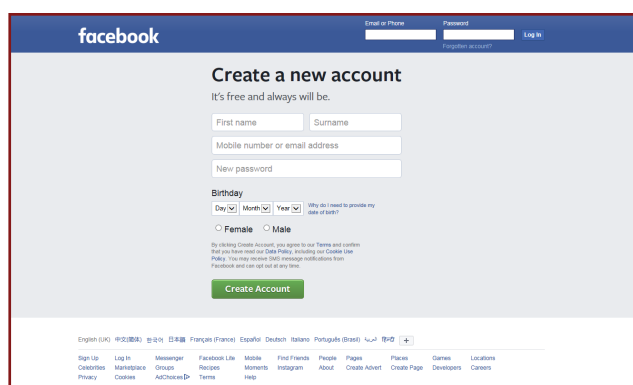


HOW TO CREATE AND MANAGE A BUSINESS FACEBOOK PAGE

1. Go to: www.facebook.com. You will need a personal Facebook account, which is then linked to your business account. If you don't yet have a personal account, follow the prompts to create a new account. If you already have a personal account, click the Create a Page for a celebrity, band or business link under the big green Create Account button.



facebook

Email or Phone Password Log In

Create a new account

It's free and always will be.

First name Surname

Mobile number or email address

New password

Birthday Day Month Year Why do I need to provide my date of birth?

Female Male

By creating a Facebook account, you agree to our Terms and confirm that you have read our Data Policy. Including our Create New Policy. You may receive third-party advertisements from Facebook and can opt out at any time.

Create Account

English (UK) 日本語 한국어 Français (France) Español Italiano Português (Brasil) हिन्दी

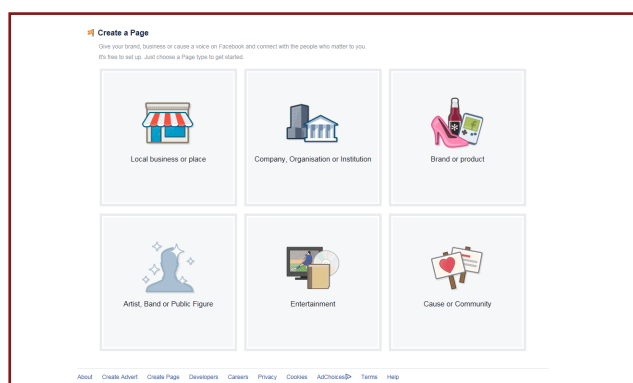
Sign Up Log In Messenger Facebook Live Mobile First Friends People Pages Places Services Locations

Connect Manage Groups Newsrooms About Create Page Create Page Developers Careers

Privacy Cookies Ad Choices Terms Help

Facebook login page

2. Before you can continue, log in to your account using your email address or phone number and password. Then, to continue, select what type of page you want to create from the six options. Most tourism businesses will either be a local business or place, or a company, organisation or institution page.



Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.

Local business or place

Company, Organisation or Institution

Brand or product

Artist, Band or Public Figure

Entertainment

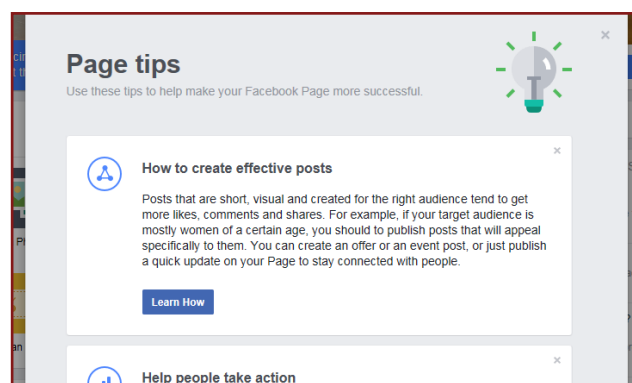
Cause or Community

About Create Page Create Page Developers Careers Privacy Cookies Ad Choices Terms Help

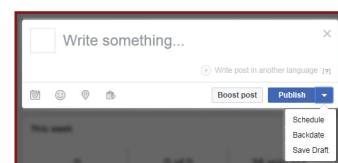
Select what type of page you want to create.

3. Click on your preferred option. Complete the required fields. Click Get Started.
4. Welcome to your new page, which you can now personalise and update with information and images.
 - add a profile picture
 - add a cover photo

- create an easy-to-find page name
 - invite friends to like your page
 - write a post
 - promote your website.
5. Click on See All Page Tips for a list of all the features you can use on your business page. A pop-up menu will appear; just follow the prompts to Learn more.



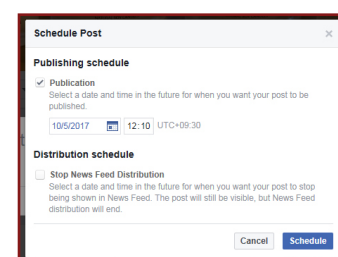
6. Posting: click on Publishing Tools in the top menu bar. You can save time by drafting and scheduling your posts to appear at a later date. Posts can include sharing a photo or video, advertising your business, helping people find your business or creating an event. Click the + Create button to make your post.



7. To create a new post:
 - write something (also called your 'status')
 - add photos or video
 - add what you're doing or how you're feeling
 - check in to a location
 - insert an emoji.

When you are ready, click Publish, or click the drop-down menu to schedule, backdate or save your draft for later.

8. Schedule a post. You don't have to make your post 'live' on your page when you create it. You can select a date and time in the future that you want



Schedule Post

Publication

Select a date and time in the future for when you want your post to be published.

10/5/2017 12:10 UTC+09:30

Distribution schedule

Stop News Feed Distribution

Select a date and time in the future for when you want your post to stop being shown in News Feed. The post will still be visible, but News Feed distribution will end.

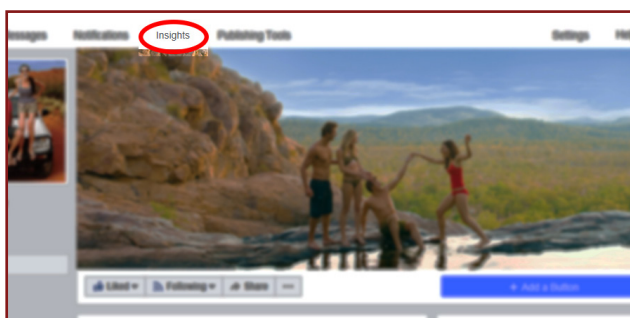
Cancel Schedule

HOW TO CREATE AND MANAGE A BUSINESS FACEBOOK PAGE



it to appear, or you can set a distribution schedule, which lets you choose a time and date you want your post to stop showing in the News Feed. This is useful if you are scheduling posts while you are out of the office or for significant holidays. You can schedule posts up to six months in advance.

9. Promotions: click Insights on the top menu then Promotions from the menu on the left.
10. Click + Create New Promotion then select Get More Website Visitors, Promote Your Business Locally or Promote Your Page. A pop-up box will appear, where you can design and schedule your business promotion. Complete all the options on the left-hand side and a preview will display on the right-hand side (you can see how your ad will look on desktop, mobile and Instagram). When you are ready, click Promote. *These are paid ads, and you can select your budget. You might be surprised how far just a few dollars a day can reach.
11. Insights: Facebook gives you insights into your page in terms of 'likes' and reach so you can understand how your page is performing. Click on Insights on the top navigation menu for a summary of your visitor data. It is a worthwhile exercise to check in and see how different posts perform. This can give you good insights into how to build your business or connect with your community.



12. Settings: the Settings menu in the top navigation gives you a many options for customising your Page. Have a play and click through all the options to find what is best for your business.

TOP TIP

A handy option is giving administration rights to other people, like your staff, so they help you manage your page. On the left-hand side menu, click Page Roles. If you created the page, you will be the 'admin' and can manage all aspects of the page. You can assign roles based on what people need to be able to work on. Type a name or email to add them to your page. Select their role from the drop down menu and then click Add.

