

# How to guide



## Facebook Business Pages

Facebook Pages let you grow your business on and off Facebook. Pages come with a suite of free business tools that help you achieve your business goals.

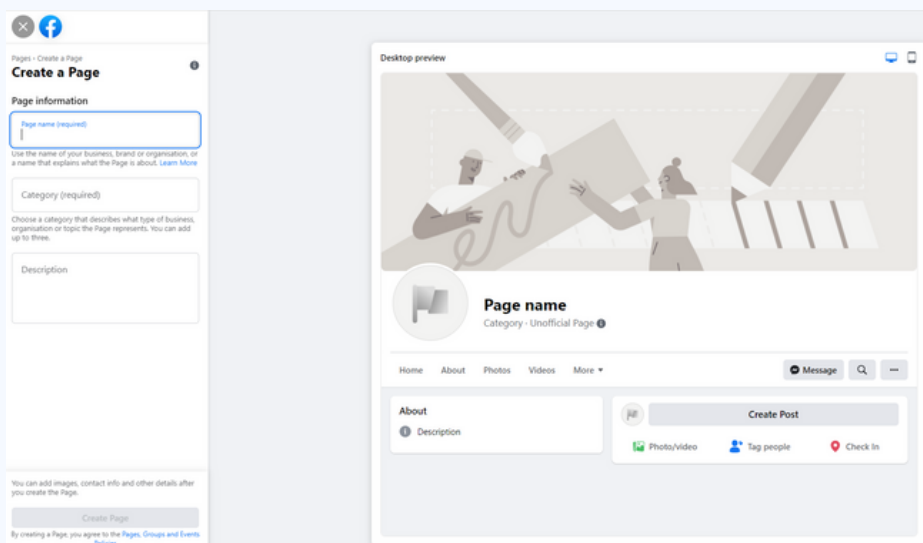
In order to create a Facebook Business Page, you must have a Facebook profile for yourself. This is so you can link the page with your profile so to create a page, you must first be logged into your profile.

## How to set up a Page (desktop)

1. From the Pages section, click on **Create New Page**.

[+ Create New Page](#)

2. Add your page name and category, along with a description of your business, then click 'create'.



3. Next you can add information such as contact, location and hours, and click 'Next'. Then, add your profile and cover photos, just as you would with a personal profile.

4. You can also edit your Page's Action button, which gives the option of directing your Page visitors to do something specific, such as sending you a direct message, visiting your website, or calling your shop. See below example of how this may appear to visitors.



5. Now you can switch between your personal profile and Business Page from the Facebook homepage, just click on your profile icon.