

Getting Started Booklet

Setting Up a Facebook Page



Courtesy of

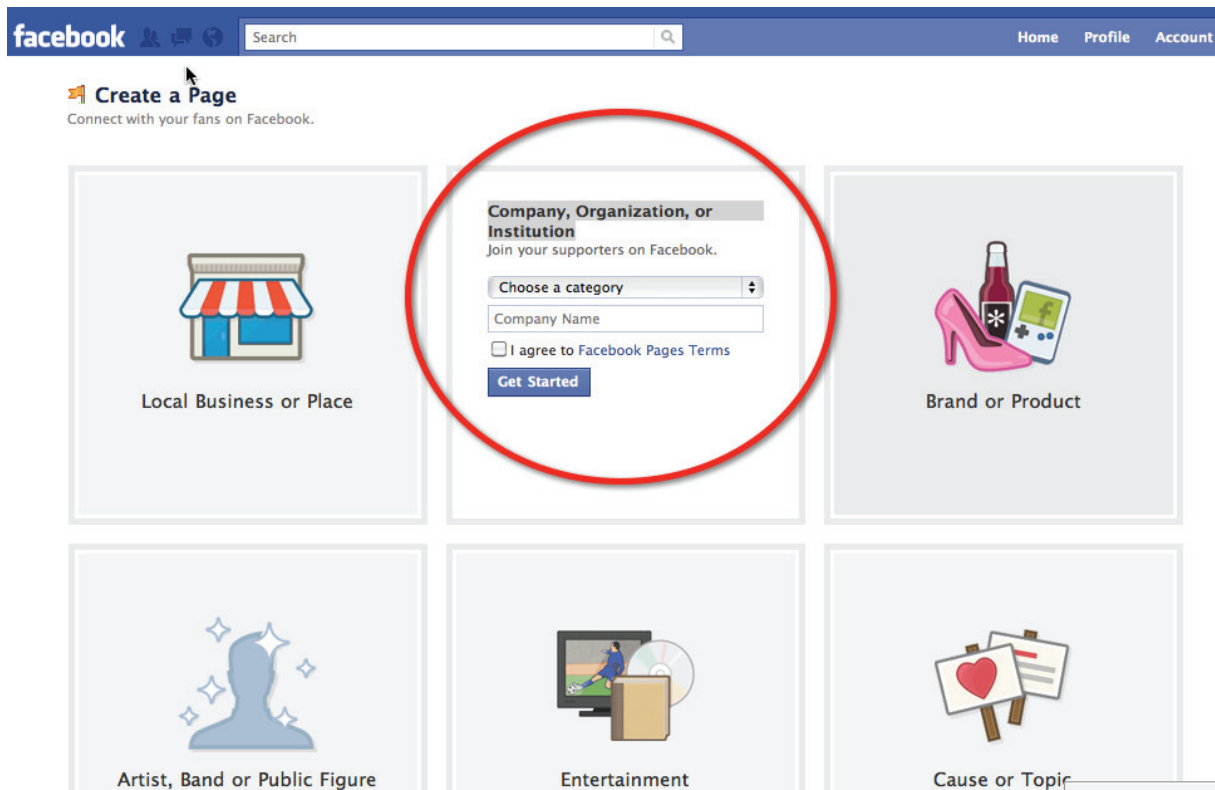


Step-by-step instructions on how to
Create a Facebook Page

Steps to setting up a Facebook Page

1. Go to www.facebook.com/pages/create.php to create your Facebook Page after you have logged into your Personal Profile. On the Facebook “Create a Page” Page, select the top middle box titled “Company, Organization, or Institution.”

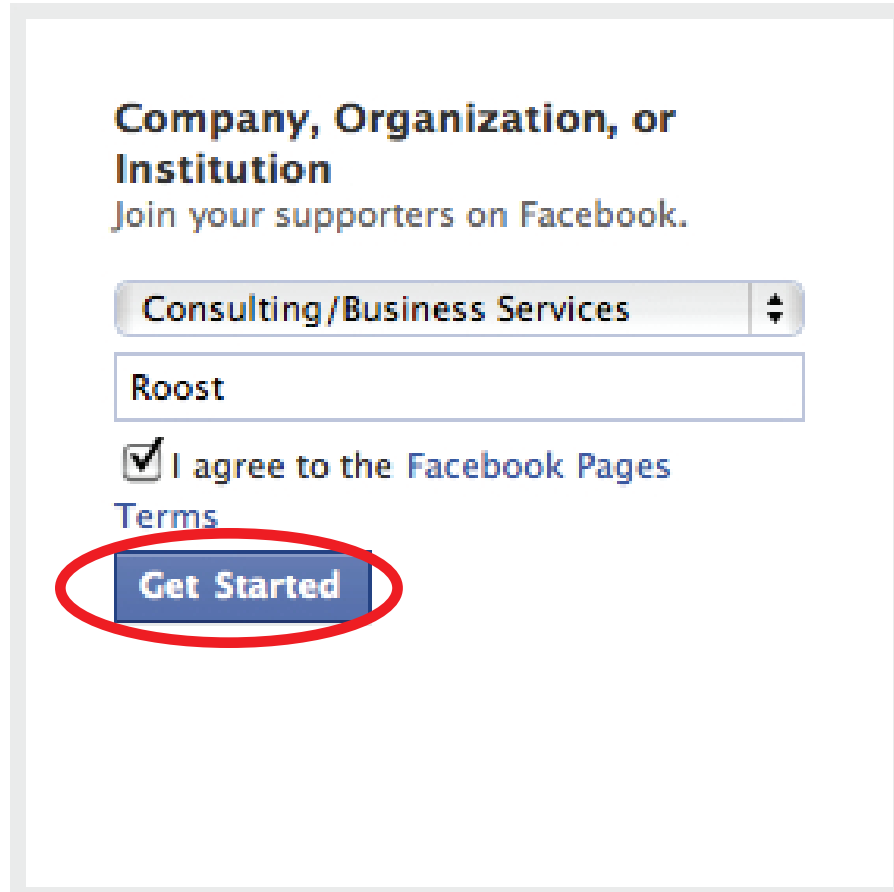
***Note** You may notice many business options in the drop-down menu under the Local Business or Place box in the upper left-hand corner. This option is intended for a physical location and will force you to put a street address, city, state and zip code.*



Steps to setting up a Facebook Page

2. When the information box is revealed, choose the category that best describes your business from the drop-down menu. Next give your Facebook Page a name where it says “Company Name”, click the box agreeing to the Facebook Pages Terms and click the “Get Started’ button.

***Note** When it asks for Company Name, don't feel obligated to put in an actual company name. Your page can be called anything you would like. If you want your Facebook Page to be called Anything and Everything You Can Do In San Francisco or even your own name, feel free to call it that. Just try to appeal to your potential audience with a name that would make them interested in interacting with your Facebook Page.*



Company, Organization, or Institution
Join your supporters on Facebook.

Consulting/Business Services

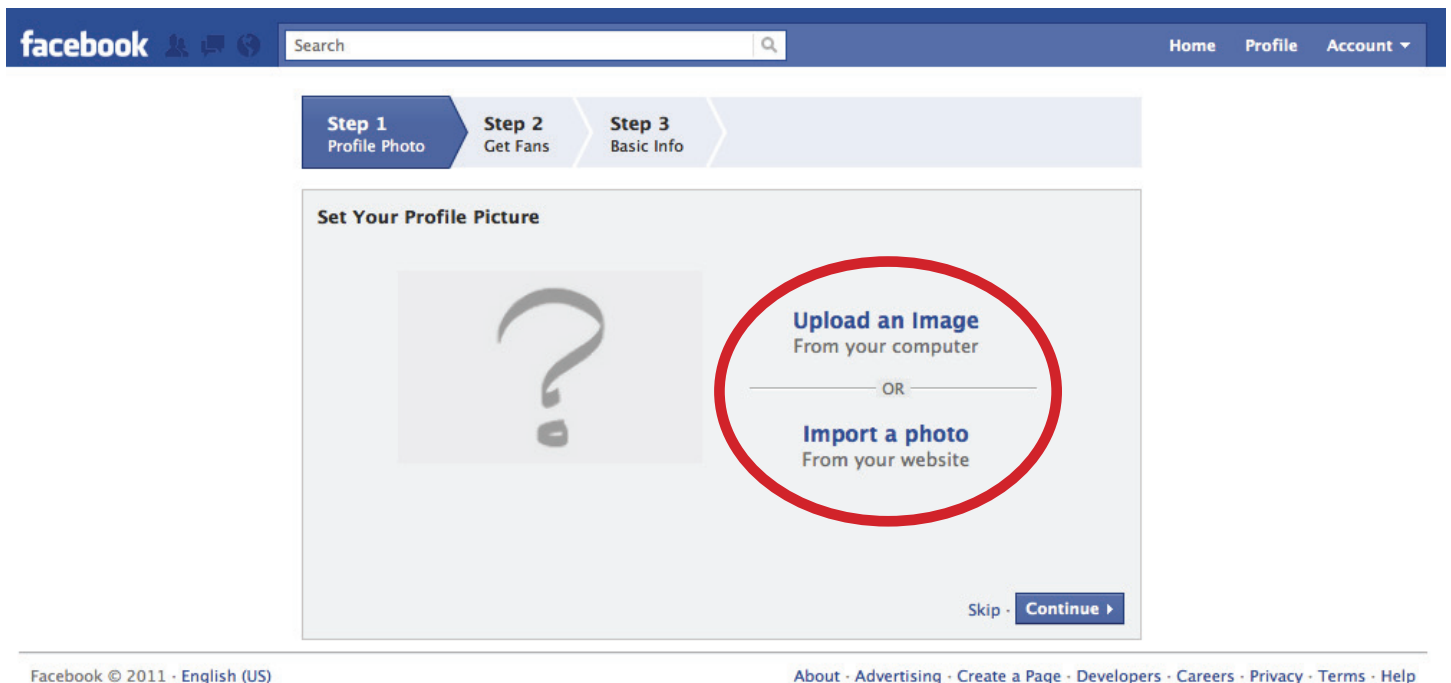
Roost

I agree to the Facebook Pages Terms

Get Started

Steps to setting up a Facebook Page

3. You will now be taken off to the setup process for your newly created Facebook Page. Facebook provides you with three steps to follow to get your page up and running. First you should “Upload an Image” to be the profile photo of your Facebook Page. When you finish uploading your picture, click the “continue” button in the bottom right-hand corner.



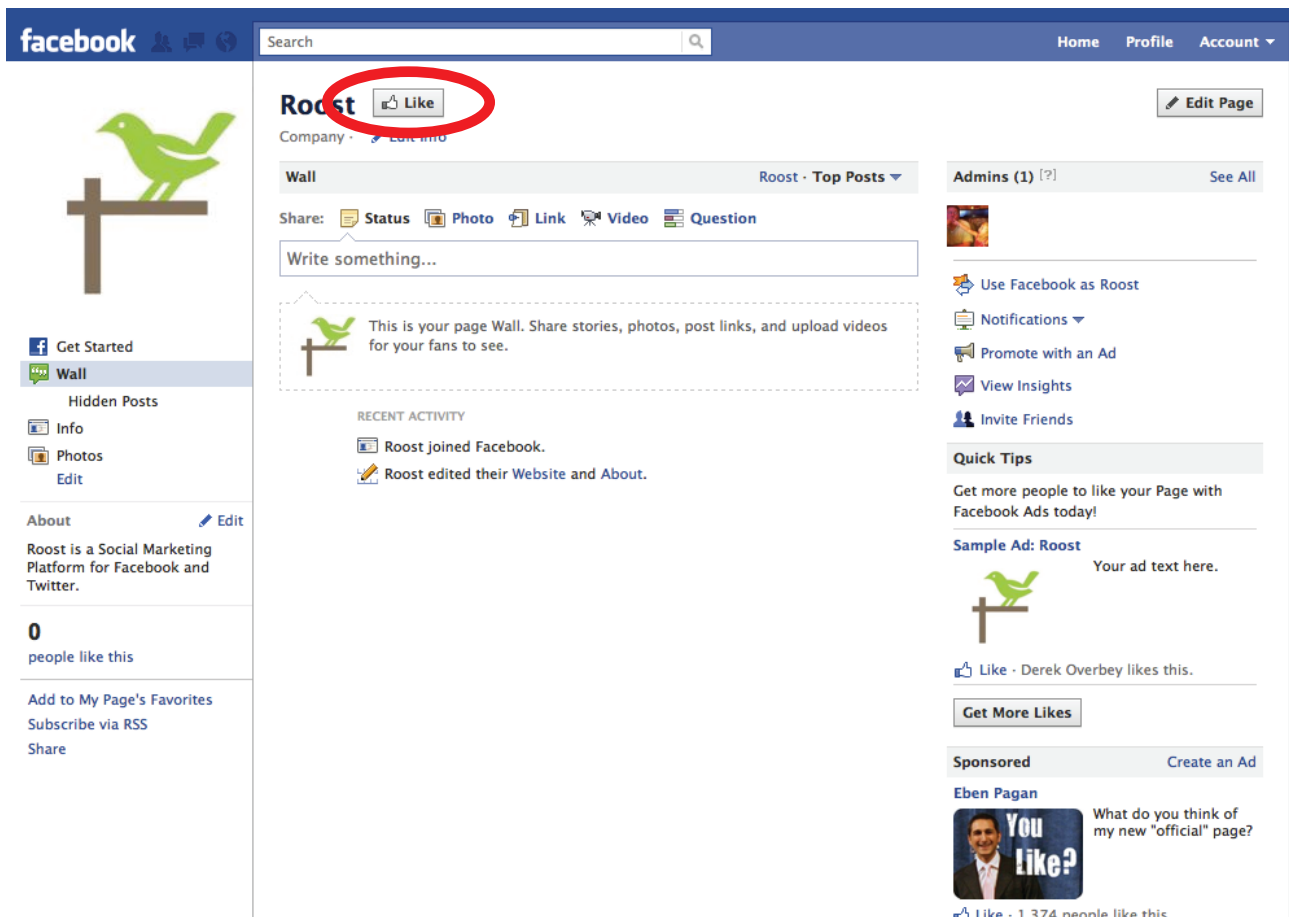
Steps to setting up a Facebook Page

4. Now you will have an opportunity to get fans to your newly created Facebook Page. You can do this by “Inviting Friends” from your Facebook Personal Profile and/or by uploading a contact database. Click the “continue” button in the bottom right-hand corner once finished.

The screenshot displays the Facebook page creation process, specifically Step 2: Get Fans. The main interface shows three steps: Step 1 Profile Photo, Step 2 Get Fans (active), and Step 3 Basic Info. Under Step 2, there are two main options: 'Invite Friends' and 'Import Contacts', both of which are circled in red. A red arrow points from the 'Invite Friends' button to a 'Suggest Roost to friends' dialog box. This dialog box shows a list of friends with checkboxes, including Thomas Knoll, Kirk Manley, Bill Harney, Britt Haselton, Meg Bever, Cody Overbey, Enrique Garcia, Nadine Zalunardo-Juarez, Tony Lazzari, Amy Smythe-Harris, Jimmy Mackin, Cathy Brundage Manning, Serena Ehrlich, Peyton Cabano, and Brett Petersel. A 'Continue' button is visible at the bottom of this dialog. Below the main interface, a 'Tell Your Fans' dialog box is open, showing options to 'Upload a Contact File' or 'Find Your Web Email Contacts'. The 'Upload a Contact File' section includes a 'Choose File' button and an 'Upload Contacts' button. The 'Find Your Web Email Contacts' section includes input fields for 'Your Email' and 'Email Password', and a 'Find Contacts' button. A 'Cancel' button is at the bottom right of this dialog.

Steps to setting up a Facebook Page

5. Next you click the “Like” button on the top of your page. This will become important when you go to secure a Username for your Facebook Page. After you obtain 25 “Likes” to your Facebook Page you will be able to obtain a username at www.facebook.com/username.



Steps to setting up a Facebook Page

6. After this you should click on your “Wall” link on the left-hand panel. You need to add some content to your page so when people visit your page they have something to interact with. An easy way to do this is visit www.roost.com and start using our free Campaign Creator.

The screenshot shows a Facebook page for a company named 'Roost'. The page layout includes a top navigation bar with 'facebook', a search bar, and links for 'Home', 'Profile', and 'Account'. On the left, there is a sidebar with navigation options: 'Get Started', 'Wall' (highlighted), 'Hidden Posts', 'Info', 'Photos', 'Edit', 'About', and 'Edit'. The main content area, outlined in red, features a 'Wall' section with a 'What's on your mind?' prompt and three posts. The first post is a status update from 'Roost' asking about privacy concerns on Facebook, accompanied by a link to a CNET article titled 'Time for a Facebook-privacy checkup'. The second post is another status update from 'Roost' asking about social media skill levels. The third post is a status update from 'Roost' about social-media fatigue, accompanied by a link to a bit.ly URL. To the right of the main content, there is an 'Admins' section, a 'Use Facebook as Derek' button, 'Notifications', 'Promote with an Ad', 'View Insights', 'Quick Tips', and a 'Sample Ad' section. The footer of the page contains copyright information and various links.