

How to create a
FACEBOOK PAGE
for your Business



CHECKLIST

WHERE TO START

- Start on a desktop or laptop
- Log into your personal FB profile
- Click The "+" button on top right
- Click "create page"

PAGE NAME

- Keep it simple - name the Page the same as your business name
- Avoid unnecessary punctuation

CATEGORY

- Start by typing in what you sell or do
- Choose only 1 category (2 if needed)
- Research competitors FB Pages if you are stuck

DESCRIPTION

- Write a plain-English description of what you do/sell and who it's for and where you're located.
- OR... use a slogan or mission statement