

Facebook 101

How to Build a Page

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Prepared for NATP Manager's Workshop

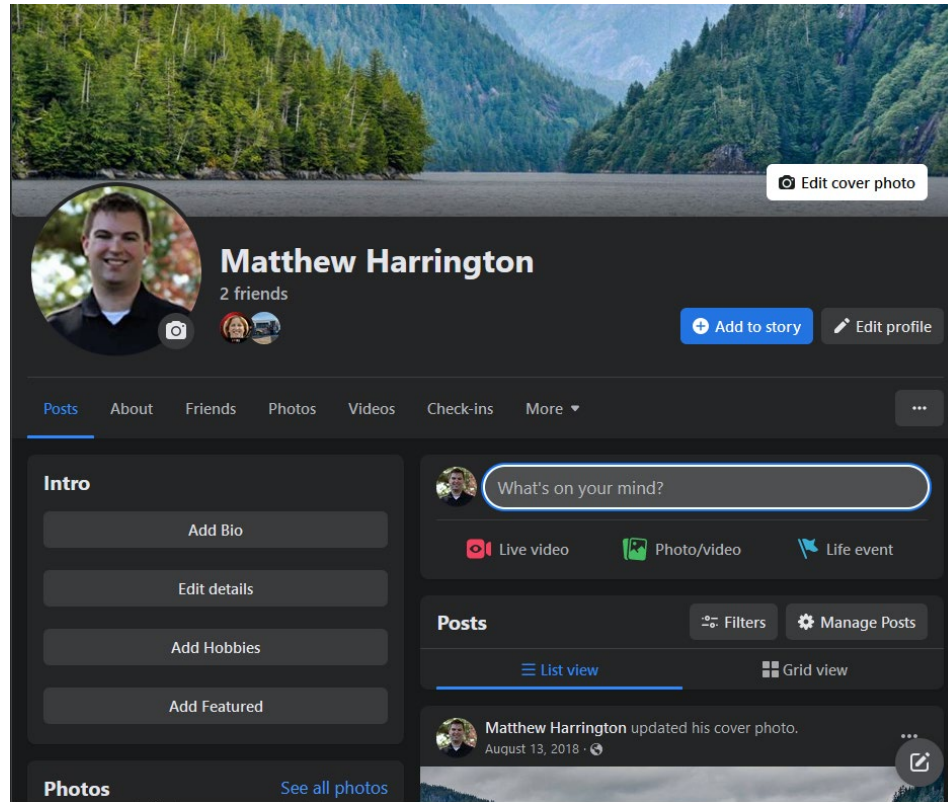
June 2022

Roadmap

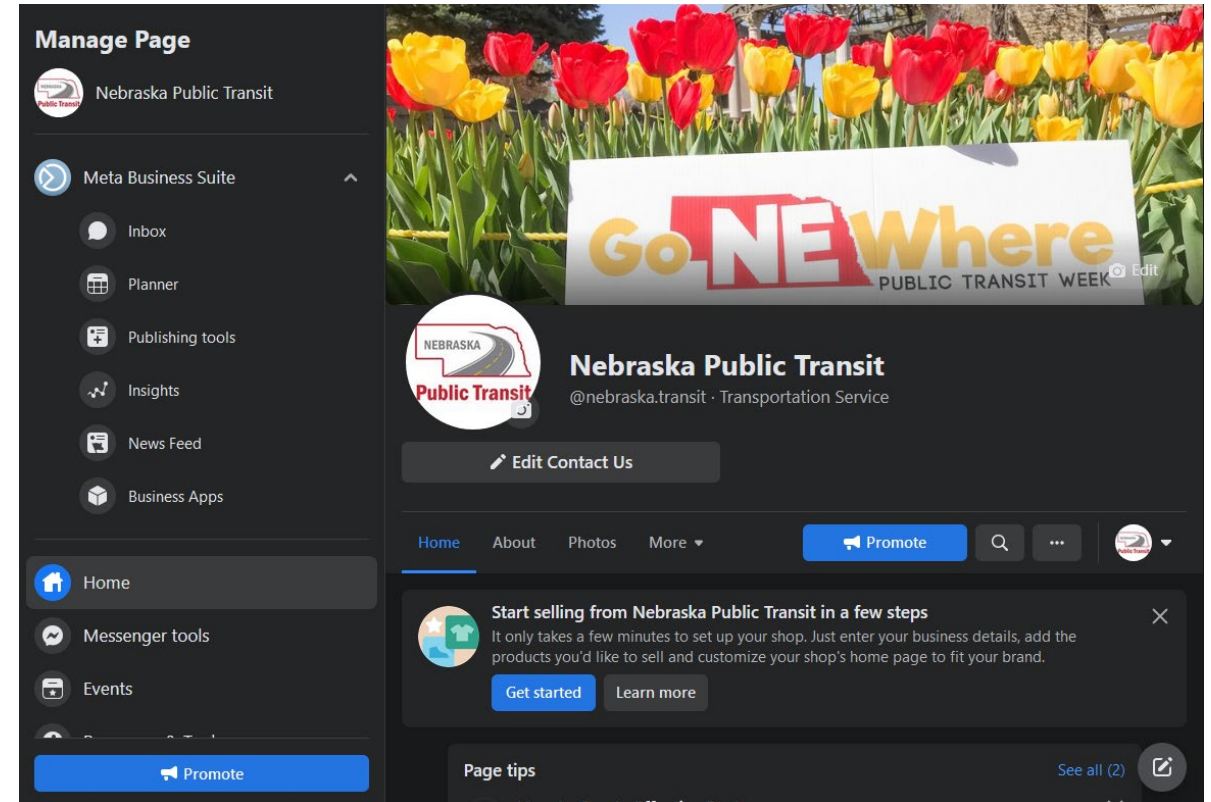
- Profiles
- Creating a Page
- Adding Photos
- Adding Information to a Page



Profile



Page



Profiles & Pages – Not the Same Thing

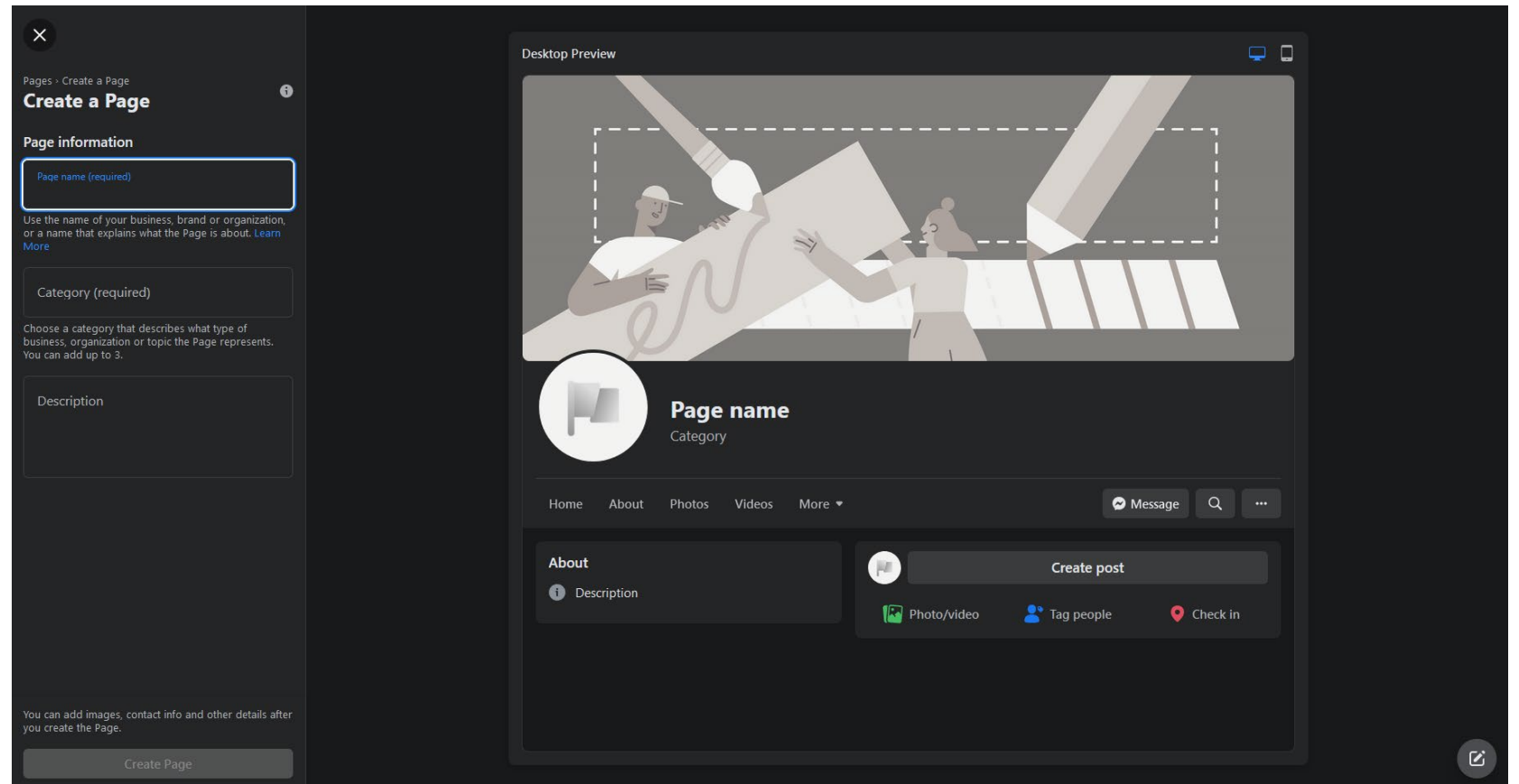
All Facebook Pages required a linked personal profile.

Your business Page is not a profile with a login/password.

If you don't want to tie to your personal profile (I don't) I recommend creating a Facebook profile with a business email address, accessible by the manager of that company.

Creating the Page

- Page Name
- Category(s)
- Description



Pages • Create a Page

Create a Page

Page information

Page name (required)

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

Category (required)

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

Description

You can add images, contact info and other details after you create the Page.

Create Page

Desktop Preview

Home About Photos Videos More

Message

About

Description

Create post

Photo/video Tag people Check in



Adding Photos



- Cover Photo
 - Exterior of bus
 - People on/waiting for your vehicle
 - Special event
- Profile Picture
 - Logo is best



Adding Information to the Page

Username

Contact Information

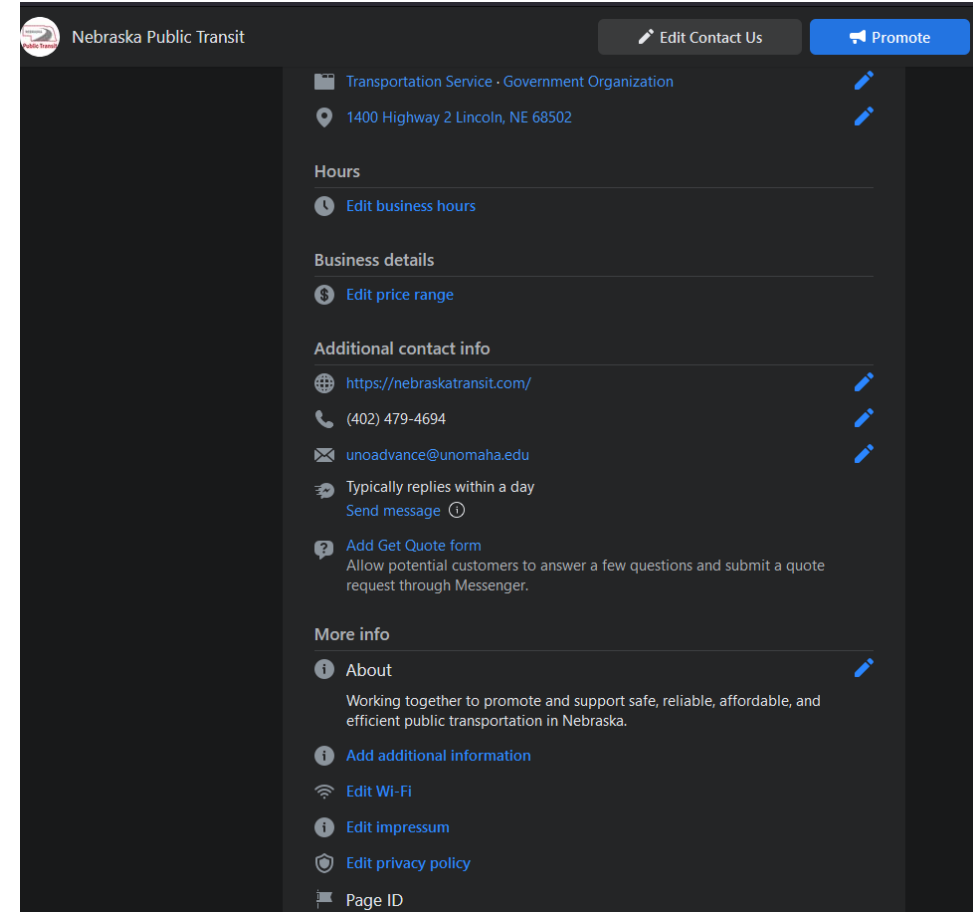
Address

Service Area

Hours

Products

Additional Information



The screenshot shows the Facebook page editor for "Nebraska Public Transit". At the top, there are buttons for "Edit Contact Us" and "Promote". The main content area is divided into several sections, each with an edit icon (pencil) to its right:

- Transportation Service - Government Organization**: Includes a location field with the address "1400 Highway 2 Lincoln, NE 68502".
- Hours**: Includes a link to "Edit business hours".
- Business details**: Includes a link to "Edit price range".
- Additional contact info**: Includes fields for the website ("https://nebraskatransit.com/"), phone number ("(402) 479-4694"), and email ("unoadvance@unomaha.edu").
- Typically replies within a day**: Includes a "Send message" button and a link to "Add Get Quote form".
- More info**: Includes a link to "Add additional information", a link to "Edit Wi-Fi", a link to "Edit impressum", a link to "Edit privacy policy", and a link to "Page ID".

Questions

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