



HOW TO CREATE A BUSINESS PAGE

Page Information

Page name (required)

Unit Name Here



Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)

Nonprofit Organization X



Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description

Brief description placed here. Purpose of your Page.

Step 1: Create the Page (Different from a Personal Profile Page)

Go to facebook.com/pages/create

- Add Page name
- Category (choose up to 3)
- Description

How to Categorize Pages: Recommended Categories Below

- Public Figure
- Education
- Local service
- Community Organization
- Nonprofit Organization

HOW TO CREATE A BUSINESS PAGE

Pages > Create a Page

Create a Page


Page Information

Page name (required)
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Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required) ✓
Nonprofit Organization ✕

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

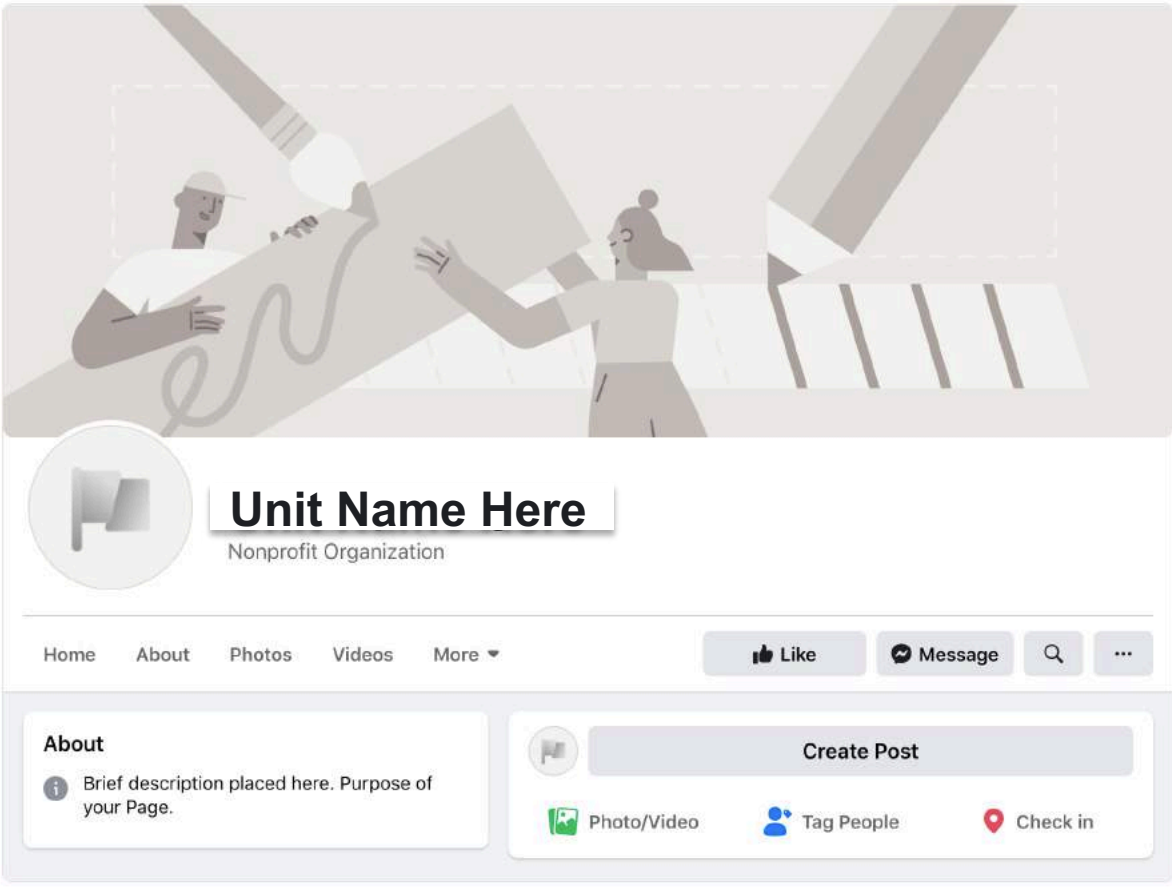
Description
Brief description placed here. Purpose of your Page. 

Write about what your business does, the services you provide, or the purpose of the Page.
Character limit: 255

You can add images, videos and other details after you create your page.

Create Page

Desktop Preview



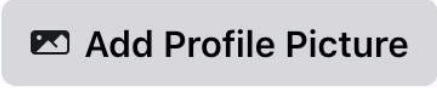
The desktop preview shows a Facebook page layout. At the top is a cover photo of two people working on a large sheet of paper. Below the cover is the profile picture (a flag icon) and the name 'Unit Name Here' with the category 'Nonprofit Organization'. A navigation bar includes 'Home', 'About', 'Photos', 'Videos', and 'More'. Action buttons for 'Like', 'Message', and a search icon are visible. The 'About' section contains a brief description. A 'Create Post' button is at the bottom right, with options for 'Photo/Video', 'Tag People', and 'Check in'.



HOW TO CREATE A BUSINESS PAGE

Images

Profile Photo · Optional i

 Add Profile Picture

Use a logo or image that helps people identify this Page in search results.

Cover Photo · Optional i

 Add Cover Photo

Use an image that represents what this Page is about.

Step 2: Add Photos

Profile- The recommended size to upload is 360 x 360 pixels. It will be cropped to a circle, so don't put any critical details in the corners.

Cover – The recommended size to upload is 720 x 315 pixels.

HOW TO CREATE A BUSINESS PAGE

Images

Profile Photo · Optional



Use a logo or image that helps people identify this Page in search results.

Cover Photo · Optional



Use an image that represents what this Page is about.

Save

Desktop Preview



Unit Name Here

Nonprofit Organization

Home About Photos Videos More

Like

Message

Search

More

About

Brief description placed here. Purpose of your Page.

Create Post

Photo/Video

Tag People

Check in

HOW TO CREATE A BUSINESS PAGE

Manage Page

Unit Name Here

Page

Updates
1 new

News Feed

Ad Center

Inbox

Business App Store

Resources & Tools

Manage Jobs

Notifications
1 new

Insights

Publishing Tools

Page Quality

Promote

MRTA
ORG. 1960

Unit Name Here
Create @Username · Nonprofit Organization

+ Add a Button

Home About Events Photos More

Promote View as Visitor

Invite Friends to Like Your Page

More people might see your posts in News Feed if your friends like your Page and share posts. Invites will be sent from McKenzie Lyman.

Search for friends to invite

- Sabrina Assis [Invite](#)
- Amanda Lynn Bagley [Invite](#)
- Pedro Santos [Invite](#)

[See All Friends](#)

Page Tips [See All \(2\)](#)

Add More Information to New Chapter Page [×](#)

You're missing some details for your Page. Help people discover and learn about your Page by adding more

Create Post

Photo/Video Get Messages Feeling/Activity

Create Live Event Offer Job Ad

New Chapter Page updated their cover photo. Just now

The Benefits of Whole Life Insurance While You're Still Living

HOW TO CREATE A BUSINESS PAGE

Manage Page

Unit Name Here

Page

Updates
1 new

News Feed

Ad Center

Inbox

Business App Store

Resources & Tools

Manage Jobs

Notifications
1 new

Insights

Publishing Tools

Page Quality

Promote

Unit Name Here

Create @Username Nonprofit Organization

+ Add a Button

Home About Events Photos More

Promote View as Visitor

Step 3: Create your username



- Your username, also called your vanity URL, is how you tell people where to find you on Facebook.
- Can be up to 50 characters long. You want it to be easy to type and easy to remember. Your business name or some obvious variation of it is a safe bet.
- Click **Create Page @Username** in the left menu to set up your vanity URL.



HOW TO CREATE A BUSINESS PAGE

About

 [Enter location](#)

 Brief description placed here. Purpose of your Page. 

 0 people follow this

 [Enter website](#)

 [Enter phone number](#)

 [Send Message](#)

 [Enter email](#)

 [Edit business hours](#)

 [Nonprofit Organization](#) 

[Edit Page Info](#)

Step 4: Add Business Details