

# How to set up a Facebook page

With 829 million people actively using Facebook every single day, it is vital to get your club set up on Facebook. Here we provide you with a simple step by step guide to help you to get your Facebook page up and running!

**Note: You must already have a personal account on Facebook. You are unable to create a page without one.**



## STEP 1: Choosing your Facebook Page!

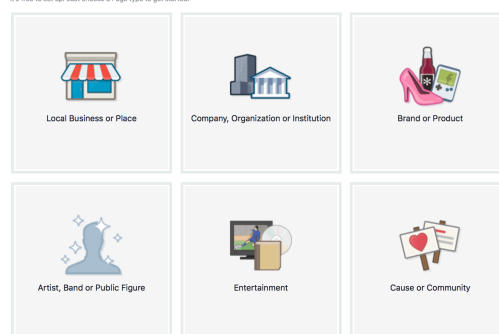
Visit - <https://en-gb.facebook.com/pages/create>

Facebook offer 6 different page options to choose from:

- Local business or place
- Company, organisation or institution
- Brand or Product
- Artist, Brand or Public Figure
- Entertainment
- Cause or Community

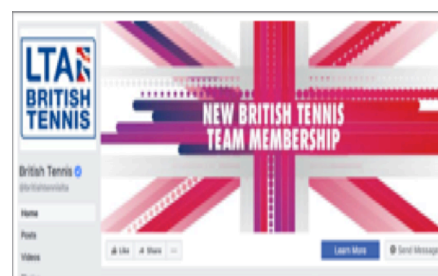
### Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.



## STEP 2: Inputting the information for your Facebook Page

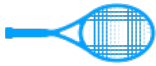
- Facebook will prompt you to complete some **basic information** for your page set up.
- It will prompt you to upload a **profile picture**. This is the main visual for your page, it will feature on comments or posts you share on other pages... Facebook recommend your profile picture is 180 x 180 pixels.
- **Cover photo** - this is the image that sits at the top of your profile and is the first image a visitor will see. This should be 828 x 315 pixels.
- Once you've uploaded your photos you'll be prompted to **invite your friends** to 'like' your page - this will mean they will see your club's posts on their timeline.





### Step 3: Describe Your Page

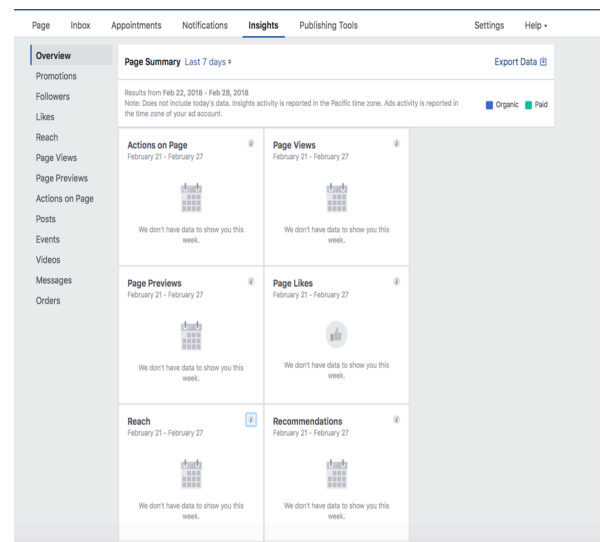
**About section** - This section should be no longer than 2 or 3 sentences. It should provide a clear description of your club. This will appear on the 'about' section of your club's page. In the 'about' section, be sure to complete all the sections including entering a URL for your website and up to date contact details.



### Step 4: Facebook Insights (analytics)

Facebook Insights show all the analytics available from your page. To help you understand how to get the most out of your page we provide a list of the most useful below:

- **Overview** - this shows a snapshot of your week, indicating how well your page has performed in terms of overall engagement (likes, reach, comments, shares).
- **Likes** - this section shows your fan growth in a simple graph format. It separates out the fans you gain organically versus those brought in through paid advertising.
- **Reach** - is important as it gives an indication of how many people are seeing your posts, which you can then compare to how many likes, shares and comments you are getting. If you see a certain day has a 'spike' in reach, it could be a good idea to try and replicate what was posted on that day.
- **Actions** - this helps you to identify the reasons why people visited your page and the action they took such as visiting your website. Facebook breaks it down to show gender, location and device.



For more information please visit:

[www.lta.org.uk/socialmediasupport](http://www.lta.org.uk/socialmediasupport)



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