



Module 1

SETTING UP YOUR FACEBOOK PAGE



Module 1 | Lesson 3

INITIAL FACEBOOK PAGE CREATION



Lesson 3

In this lesson you will learn:

- How to upload your Facebook Page profile photo
- How to upload your Facebook Page cover photo



Search Facebook



9+



2



Steven Losada



Friends



Pages



Groups



Saved



Marketplace

2 new



See More

Your Shortcuts



Facebook Ads Agency Scaling Secrets



Boston Terrier Addicts



Facebook Ads for Beginners Community



Made by Megan Candles



Miami Real Estate Drone



See More

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What's on your mind, Steven?

Live Video

Photo/Video

Feeling/Activity

Create Room



News Feed Eradicator

Create

Post
Share a post on News Feed.

Story
Share a photo or write something.

Room
Video chat with anyone, on or off Facebook, without time limits.

Page
Connect and share with customers or fans.

Ad
Advertise your business, brand or organization.

Group
Connect with people who share your interests.

Event
Bring people together with a public or private event.

Marketplace Listing
Sell items to people in your community.

Fundraiser
Raise money for a cause you care about.



Guillermo Antonio Cruz Rodríguez



David King



Megan Towne



Kayla Hernandez



1

2

Two steps to start creating a page



Search Facebook



Steven



Pages · Create a Page

Create a Page

Page Information

Page name (required)

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description

Desktop Preview



3

Page Name

Category

Home About Photos Videos More ▾

Like

Message



About

Description

Create Post



Photo/Video



Tag People



Check in

Create Page

Fill out these 3 sections

It may be difficult to change the page name in the future if it's a completely different business...

Made by Megan Candles



✓ **Made by Megan**

✓ **Made by Megan Designs**

✗ **Megan's Daycare**

Description Section

- 1. Plain Description**
 - a. What you do, what you sell, who it's for
- 2. Slogan**
- 3. Mission Statement**



Lesson 3

Take action now

- ✓ Go create the initial Facebook Page for your business.

If you have an existing Facebook Page:

- ✓ Go to your settings and make sure you're happy with your name, category and description



Lesson 3

In this lesson you learned:

- Where to find the Facebook Page Creation button
- How to Name your Facebook Page
- How to Select a Facebook Category
- How to write a short description



Lesson 4 Preview

In the next lesson you will learn:

- How to add a profile photo and cover photo to your Facebook Page