

To start a business Facebook page, please realize you must already have a personal Facebook page. While this may be confusing at first, understand Facebook is a business, too, and gains from growing the number of individuals and companies using their platform.

Have faith—your personal and business pages will remain separate if you set things up right. For now, please set aside your familiarity with your own personal page as we explore how to set up business Facebook pages.

## Starting Off On the Right Foot

The most important point to remember as you are setting up a business page is to choose the business template for your company. This can have a huge effect on how your business is seen, how much you can control your company profile and how effectively you are able to deliver your message.

Here, we will explore important examples of what not to do as well as how to set up a Facebook business page correctly.

## Inadvertently Creating a Monster

If you mistakenly use the personal template for your business page, you have now created a personal/business hybrid page. This makes your business Facebook page appear as a

person, not a business.

If your business is called Alpaca Fiber Unlimited and you set it up with the personal template, your business will appear as if it has a first name, “Alpaca,” which is confusing and noticeably weird to the public.

Personal pages also require an individual to set a gender, which Facebook uses to select pronouns in automatic messages. When your page refers to your business as a “he” or “she,” it is not only incorrect, it is off-putting because it calls attention to the fact that your page is not set up right.

If you are using a personal/business hybrid page mistakenly, please realize you are doing your business more harm than good.

If you are using a personal template to represent your business, each person who wishes to learn more about your business or products must send your page a “friend request,” which an administrator must then accept. Obviously, this is cumbersome and not helpful to a business – creating more unnecessary tasks for yourself makes you way less efficient.

Keep in mind also that personal pages are much harder to find on Facebook and not open to the public. On a business Facebook page, anyone can follow your business without any action from the page administrator.

Search engine optimization and indexing is important online and should be taken seriously. Bots, always working to connect the dots on the Internet, don’t include personal/business hybrid mistake pages when running algorithms written to maximize business presences and populate GPS points. So anything business-related, especially key information such as your business

name, address and contact information that is present on a page mistakenly set up as a personal/business hybrid page, is effectively ignored – a huge miss.

The good news? You can start a legitimate business page and delete the page you set up incorrectly.

## Facebook Business Page

The proper option for promoting your business, the Facebook business page has specific features that allow you to make the most of Facebook’s tools. Make this your goal for getting the most out of Facebook for your company.

The first step you will need to take to create a business Facebook page from your personal page is to locate “Create Page.” You will now be ushered down a smooth, well-programmed path of specific choices as you begin creating your business Facebook page via a template, beginning with “Business or Brand.” Then you’ll be asked to name your page and to choose a category.

You’ll know you are on the right track when you’re asked to make sure the automatic default settings on your business Facebook page are correct.

## Content Control

A business page allows you to assign employees as administrators, taking some of the daily responsibility of updating social media off the owner. When you understand that a page must be regularly updated to be effective, help is very welcome as you run the rest of your business, doing what you do best.

## Indexing

A convenient place already exists to list your contact information thor-

oughly and neatly – there is a form to fill out that is already set up in the Facebook business page “About” section. Use it and allow bots to find you automatically instead of concocting workarounds that will come back to haunt you.

The “About” section allows you to display your mission or branding statement, your logo, your contact information and other details such as the price range of the goods you sell.

If you keep open barn hours, you can add them here so visitors can see when it is appropriate to drop by, or you can specify that an appointment must be made to tour. If your home and barn are located on the same property, this is invaluable for privacy and security.

## Ratings and Recommendations

By creating a business Facebook page, you also gain the ability to earn a “recommendation” from the public. Recommendations allow for non-biased, public feedback. This allows any customer visiting your page for any reason to type in their personal opinion about why your business is great or needs improvement.

The public can also “rate” your business from one to five stars. Stars for businesses are also merit-based, so if you’re willing to put in the work, it will show to the public through your positive rating.

You can optimize your Facebook business page to capture recommendations and ratings by filling in all the blanks for your page and being thorough. Facebook makes your page available to viewers to recommend more frequently if each field in your business profile is thoroughly completed. So dotting every “I” and crossing every “T” to make sure every slot Facebook asks for is filled with qual-

ity content and imagery may seem tedious, but it is worth the time.

Do your best work here and check for typos to avoid misunderstanding later. For instance, if you have a typo in your URL, Facebook can’t accurately link clients to your website. Similarly, double-check phone numbers and emails.

## The Unclaimed Facebook Business Page

Most people are surprised to learn that a Facebook business page may have been created for their business without their knowledge.

A placeholder business page can be created by Facebook, which has received some sort of data to indicate you are running a business. You can claim and augment it or delete it if you wish to start your business Facebook page from scratch.

These pages are easily discernable with their generic grey map pins and lack of a cover photo. If the page is unclaimed, you’ll also see “Unofficial Page” below its cover photo.

Simply search for your business name on Facebook to see if this is the case for your business. While this is somewhat eerie when you discover it, you can find your unclaimed page and claim it.

If you allow unofficial pages to continue without claiming or deleting them, people could discuss you and your business without your knowledge, publicly.

Knowing how to set up your business Facebook page from the get-go can help you avoid advanced Facebook tasks like merging or deleting pages later. If you set up your page incorrectly, you may find yourself having to start from scratch later, leaving valued followers behind. Taking the time to do it right pays off later. ●

# Business Facebook Pages

- Allow you to separate business related posts from personal ones.
- Allow people to “like” and “follow” your business.
- Allow you to verify your page, confirming the page is the authentic one for your business.
- Allow you to post as a professional entity and boost your brand recognition.
- Prevent the possibility of Facebook creating an “unclaimed” page of your business.
- Pair with your website and business email.
- Boost search engine optimized searches for your business.
- Allow you to tag other businesses you network with.



- “Have You Optimised Your Facebook Business Page for ‘recommendations?’” South Africa - Meltwater. June 18, 2018. Accessed December 28, 2018. <https://www.meltwater.com/uk/blog/optimised-facebook-business-page-recommendations/>.
- “Top 20 Facebook Statistics - Updated December 2018.” Zephoria Inc. December 13, 2018. Accessed December 28, 2018. <https://zephoria.com/top-15-valuable-facebook-statistics/>.

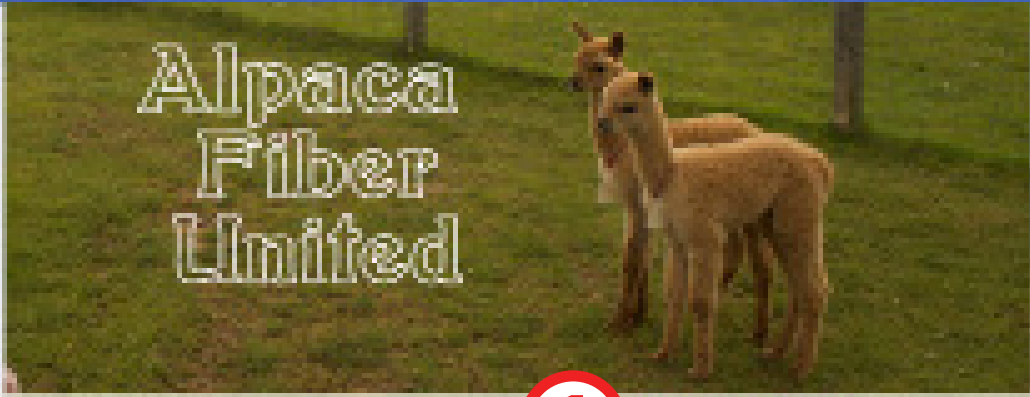
Facebook page for Alpaca Fiber United. The page features a cover photo of two alpacas with the company name overlaid. A navigation menu on the left includes Home, Posts, Reviews, Videos, Photos, About, Community, Buy Fiber, Learn More, Live, Events, and Info and Ads. The main content area shows a post from Alpaca Fiber United about raw fiber, with a 4.7 star rating and 14 reviews. The right sidebar contains a search bar, a 'Manufactured in Kentucky TN' badge, a video player, a 'Comments' section with 246 comments, a 'Boost' section, and a 'Page' section with a 4.7 star rating and 3,031 likes. Red circles with numbers 1 through 5 highlight specific elements: 1. The cover photo area; 2. The navigation menu; 3. The 'Comments' section; 4. The 'Boost' section; 5. The 'Page' section.



Alpaca Fiber United  
@alpacafiberunited

- Home
- Posts
- Reviews
- Videos
- Photos
- About
- Community
- Buy Fiber
- Learn More
- Live
- Events
- Info and Ads

Invite a Page



Like Share ...

Contact Us Send Message

Reviews  
4.7 ★★★★★ 14 Reviews  
141 people shared your thoughts  
John Coopers  
★★★★★ - December 13, 2019  
Great fiber, really love the product!

Alpaca Fiber United shared a photo.  
Published on Nov 27 at 1:00 PM · 41  
  
This raw fiber will create beautiful alpaca goods.

141 people reacted  
Like Love Wow ...  
1 Share  
Write a comment...

Alpaca Fiber United shared a photo.  
Published on Nov 27 at 1:00 PM · 41

Search for posts on this Page

Manufactured in Kentucky TN  
4.7 ★★★★★  
Learn More



Alpaca Fiber United and Our Story  
We intentionally produce their fiber to produce beautiful goods for you and ...  
See More

Comments  
246 comments  
140 photos

Boost  
131 people reacted  
100% (1/1)

- Facebook Marketplace
- www.alpacafiberunited.com
- Agribusiness
- Price Range \$44
- Hours: 10:00 AM - 6:00 PM

Page  
★★★★★  
3,031 likes

# A Correct Facebook Business Page

The page at left was built using the business template and offers these powerful features.

## 1. Call to action

Facebook business pages can choose from a menu of calls to action to best suit their page. Choose from “Learn More,” “Shop,” “Contact,” “Send Email” and many more in several categories.

## 2. Customized tabs

Business Facebook pages allow you to customize your page with tabs that lead to special sections you design that are relevant to your business. This also acts as a jumping off point to your community and your business reviews.

## 3. Category

Facebook business pages allow you to choose your industry category and list your location. For example, many alpaca breeders choose “Agricultural Service” or “Farm.” With unofficial pages and personal pages, a category is not available.

## 4. Map

Facebook business pages allow you to pinpoint your exact location on a map, very helpful to people who want to find your business. Unofficial pages harvest indexing information from the Internet at large to assume your location and even your website address; this may or may not be correct. Maps are not available on personal pages.

## 5. Response rate and weekly stats

Business pages give followers a quick idea of how responsive you are to inquiries or messages and results can also be viewed by page managers. To achieve a “very responsive” rating, your response time must be less than 15 minutes 90 percent of the time. This section also shows how many followers your business has.



Below is a Facebook page that was intended to function as a business page but was mistakenly built using the personal template. Especially problematic areas are circled in yellow.

