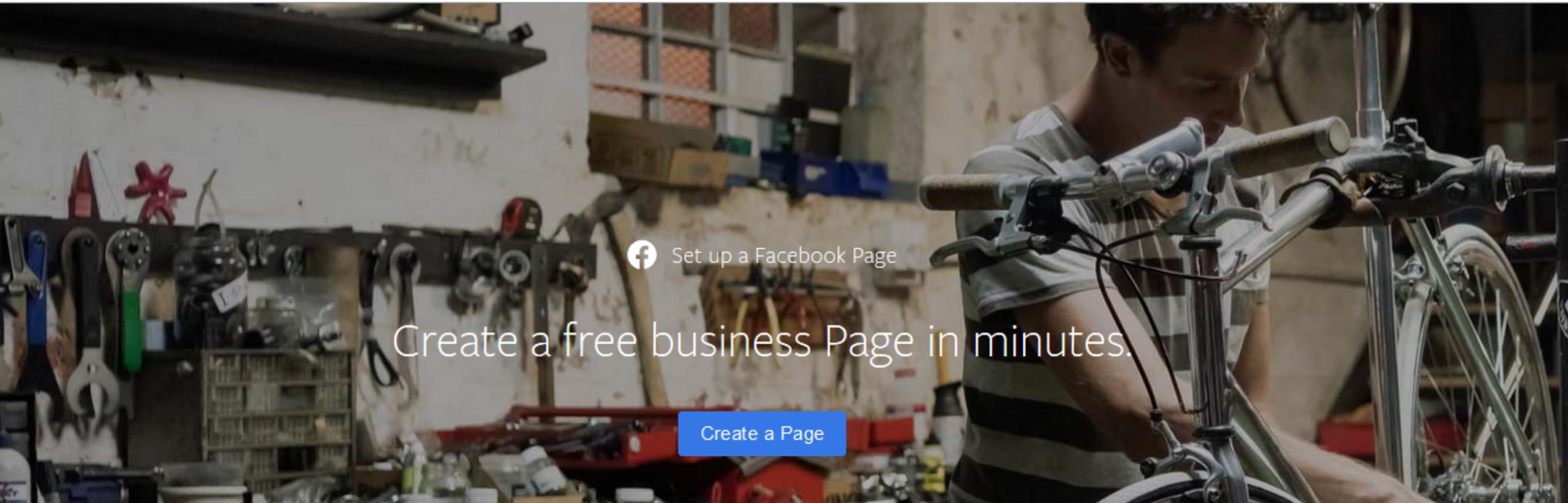




# **TUTORIAL: Facebook Page Setup**



Create a free business Page in minutes.

1. Log into your personal Facebook account.
2. Open a new tab/click on [Facebook for Business](#)
3. Click on “Create A Page”

1. Select the most appropriate category
2. Select Get Started
3. Input your company name and category that best represents your industry > Continue

## Create a Page

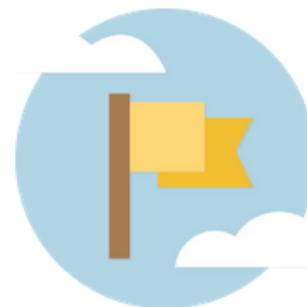
Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



### Business or Brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

[Get Started](#)



### Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

[Get Started](#)

### Business or Brand

Connect with customers, grow your audience and showcase your products with a free business Page.

#### Page Name

Name your Page

#### Category

Add a category to describe your Page



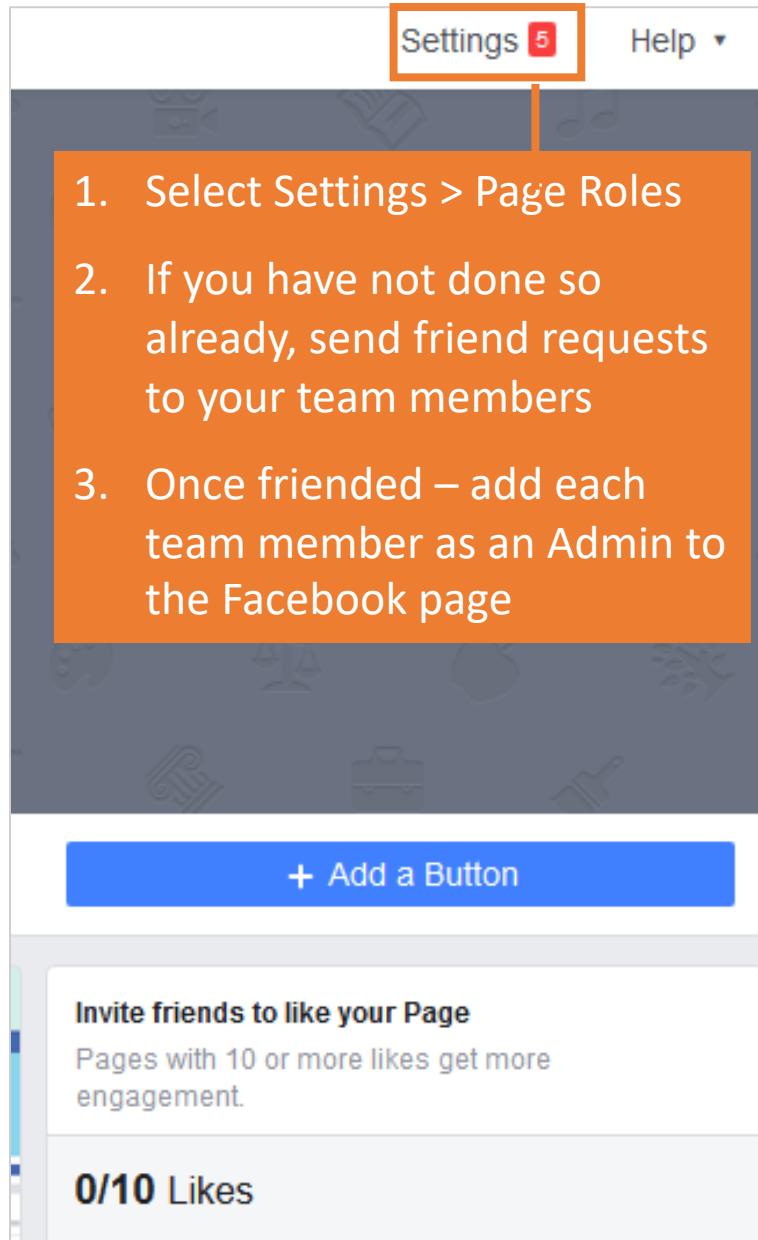
When you create a Page on Facebook the [Pages, Groups and Events Policies](#) apply.

[Continue](#)

1. Select Settings > Page Roles

2. If you have not done so already, send friend requests to your team members

3. Once friended – add each team member as an Admin to the Facebook page



General

Messaging

Page Info 5

Templates and Tabs

Event Ticketing

Post Attribution

Notifications

Messenger Platform

Page Roles

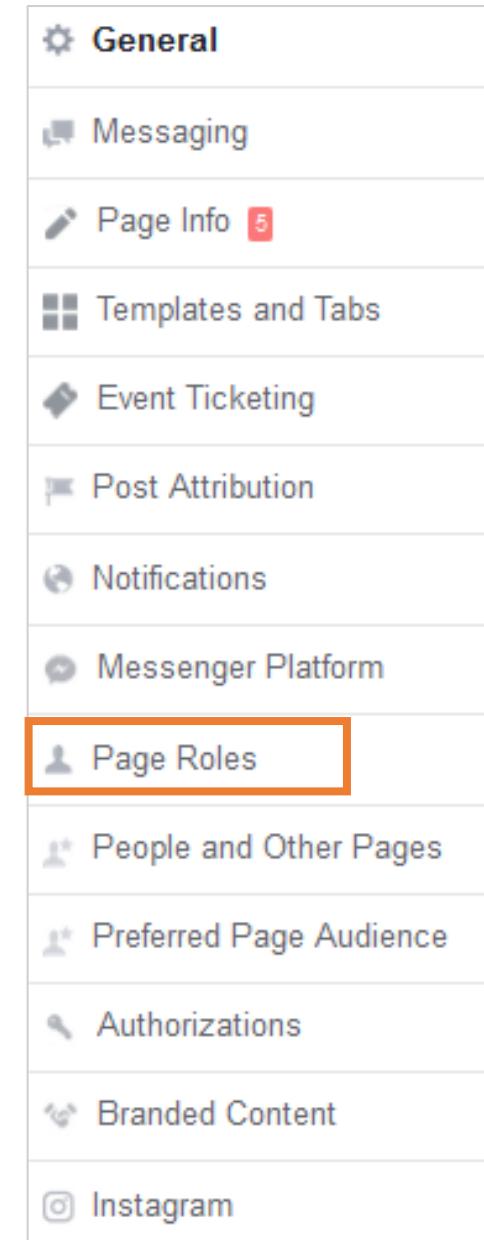
People and Other Pages

Preferred Page Audience

Authorizations

Branded Content

Instagram



## Page Roles

Everyone who works on your Page can have a different role depending on what they need to work on. [Learn more](#)

**Sections**

[Assign a New Page Role](#) [Jump to Section](#)

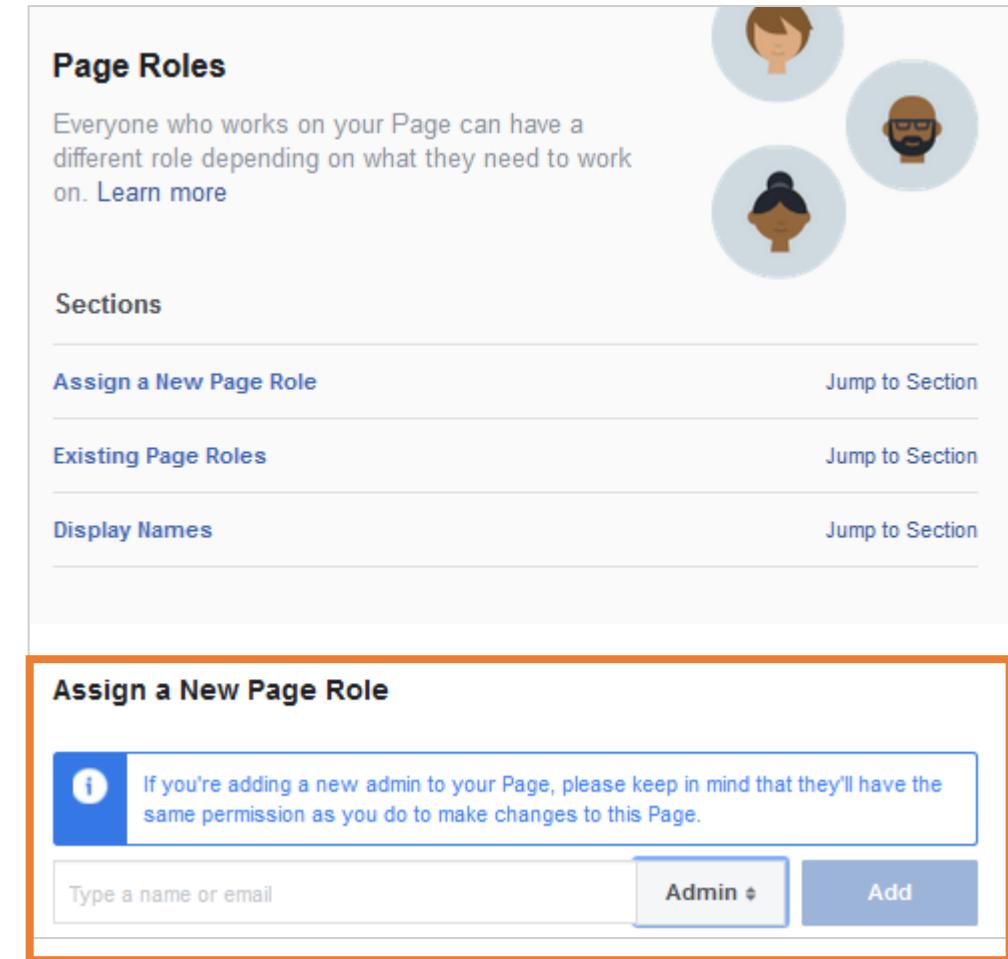
[Existing Page Roles](#) [Jump to Section](#)

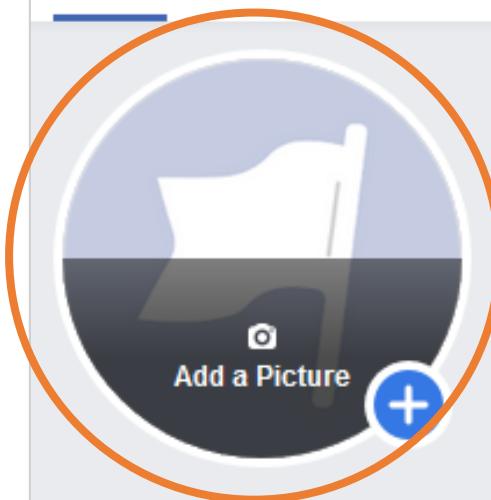
[Display Names](#) [Jump to Section](#)

### Assign a New Page Role

**Info** If you're adding a new admin to your Page, please keep in mind that they'll have the same permission as you do to make changes to this Page.

Type a name or email Admin  





Add a Cover

Upload your profile image. This can be your icon or logo but remember to consider readability of text

310 Test Page

Home

Posts

Reviews

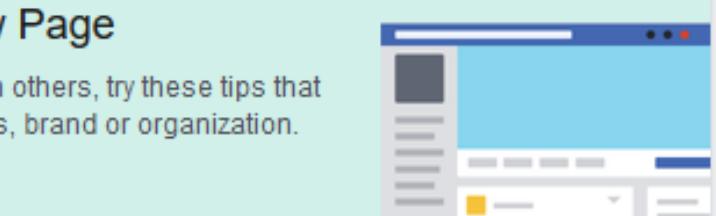
▼ See more

Promote

Manage Promotions

Welcome to Your New Page

Before you share your Page with others, try these tips that help you describe your business, brand or organization. We'll give you more tips later.

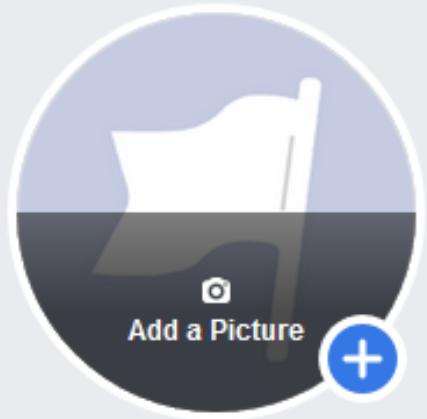


+ Add a Button

Invite friends to like your Page

Pages with 10 or more likes get more engagement.

0/10 Likes



## 310 Test Page

Home

Posts

Reviews

▼ See more

Promote

Manage Promotions

Add a Cover

Upload a cover image. This must be a different image than your profile image. It might be your logo or it could be a royalty-free or original image. This image should also appear on the home page of your website.

Like

Follow

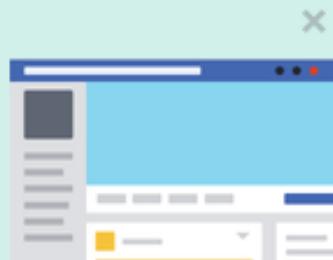
Share

...

+ Add a Button

### Welcome to Your New Page

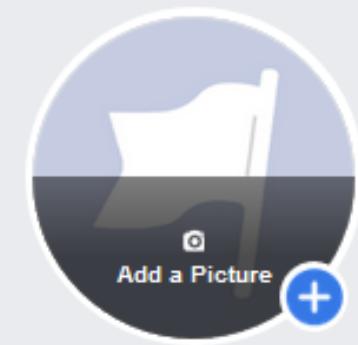
Before you share your Page with others, try these tips that help you describe your business, brand or organization. We'll give you more tips later.



Invite friends to like your Page

Pages with 10 or more likes get more engagement.

0/10 Likes



## 310 Test Page

Home

Posts

Reviews

Photos

Shop

Offers

Groups

Community

Videos

Events

About

Promote

Manage Promotions

[Like](#) [Follow](#) [Share](#) [...](#)[+ Add a Button](#)

## Welcome to Your New Page

Before you share your Page with others, try these tips that help you describe your business, brand or organization. We'll give you more tips later.

[See All Page Tips](#)

Create



Live



Event



Offer

Create Post



Write a post...

## Invite friends to like your Page

Pages with 10 or more likes get more engagement.

0/10 Likes

[Search for friends to invite](#)

Chris Cooney

[Invite](#)

Sawyer Moss

[Invite](#)

Claudia Dietzman

[Invite](#)

Select “About” to input info about your organization

## About Section – Part 1

1. Verify category and name are correct
2. Create a username with your mock company in the title
3. Enter your team Gmail
4. Copy/paste website url

### About

[Edit Page Info](#)

#### GENERAL

Category Clothing (Brand) [Edit](#)  
Name 310 Test Page [Edit](#)  
Username [Create Page @username](#)

#### BUSINESS INFO

[Edit Start Date](#)  
[Edit business types](#)

#### CONTACT INFO

[+ Enter phone number](#)  
[m.me/115457423167176](#) [i](#)  
[+ Enter email](#)  
[+ Enter website](#)  
[Edit Other Accounts](#)

#### STORY

 [Our Story](#)  
[+ Tell people about your business](#)

#### TEAM MEMBERS

These people manage the 310 Test Page Page and have chosen to have the Page appear on their profile and their name and profile picture shown on the Page.

[Add yourself as a team member](#)

## About

### GENERAL

Category Clothing (Brand) [Edit](#)  
Name 310 Test Page [Edit](#)

Username [Create Page @username](#)

### BUSINESS INFO

 [Edit Start Date](#)

 [Edit business types](#)

### CONTACT INFO

 [+ Enter phone number](#)

 [m.me/115457423167176](https://m.me/115457423167176) 

 [+ Enter email](#)

 [+ Enter website](#)

 [Edit Other Accounts](#)

 [Edit Page Info](#)

### STORY



#### Our Story

[+ Tell people about your business](#)

### TEAM MEMBERS

These people manage the 310 Test Page Page and have chosen to have the Page appear on their profile and their name and profile picture shown on the Page.

[Add yourself as a team member](#)

## About Section – Part 2

### *“Our Story”*

1. Select “Our Story”
2. Add Team Photo or other photo
3. Create a title
4. Copy/paste Company Overview Statement from Part 1

### *Team Members*

Once added as an Admin, individual team members can “add yourself as a team member” when logged in to their personal accounts

## MORE INFO

- [\*i\* Edit About](#)
- [\*i\* Edit Impressum](#)
- [\*i\* Edit Founding Date](#)
- [\*🏆\* Edit Awards](#)
- [\*i\* Edit Products](#)
- [\*🍴\* Add Menu](#)
- [\*🛡\* Edit Privacy Policy](#)
- [\*📄\* Page ID  
115457423167176](#)
- [\*🛍\* Clothing \(Brand\)](#)

## About Section – Part 3

Describe Your Page

Add 1-2 sentences to describe **310 Test Page** to help people understand what you offer.

Description

Add short description

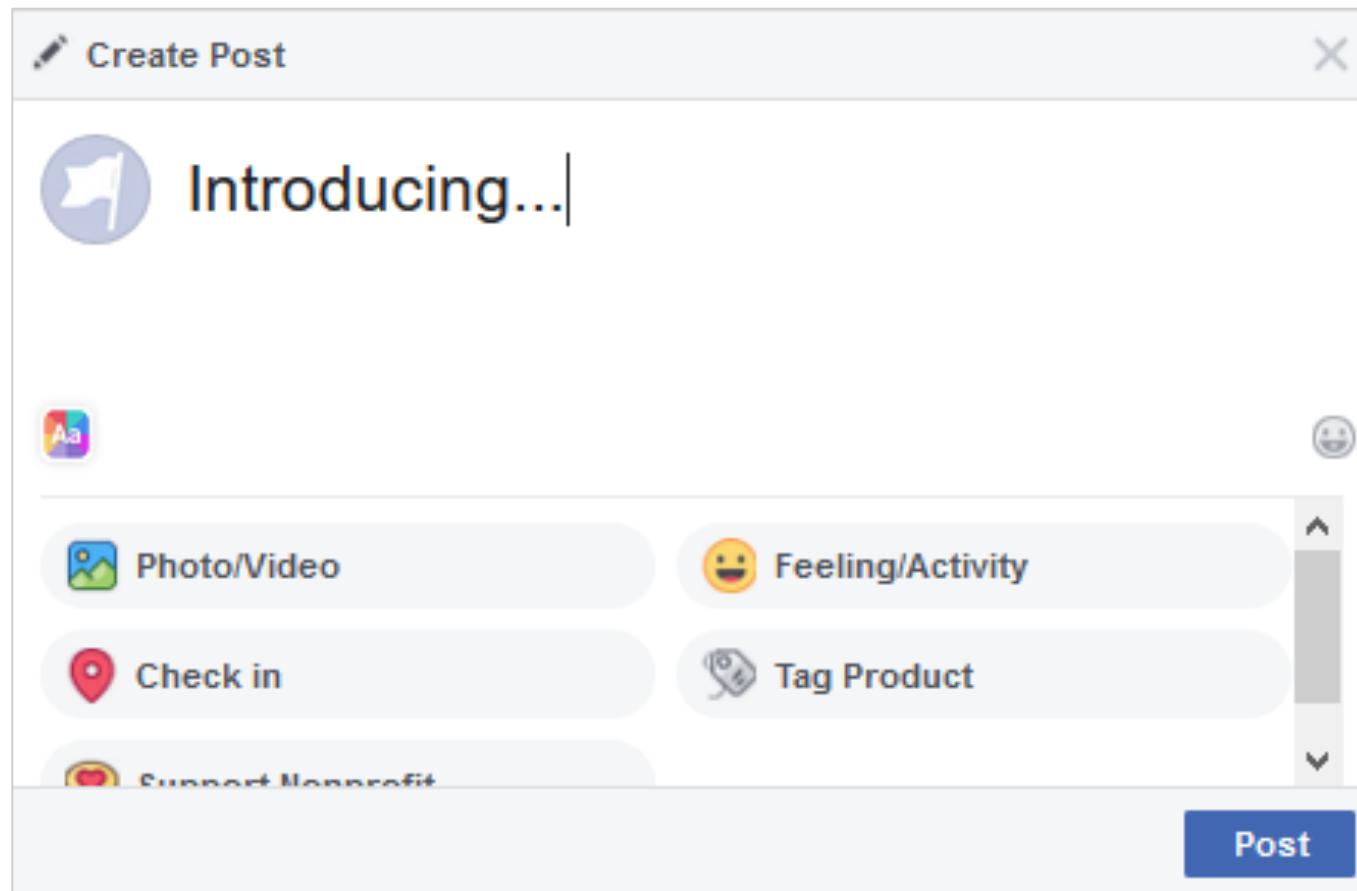
A brief summary of your Page. The limit is 255 characters.

[Cancel](#) [Save](#)

“Products” and “Add Menu” are optional and can be populated later for those in hospitality or retail

In your “About” you will include a 255-character bio about your company that includes the disclaimer: *This is not a real company. It is a mock company created for educational purposes at Washington State University*

# Create your first post

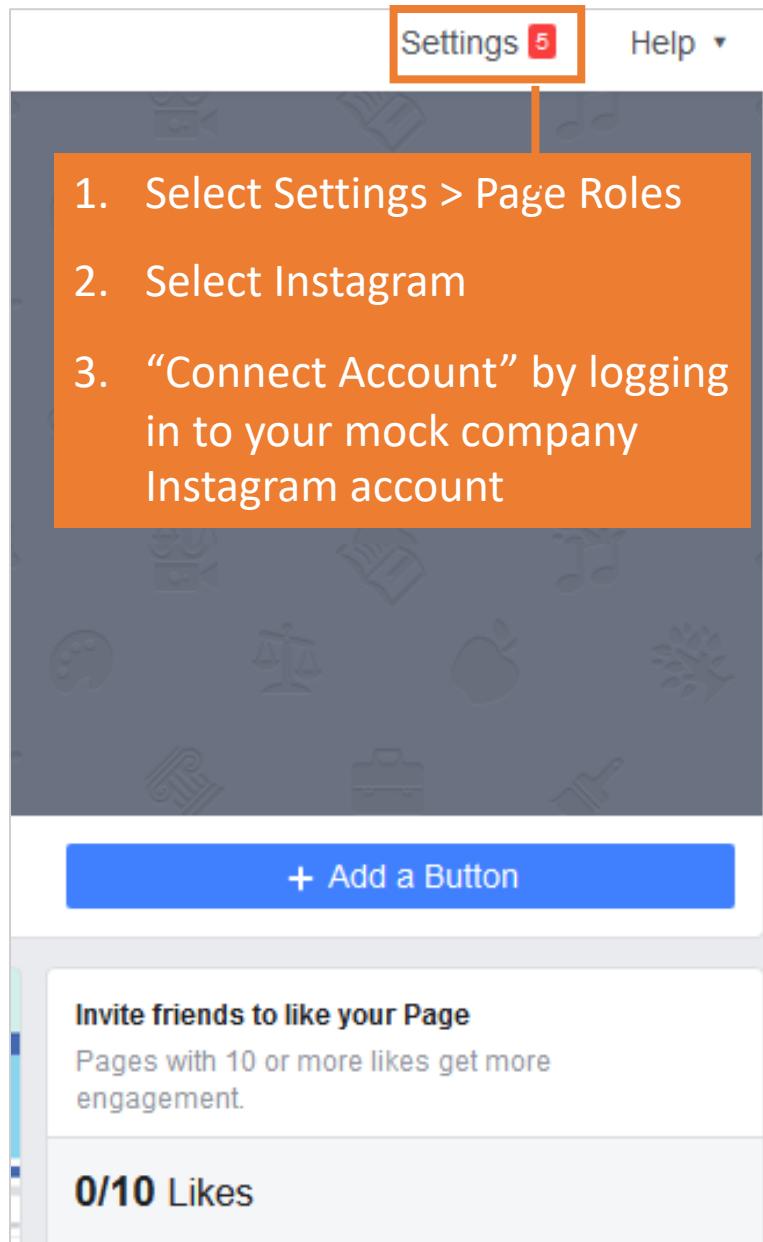


**Once Instagram is set up...**

1. Select Settings > Page Roles

2. Select Instagram

3. “Connect Account” by logging in to your mock company Instagram account



General

Messaging

Page Info 5

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Post Attribution

Notifications

Messenger Platform

Page Roles

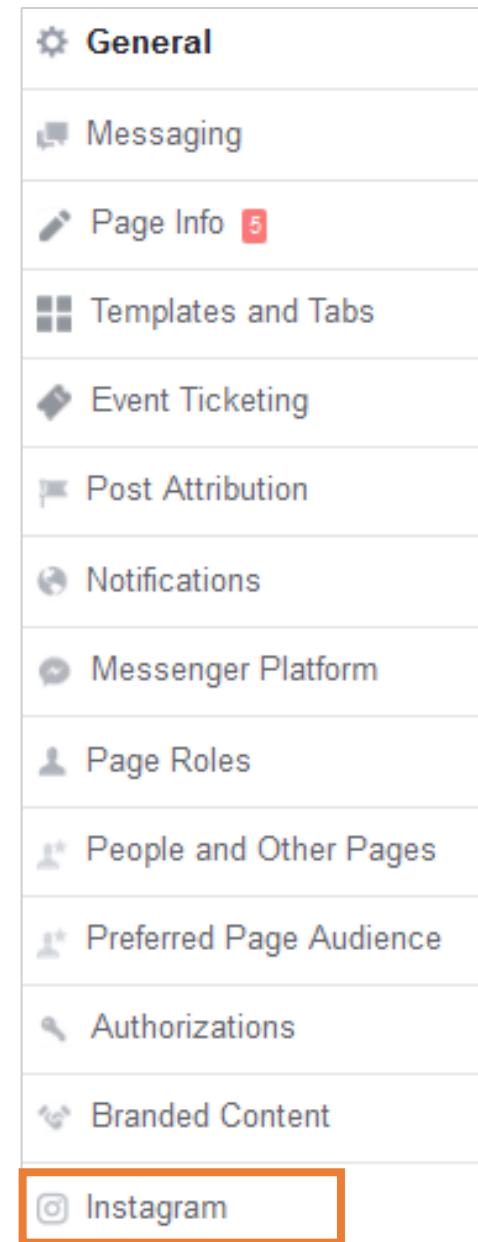
People and Other Pages

Preferred Page Audience

Authorizations

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Instagram



### Manage Instagram on Facebook

Reach more people who care about what you do by connecting an Instagram account to your Facebook Page. You'll get additional features to interact with people across Facebook and Instagram.



**Connect an Instagram account**

By connecting to an Instagram account, your Facebook Page can be managed by the person who manages your Instagram account, and your Instagram account can be managed by people who manage your Facebook Page. [Learn More](#)

**Connect Account**

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**Respond to comments and Direct messages in Inbox**

Admins, editors and moderators of your Page can read and respond to Instagram comments and Direct messages, both on a computer and in the Pages Manager App.



**Create Instagram ads from Facebook**

Ads created on Facebook also can be used on Instagram.

