

Creating a Business Facebook Page



A close-up, angled view of a laptop screen displaying the Facebook logo in white on a blue background. The logo is partially cut off by the right edge of the frame.

Step 1: Choose a Classification

Step 2: Complete Basic Information

Facebook should automatically walk you through the following four basic sections to complete the fundamental aspects of your page.

Finish “About” Section

The “about” section will serve as the main 2-3 sentence description for your company. Be sure to include a link to your company website as well.

Upload Profile Picture

Next you’ll be asked to upload a picture. This will serve as the main visual icon of your page, appearing in search results and alongside any comments you publish. While any perfectly square image will work, the recommended size is 180 x 180 pixels.

Add to Favorites

Every individual Facebook user has a vertical navigation bar to the left of their News Feed. You can add your Business Page as a “Favorite” item here — similar to bookmarking a web page on your web browser — for easy access.

Step 3: Understand the Admin Panel

The basic skeleton of your Business Page is now live. Facebook will ask if you’d like to “Like” your Page. I recommend avoid doing so at the moment. This activity will appear in News Feeds of those you’re connected to personally on Facebook. Without any content on the Page, we want to save that organic Timeline story until you are ready for people to view the Page.

In the top navigation, you’ll see an option for “Settings.” Click that. Along the left side, a vertical navigation bar with different sections should appear. We’ll focus on three core ones now:

- **Page Info:** This is where you can add additional details about your business. This section will also unveil different fields based on the classification you chose in Step 1.
- **Notifications:** This section allows you to customize when and how you’d like to receive Page alerts. Set a frequency that fits your social media marketing schedule.
- **Page Roles:** Whether or not you’ll be the main manager of the Page.

Step 4: Populate Page With Content

Now it’s time to actually publish content to your Page and then invite users to be a part of your growing business.

Cover Photo

This is the large, horizontal image that spans the top of your Facebook Page. Typically, this is a branded image to help attract people to your Page. The official photo dimensions are 851 x 315 pixels.