



HOW TO
CREATE A FACEBOOK
BUSINESS PAGE

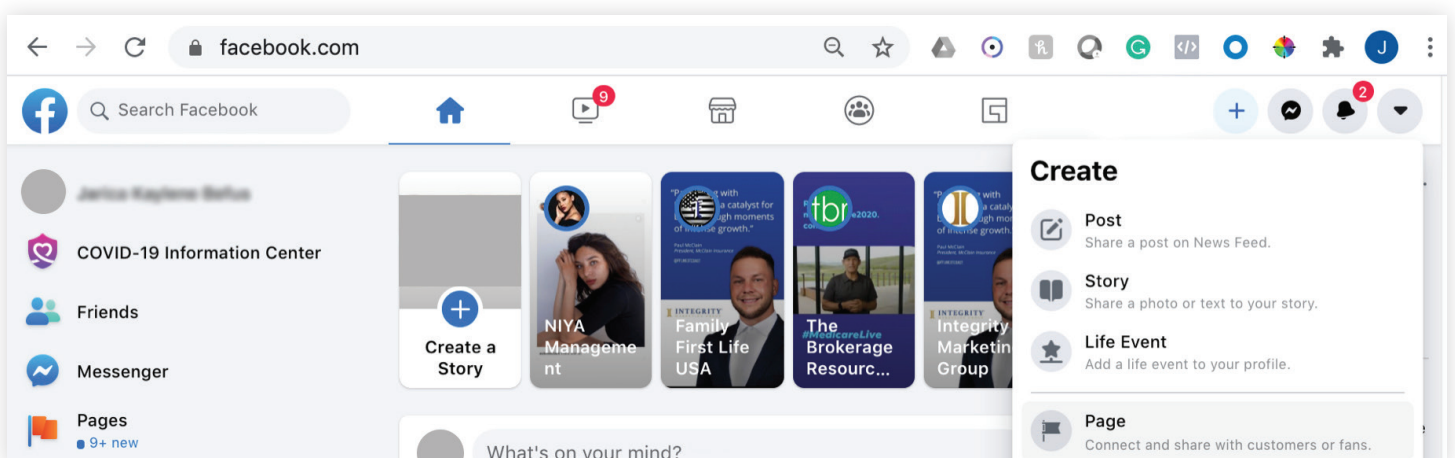


It's a fact: most of your clients are using social media. That's why **creating and maintaining a Facebook page for yourself or your agency** is not only a good idea, it's essential. Fortunately, it's also easy. Here's how to do it in seven simple steps.



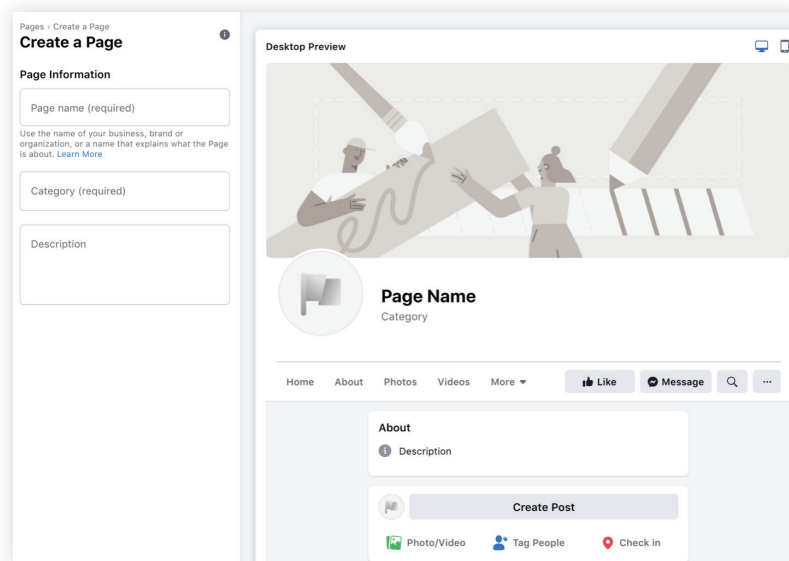
STEP 1

Log in to your personal Facebook account and **click on the Create button** (the “+” symbol) in the upper right hand corner. Use the pull-down menu to select “Page.”

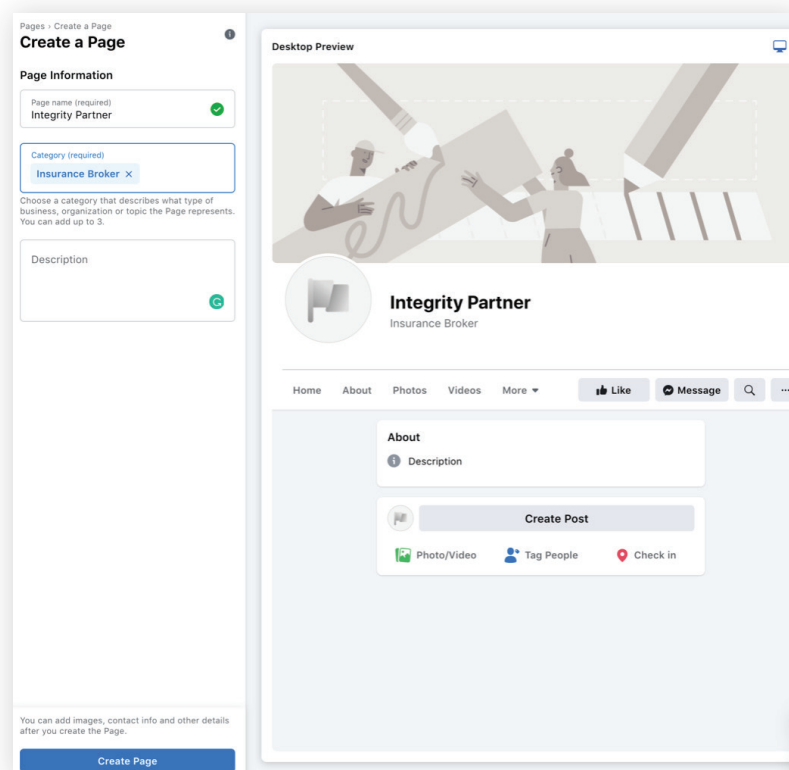


STEP 2

Complete the information in the left-hand column, starting with naming your page after your business. If your business is your name, use that. Then, add a category so people understand what you do (for example, Insurance Agent, Insurance Broker or Insurance Company, etc.). Next, add a description of your business, including what products you specialize in, where you sell and who you're helping. Then, click "Create Page."



The screenshot shows the 'Create a Page' form on the left and a desktop preview on the right. The form has three empty input fields: 'Page name (required)', 'Category (required)', and 'Description'. The desktop preview shows a placeholder for the page name and category, and a 'Create Post' button.



The screenshot shows the 'Create a Page' form on the left and a desktop preview on the right. The form has three filled input fields: 'Page name (required)' with the value 'Integrity Partner', 'Category (required)' with the value 'Insurance Broker', and 'Description' with a green checkmark. The desktop preview shows the page name 'Integrity Partner' and category 'Insurance Broker'.

STEP 3

Next, **add images**, beginning with your profile photo (which should either be your logo or a photo that helps identify your business) by clicking on the “Add Profile Picture” button and selecting an image on your computer. Repeat these steps to add a cover photo (the large horizontal image at the top that represents what your page is about). There are several sites (including Canva.com) where you can create a professional cover photo for your page at no cost. After you’re done, click “Save.”

Profile picture specs: 132x132pixels

Cover photo specs: 1800x704pixels

The screenshot shows a mobile interface for setting up a page. At the top, it says 'Pages > Set Up Your Page' and 'Set Up Your Page' with an information icon. Below is the 'Page Information' section with three fields: 'Page name (required)' with the value 'Integrity Partner' and a green checkmark; 'Category (required)' with the value 'Insurance Broker' and a green checkmark; and a 'Description' field. The 'Images' section follows, with 'Profile Photo - Optional' and an 'Add Profile Picture' button. Below this is a note: 'Use a logo or image that helps people identify this Page in search results.' Then 'Cover Photo - Optional' and an 'Add Cover Photo' button. At the bottom is a blue 'Save' button.

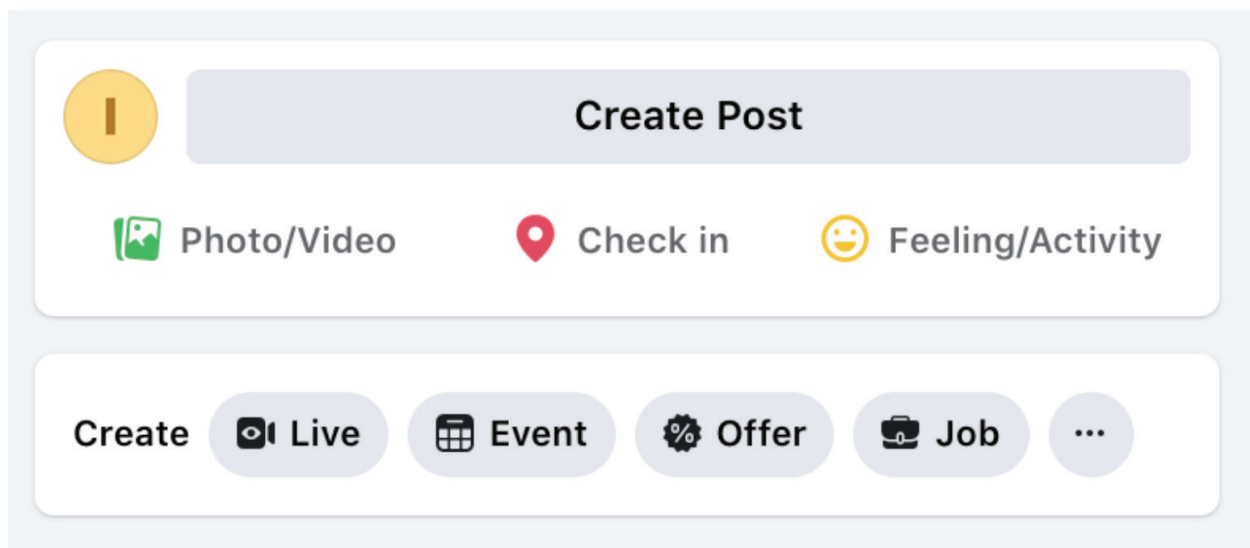
STEP 4

After you're finished editing, return to your Home page and **consider adding a call to action button**. This can be accomplished by clicking on "Add a Button" under your cover photo, choosing from the available options (including Get Quote, Call Now or Contact Us) and completing the form.

STEP 5

The final step before you invite friends to see your page is to create a post so they have something to view. Just click on "Create Post" in the right-hand column. This tool makes it easy to share your thoughts, post a video or photo, create an event, post a job listing and much more. Remember, you should resist the urge to always post specifically about your business.

Social media is a great place to share information that's relevant but interesting in a broader sense (i.e., health trends, related survey results, quizzes and even personal stories). A good rule of thumb: one personal post for every five or six "engagement" posts.



STEP 6

Next, **explore “Page Settings” on the “Manage Page” column** to see the many ways you can further customize and refine your page. For help, Google the specific options for instructions on how to take advantage of these features to build your business.

The screenshot displays the Facebook 'Manage Page' interface for a page named 'Integrity Partner', which is categorized as an 'Insurance Broker'. On the left, a vertical sidebar titled 'Manage Page' contains several navigation options: 'Home', 'Ad Center', 'Inbox', 'Business Resources', 'Manage Jobs', 'Notifications' (with 1 new notification), 'Insights', 'Publishing Tools', 'Page Quality', 'Edit Page Info' (with 5 new notifications), and 'Page Settings' at the bottom. The main content area shows the page's cover photo, profile picture, and name. Below the name, there are navigation tabs for 'Home', 'Services', 'Reviews', 'Shop', and 'More', along with buttons for 'Promote' and 'View as Visitor'. The primary content section is titled 'Invite Friends to like Your Page' and includes a search bar and a list of three friends: 'Jazz'n Place Dance', 'Brooklin Taufa', and 'Candace Sue Ferguson', each with an 'Invite' button. Below this is a 'See All Friends' button. Another section, 'Add a Cover Photo', features a lightbulb icon and an 'Add Cover Photo' button. At the bottom, a 'Create Ad' section is partially visible with the text 'How would you like to grow your business?' and a 'See All' link. A notification bubble in the bottom right corner shows '126'.

STEP 7

Now it's time to **invite people to visit your page**. Go to the left-hand column of your Home page and search for and invite everyone you think may be interested in your insurance services.

Remember, Facebook and other social media platforms are constantly updating their tools, interface and options. It's a good idea to search for Facebook's newest business page guidelines from time to time to make sure your page is up to date and taking advantage of the latest features.

