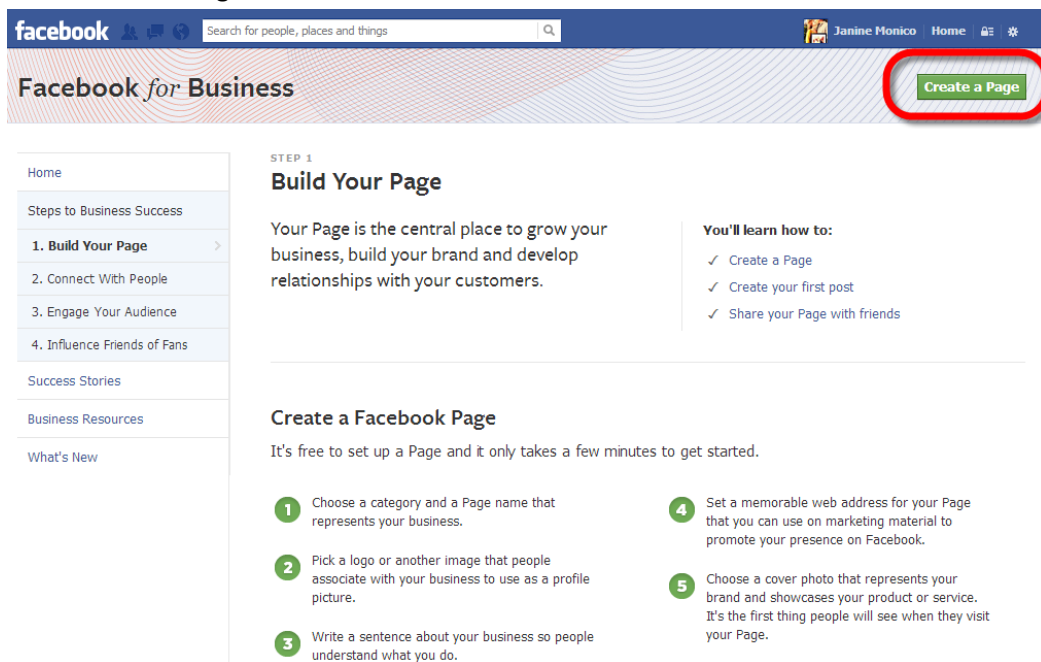


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How to Create a Facebook Business Page

1. While signed into your personal Facebook account, visit:
<https://www.facebook.com/business/build>

2. Click “Create a Page”

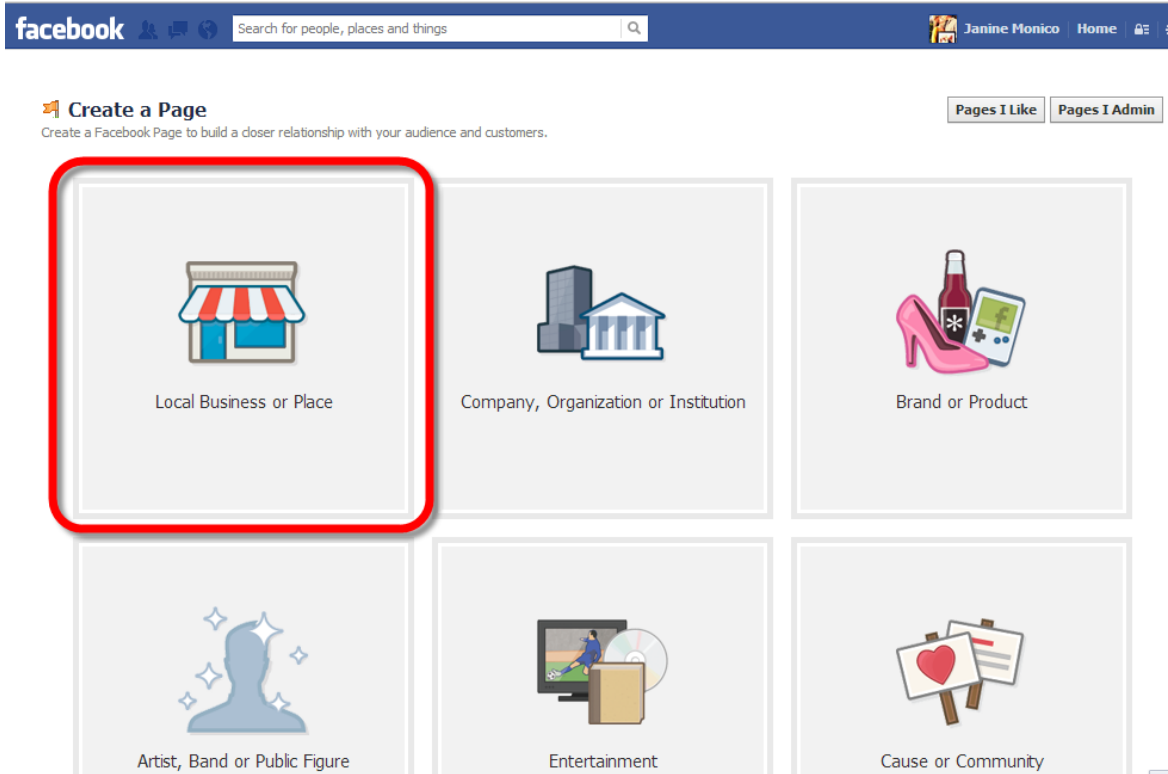


The screenshot shows the Facebook Business build interface. At the top, the Facebook logo and search bar are visible. The user is logged in as Janine Monico. The main heading is "Facebook for Business". A green button labeled "Create a Page" is highlighted with a red circle. Below this, the page is divided into sections. The first section is titled "STEP 1 Build Your Page" and includes a description: "Your Page is the central place to grow your business, build your brand and develop relationships with your customers." To the right, a list titled "You'll learn how to:" includes: "Create a Page", "Create your first post", and "Share your Page with friends". The second section is titled "Create a Facebook Page" and states: "It's free to set up a Page and it only takes a few minutes to get started." Below this, five numbered steps are listed:

- 1 Choose a category and a Page name that represents your business.
- 2 Pick a logo or another image that people associate with your business to use as a profile picture.
- 3 Write a sentence about your business so people understand what you do.
- 4 Set a memorable web address for your Page that you can use on marketing material to promote your presence on Facebook.
- 5 Choose a cover photo that represents your brand and showcases your product or service. It's the first thing people will see when they visit your Page.

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3. Choose “Local Business or Place”



4. From the dropdown, choose “Shopping / Retail”

The screenshot shows the 'Local Business or Place' form on Facebook. The form is titled 'Local Business or Place' and includes a dropdown menu for 'Choose a category', which is highlighted with a red box. Below the dropdown menu, there are several text input fields: 'Business or Place Name', 'Street Address', 'City/State', 'Zip Code', and 'Phone'. At the bottom of the form, there is a checkbox labeled 'I agree to Facebook Pages Terms' and a blue 'Get Started' button.

5. Complete the remaining fields with your business information.
6. Check the box for “I agree to Facebook Pages Terms” and click “Get Started.”