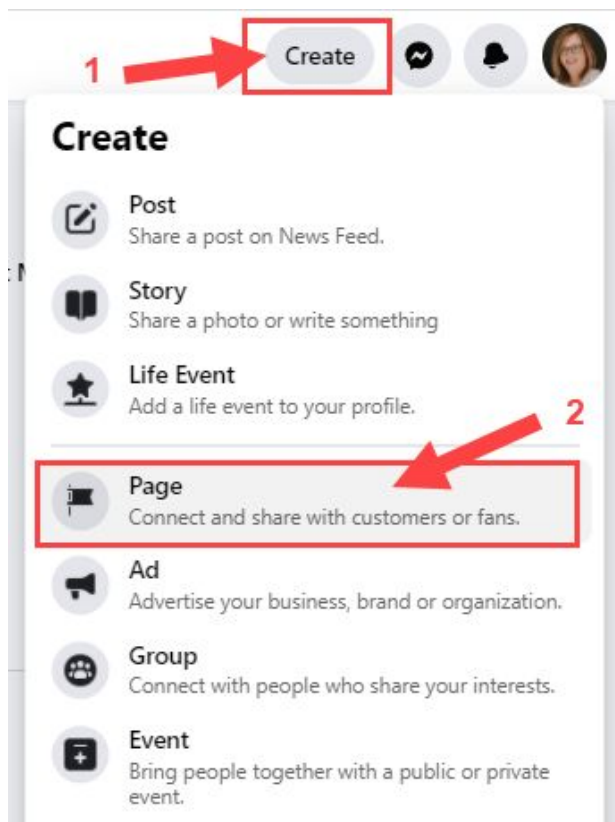


## Creating a Facebook Page

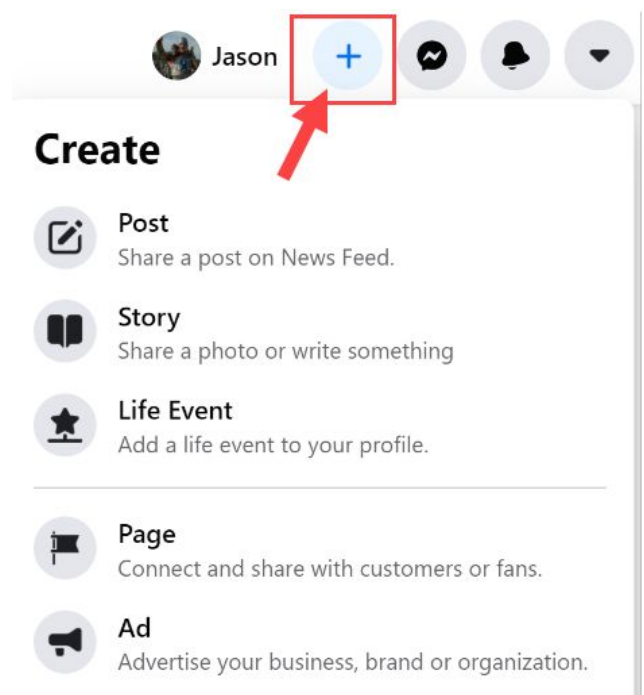
### 1. Login to your personal Facebook account - [www.facebook.com](https://www.facebook.com)

- a. At the top of the page,
  - i. Click **Create**
  - ii. Choose **Page**

**Note:** Depending on the Facebook version you are using, you may see a + sign instead of 'Create'.



OR



- b. Once the next page opens up, complete the information on the left hand side of the screen.
- Page Name** - this is where you will give your page a name. Don't overthink this. For now, the name should be something relatable to what you will be doing with this page.
  - Choose a **Category**. Start typing to show the available categories.
  - Provide a **description** of your page. A template to work with is "I help X to Y so that Z".
  - Click **Create Page**.

The image displays two versions of the Facebook 'Create a Page' form side-by-side. The left version is a blank form with three main sections: 'Page Information', 'Category (required)', and 'Description'. Each section has a red number indicating a step: 1 for Page name, 2 for Category, and 3 for Description. The right version shows the form filled out. The 'Page name' field contains 'Tracy's Finesse Marketing' with a green checkmark and a red number 1. The 'Category' field contains 'Entrepreneur' with a green checkmark and a red number 2. The 'Description' field contains 'I help X to Y so that Z.' with a green checkmark and a red number 3. At the bottom of the right form, the 'Create Page' button is highlighted with a red box and a red arrow pointing to it, labeled with a red number 4.

**Left Screenshot (Blank Form):**

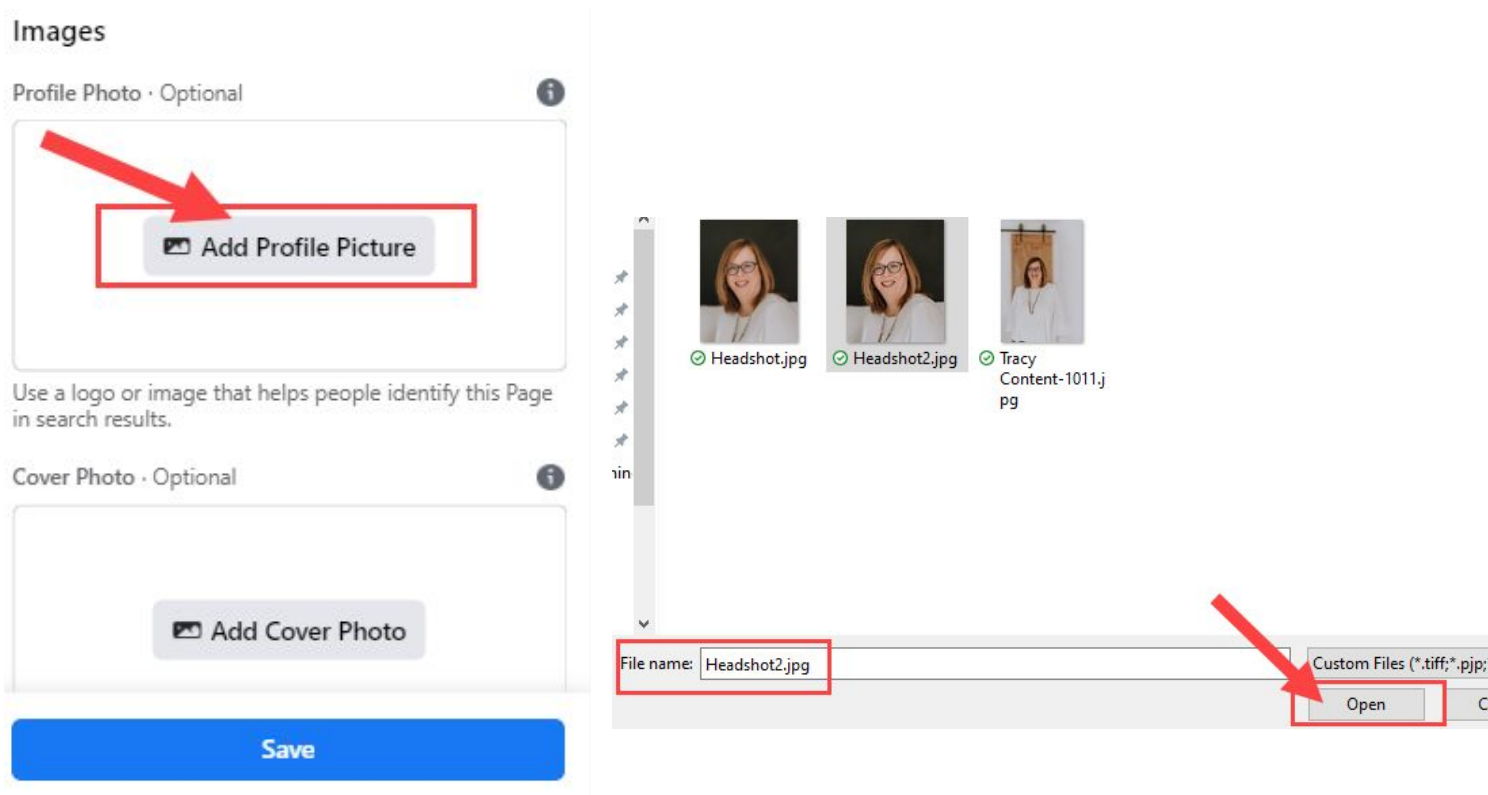
- Page Information:** Page name (required) 1. Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)
- Category (required):** 2. Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.
- Description:** 3. Write about what your business does, the services you provide, or the purpose of the Page. Character limit: 255

**Right Screenshot (Filled Form):**

- Page Information:** Page name (required) 1. Tracy's Finesse Marketing. Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)
- Category (required):** 2. Entrepreneur. Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.
- Description:** 3. I help X to Y so that Z. Write about what your business does, the services you provide, or the purpose of the Page. Character limit: 255

**Create Page Button:** 4. You can add images, contact info and other details after you create the Page.

- c. The next step is adding a Profile Picture and Cover Photo. These sections open up once the previous steps are completed.
- i. The Profile Photo is a picture of yourself or a logo.
    - Click on **Add Profile Picture** to find a picture you have saved on your computer.
    - Select an image and click Open or Save.

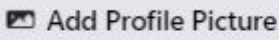


- ii. The Cover Photo is an image representing what the page is about and is located at the top of your page. Refer to the '**Guide to Canva**' document on how to create this image in Canva.
  - Click on **Add Cover Photo**
  - Select the image created and saved from Canva

iii. Click the blue **Save** button.

### Images

Profile Photo · Optional ⓘ



Use a logo or image that helps people identify this Page in search results.

Cover Photo · Optional ⓘ



**Save**

### Images

Profile Photo · Optional ⓘ



Use a logo or image that helps people identify this Page in search results.

Cover Photo · Optional ⓘ

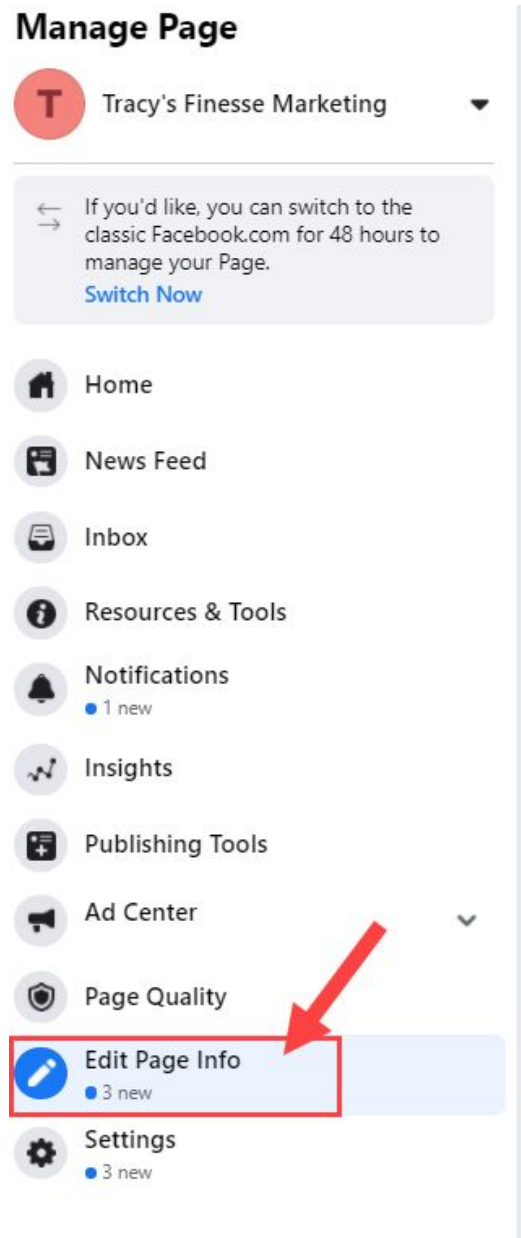


Use an image that represents what this Page is about.

**Save**

## 2. Facebook Page Info and Settings

- a. Click on **Edit Page Info** on the menu on the left hand side.



- i. In the General section, Username will be blank. Enter a unique username here. If you get an error, keep trying to find an unique one.

 **General**

Name  
Tracy's Finesse Marketing

Username  
tracylavalleefinessemarketing

This needs to be unique and may take a couple try's to find one.

Description  
I help X to Y so that Z.

- ii. In the Contact section, there are a number of sections to complete.
- Your phone number. You can get a Google Voice number that can call and text if you choose not to put in your actual phone number.  
<https://voice.google.com/u/0/about>
  - Fill in your custom email address and website. (If you do not have these set up yet, leave these fields blank and fill them in later.)

 **Contact**

-

Phone Number

☐ My Page doesn't have a phone number

Email  
Email

✓

☐ My Page doesn't have an email

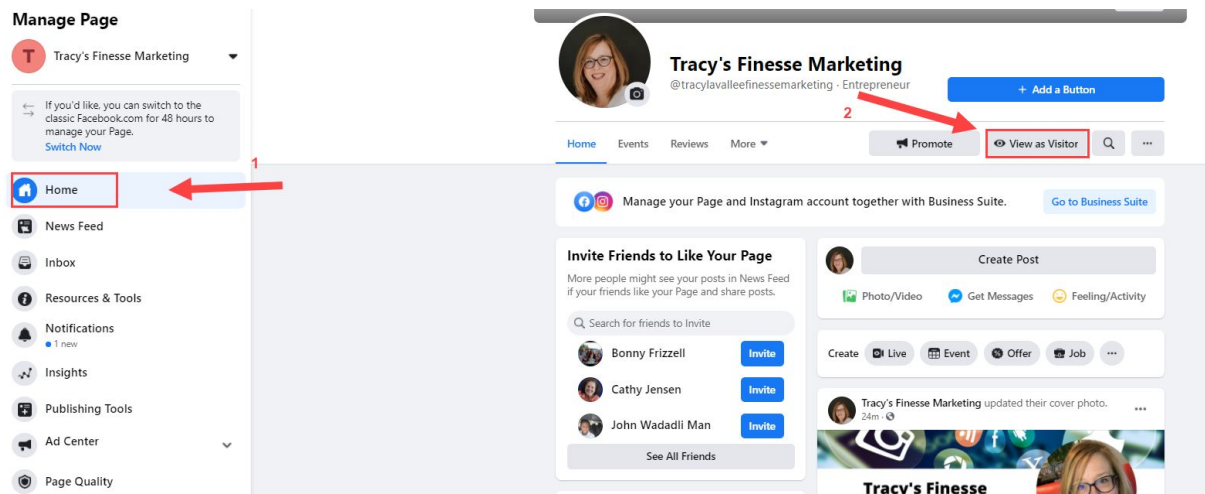
Website

☐ My Page doesn't have a website

Adding an email makes it easier for potential customers to contact you. We will send an email to this address to confirm that it's valid.

- Leave location blank.
- Hours - you can set your hours based on the selections provided or leave as No Hours Available.
- The rest of the options are not necessary and can be left blank.

**Note:** Once you leave this screen, the settings have been saved. If you go back into Edit Page Info, you will not see the information you have entered. To check to make sure your information saved, click on **Home** from the menu on the left and then click on **View as Visitor**.

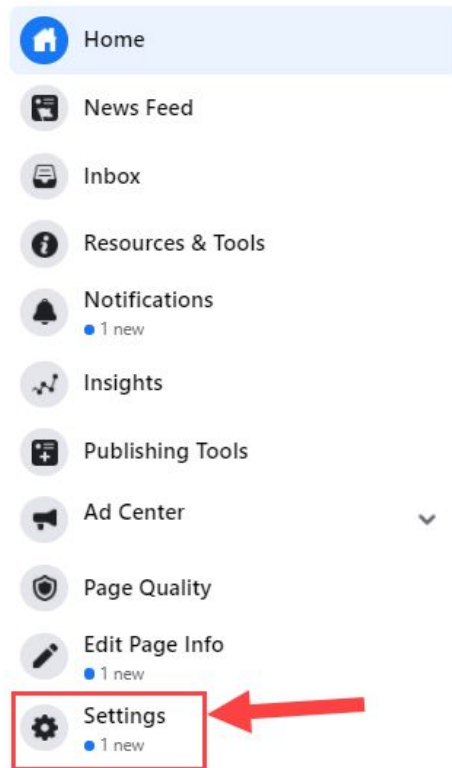


To return back, click on **Exit View As**.



iii. There is an option to set up profanity filters and page moderation which help to automatically hide unwanted comments from your posts and ads.

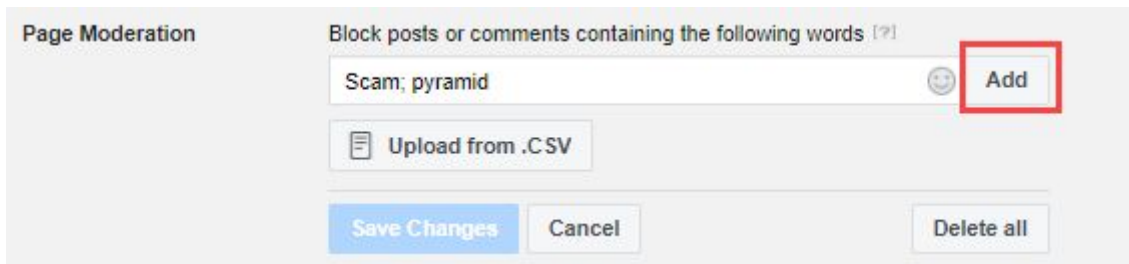
- Click on **Settings** from the menu on the left



- Locate **Page Moderation** and click the **Edit** button.

|                            |                                                                                                               |      |
|----------------------------|---------------------------------------------------------------------------------------------------------------|------|
| Messages                   | People can contact my Page privately.                                                                         | Edit |
| Tagging Ability            | Only people who help manage my Page can tag photos posted on it.                                              | Edit |
| Others Tagging this Page   | People and other Pages can tag my Page.                                                                       | Edit |
| Country Restrictions       | Page is visible to everyone.                                                                                  | Edit |
| Age Restrictions           | Page is shown to everyone.                                                                                    | Edit |
| Page Moderation            | No words are being blocked from the Page.                                                                     | Edit |
| Profanity Filter           | Turned off                                                                                                    | Edit |
| Similar Page Suggestions   | Choose whether your Page is recommended to others                                                             | Edit |
| Page Updates               | Page posts are automatically published when you update Page info, reach milestones, receive reviews and more. | Edit |
| Post in Multiple Languages | Ability to write posts in multiple languages is turned off                                                    | Edit |
| Translate Automatically    | Your posts may show translations automatically for people who read other languages.                           | Edit |

- Add words you want blocked from being visible in comments on your ads and posts. Separate them with semicolons. Click the **Add** button.



Page Moderation

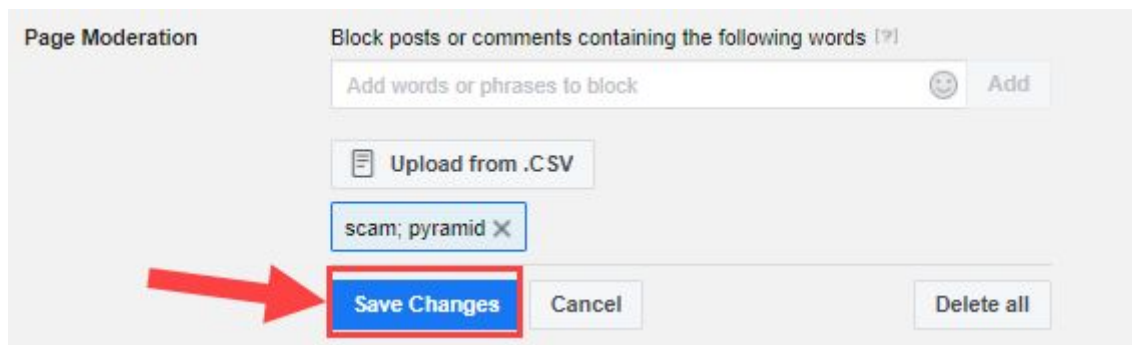
Block posts or comments containing the following words [?]

Scam; pyramid

Upload from .CSV

Save Changes Cancel Delete all

- The words added will show up above the Save Changes button. Click **Save Changes**.



Page Moderation

Block posts or comments containing the following words [?]

Add words or phrases to block

Upload from .CSV

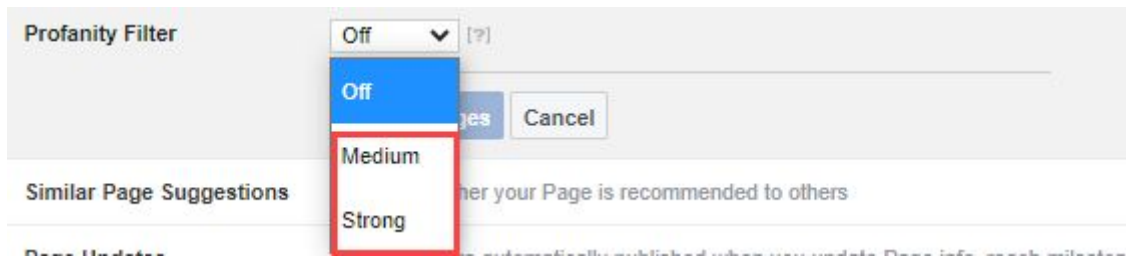
scam; pyramid X

Save Changes Cancel Delete all

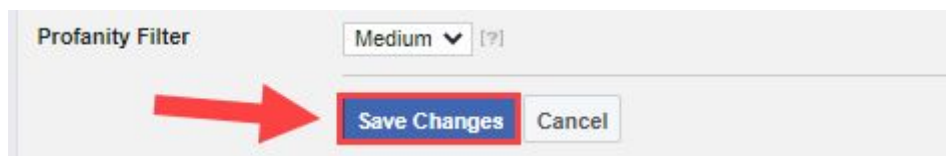
- Locate **Profanity Filter** and click **Edit**.

|                            |                                                                                                               |      |
|----------------------------|---------------------------------------------------------------------------------------------------------------|------|
| Messages                   | People can contact my Page privately.                                                                         | Edit |
| Tagging Ability            | Only people who help manage my Page can tag photos posted on it.                                              | Edit |
| Others Tagging this Page   | People and other Pages can tag my Page.                                                                       | Edit |
| Country Restrictions       | Page is visible to everyone.                                                                                  | Edit |
| Age Restrictions           | Page is shown to everyone.                                                                                    | Edit |
| Page Moderation            | No words are being blocked from the Page.                                                                     | Edit |
| Profanity Filter           | Turned off                                                                                                    | Edit |
| Similar Page Suggestions   | Choose whether your Page is recommended to others                                                             | Edit |
| Page Updates               | Page posts are automatically published when you update Page info, reach milestones, receive reviews and more. | Edit |
| Post in Multiple Languages | Ability to write posts in multiple languages is turned off                                                    | Edit |
| Translate Automatically    | Your posts may show translations automatically for people who read other languages.                           | Edit |

- It is defaulted to Off. Using the down arrow, select medium or strong depending on your preference.



- Click on **Save Changes**.



You now have a fully functional Facebook Page and are ready to start posting.