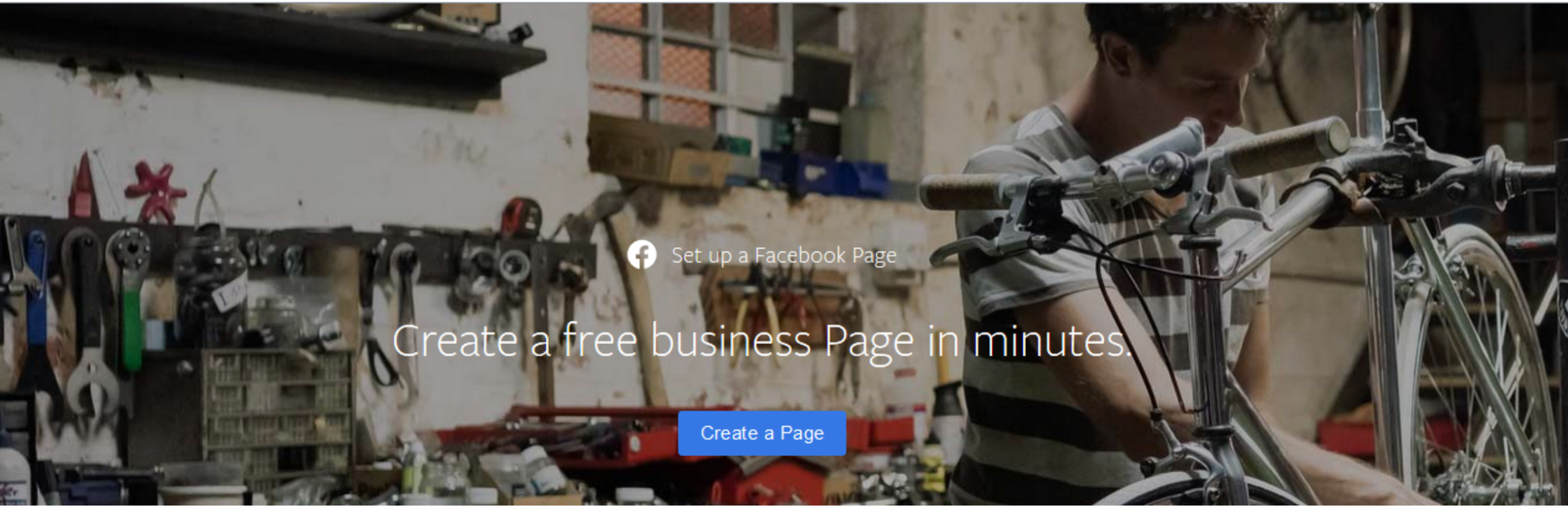
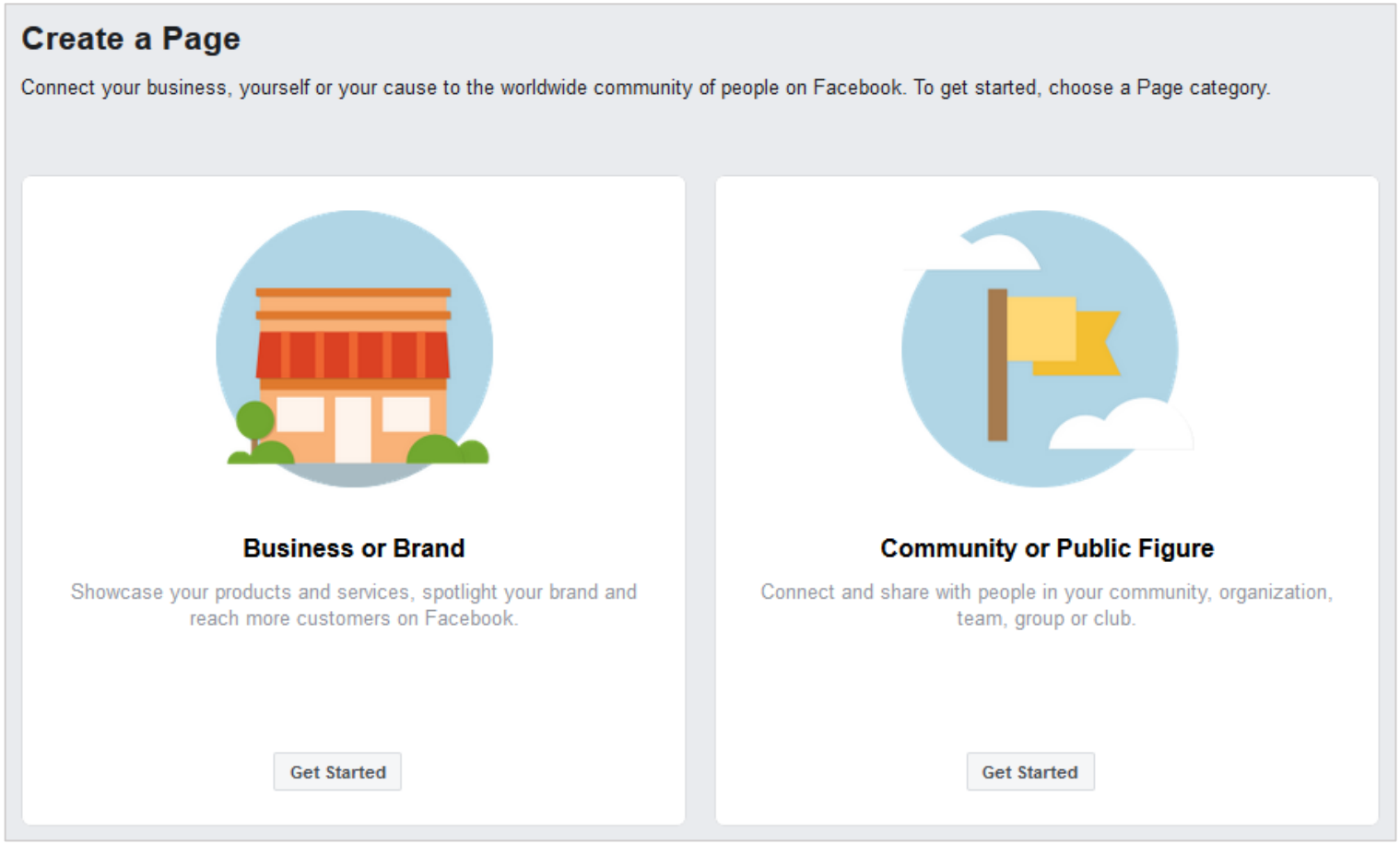
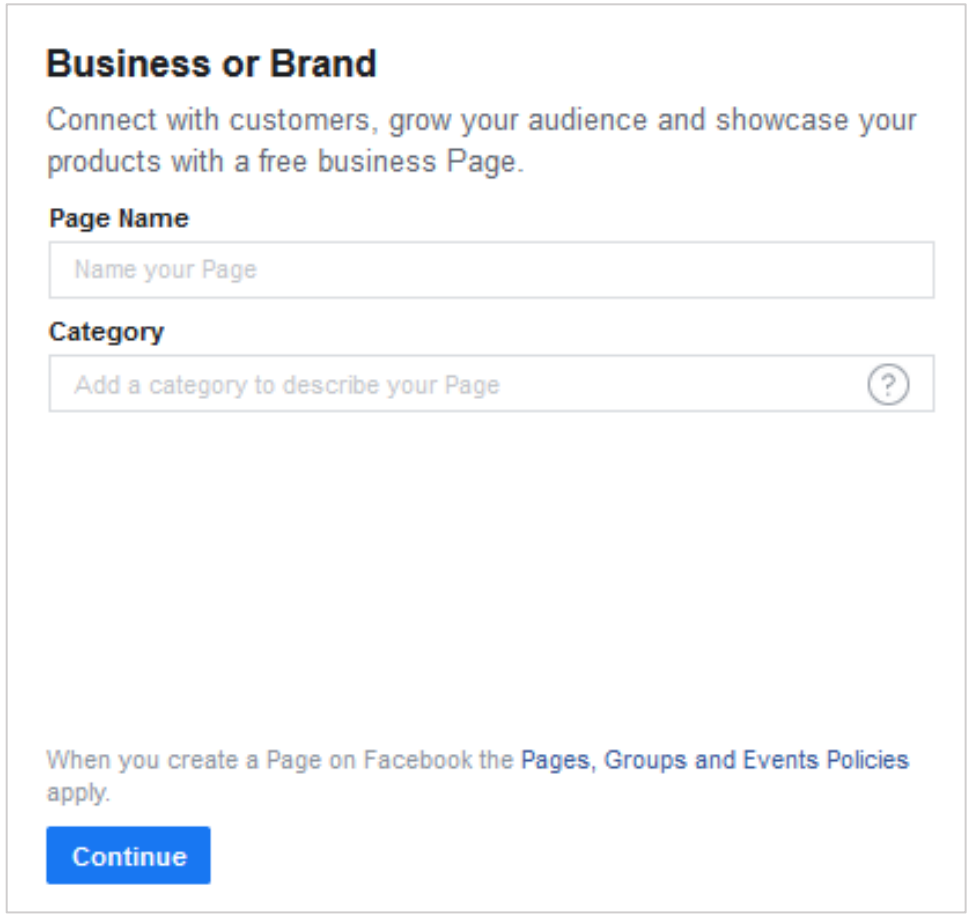
TUTORIAL: Facebook Page Setup

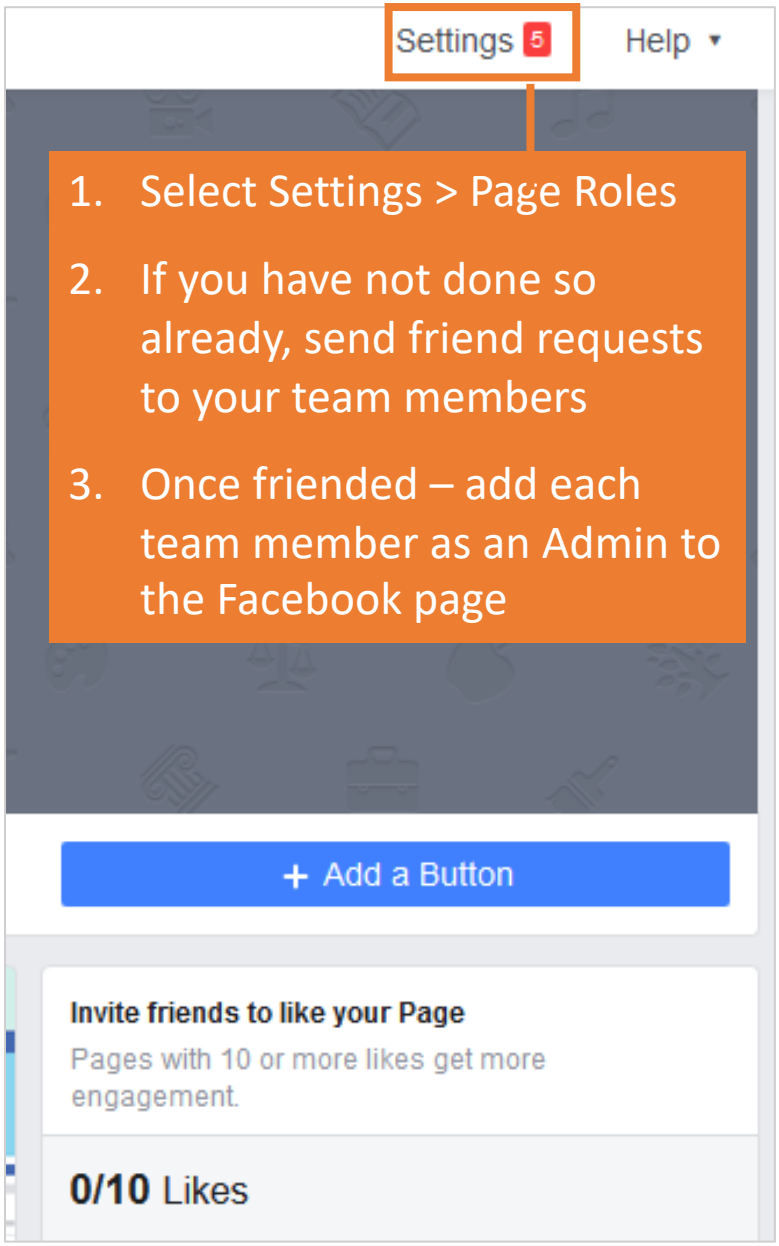


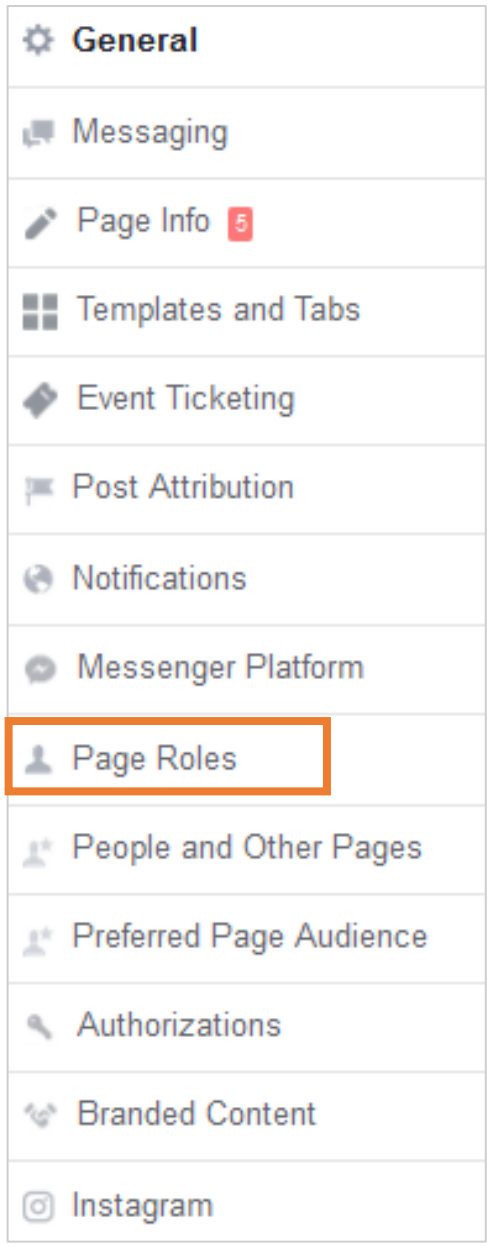
1. Log into your personal Facebook account.
2. Open a new tab/click on Facebook for Business
3. Click on “Create A Page”

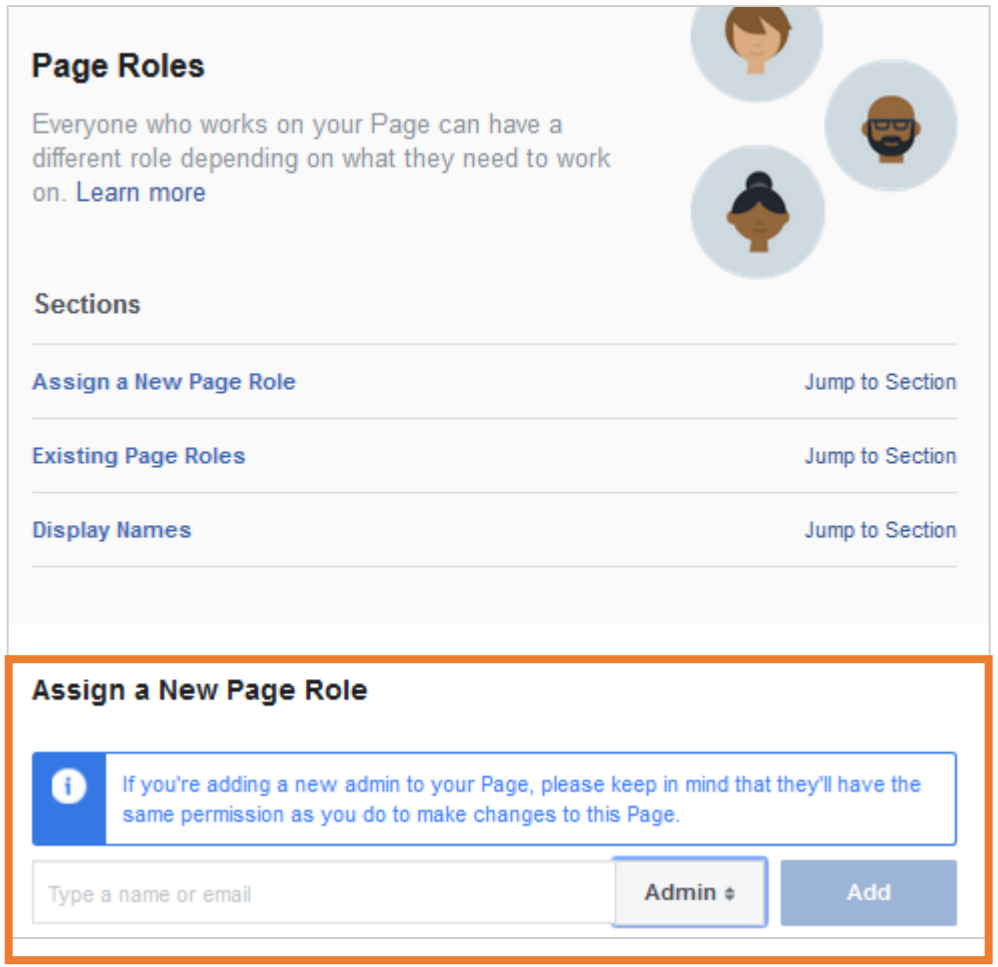
1. Select the most appropriate category
2. Select Get Started
3. Input your company name and category that best represents your industry > Continue

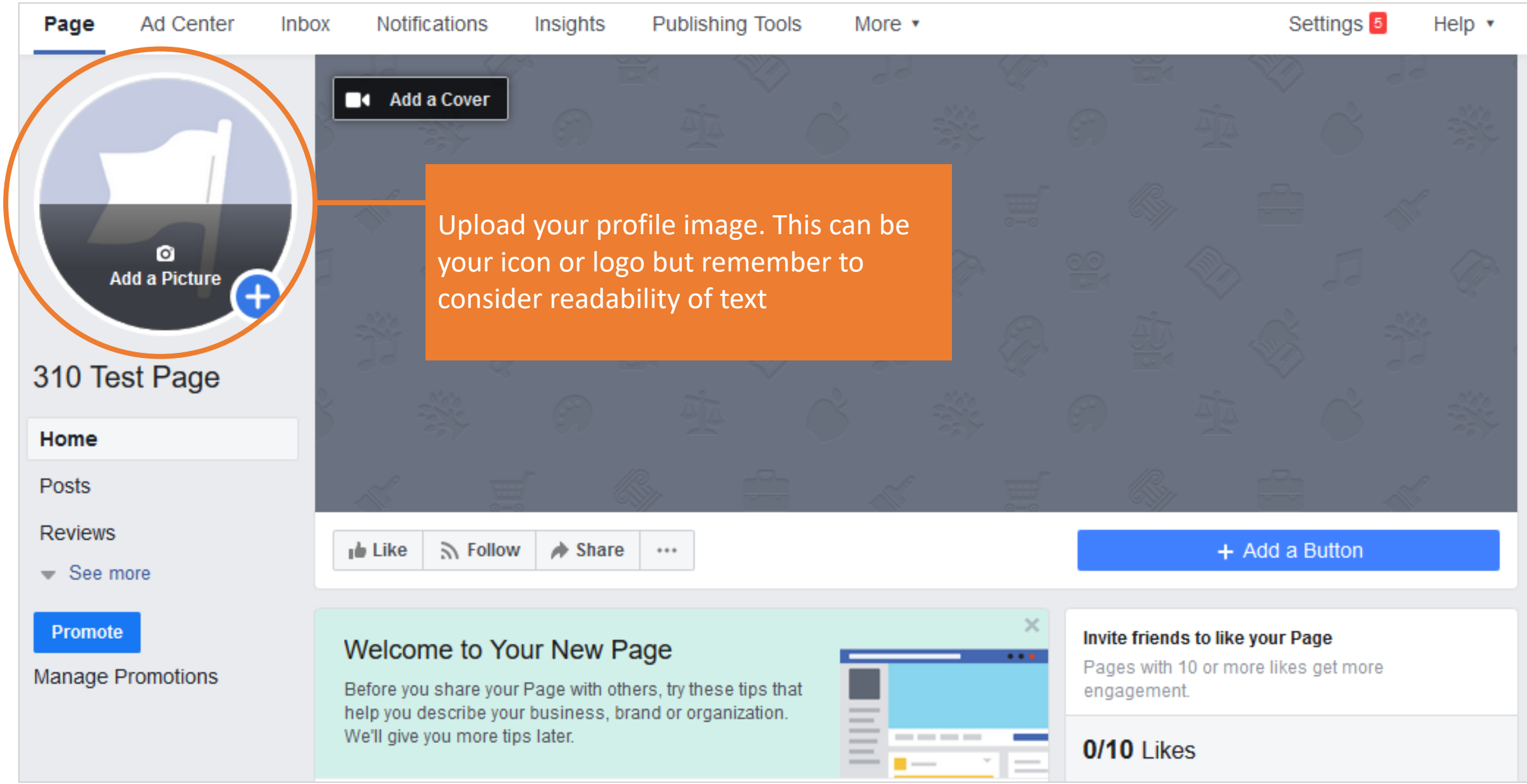





Settings 5
Help
1. Select Settings > Page Roles
2. If you have not done so already, send friend requests to your team members
3. Once friended – add each team member as an Admin to the Facebook page
+ Add a Button
Invite friends to like your Page
Pages with 10 or more likes get more engagement.
0/10 Likes


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
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


Page
Ad Center
Inbox
Notifications
Insights
Publishing Tools
More
Settings 5
Help
Add a Cover
Add a Picture
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
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.
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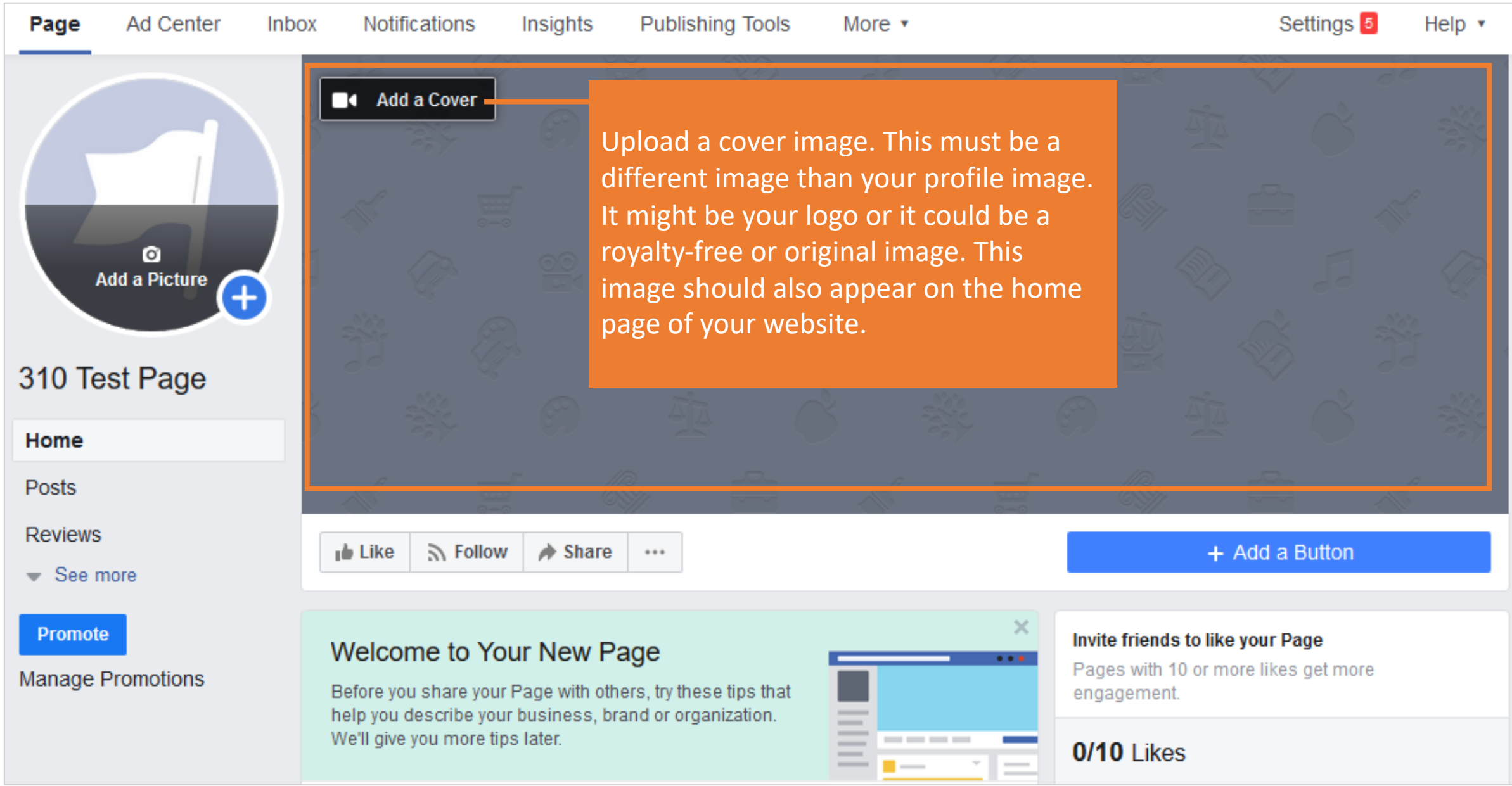
Page
Ad Center
Inbox
Notifications
Insights
Publishing Tools
More
Settings 5
Help
Add a Cover
Upload a cover image. This must be a different image than your profile image. It might be your logo or it could be a royalty-free or original image. This image should also appear on the home page of your website.
Add a Picture
310 Test Page
Home
Posts
Reviews
See more
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.
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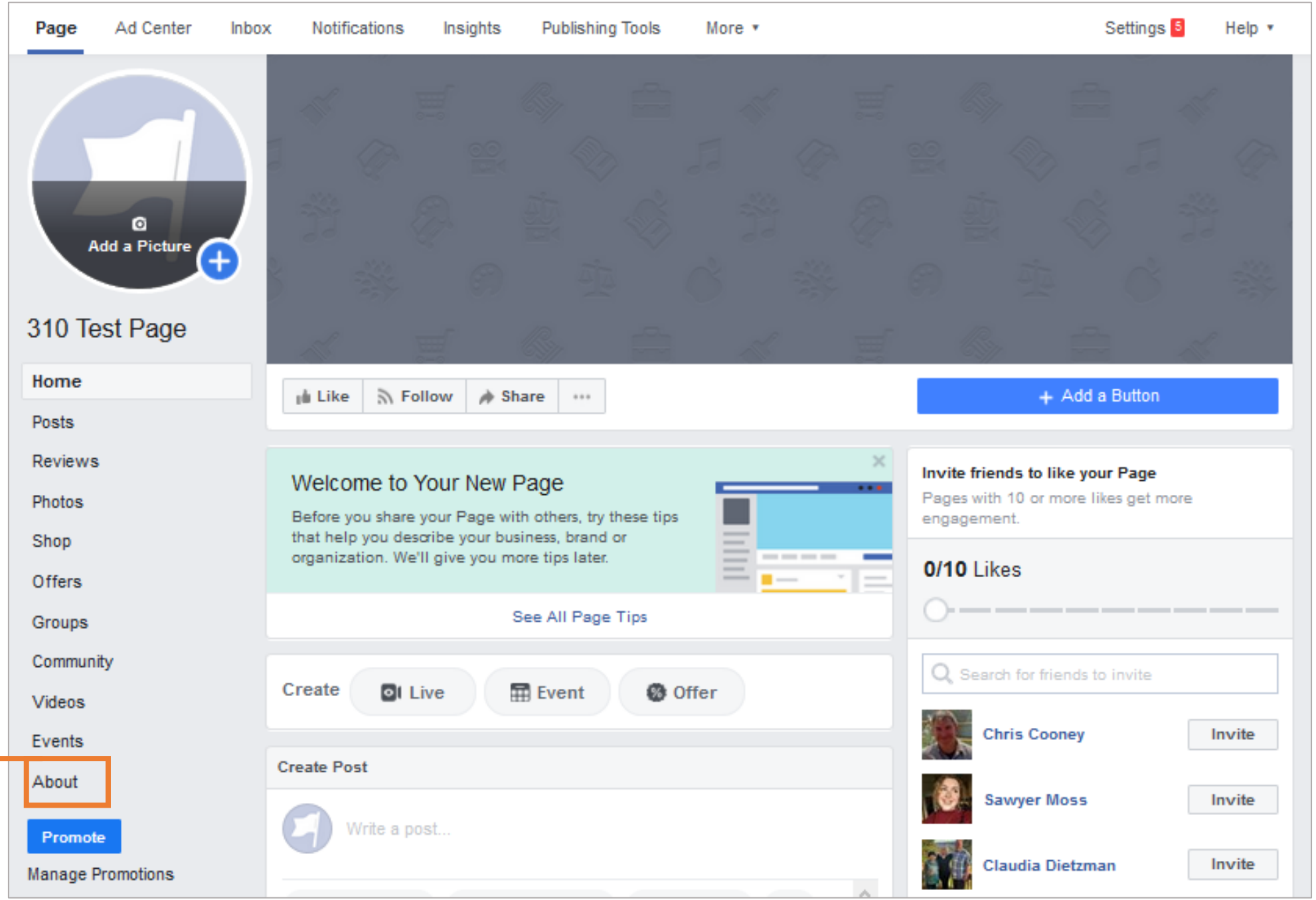
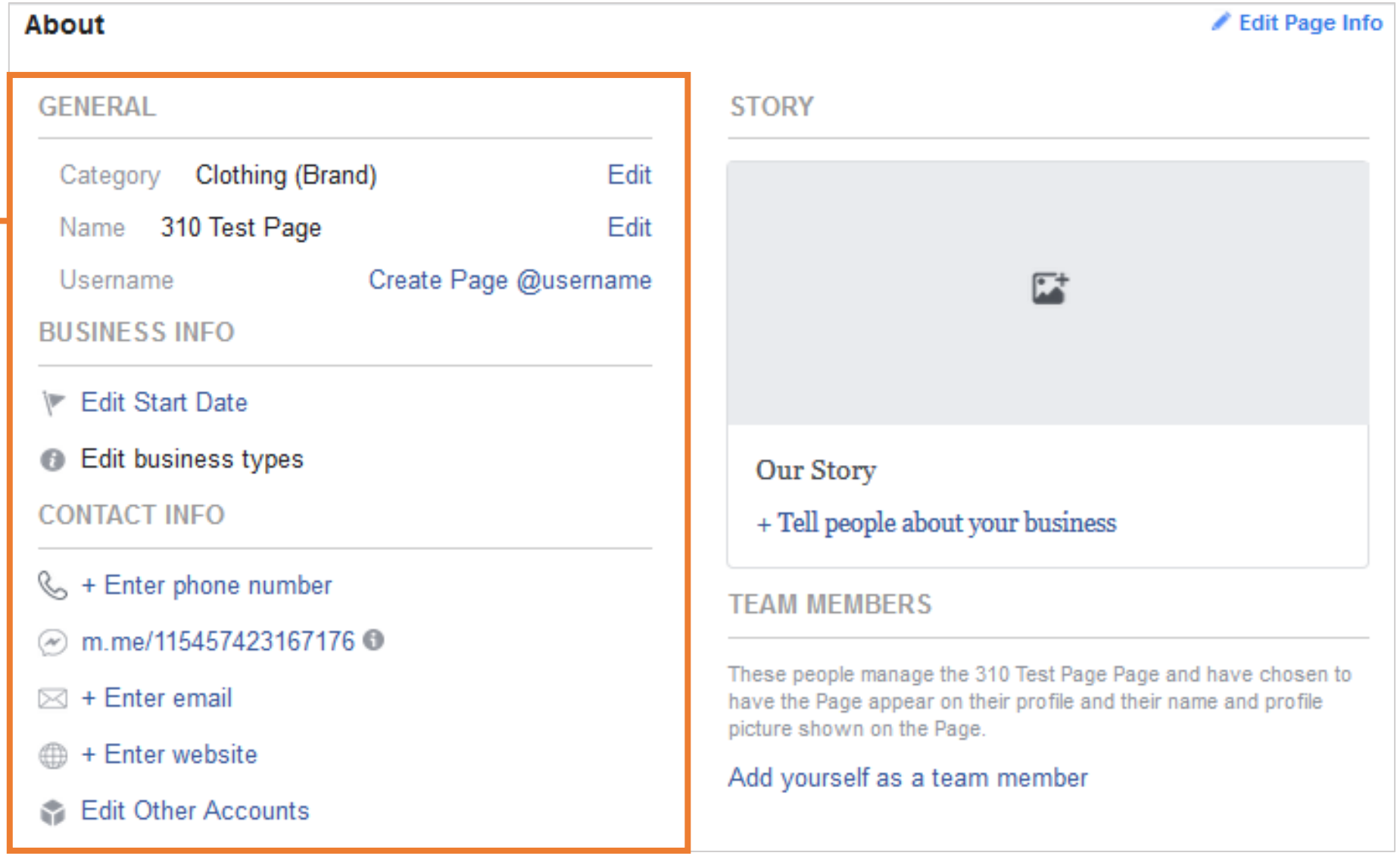
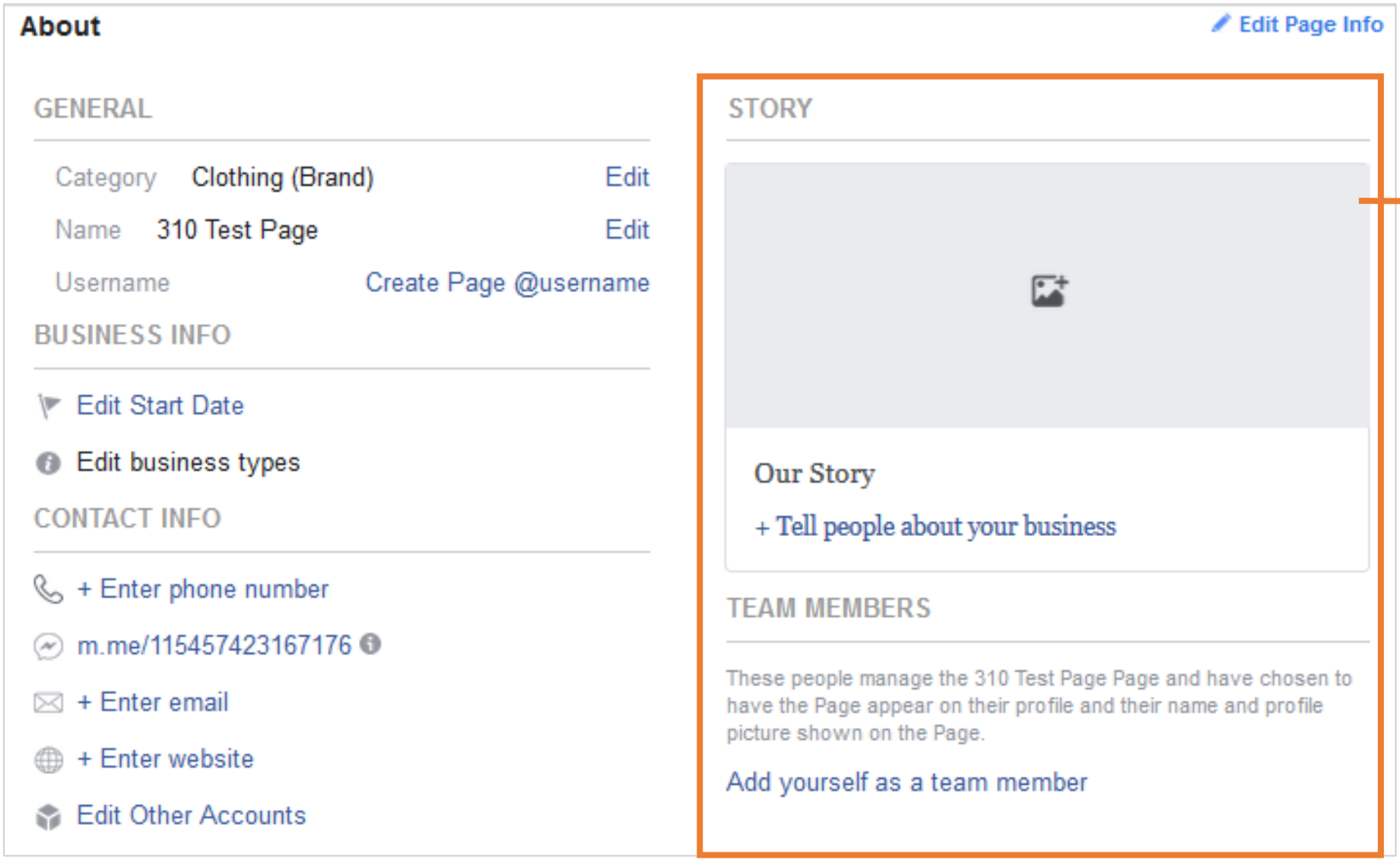


Select “About” to input info about your organization

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 Section – Part 2

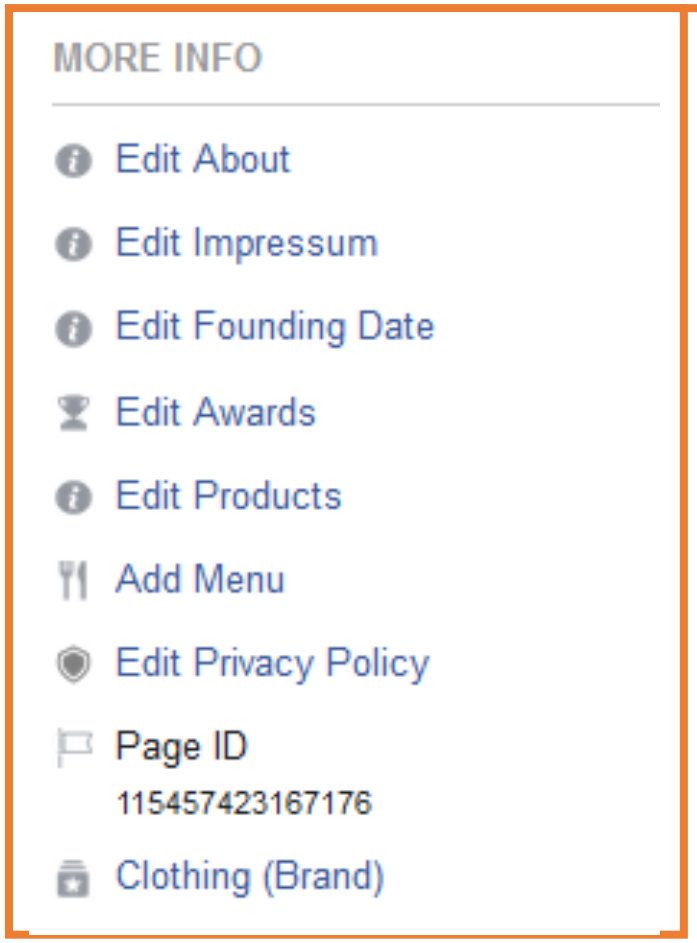
"Our Story"

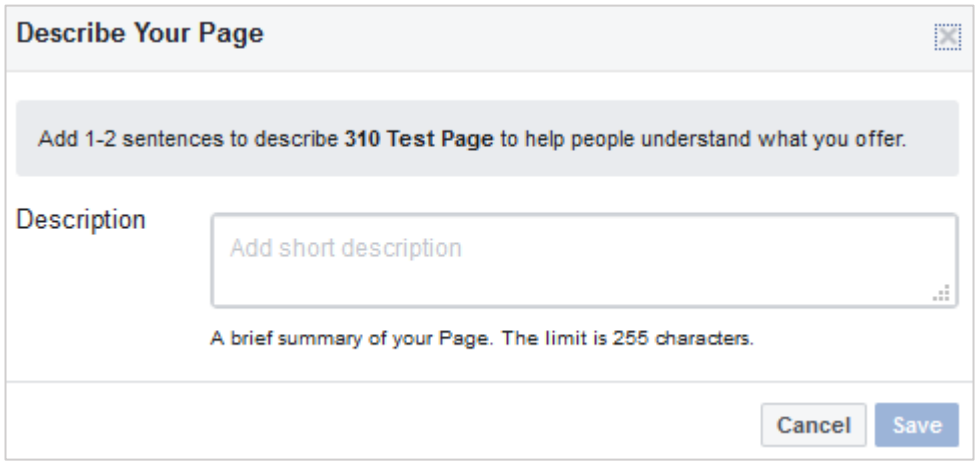
1. Select "Our Story"
2. Add Team Photo or other photo
3. Create a title
4. Copy/paste Company Overview Statement from Part 1

Team Members

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

About Section – Part 3

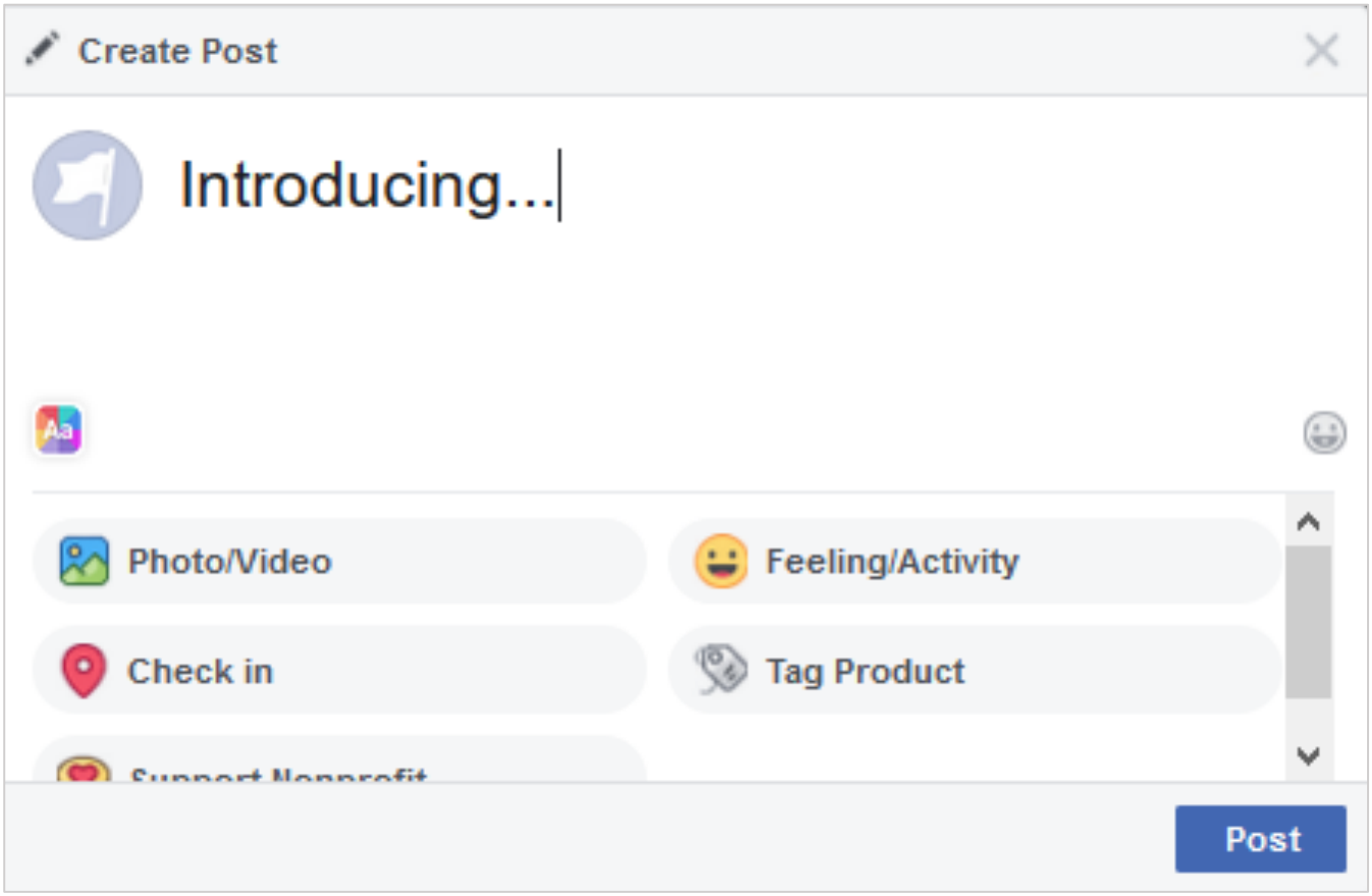




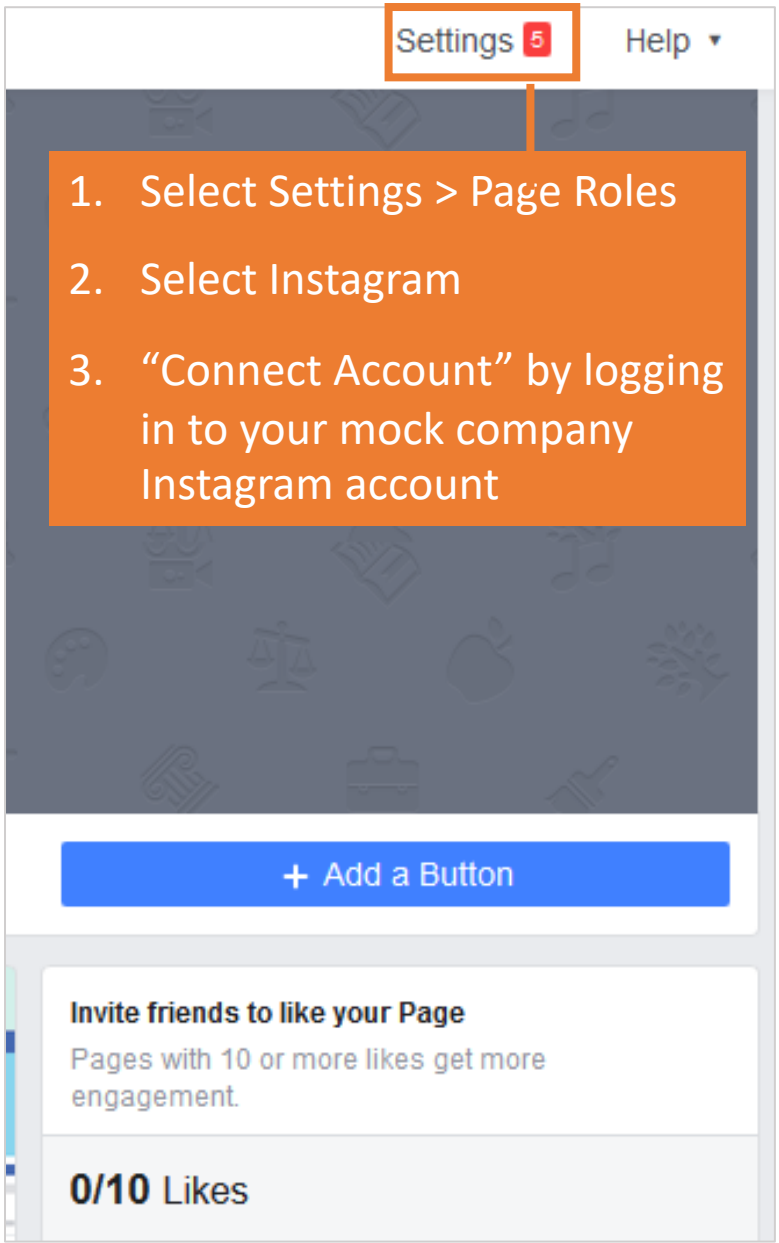
"Products" and "Add Menu" are optional and can be populated later for those in hospitality or retail

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…


Settings 5
Help
1. Select Settings > Page Roles
2. Select Instagram
3. “Connect Account” by logging in to your mock company Instagram account
+ Add a Button
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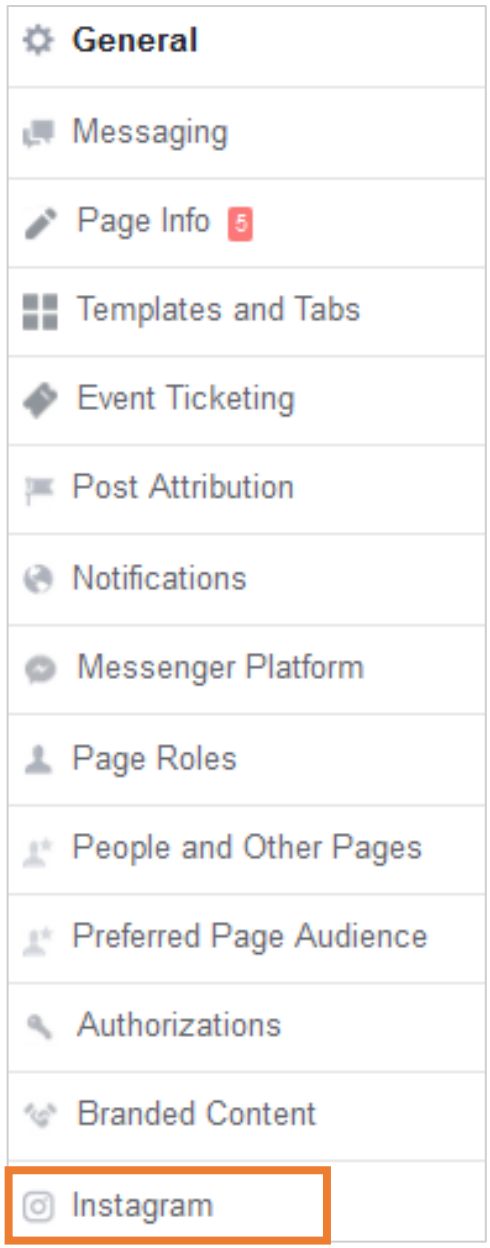
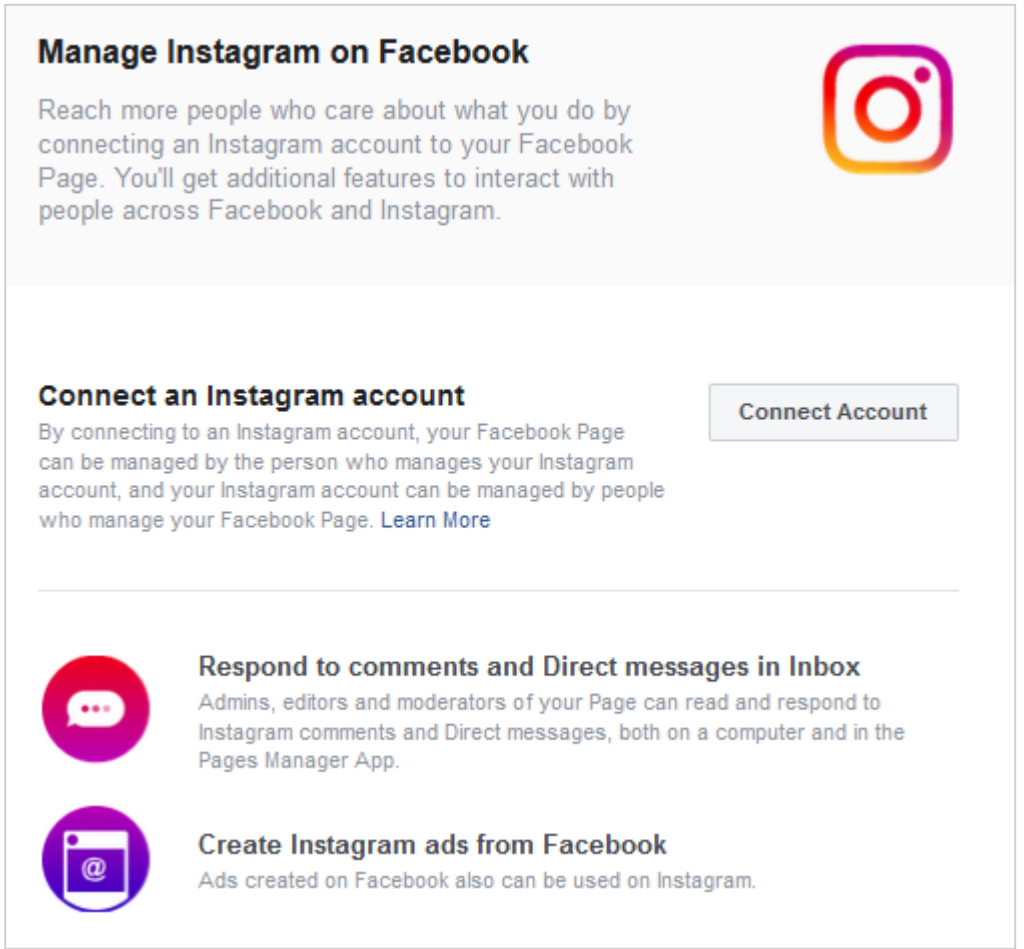

General
Messaging
Page Info 5
Templates and Tabs
Event Ticketing
Post Attribution
Notifications
Messenger Platform
Page Roles
People and Other Pages
Preferred Page Audience
Authorizations
Branded Content
Instagram


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
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.