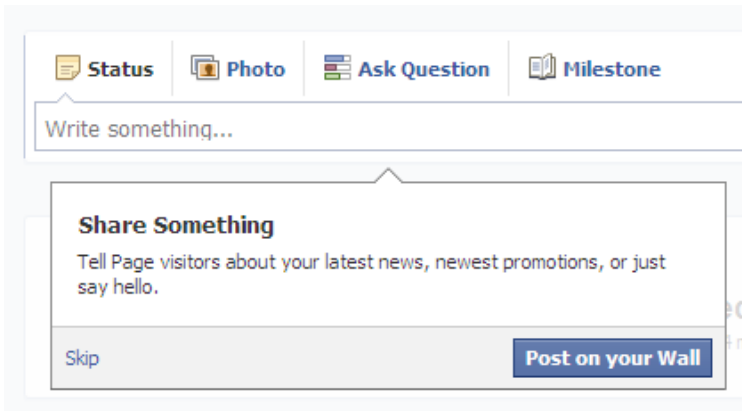
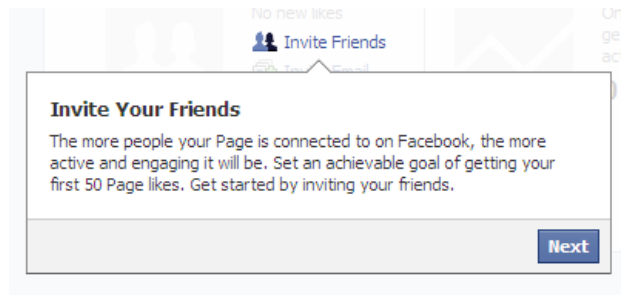


The screenshot shows the Facebook Admin Panel for a business page named "Agent Training, Sales Associate". The page is in a greyed-out state. The top navigation bar includes "Admin Panel", "Manage", "Build Audience", "Help", and "Hide". Below the navigation bar, there are sections for "Notifications" (with a message to share something on the page), "Messages" (with instructions on how to receive messages), and "New Likes" (with instructions on how to receive likes). The main content area shows the business profile with a question mark icon for the profile picture, the name "Agent Training, Sales Associate", and the address "3870 Parklawn Ave, Reading, PA 19606". There are buttons for "Add Profile Picture", "Add a Cover", "Message", and "Photo". At the bottom, there is a "Write something..." text box and a "Recent Activity" section showing that the page joined Facebook.



7) Facebook will show you how to Like your new Business Page. This is how your friends will also become friends with your page. Go ahead and start now - click the Like Button to show your support of your page and this will show up in your NewsFeed that your friends will see!

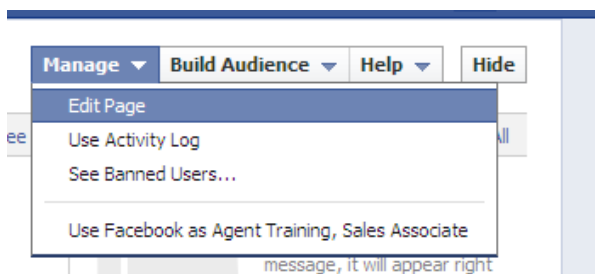
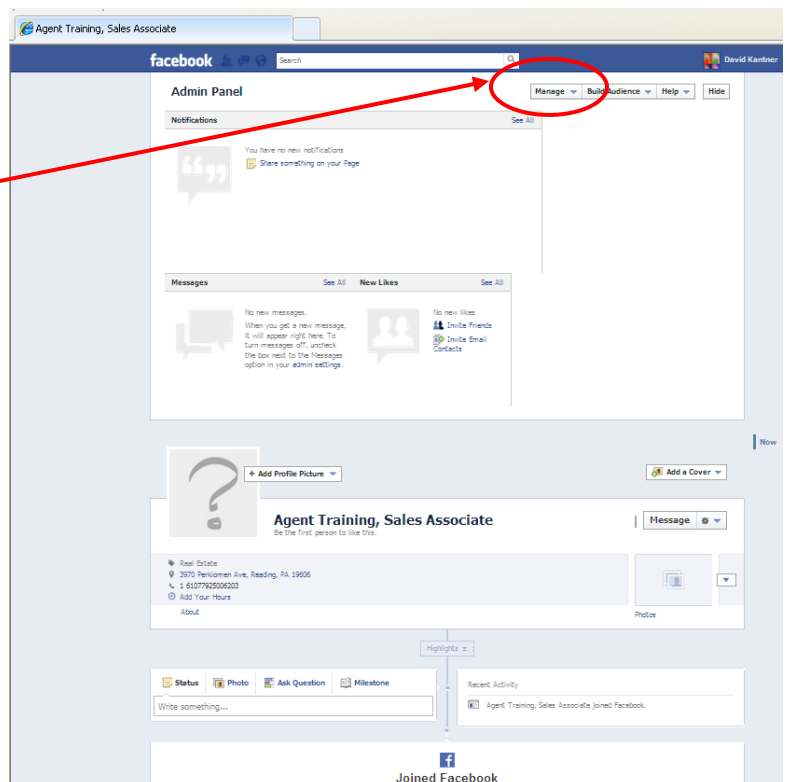
8) Facebook will show you how you can invite your friends to Like your new Business Page (even though you can't do it in this step, this is the button you would click to send the invite out to your friends on your personal Facebook page). For now, click Next.

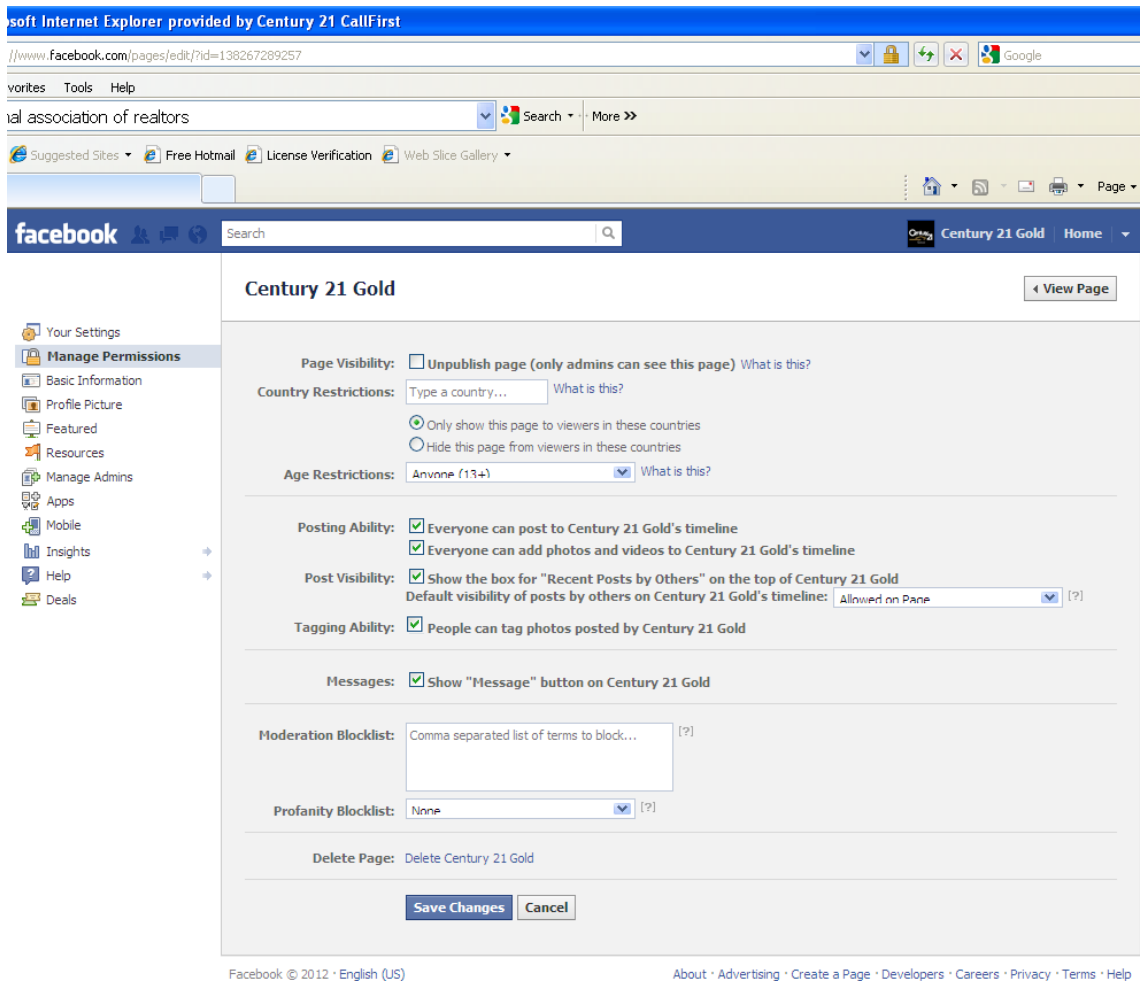


9) Facebook will now show you how to and where you can post status updates to your page. Go ahead and type in (where it says "Write Something...") Hello and welcome to my new Facebook Business Page. Please contact me if you are ready to buy or sell your next home! When you are done typing your first message, click on "Post on your Wall" and you have your first post on your Business Page

After Facebook walks you through the little tutorial above, you are taken back to your Admin Panel as seen the right. Now you will want to go in and manage your page a little more before inviting friends, making more posts, etc.

You get to the management center by clicking the down arrow next to the word manage at the top of the page and then clicking on "Edit Page"





- 10) You are instantly taken to the “Manage Permissions section”. Until you are ready to go live with your Business Page, you can click the box in the “Page Visibility” section. By doing this, only you will be able to see and find your Business Page until you are ready to go live. **Remember this step as once you have your page setup, you HAVE to come back here and uncheck this box so others can become fans of your page!**

You can also restrict Countries from viewing your page (not recommended), as well as use Age Restrictions.

To maximize your Business Page, you want to make sure every box in the next section is checked (Posting Ability, Post Visibility, and Tagging Ability) as well as “Show Message button on <your page name>”. This helps your page show up more and allow your fans to have more interaction with you.

When you are done here, click on “Basic Information on the left hand side.

Your screen will change to the one on the next page

11) The information you typed in during the 1st part of this how to guide appear in the top section of this page. You can edit any of this now, or at any time.

The best choices to use is Category: Local Businesses & Places then Real Estate, finally use Real Estate as the “Official Page” Under this you see a Sub-category which we did not use

Next is your Username you chose in the first section followed by the **address of the office you work out** of including a Bing map.

The next section is Name which you must follow the PAR electronic advertising rules and type in your name, Realtor® followed by your Company Name (i.e. Dave Kantner, Realtor® with CENTURY 21 Gold)

The next section is a place you can add your hours if you wish. You don’t have to type in hours if you don’t want to as you know in Real Estate, you are known to work round the clock. This section is more helpful for stores and businesses as opposed to an independent contractor business as Real Estate.

You already entered information for the About Section, you can change it here if you wish.

Under the description section, you can expand more and talk about yourself and your business in greater detail.

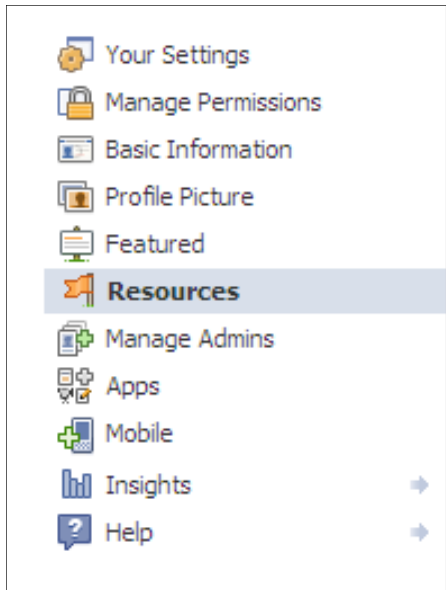
Price range and Parking really don’t apply too much to your business.

In the next 3 sections, add your email address, phone number (You must use the office number and your extension), and your website address if you have one.

When you are finished entering your details on this page, click Save Changes at the bottom of the page.

**One requirement is you have to follow the PAR electronic advertising rules and MUST include the following in the Description section:**

**<Your Name>, Realtor®  
<Your Office Name>  
<Your Office Phone Number>  
<Your Office Address>  
<Office City>, PA <Office zip>**



**After you complete the last page your business page is just about all setup. The other options in this management section are as follows (not necessary at this point)**

**Profile Picture** - Choose this option if you wish to change your profile picture from the one you uploaded at the beginning of this tutorial.

**Featured** - talks about your likes. If you have been using Facebook for personal usage previously, you know you can like other pages, businesses, and causes. Your Business Page is completely separate from your personal page and none of those likes carried over. We will talk about Facebook marketing and the power of liking pages for your Business Page in another session

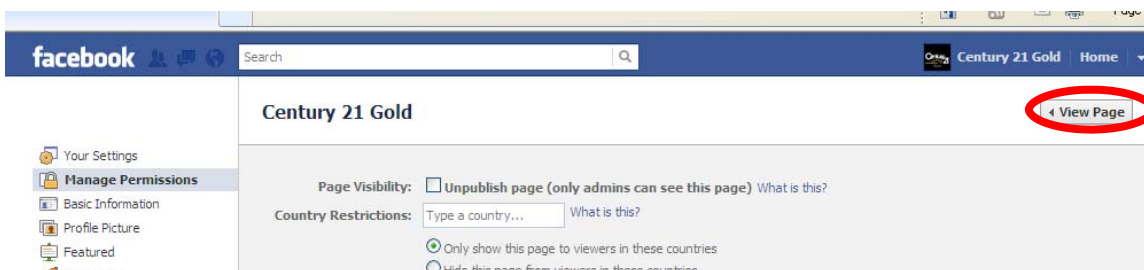
**Resources** - helps you to get your page out there to others. A little later in this guide we will show you how to get people to like your page that won't require you to go here. Other items here include Advertising on Facebook (this will cost you money), using social plugins, linking to Twitter, and some help center topics.

**Manage Admins** - You can grant other users access to manage your Business Page in case you don't want to at some point in time.

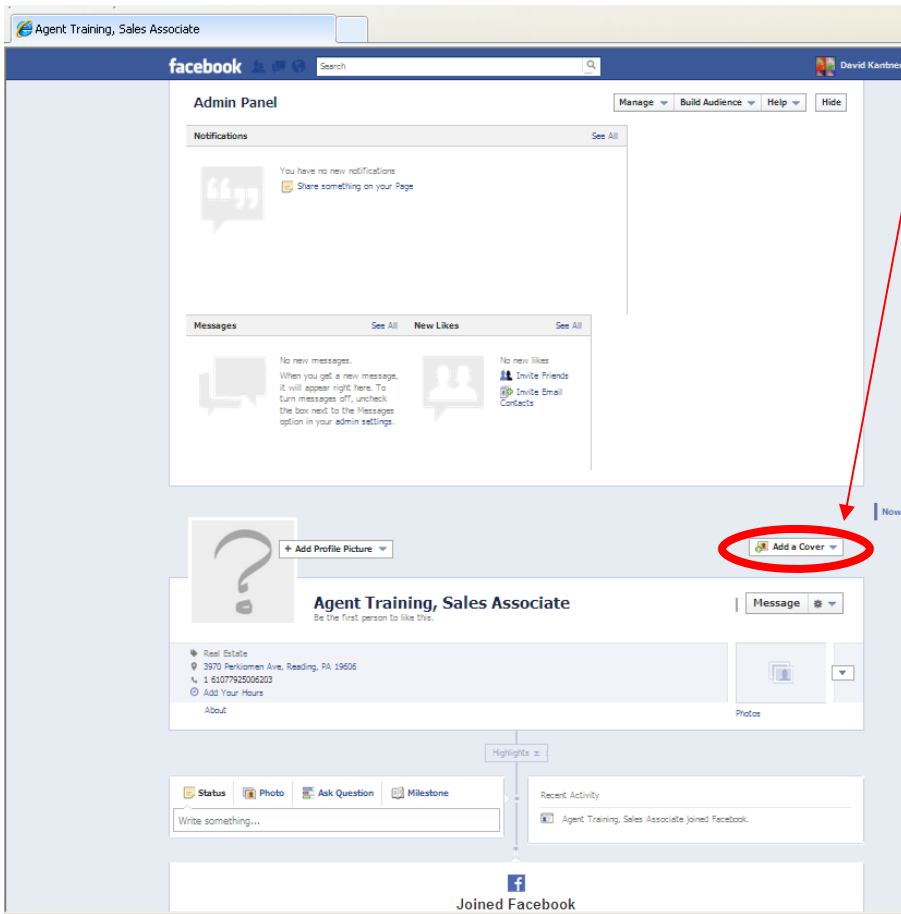
**Apps** - Different features on Facebook which you have used on your personal page

**Mobile** - Ways to access Facebook various ways on various cell phones

**Insights** - Stats and statistics for people viewing and participating on your Business Page. Interesting material once your page is active for some time that you can sign in here and take a look. Right now your insights will be pretty blank since you just started your page. This will provide some useful information once your page is live for awhile and you have interactions between you and your Fans.



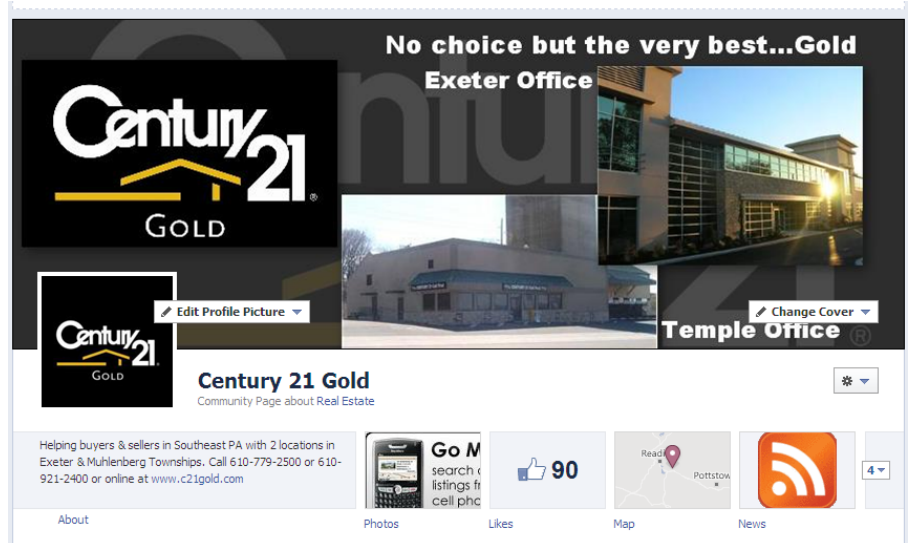
**Click on “View Page” at the top of the screen to be taken back to your Admin Panel!**



12) Your Business Page is pretty much setup. Facebook's newest change is the ability to add a "Cover Photo" You can do so by Clicking the option of "Add a Cover"

Once you click this button you can choose from photos or upload a new one. If you simply upload a photo, Facebook will resize your photo to fit in the spot and you can click on the photo to drag it to reposition it.

If you don't want to simply use a photo, you can create your own personalized Cover Photo (like the one our company uses below). This was done by using a website: <http://timelinecoverbanner.com>. This is a rather easy to use website to create your own custom Cover Photo to use on the Facebook TimeLine layout. If you do create your own, please observe Facebook's rules. You cannot display a phone number, email address, mailing address or anything of the such. You can use a logo, photo, or some text as long as it doesn't give instructions on how to contact you. You can utilize the Description and the About Section we edited on step 11.



**Your Business Page is now setup and you have made your first post. Now is the time to start spreading the word and getting people to like your page so they can see your posts. Check out the other How To Guides which help you to promote your page to others as well as what to post and where to get things to post and how to post them from other sites.**