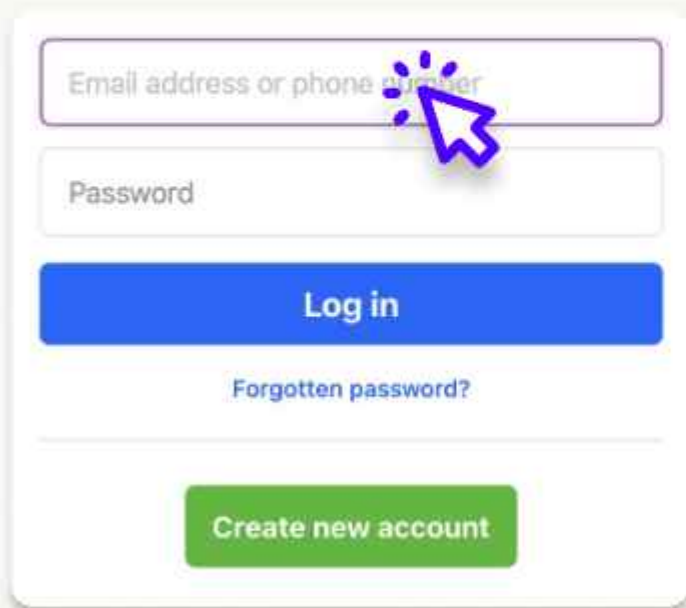


How to Create a Facebook Business Page



STEP 1

LOG IN AND START THE PROCESS



Email address or phone number

Password

Log in

[Forgotten password?](#)

Create new account

Go to Facebook: Open your browser and log in to your Facebook account using your credentials.



Click on the Menu Icon: On the top right-hand corner of your homepage, click on the menu icon (three horizontal lines).

Create

-  Post
-  Story
-  Reel
-  Life event

-  Page 

Select “Page”: From the drop-down menu, select “Page” under the “Create” section.

STEP 2

ENTER BASIC BUSINESS INFORMATION

Pages > Create a Page

Create a Page

Your Page is where people go to learn more about you. Make sure yours has all the information they may need.

Page name (required)

|

Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)

Category (required)

Enter a category that best describes you.

Bio (optional)

Tell people a little about what you do.

Page Name: Enter the exact name of your business. It's crucial to use your actual business name for brand consistency.

Category: Choose a category that describes your business. Facebook will provide suggestions based on the keywords you enter.



Bio: Write a short, engaging description (around 255 characters) about your business. Make it informative and compelling.

STEP 3

ADD CONTACT INFORMATION

Contact

Website 

US+1  Phone number 

Email

Location


Address 

City/town

ZIP code

Hours

Let people know your location's hours.

- No hours available**
Don't show any hours.
- Always open**
You're open 24 hours every day.
- Open at selected hours** 
Enter your specific hours.

Website: Add your business website URL.

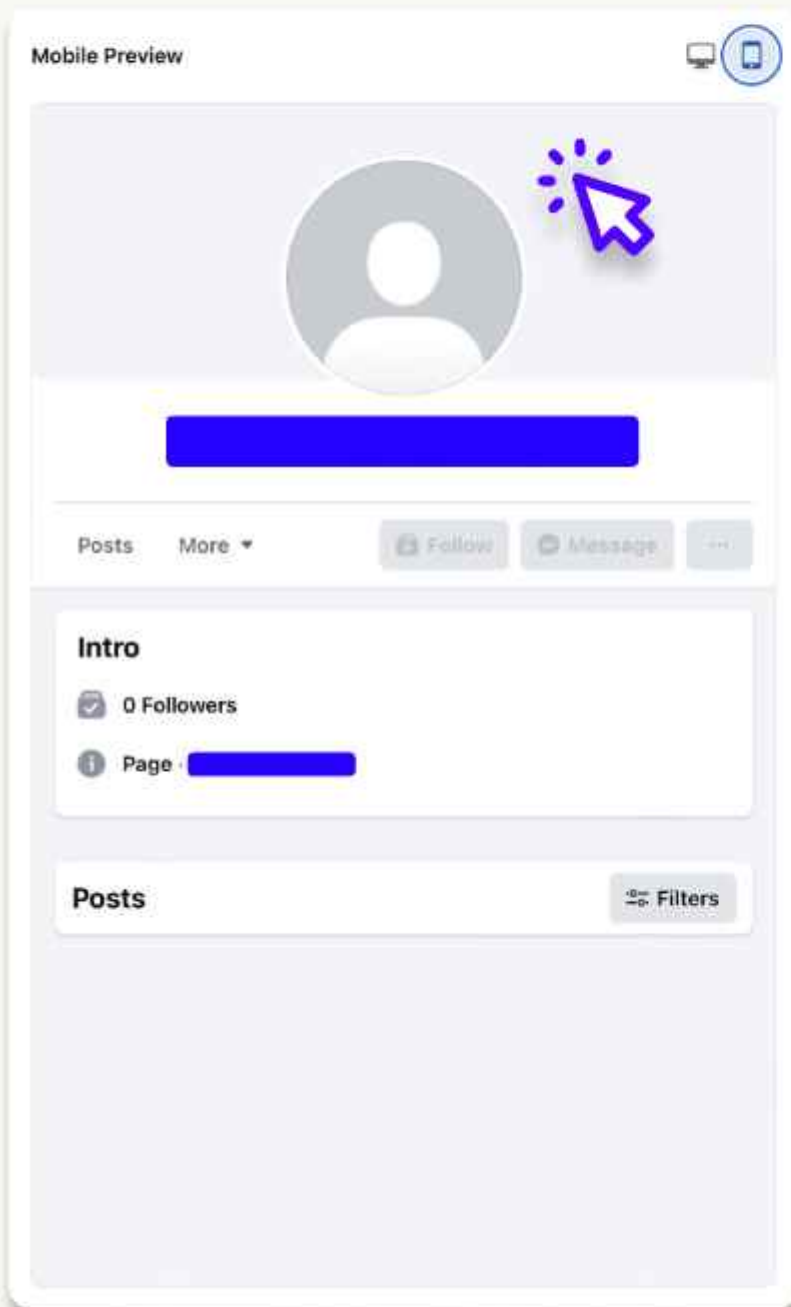
Phone Number: Enter a contact number where customers can reach you.

Physical Address: If applicable, enter your business's physical location.

Business Hours: Add your operating hours to let customers know when they can visit or contact you.

STEP 4

UPLOAD VISUAL ASSETS

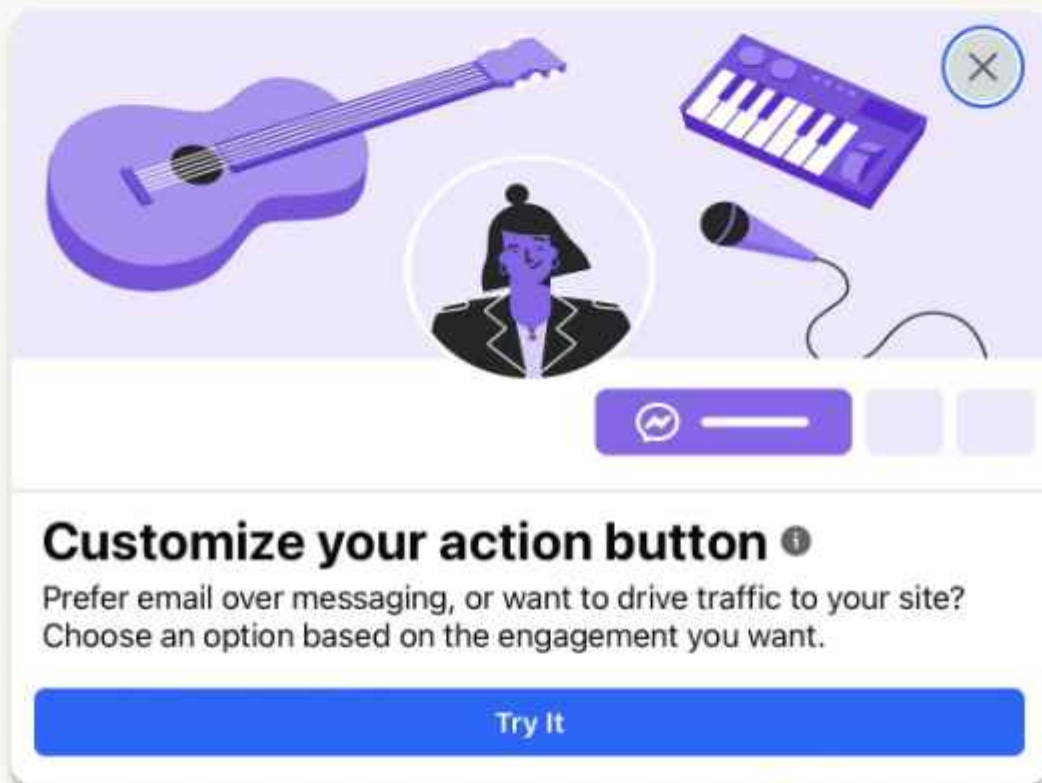


Cover Photo: Use a visually striking image, like a product shot, your storefront, or a custom graphic that highlights your brand.

Profile Picture: Upload a high-resolution image that represents your business—preferably your logo.

STEP 5

ADD AN ACTION BUTTON






Call-to-Action: Add a prominent button (e.g., “Learn More,” “Shop Now,” or “Contact Us”) that encourages visitors to take action. This should link to your website or a landing page.

STEP 6

OPTIMIZE FOR SEARCH

Contact info


-  Add your address
-  Add WhatsApp number
-  Add service area



Service Areas: Add information about the geographic areas you serve, if relevant.

Social links

To feature links on your Page, set the audience to **Public**.

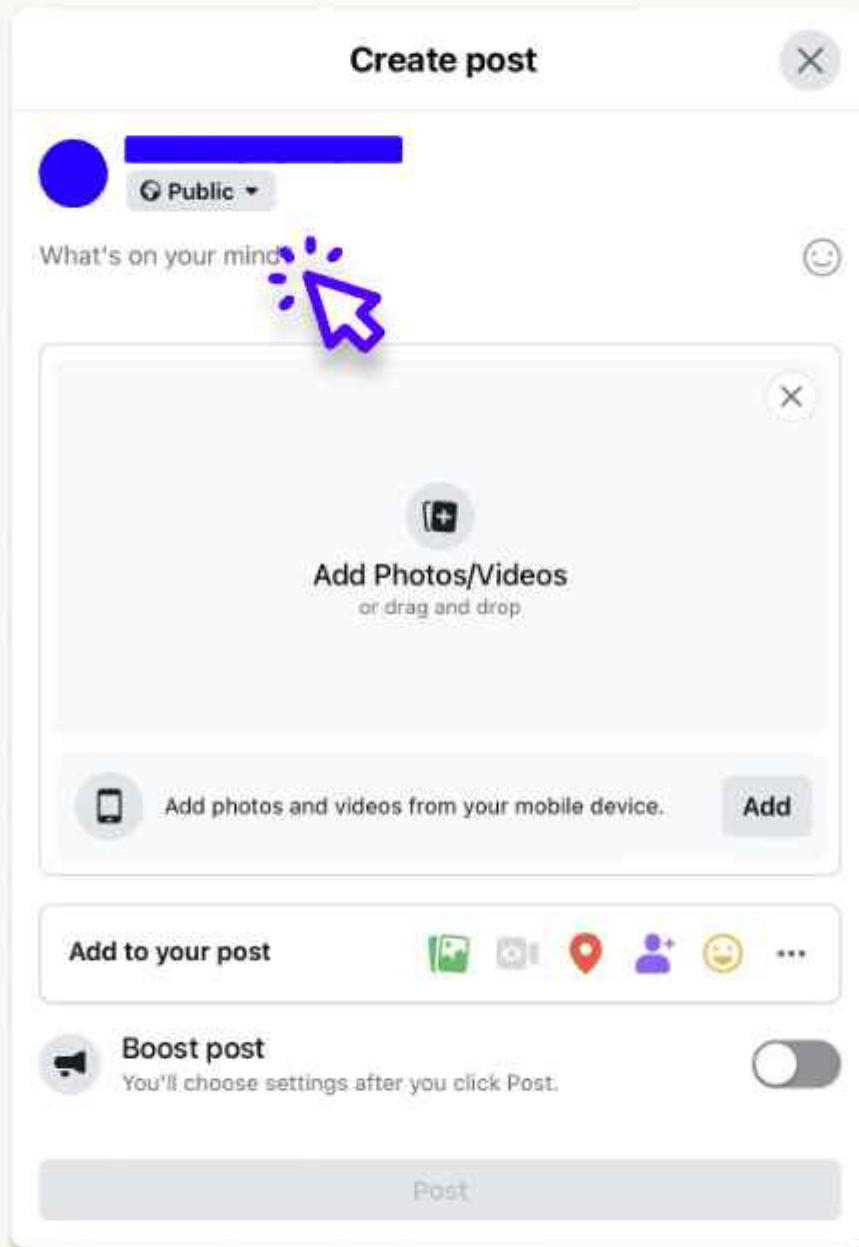
 **Public**



Additional Links: Include links to other social media accounts like Instagram, Twitter, or YouTube.

STEP 7

WRITE A WELCOME POST



Engage your Audience: Create a welcome post that introduces your business, shares a bit of background, and invites visitors to engage with your page.

If you need any assistance or prefer to have experts handle it, Propaganda Solutions is here to help.

Contact us today!