

Step-by-step guide to setting up Facebook for business

1. Create your Facebook Business Page

2. Add brand images

3. Complete your Page info

Click **Edit Page Info** and fill in the following sections:

- **Description:** 255 characters to describe who you are and what you do.
- **Contact information:** Fill in all the ways you want people to be able to reach you (including your website).
- **Extra options:** If it's relevant to your business, add your operating hours, price range, and privacy policy.

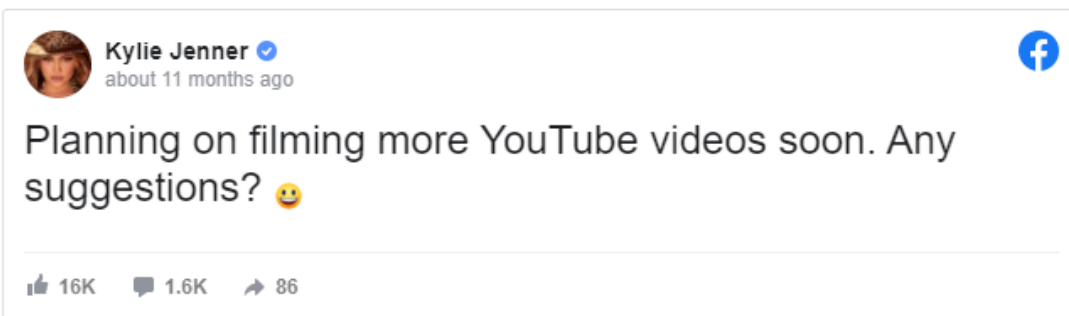
4. Create your Facebook username (aka your vanity URL)

5. Add a call-to-action button

6. Review your Facebook Page settings

Types of Facebook posts

- Facebook text post (a.k.a. status post)



- **Facebook photo post**

Photo posts are a great way to show off your products, especially if they have high visual appeal, or they're something people need to see in use to fully appreciate.



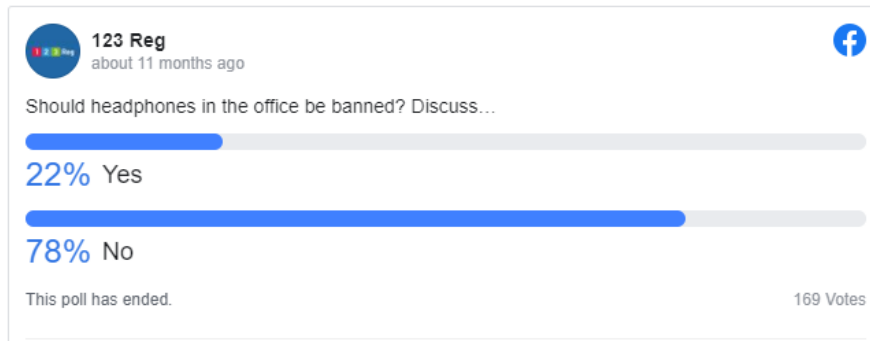
Facebook video post

- A short video post can be compelling if your product has strong visual appeal.
- Since videos start to play automatically in the News Feed, even a clip that's only a few seconds long can be a great way to catch someone's eye. Check out this seven-second video from Orville Redenbacher's



Facebook poll post

We mentioned above that asking a question can help get your Facebook audience engaged. A Facebook poll takes this a step further



Facebook Stories

[Facebook Stories](#) are photo or short video posts that appear in vertical format and disappear after 24 hours. They live at the top of the News Feed. Photos appear for five seconds, and videos can be up to 20 seconds long.

Pinned post

A pinned post is simply a regular post that you “pin” to the top of your Facebook Page.

It's always the first thing people see at the top of your Page.

What should you pin? Maybe you have one piece of content that soars above the rest. Something that really captures your brand and shows potential followers exactly why they should Like your Page.

You can also use this space to:

- share important news
- showcase an amazing video
- raise awareness about a current campaign