



How do I create a Facebook Fan page?

Step 1

What are Facebook Pages?

Pages are for organizations, businesses, celebrities, and bands to broadcast great information to fans in an official, public manner. Like profiles, they can be enhanced with applications that help the entity communicate with and engage their fans, and capture new audiences virally through their fans' recommendations to their friends.

Facebook pages can also be indexed by search engines such as Google so it is another great way to promote your business online.

Step 2

Creating a Facebook Page

A screenshot of the Facebook sign-up form. The form is titled "Sign Up" and includes the subtext "It's free and anyone can join". The form fields include: "First Name:", "Last Name:", "Your Email:", "New Password:", "I am:" with a "Select Sex:" dropdown menu, and "Birthday:" with "Month:", "Day:", and "Year:" dropdown menus. Below the birthday fields is a link that says "Why do I need to provide this?". At the bottom of the form is a green "Sign Up" button. Below the form, there is a link that says "Create a Page for a celebrity, band or business." which is circled in orange.

To create a Facebook Page just go to www.facebook.com and you will notice under the sign up main questions there is a link called 'Create a Page for a celebrity, band or business' click on this to send you through to creating a new Page.

This will send you through to the below page that will allow you to choose what category you want to place your business under and what you'd like to name it.

Create New Facebook Page

Category:



Local:

Other Business



Brand, Product, or Organization



Artist, Band, or Public Figure

Name of Page:

Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

Step 3

Once you have continued you will come to a page where you will need to fill in an email for the business and it needs to be an email you can access as you will receive a confirmation email for your Facebook account.

Create a Facebook Account

I already have a Facebook account

I do not have a Facebook account

Email:

New Password:

?

Date of Birth:

Month: Day: Year:

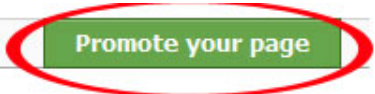
Please enter your own date of birth. ([Why is this required?](#))

Step 4

Check your email account, the one which you registered with your Facebook account, then click on the link in the confirmation email they would have sent you and this will log you into your Facebook Page.

Step 5

Once you are logged in you will see the page below. The name of your business will appear along with the ability for you to edit settings and to add applications to your page.



The Travel Place

Create Page **View Page** Delete Page

Settings

Edit

Edit country restrictions, age restrictions and published status.

Wall Settings

Edit

Change the default view for fans and control who can post to your Wall.

Mobile

Edit · Learn more

Publish status updates, photos and videos to your Facebook Page on the go.

Applications

Discussion Boards

Edit · Application Settings · Link to this Tab · Remove Application

Discussion boards enable your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want. Get the conversation started now!

Events

Edit · Application Settings · Link to this Tab · Remove Application

With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.

Links

Edit · Application Settings · Remove Application

With Facebook Posted Items, you can share anything on the internet by posting it to your profile. You can

News for Page Admins

- Pages Functionality Resources: Help Center 10:05pm Apr 7
- Introducing per post analytics for Pages 9:52pm Jan 21
- Fan Badges - Have your fans show their support to their friends 9:40pm Dec 17

See More News

Insights

- Total Fans

Page Activity*

No Data to Display

* Available 48 Hours After Activity

All Page Insights

Promote your page

- Promotion Guidelines
- Promote with a Fan Box

Admins

Add

As you go down the page you will see each setting has a description of what you can change about it. As you go further there is a heading called **Applications**, these are different things you can add to your facebook page to make it more interactive for your users. Each has its own explanation and as you edit each one you will see the options you can change.

Step 5

Facebook Advertising

If you are interested in promoting your business within facebook you can place ads similar to Google adwords where they appear on the right hand side of a person's page and when someone clicks on these ads you are charged a click through fee according to the budget you set. You can also go through and target particular users that belong to particular groups with your ads.

To start this process click on the green button at the top of your page that says **'Promote Your Page'**

Step 6

Once you have gone through and setup those initial settings you will see at the top of you page the ability to **'view page'**

Which will then take you to this page below.

The screenshot shows a Facebook fan page for 'The Travel Place'. The page header includes navigation tabs: Wall, Info, Photos, Discussions, Reviews, Events, and a plus sign. Below the header is a text input field for a post, with an 'Attach' button and a 'Share' button set to 'Everyone'. The page name 'The Travel Place' is displayed with a 'Settings' gear icon. A 'Party' event is listed for March 15th at 5:20 PM at Smartype Milton. The 'RECENT ACTIVITY' section shows two updates: 'The Travel Place edited their Location, Website and Public Transit.' and 'The Travel Place joined Facebook.' On the left sidebar, there is an 'Information' section with location details (243 Milton Rd, Milton Keynes, UK) and hours (8:00 am - 5:00 pm), an 'Insights' section with a 'See All' link, and two metrics: '0 Post Quality' and '0 Interactions This Week'.

This is the facebook fan page that your users will see and where you can add your thoughts.

To promote your site to your customers/users go to this link

http://www.facebook.com/pages/edit/?id=390872908141#!/pages/manage/promo_guidelines.php and you will find a 'Find us on Facebook' badge that you can place on your website or in your email stationary and link to your facebook page.

Once people come to your page they will see the become a fan icon, which will allow them to follow your facebook fan page.

This close-up image shows the top navigation area of the Facebook page. The page name 'The Travel Place' is on the left. To its right is a 'Become a Fan' button, which is circled in red. Below the name and button are navigation tabs: Wall, Info, Photos, Discussions, and Reviews. At the bottom, there are three buttons: 'The Travel Place + Fans', 'The Travel Place' (highlighted in blue), and 'Just Fans'.