

How to set up your Facebook business page

Posted At : April 20, 2013 5:27 PM | Posted By : Todd

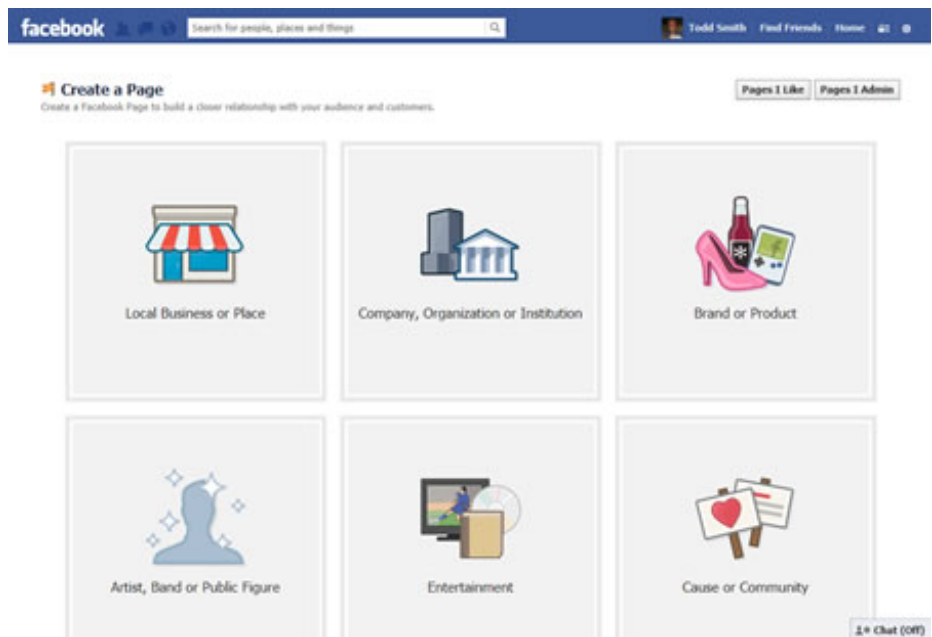
Related Categories: Social Media

Business Page

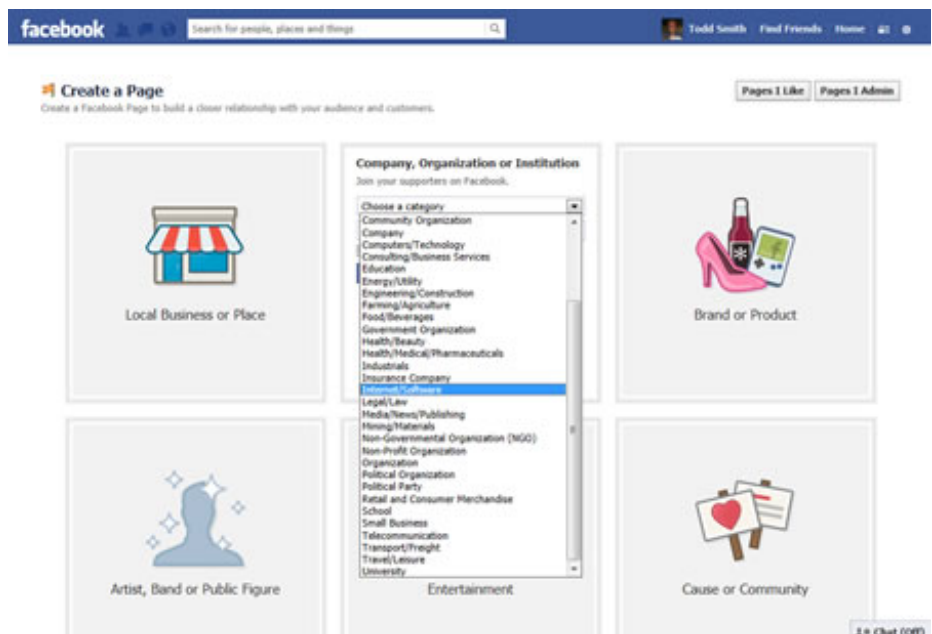
This is a quick reference to setup a Facebook business page. You will need a **Facebook personal account** to create a business page. You don't necessarily need to socially engage with your personal account.

Go to <https://www.facebook.com/pages/create.php>

Determine the category of your page.



For Company, Organization or Institution, select your industry, enter the entities name and agree to the terms.



Enter a description of the



entity and website URL. If this is a real entity, there will be another disclaimer that you are authorized to create and administer this page on behalf of the entity.

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Add the profile picture. For most organizations, this will be a version of the logo.

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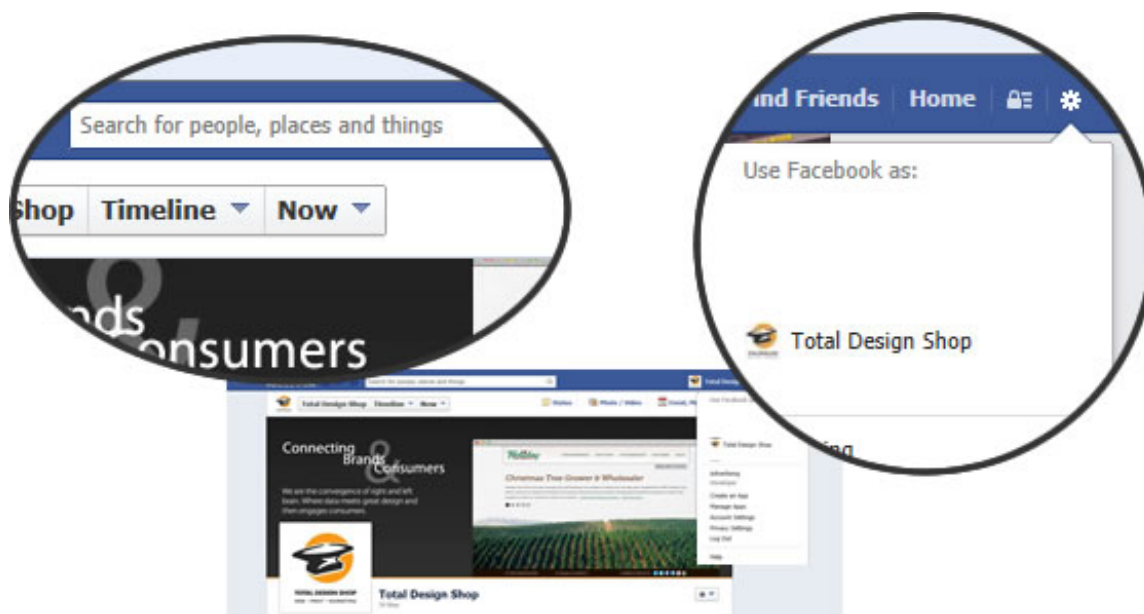
Add a cover photo. The actual size of the cover photo is 851px by 315px, but you don't need to crop your image—you can move the photo around until you get it the way you want. If the photo isn't 851px wide, the image will be stretched to fit.



Add any additional profile information, photos, videos.



When using Facebook for your



organization, make sure that you have changed your profile to "Use Facebook as" the organization you are managing. Now any posts you make will be from the organization.