

How to Set Up a Business Facebook Page

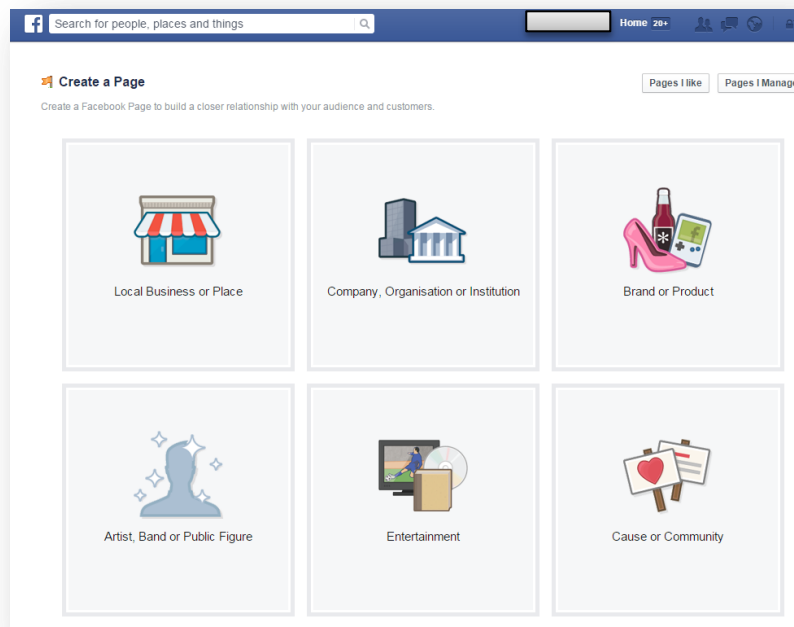
To be able to advertise on Facebook, you're going to need to set up a business Facebook Page that promotes your ads. This way, your adverts will be associated with your brand and your business will have a Facebook presence to reach, listen and engage with customers and prospects. Plus, it is currently not possible to advertise on Facebook using a personal Facebook account.

You will need

- A personal Facebook account.
- A description for your company and your business's contact details.
- A profile picture – usually your business's logo (recommended size: 180x180).
- A cover photo for your Page (recommended size: 851x315).

Creating your page: Step by step

1. Go to <https://www.facebook.com/pages/create>.
2. Log into your personal Facebook account.
3. Choose the Page category that best suits your business.



4. Fill in your company's details. Click get started and follow the on-screen instructions.

5. You'll need a cover photo and a profile picture. We recommend that you use your firm's logo as your profile picture, as it will appear on your ads to identify your Facebook Page as the sponsor of your content. See an example of a Facebook ad below and where your profile picture goes on an advert.



6. When you get to the point where you are asked to enter your company's details, it is important that you provide your company's website and contact number so your customers know how to get in contact with you or learn more about what you do.

All done! Now please refer to our guide on [how to create an advert account](#) so you can advertise on Facebook.