



Facebook helps you build relationships with new and existing customers and ultimately drive sales by taking advantage of word-of-mouth marketing. For more help, visit <https://www.facebook.com/business/>.

1. Getting Started: Create an Account (If you don't have one)

If you have an account, skip to section 2 (Create a Page) on page 2.

First, go to [facebook.com](https://www.facebook.com)

Type in your name, email, desired Facebook password, date of birth and gender



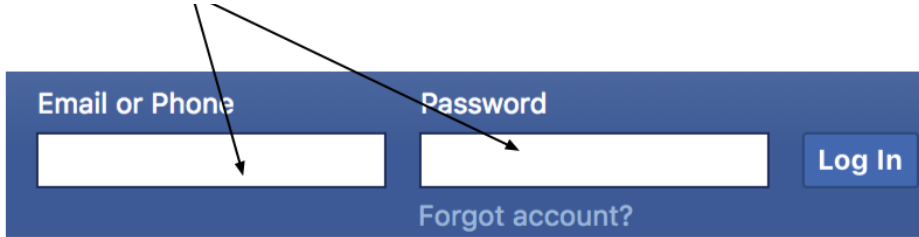
Then Click "Sign Up"



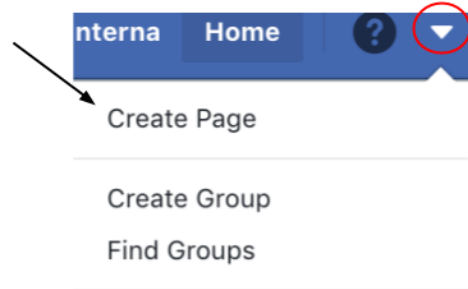
Facebook will send you an email to verify your account.

2. Create a Page

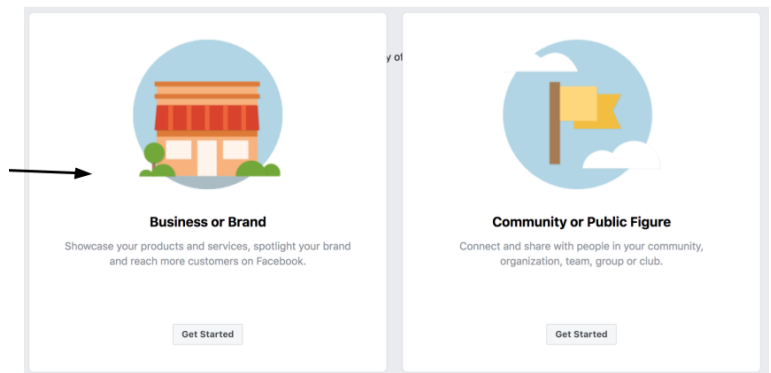
Now that you have a personal account, log in by typing your email and password in these boxes in the top right of the window and clicking “Log In.”



Once you’re logged in, click on the arrow in the top right and click “Create Page” in the dropdown menu.



Whether you’re starting from your personal account or are creating a page from scratch, you’ve now clicked “Create a Page” and will see options for what kind of page you’re creating. Pick the most appropriate choice.



Select the appropriate category and type in the name, location and phone number of your business.

Business or Brand

Ricky's Italian Subs

Restaurant

Street Address

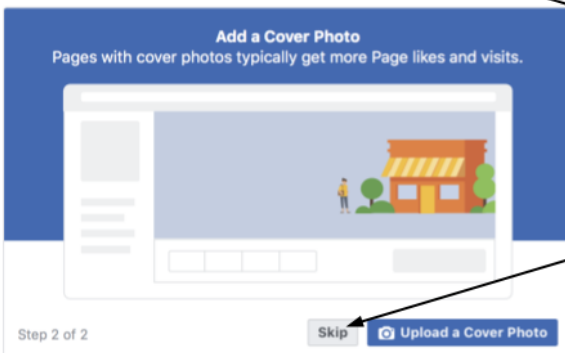
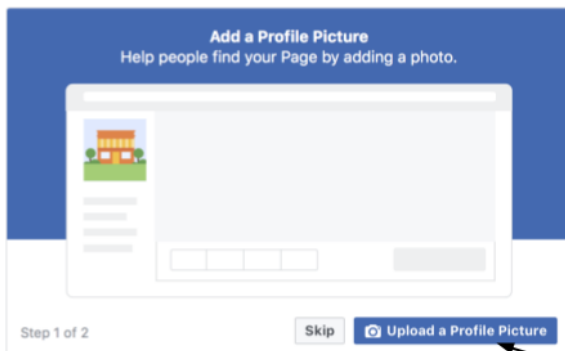
City, State ZIP Code

Phone Number (Optional)

Don't show my address. Only show that this business is in the City, State region.

When you create a Page on Facebook the Pages, Groups and Events Policies apply.

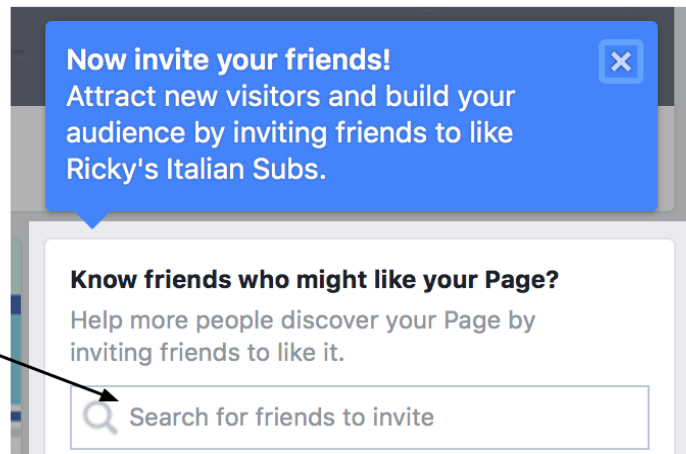
Continue



You will then be prompted to add a Profile Picture and Cover Photo. If you have the photos you want to use, you can upload them. If you do not have the photos you want to use, click Skip and you can always add them later!

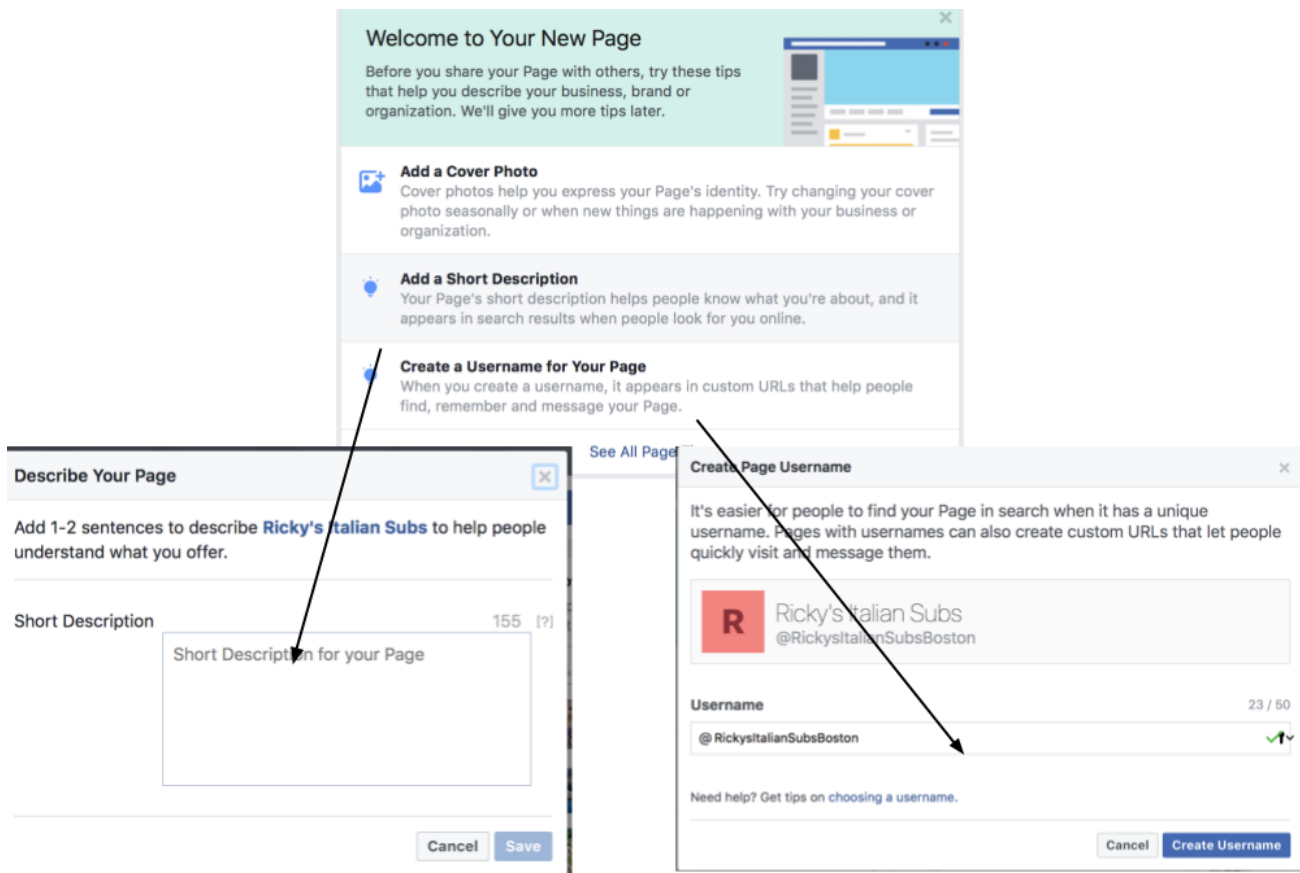
Then you will finally be able to see your page!

Search for your Facebook friends here to invite them to like your page



3: Flesh Out Your Page

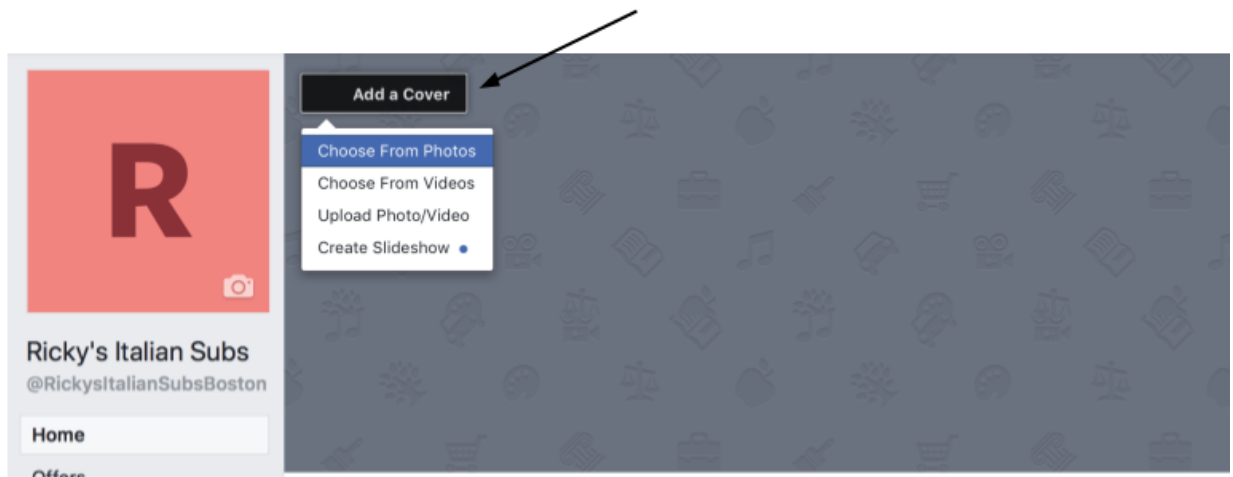
Facebook will then welcome you to your new page with some suggestions on how to update it. Click through to get descriptions of different features.



In your description, tell your future fans a bit about your business. This is the first info they'll see on your page so make it informative and engaging. Add any links you already have, like your website, Yelp page, Twitter, etc.

It's a good idea to create a username (like facebook.com/RickysItalianSubs) so your page link isn't long and ugly. Type in the username you want (your business's name) and check its availability. Facebook will then show you your new address:

It's now easier for people to find your Page in search. People can also visit your Page at fb.me/RickysItalianSubsBoston and send your Page messages at m.me/RickysItalianSubsBoston.



Clicking the “Add a Cover” button on the top left of your page allows you to add either a cover photo, video or slideshow that rotates through many photos. Add a unique cover photo or video to grab your page visitors’ attention & refresh your image from time to time by changing it.

To update information such as your business’s location, hours and contact information, click the button with the 3 dots (...) at the bottom of your cover photo and then click Edit Page Info.

