**Facebook Business Page Tutorial**

Intro:

Hi there, my name is Noah Matthews and I am the Marketing Coordinator for CBDC Blue Water, one of the 41 CBDC’s located in Atlantic Canada.

As a small business owner operating in rural parts of Atlantic Canada, it may be diﬃcult for customers to find you. Having a Facebook Business profile can help you reach customers that otherwise, might not know you’re there. A Facebook Business profile can allow you to post content, join groups within your local area, connect with your customers, and even sell online.

It is important to create a captivating Facebook profile; one that answers any questions a customer may have, products and services are on display, and paired with graphics that are both informative and visually appealing. Today, I would like to walk you through how to set up a Facebook Business profile, and what you should have featured.

1. The first step to creating a Facebook Business page is to sign into your personal Facebook account. Unfortunately, Facebook requires you to create and manage your business page from your personal profile. So, if you do not have a personal Facebook account you will need to create one before getting started.
2. Once you are signed into your personal Facebook account, it is time to start the design of your business’ Facebook page. To get started, click the “plus” or “create” button, and select “Page”.
3. After creating the page, it is time to input your business name. It is important to have the same name on your social media accounts as on your store front, business cards, brochures, signage, website, etc. This will add to the brand recognition and awareness factors, allowing your company to become more and more recognizable over time.
   1. Here you are also going to be asked to input the category of your business. This is where you can tell your customers exactly what business you are in. Be as specific as you can. If an individual owns a Real Estate Brokerage, you expect to see Real Estate Broker, as opposed to Real Estate Agent or, Real Estate Investor. If you cannot find your exact business category then you can select more than one, allowing you to encompass all aspects of your business. That said, the first category selected, will be the main category tagged on your business name on the main page of your profile. So, select the most relevant category, first.
   2. Followed by the category of your business page, you will be prompted to create a description. It is important to keep your businesses description succinct and to-the- point. Business descriptions are limited to only 255 characters. It is recommended to briefly tell your customers what you do and what your company is about.
4. Hit “Create Page”, and depending on your internet speed, it may take a minute to complete. After the page has been created, the fun of customizing the businesses page begins.
   1. The first thing to upload is your Profile Photo. It is recommended to use the business’ logo as the profile image. The dimensions for a Facebook profile image

are 170px X 170px. You may use larger file sizes however, if you use a file size lower than 170 X 170 px, the image may turn out blurry. When uploading your profile photo, it is important to make sure your logo is centred and no elements are being cut-oﬀ due to Facebook’s cropping. If you do run into issues with the way Facebook displays your profile image, you may edit the cropping later.

* 1. The second image to upload is the business’ cover photo. The cover photo of your business should explain what you do to any visitors on your page, but also bring in some elements of your company’s branding. A photo of your product or, the projects you are working on are better than showing a store front. A cover image may bring in text such as a slogan, a mission (providing its short) or, simply your logo. When placing text on your cover image, it is important to keep the 20% text rule in mind. Meaning, no more than 20% of your cover image should be taken up by text. Make sure to save your changes when finished uploading your profile and cover images.

1. After saving your changes, you will be brought to the page manager window.
   1. Here we recommend double checking and ensuring your profile photo is cropped properly. To do this, select the camera icon beside your profile photo, and click “edit profile picture” make sure no are elements missing, the logo is centred within the circle and the image is not blurry.
   2. Now, it is time to create a username that customers and potential customers may use to find you. Note that this is your @businessname and should be as similar as possible to your actual business name. It can be tricky to find one that is the same as your business, because these need to be unique from any other page on Facebook. In the case of Jazzy’s Jewellery, we must add a numeric value “1” to the username, to ensure its uniqueness. I would like to point out that numbers should be avoided, our “mock company” simply has a popular business name, and we had no other choice. If you must add extra characters, try adding a period at the beginning, end, or in between words in your businesses name.
2. It is now time to finish the initial set-up of your Facebook page by inputing the last of the information potential customers would be looking for when visiting your page. Scroll down the page to the “About section”, which is about 1/2-way down, on the left-hand side of the page. Select “Edit Page Info” and you will be brought directly to the General tab, which has already been filled out. It is time to move on to the “Contact” tab.
   1. Add your business’ phone number.
   2. Add the email address that you would like for customers to reach you at.
   3. From there, you will be prompted to add the physical location of your business. We recommend checking the map to ensure the pin is dropped directly on the location of your business. If it is not, you may simply drag and drop it to where your business is located.
   4. The last step for your page info is to add your hours of operation. Here you can also input any service changes that may have occurred or are occurring due to the Pandemic.
3. Facebook has recently added a “COVID-19 FYI” Tab, we recommend selecting all that apply. This is a great way to show your followers what your current COVID-19 situation is.

The selection will allow a banner to be shown on the main section of your Facebook Business page.

1. The last thing to do after setting up your Facebook page, is to make sure the page is, in fact live. To do this, scroll to the bottom of the menu tab on the left-hand side of your page, and select “Page Settings”. At the top of your “page settings” you will find “page visibility”, here you can publish and un-publish your business page.

Conclusion:

We are back to the main screen of your Facebook Business page. This is a preview of what the page would look like as a visitor. Here you can pretend to be a customer, and make sure all fields are filled, photos are uploaded, and the contact information is correct.

Congratulations, you are ready to start posting on Facebook.