

# Quick Reference Guide

## Creating a Facebook Business Page

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**Follow this simple guide to setup your Facebook Business Page. In just a few steps you can be ready to start building your page to connect with your target audience and build your brand on Facebook.**

1. Go to <http://www.facebook.com/page>
2. Complete the Official Page form. Note the tips below on selecting your Page Name.
  - Facebook does not allow you to edit the name of a Page. If you would like to change your Page name, you will need to delete your Page and recreate it. The Facebook team is unable to change Page names for you.
  - Some words will not be accepted by Facebook, and they will inform you when they will not accept the words you've chosen for your page name. At that point you can either come up with a different name or submit a support ticket with Facebook.
  - SEO NOTE: Your page name can (and should) include a few of your primary business keywords.

**You may add multiple administrators to your business page. (i.e. If you are utilizing the services of a Social Media Virtual Assistant)**

1. From Your Facebook Profile Page, click “Edit Page” under your profile picture.
2. On the right hand side in the Admins section click “add”.
3. In the Add Admins via Email box, type the email your admin uses for his/her *Facebook Profile*.

**When you have 25 people who “like” your Facebook Business Page, you can create a Custom Facebook Page URL. (i.e. <http://www.facebook.com/effectiveva> )**

1. Go to <http://www.facebook.com/username>
2. The Page username must be at least five characters and only include alphanumeric characters A-Z, 0-9.
3. Try to select something easy to remember that relates to your business.