


Face-to-Face with your fans

 Become a Fan



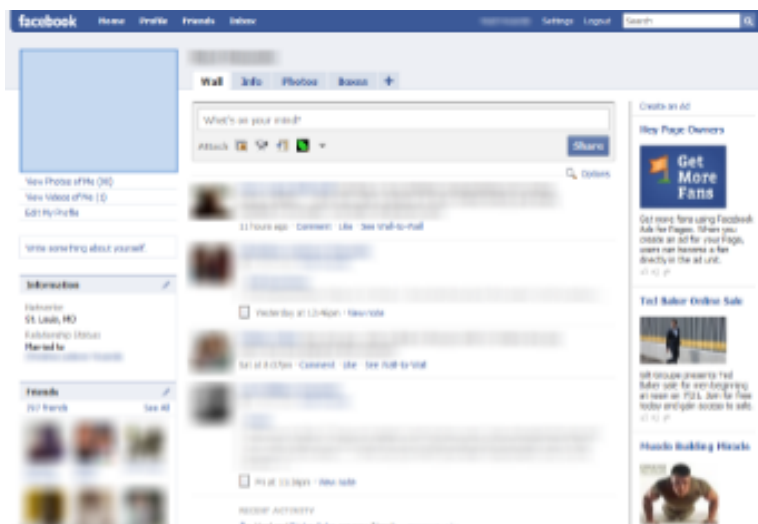
Facebook is more than just a social platform. It is the place where businesses turning fans to customers.

Facebook in a nutshell



Facebook is a free social networking web site that lets users connect and interact through networks organized by city, workplace, school, and interests.

Why is Facebook useful



Facebook is primarily a social platform but businesses can use “fan pages” to promote products and brands.

- Users are notified when their friends become fans
- Harnesses the power of word-of-mouth and personal endorsements
- Sign up for a Facebook URL to help customers find you

More than 6 million users become fans of pages each day

Set up your business account

To set up a business page click on the link below the sign up button.

Remember Me [Forgot your password?](#)

Sign Up

It's free and anyone can join

First Name:

Last Name:

Your Email:

New Password:

I am: Select Sex:

Birthdate: Month: Day: Year:

Why do I need to provide this?

[Create a Page for a celebrity, band or business](#)

Create New Facebook Page

Category:

- Local:
- Brand, Product, or Organization
- Artist, Band, or Public Figure

Name of Other Business:

Please certify that you are an official representative of this brand, organization, or person and that you are permitted to create a Facebook Page for that subject.

I am authorized to create this Page

Electronic Signature:

Note: Fake Pages and unofficial "fan pages" are a violation of our [Pages Guidelines](#). If you create an unauthorized Page or violate our Pages Guidelines in any way, your Facebook account may be disabled. To create a Facebook Group for fans of this subject, please click [here](#).

Set up your business account

Step 1: Select a Name and Category

Choose from the list of categories, the one that best describes your business, product or brand that you wish to promote on Facebook. There may not be a perfect match, but choose wisely because you will not be able to change your category once it is set. The same is true of the name of your Facebook page, so it is best to use the exact name of your business, product or brand.

Click **Create Page**.

Create New Facebook Page

Category:

Local

Brand, Product, or Organization:
Online Store

Artist, Band, or Public Figure

Name of Online Store:
Your Company Name

I am authorized to create this Page

Electronic Signature: enter full name as electronic signature

Create Page

Set up your business account

Your Page has been created.

To get started, upload a picture and edit information.



- Edit your Profile Picture
- Upload a Picture
- Take a Picture
- Choose from Album
- Edit Thumbnail
- Remove your Picture

[Edit Page](#)

[Add Fan Box to your site](#)

[Add to my Page's Favorites](#)

Write something about Your Social Media.

Upload a Profile Picture for Your Social Media

Select an image file on your computer (4MB max):

By uploading a file you certify that you have the right to distribute this picture and that it does not violate the [Terms of Service](#).

Step 2: Add a logo or profile photo

Unlike some other social networking sites, Facebook does not allow for customization of the colors or themes on their website. So this next step is very important for branding your page and make it more personal.

Click **Upload a Picture** near the top and upload a logo or photo that best represents you. Make sure that the image is clear because it will be the same thumbnail image that appears on the profile pages of your fans.

Set up your business account



Step 3: Add information

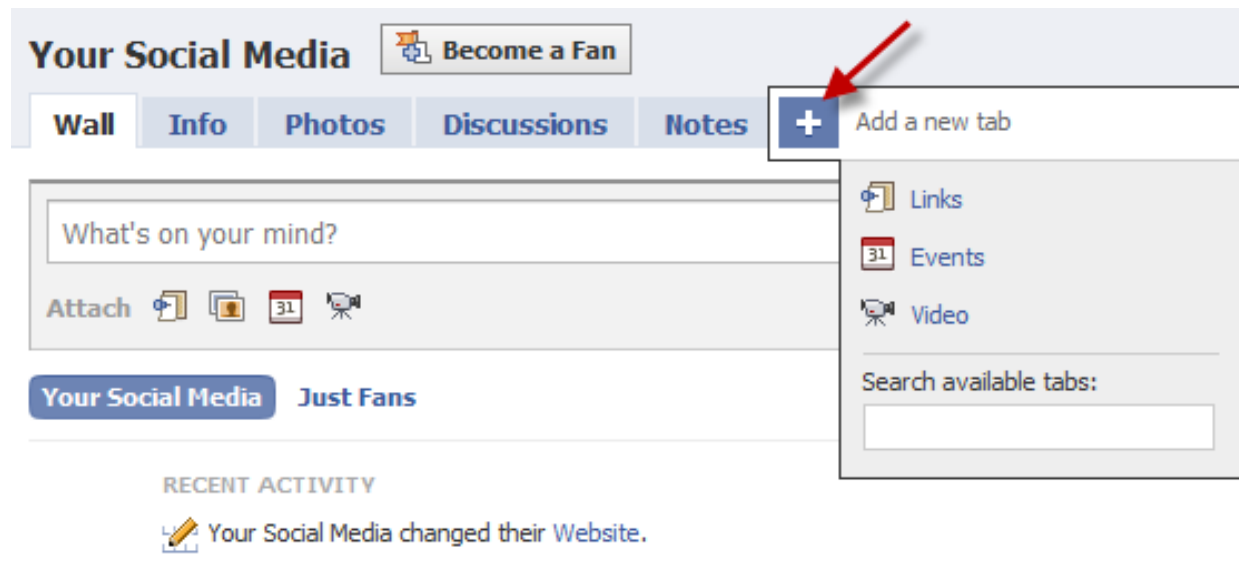
Next, you will need to tell your potential fans about who you are and why they should follow you.

Click **Add information to this Page** to enter as much detailed information as possible. Just remember that attention spans for web surfers are typically short so get to the point quickly and keep the information relevant.

Set up your business account

Step 4: Make it rich and engaging

By default, your Facebook page has a four tabs: **Wall**, **Info**, **Photos** and **Boxes**. These are totally customizable, and you can add more tabs by clicking on the **+** sign to the right of the last box. You can even include third-party applications that are available throughout Facebook.



Set up your business account

Keep in mind that the applications you choose should be related to your products or brand, and ultimately give customers a reason to come back and share the excitement with others. [Browse through the apps directory](#) and find one that works for you. Or check out some of the most [popular Facebook pages](#) to get some ideas and be inspired.

All Applications

All Applications

Business

Education

Entertainment

Friends & Family

Games

Just For Fun

Lifestyle

Sports

Utilitie

Featured By Facebook

Page 1 of 15

MouseHunt

A game of epic proportions. You are a hunter, hired by the king to trap the mice that infest his kingdom. For each mouse you catch, you'll receive a unique reward, with the aim of being the best in the land!



Lucky Strike Lanes

The classiest bowling experience around is now available right here on Facebook. Bowl against up to 25 of your friends and earn credits to spend in the pro shop. Can't get together with friends tonight? Hang out online at Lucky Strike Lanes!



Applications You May Like

Page 1 of 20

SuperPoke!



Compare People



Graffiti



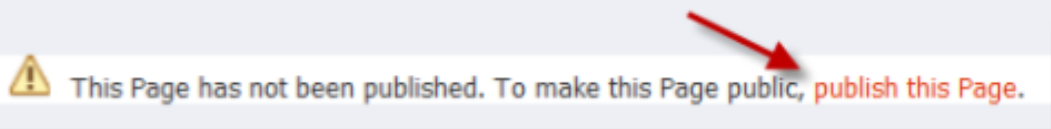
Causes



Marketplace



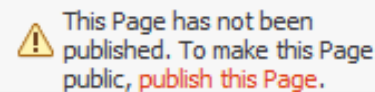
Set up your business account



This Page has not been published. To make this Page public, [publish this Page](#).






[Edit Page](#)
[Add Fan Box to your site](#)
[Add to my Page's Favorites](#)



This Page has not been published. To make this Page public, [publish this Page](#).

News for Page Admins

-  Do you want to target ads to fans of your Page?
1:34am Jul 15
-  New: Fan Box widget – More Fans and More Sharing
5:03pm Jul 8
-  Facebook Usernames Coming Soon for Pages
2:24pm Jun 9

Step 5: Publish

Once you are satisfied that your page is ready rise through the Facebook rankings, click the **Publish this Page** link to share it the with world. You have to tweak it every once in a while, as you get feedback from customers and friends.

When you click on the Edit Page link you will find that Facebook offers you a lot of control over your page and how your fans interact while they are visiting. For example, you can control the tab that is visible to users who are not yet fans of your Page. You can also control whether or not fans can share your Wall, photos, etc. The more you allow them to share your content, the more exposure you get.

Set up your business account

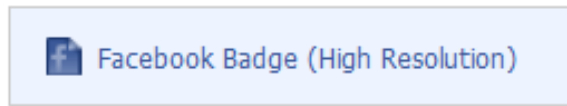
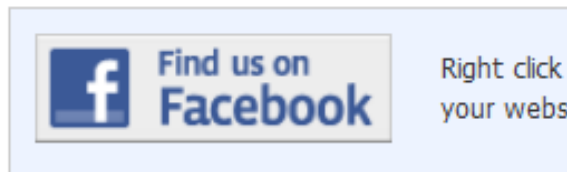
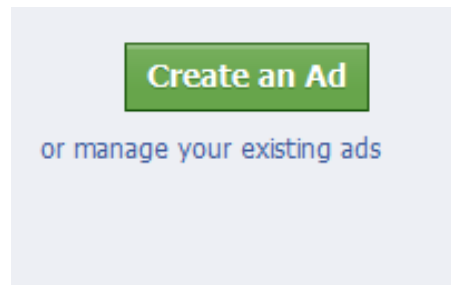
Create Your Facebook Ad

- Quickly create image and text-based ads.
- Advertise your own web page or something on Facebook like a Page or an Event.
- Choose to pay per click (CPC) or impression (CPM).

Step 6: Promote, Promote, Promote!

Now that your Facebook page has been set up, it is time to let people know where to find you. There are a number of ways for you to publicize your Facebook page. One way is through Facebook's targeted ads that link fans directly to your page. Facebook makes it fairly simple to create an ad using their [ad generator](#). But make sure you read the [guidelines first](#).

Set up your business account



Facebook has also provided some tools for you to promote your Fan page outside of Facebook. Create [a "Find us on Facebook" badge](#) and link it to your page. Don't forget to become a fan of your own Page because then you friends will see the notification and as they become fans too, so will their friends.

Your Social Media



Become a Fan

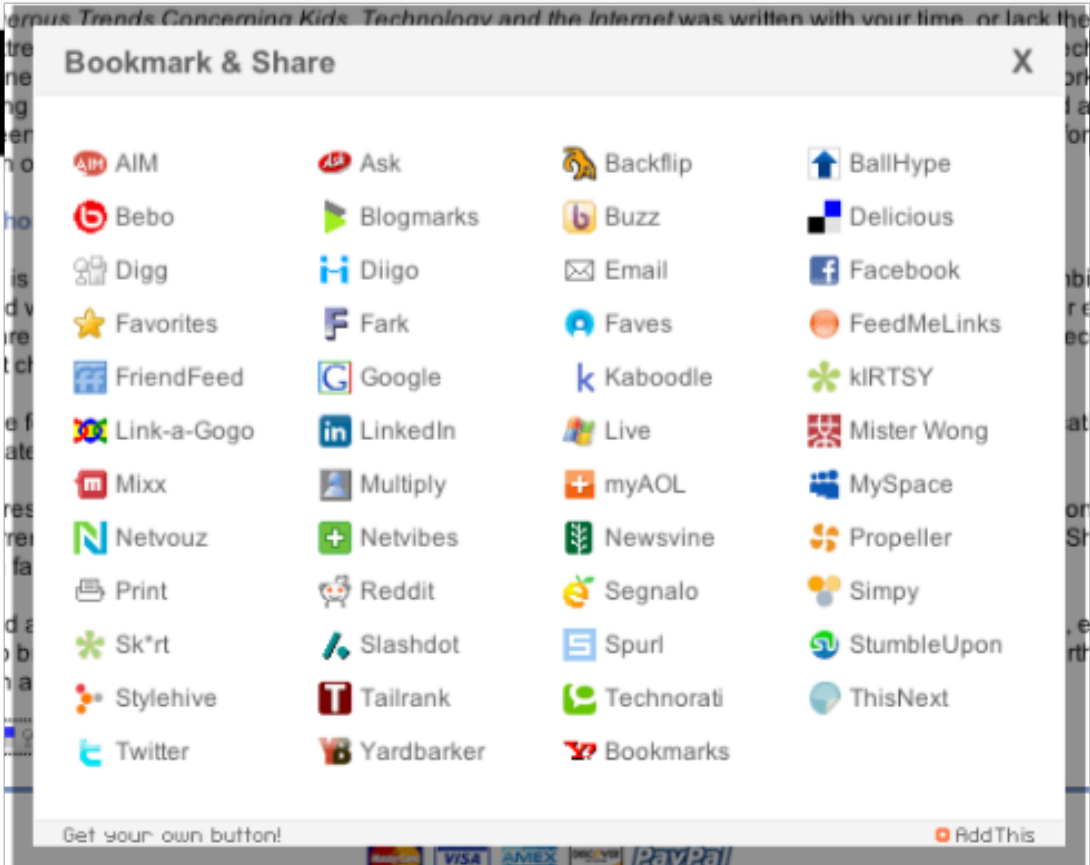
And the crowd goes wild...



Links



- [Facebook.com](https://www.facebook.com)
- [YourSocialMedia.com](https://www.YourSocialMedia.com)
- [WilsonMonnig.com](https://www.WilsonMonnig.com)



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