



How to Navigate Facebook for Businesses

DESIGNED BY:



What is Facebook?

Social media platform for networking with friends, family, public figures, news organizations and businesses.

Accessible on mobile devices and web browsers.

A prominent platform to promote businesses, skills and create digital communities.

Why is Facebook an important tool for business owners?

Facebook uses Search Engine Optimization (SEO) throughout their platform. When you make a post, it increases the quantity of traffic to your Facebook page.

Bridges business to consumer relationships. Businesses can communicate their products more effectively and respond to inquiries quicker.

Facebook Profile

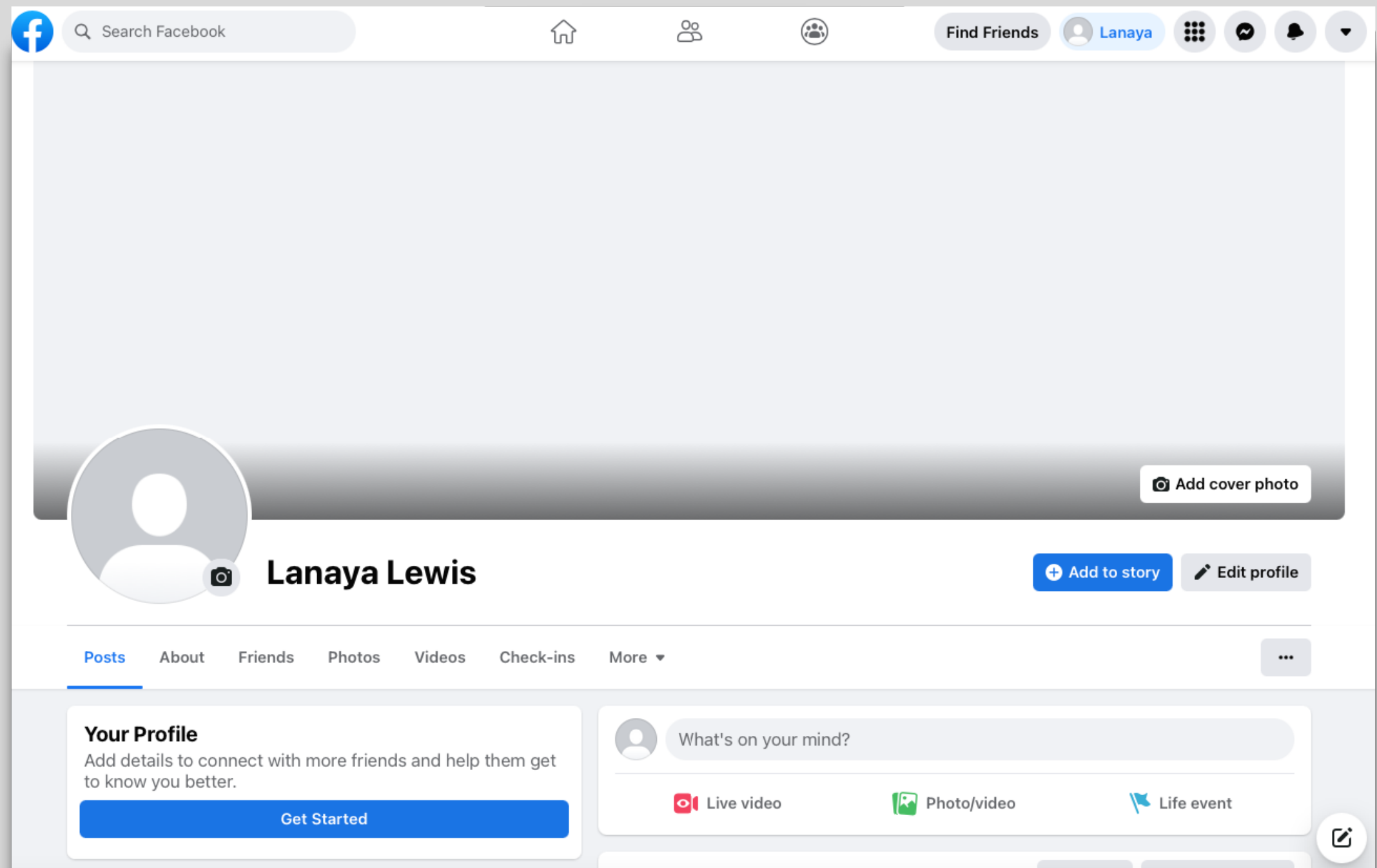
Sign up for a personal account

In order to create a Facebook business page, you must have an active personal Facebook account.

TIP:

If you don't personally use social media often, create an "administrative" personal account for your team.

Your business email can be tied to the account and you will always have access, even if your social media manager no longer works for your business.



Creating a Business Page

Create page

Under the "menu" tab, click "pages."

Then click, "create" to begin inputting information about your business.

Enter your business name, category of business and a short bio/background.

The image shows the Facebook 'Create a Page' interface. On the left is the form for creating a new page, and on the right is a desktop preview of the page as it will appear.

Create a Page Form:

- Header: Pages > Create a Page
- Title: **Create a Page**
- Description: Your Page is where people go to learn more about you. Make sure yours has all the information they may need.
- Form fields:
 - Page name (required)
 - Category (required)
 - Bio (optional)
- Instructions: Use the name of your business, brand or organization, or a name that helps explain your Page. [Learn More](#)
- Placeholder text: Enter a category that best describes you.
- Placeholder text: Tell people a little about what you do.
- Button: Create Page

Desktop Preview:

- Header: Desktop Preview
- Profile picture: A generic person icon.
- Page name: Page name
- Navigation tabs: Posts, About, Followers, Photos, Videos, More ▾
- Buttons: + Follow, Message, ...
- Intro section:
 - Intro
 - ✓ 0 Followers
 - i Page · Category

Adding Business Information

Setting up page

After entering your business name, category and bio, input your business contact information and location.

This is important for consumers seeking business in a specific area.

Pages > Finish setting up your Page

Finish setting up your Page

Success! You've created Lanaya Good Eats. Now add more details to help people connect with you.

Contact

Location

Adding Business Information

Hours of operation

Facebook allows you to post flexible business hours.

You can either set your business as "always open," "standard hours," or you can customize the hours to include when you're closed for breaks, etc.

Selected Hours

Monday

🕒 Opening

-

🕒 Closing

+

Tuesday

🕒 Opening

-

🕒 Closing

+

Wednesday

🕒 Opening

-

🕒 Closing

+

Thursday

🕒 Opening

-

🕒 Closing

+

Friday

🕒 Opening

-

🕒 Closing

+

Saturday

🕒 Opening

-

🕒 Closing

+

Sunday

🕒 Opening

-

🕒 Closing

+

Cancel

Save

Action Button

Getting consumers engaged

Adding an "action button" will encourage followers to engage with your page and business goals.

There are a number of action button options including sign up, start order, view shop, get tickets, send message, call now.


You can change the action button as frequently as you like.

Action Button


Choose an option

Tell people how to engage with you by customizing the action button at the top of your Page.


Help people support you

 **Book Now** ☐


Connect a scheduling tool so people can book appointments

 **Sign Up** ☐


Opens a website with a sign-up form

 **Start Order** ☒

Opens a website for a restaurant


 **View Shop** ☐

Choose where people can find your products


 **Get Tickets** ☐

Choose where people can find tickets


Get people to contact you

 **Send Message** ☐


Starts chat on Facebook Messenger

 **Send WhatsApp Message** ☐


Starts chat through WhatsApp

 **Call Now** ☐

Starts a phone call

 **Send Email** ☐

Send an email message

 **Contact Us** ☐

Opens a website with contact info

Profile & Cover Picture

Business page image

It's recommended your business profile picture includes your logo or name of business. This will help consumers identify your business and learn your business brand.

For your cover photo, this can be anything. You can promote specials and switch the photo each week, or use it to highlight special programs/events you'll be attending.

Pages > Customize your Page

Customize your Page

Your profile picture is one of the first things people see. Try using your logo or an image people can easily associate with you.



Add profile picture

or drag and drop



Add cover photo

or drag and drop

Aa Add Action Button

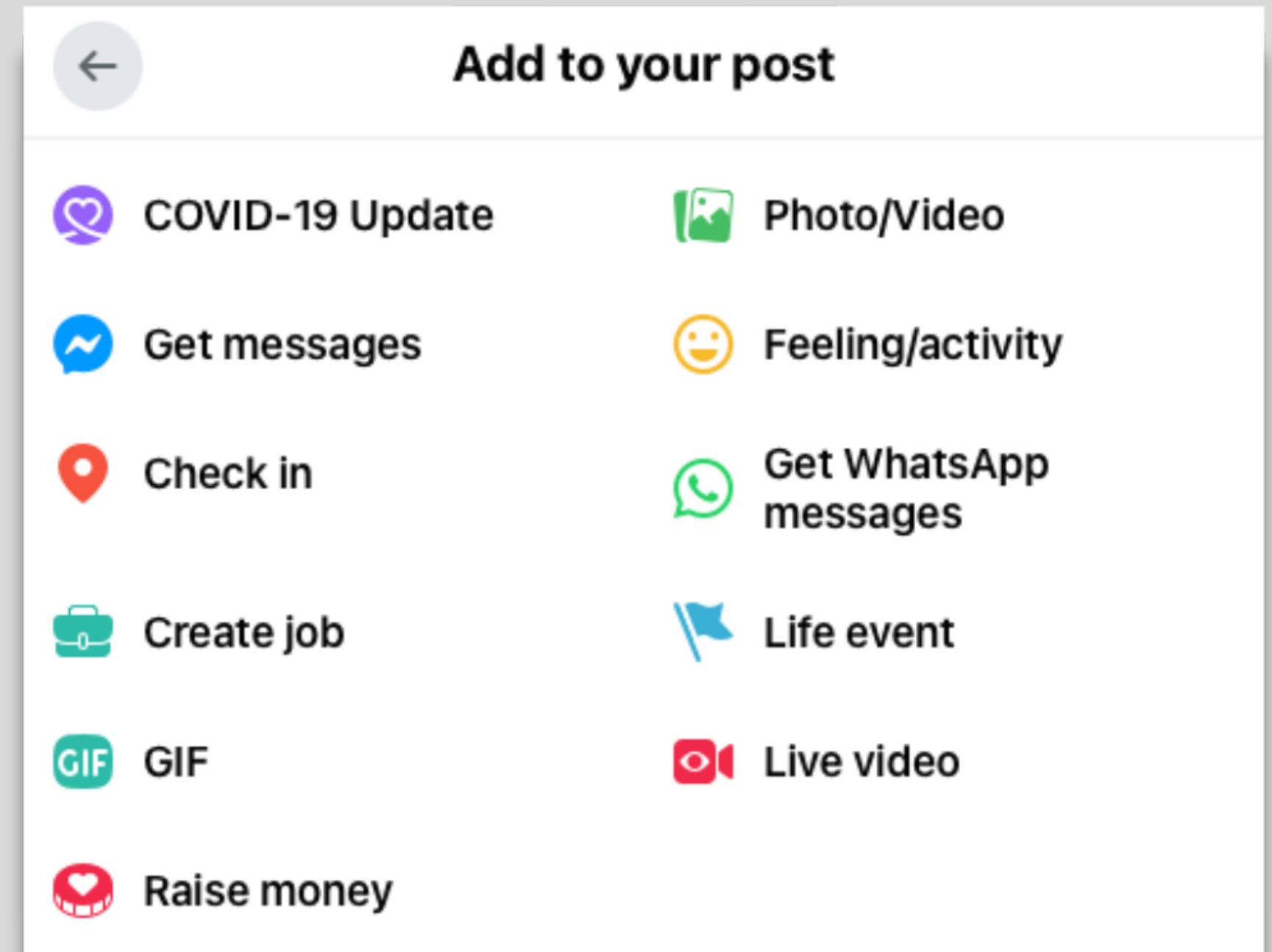
Creating Posts

Posting to Facebook

Facebook is constantly changing what you can post on its platform.

Right now, there's a lengthy list of options to appeal to your consumers. You can schedule live videos, share job openings and start fundraisers.

If you connect other social media platforms to your business page, you'll be able to cross-post. The content you share on Facebook will also display on your other platforms.

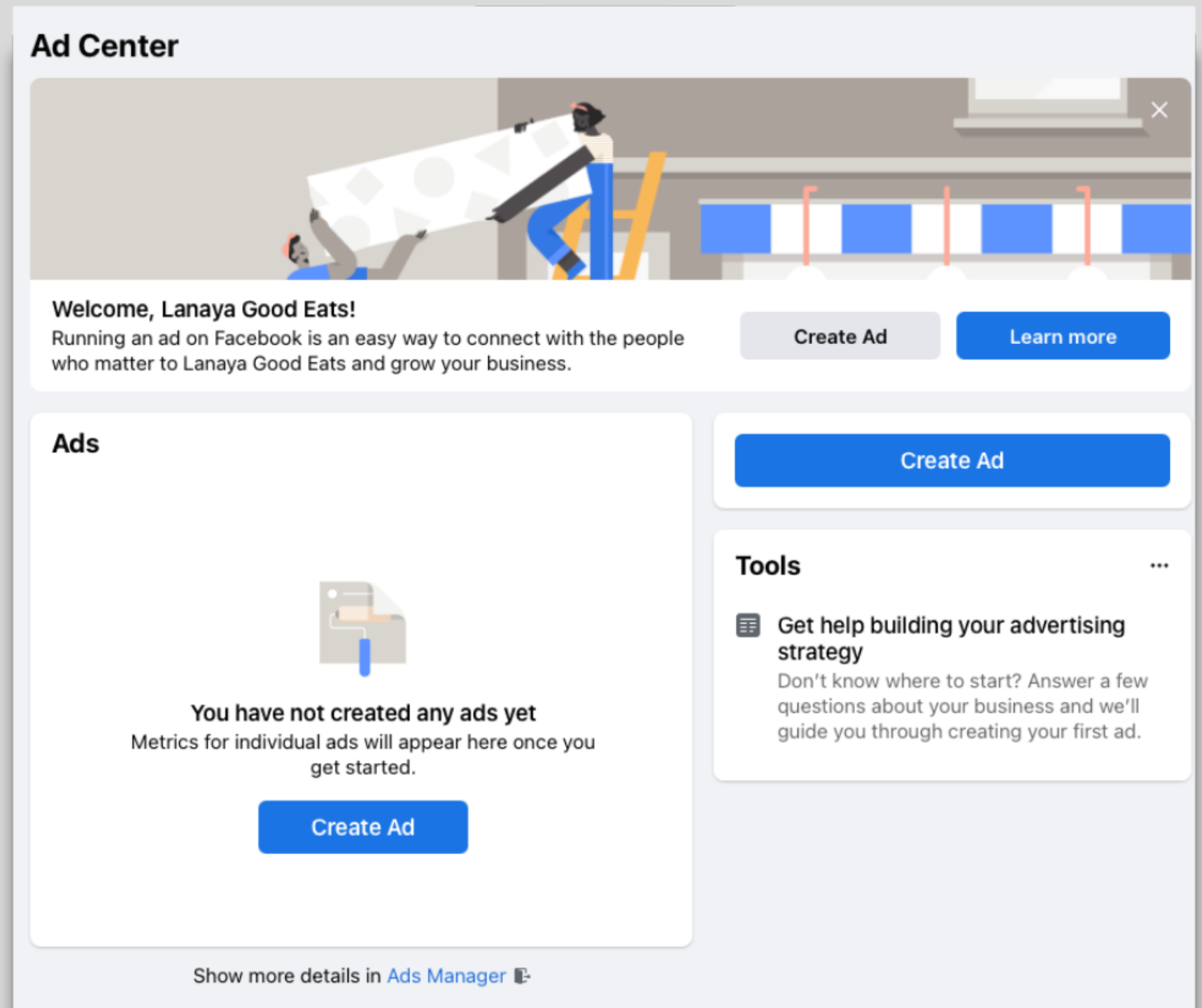


Ad Center

Creating ads to grow business

Facebook allows you to put money towards ads (advertising), and will assist you in reaching a targeted audience.

This will ultimately help your business gain more exposure and market to those interested in your business arena.



Ad Center

3 Types of Ads

Automated Ads - Facebook will ask you questions to tailor a personalized ad plan.

Creating new ads - Upload text, video or pictures to start a fresh post to advertise.

Boosting a post - Choose an existing post from your business page to advertise.

Choose ad type



Get started with Automated Ads ⓘ

*Get personalized ads that
adjust over time to help you
get better results.*



Create new ad

*Make an ad using text,
photos or videos to promote
your business*



Boost a post

Creating an Ad

Identifying your ad goals

The first step in creating an ad is identifying your audience.

Do you want more people to visit your page?

Do you want more newsletter signups?

Do you want to receive more calls?

Or, do you want more people to engage with your posts (likes, comments and shares)?

Create ad

Goal

What results would you like from this ad?



Get more leads

Use a form to collect contact information from potential customers.



Promote your business locally

Connect with people who are located near your business.



Get more calls

Show your ad to people who are likely to call your business.



See all ▾

Shuffle creative

Let Facebook optimize your ad creative by testing a mix of headlines, images and buttons to show **people** the version they're most likely to respond to.



Creating an Ad

Crafting a caption and choosing your media

Create a caption to catch the attention of Facebook users.

You want your ad to stop people from scrolling and make them want to learn more about your business.

Use a photo or video that compliments the caption.


Ad creative [?](#)

Use a post

How do you want your ad to look?

Description

The greatest place to dine in Downtown Sac!


 Try to use a clear image with a single focal point.

Advantage+ creative [i](#)

Leverage Facebook's data to automatically deliver different ad creative variations to [people](#) when likely to improve performance.

Media 1/5 · Select multiple images or videos to create a carousel.

Select media



Edit options ▾

Headline

Lanaya Good Eats

16 / 25 characters

Creating an Ad

Choosing your audience

You have several ways to diversify and target a specific audience.

Choose your gender preference, age range and interests.

Under the locations section, you can get very detailed when entering city, state and country.

Edit audience

Gender

AllMenWomen

Age

1865+

Selecting an audience under 18 will limit your targeting options to location, age, and gender. [Learn more](#)

Locations

Locations

Type to add more locations

United States

Sacramento + 10 mi

Detailed targeting

Your ad will be shown to people who match at least one of the following interests.

Detailed targeting

Browse

For advanced targeting features, go to [Ads Manager](#).

Audience definition

Your audience is defined.

Specific

Broad

Estimated audience size: 756K - 889.4K

Creating an Ad

Deciding duration and budget

After selecting your ad content, it's time to choose how long you want your ad to run and how much money you want to spend.

The more money you spend, the bigger the audience reach.

For example:

If you spend \$5 for 7 days in the city of Sacramento, you'll only reach about 156-452 people a day, but if you spend \$200 for 7 days, you'll reach 52k - 151k people.

If you spend \$10 for one day, you could reach 1.1k - 3.2k people.

You can always increase the amount of money and days while the ad is running.

Duration ?

Run this ad continuously ⓘ

Choose when this ad will end

Days
7

− +

End date
Sep 5, 2022

Daily budget ?

Actual amount spend daily may vary. ⓘ

Country, currency
US, USD

Change

Estimated 156 - 452 people reached per day

\$5.00

✎

\$1.00

\$500.00

Placements

Facebook, Instagram, Messenger

▼

Meta Pixel

No pixel

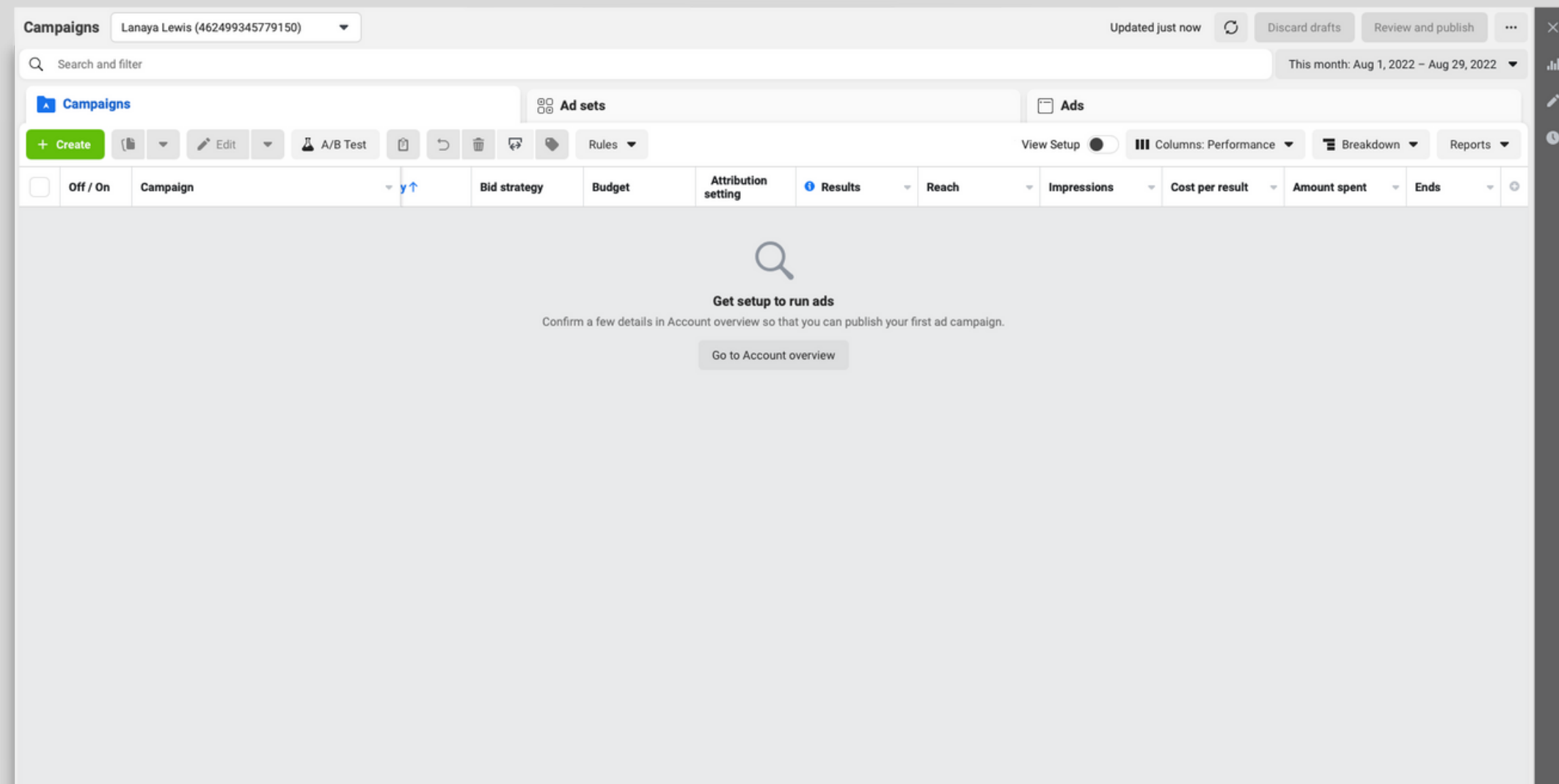
🔴

Ad Manager

Keep track of your ads

After publishing your ad, you can track its progress directly on the post or through "ad manager."

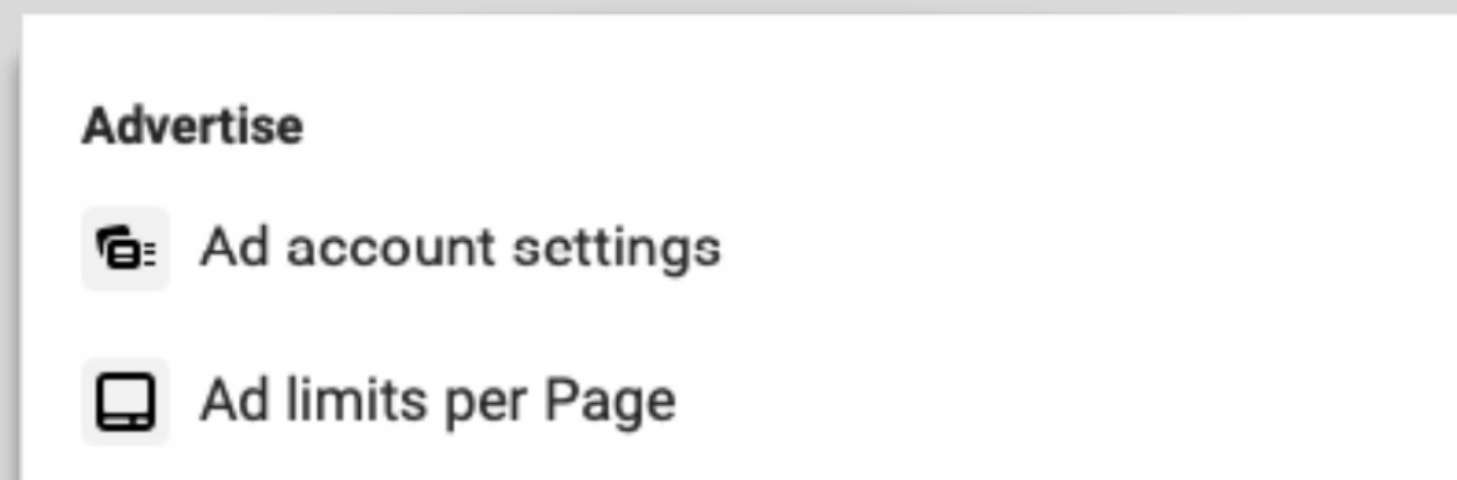
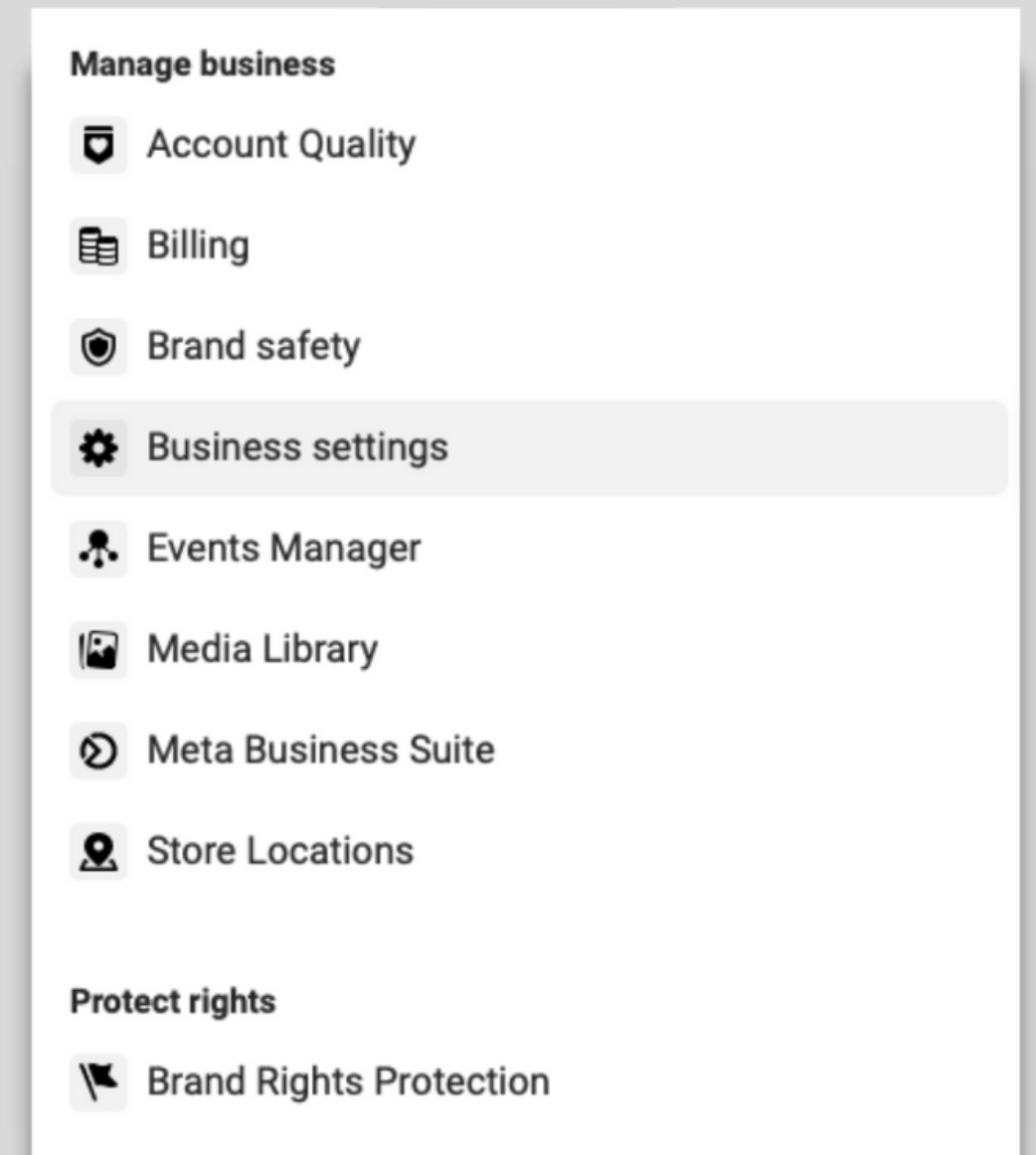
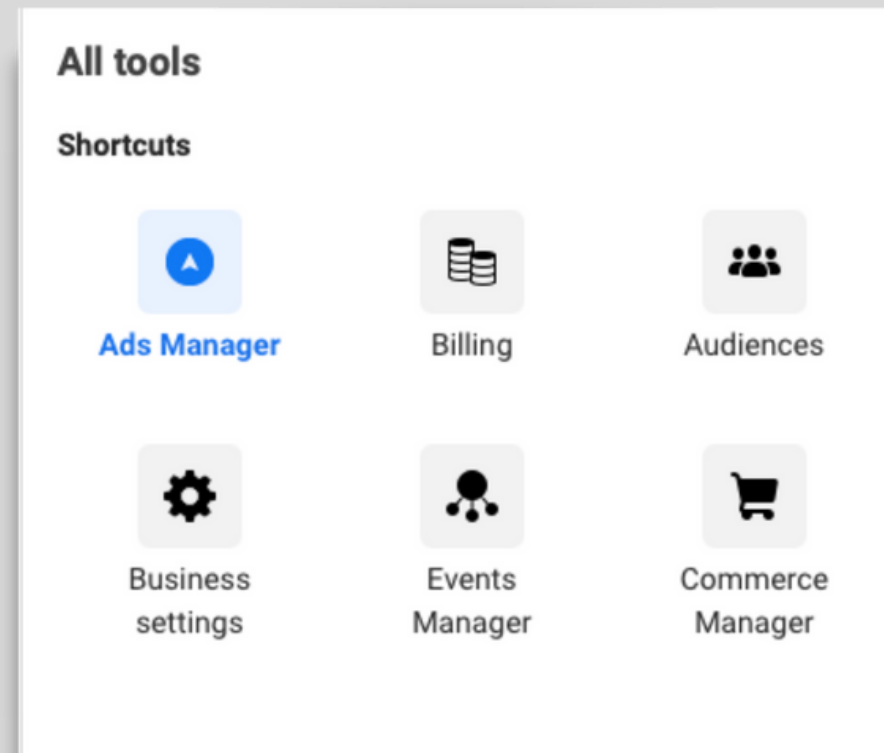
If you have a campaign (multiple posts for a specific event or season perhaps), they'll live in the ad manager tab.



Ad Manager

Ad manager menu

In the manager menu, you can update your payment information, change business settings, add media (pictures and video), and add ad restrictions.



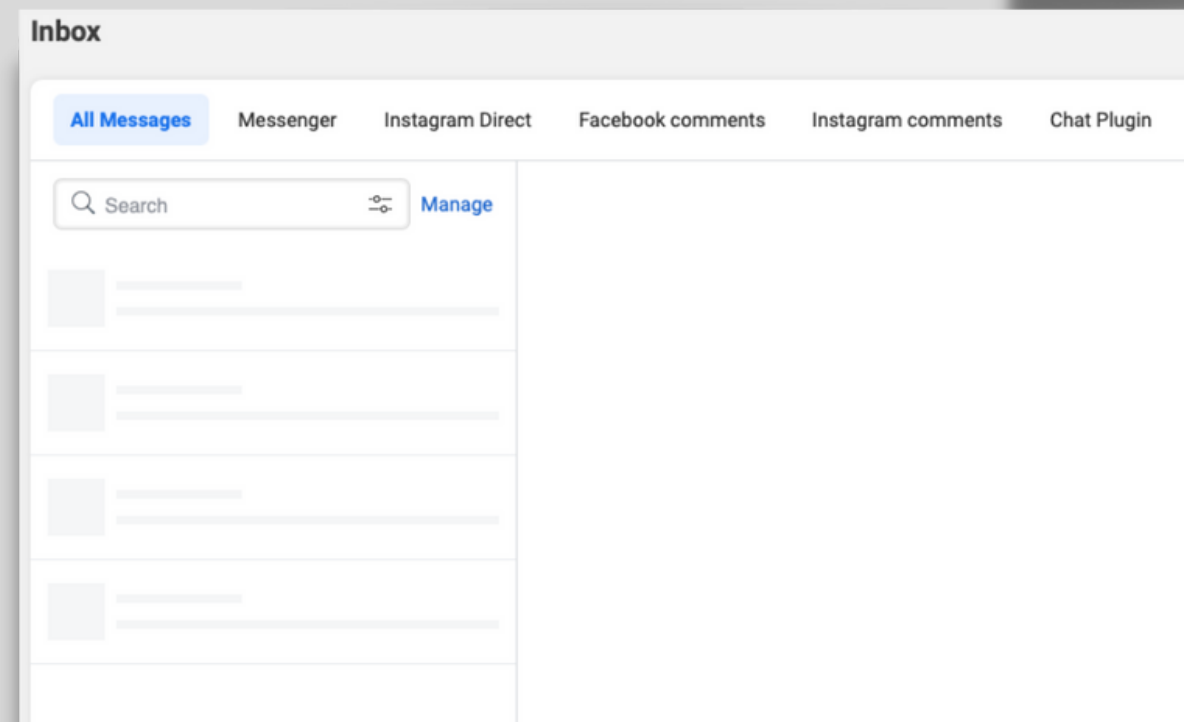
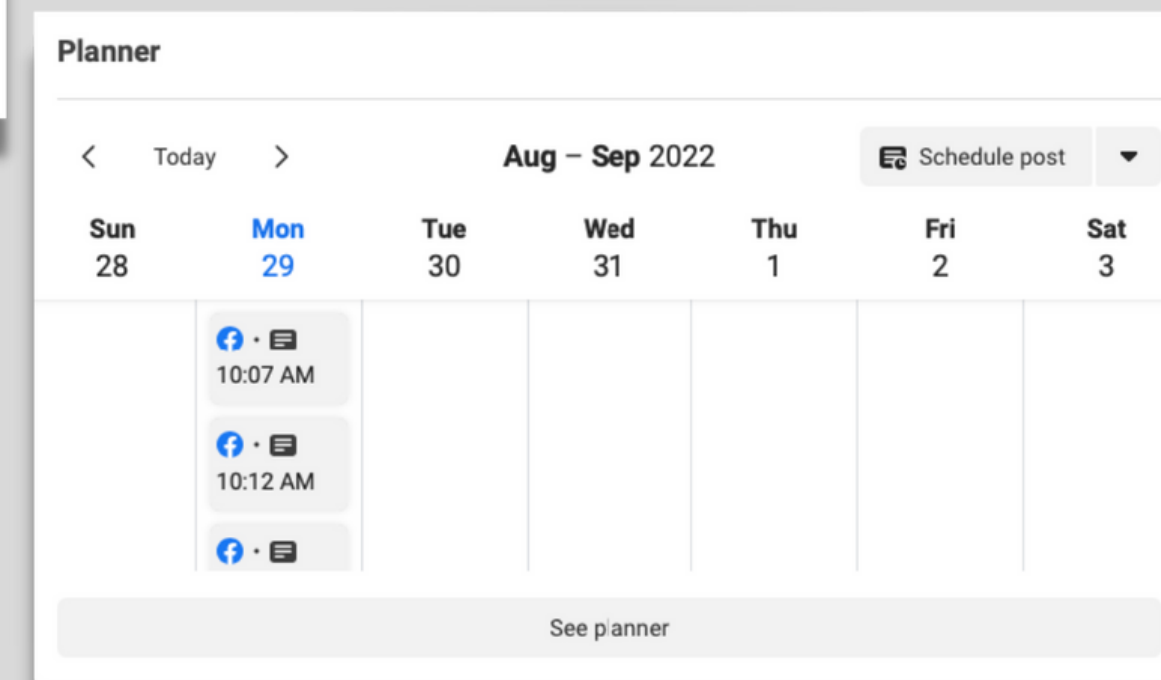
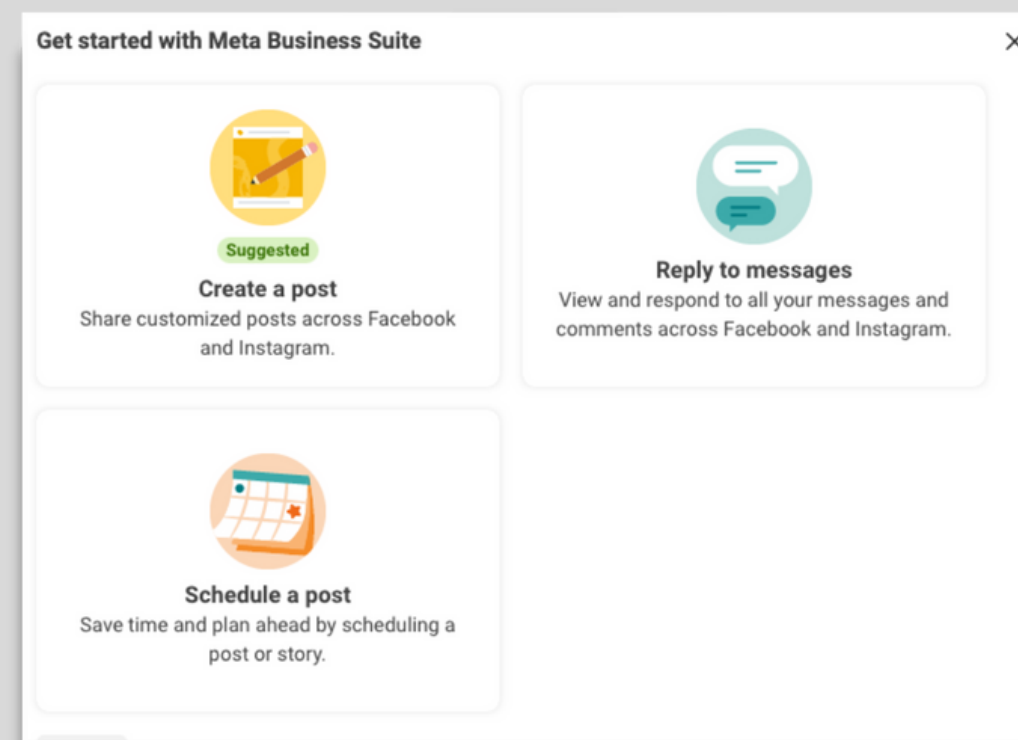
Meta Suite

Your all-in-one

Meta is the parent company of Facebook, which also owns Instagram.

The Meta Suite is where you can create posts, monitor messages and comments and schedule posts for both platforms.

This will help you keep a consistent presence on social media.



Verified Check

Applying for verification

It can be difficult to get a blue, verified checkmark, but don't give up!

Facebook will ask you a series of questions as to why your page should be verified.

They must confirm your identity, public influence and if that same influence carries across other platforms.

If denied, you can reapply, but there might be waiting stipulations.

Verify Your Page or Profile

Verified pages and profiles have blue checkmarks next to their names to show that Facebook has confirmed they're the real presence of the public figures, celebrities, and brands they represent.

What are you verifying?

☐ Page

☐ Profile

Step 1: Confirm authenticity

Add an official identification document for yourself or your business to show that your Page or profile is connected to the public figure, celebrity or brand it represents.

Document type

Driver's license

Add document

Choose Files no files selected

Step 2: Confirm notability

Show that the public figure, celebrity or brand your Page or profile represents is in the public interest.

Category

News/Media

Country / region

Enter the country or region where the person or organization your Page or profile represents is most popular.

Enter a country name...

Audience (Optional)

Describe the people who follow your Page or profile. Include who they are, what they're interested in and why they follow you.

Also known as (Optional)

List all the names the person or organization your Page or profile represents is known by. Include different names and the same name in other languages.

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List all the names the person or organization your Page or profile represents is known by. Include different names and the same name in other languages.

Add up to 5 articles, social media accounts and other links that show your Page or profile is in the public interest. Paid or promotional content won't be considered. (Optional)

Link 1

Link 2

Link 3

Link 4

Link 5

[Learn more about verified Pages and profiles.](#)

Send

Still Need Help?

Facebook Help Site

Get your questions answered here:

<https://www.facebook.com/help>

How can we help you?

 Search help articles...

Popular Topics



Need help logging in?

Learn what to do if you're having trouble getting back on Facebook.

Get Help



Account Settings

Adjust settings, manage notifications, learn about name changes and more.



Login and Password

Fix login issues and learn how to change or reset your password.



Privacy and Security

Control who can see what you share and add extra protection to your account.



Marketplace

Learn how to buy and sell things on Facebook.



Groups

Learn how to create, manage and use Groups.



Pages

Learn how to create, use, follow and manage a Page.