

# How to Create A FaceBook page for your Users group

## CRCUG

Crystal River Computer Users Group



# Let's begin...



- The difference between a page and a profile so we are speaking the same language.

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- The difference between a page and a profile so we are speaking the same language.
- I'll give you accurate dimensions for your cover photo and your avatar

# Let's begin....



- The difference between a page and a profile so we are speaking the same language.
- I'll give you accurate dimensions for your cover photo and your avatar
- We will also explore examples of creative Timeline Cover Photos so you have some good ideas for your page

# The difference between a page and a profile



Profile



Page



# Profile Vs Page

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- Personal vs Professional Persona
- Mix things up on both platforms
- Make sure you don't neglect either one

# Branding your Facebook Page



# Branded Avatar

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- Optimal Size 180 X 180 Pixels
- Images are better than words





# Timeline Cover Photo Dimensions



851 x  
315  
Pixels

# Timeline Cover Photo Strategies



# Timeline Cover Photo Strategies

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# Timeline Cover Photo Strategies





# Create Your Page



The image shows a screenshot of a Facebook page for 'DIYMarketplace.net'. The page header includes the Facebook logo, the name 'DIYMarketplace.net', a search icon, and the user's name 'Sabrina' with a 'Home' button. A dropdown menu is open, showing options like 'Use Facebook as:', 'Create Page', 'Manage Pages', 'Create Ads', 'Manage Ads', 'Activity Log', 'Settings', 'Log Out', 'Help', and 'Report a Problem'. The main content area features a large graphic with a pencil and checkmarks, and the text 'Do It Yourself Marketpla' and 'Ideas, Information & Resources To Help You With Your Online'. The page footer includes navigation tabs for 'Page', 'Activity', 'Insights', and 'Settings', and a bottom navigation bar with 'Timeline', 'About', 'Photos', 'Likes', and 'More'.

DIYMarketplace.net

Sabrina Home

Page Activity Insights Settings

Do It Yourself Marketpla  
Ideas, Information & Resources To Help You With Your Online

DIYMarketplace.net  
Website

Liked Following Message

Timeline About Photos Likes More

Use Facebook as:  
The Healing Pl... 8  
Bookaneers 4  
Nature World Wild... 3  
Glass Werx 2  
Pumped For Succ ?

Create Page  
Manage Pages

Create Ads  
Manage Ads

Activity Log 7

Settings  
Log Out

Help  
Report a Problem

# Create Your Page

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Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

# Create Your Page

**Local Business or Place**

Choose a category ▼

Business or Place Name

Street Address

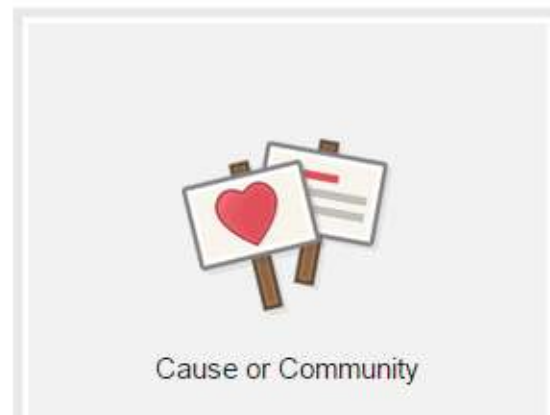
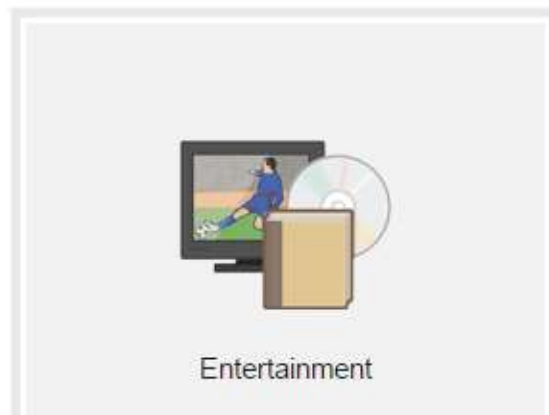
City/State

Zip Code

Phone

By clicking Get Started, you agree to the Facebook Pages Terms.

[Get Started](#)



# Create Your Page

## Set Up Sabrina's Place

1 About 2 Profile Picture 3 Reach More People

Add categories, a description and a website to improve the ranking of your Page in search.  
Fields marked by asterisks (\*) are required.

\*Category (ex: Chinese restaurant, museum)

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

\*Tell people what your Page is about... 155

Website (ex: your website, Twitter or Yelp links)

Is Sabrina's Place a real establishment, business or venue?  Yes  No  
This will help people find this establishment, business or venue more easily on Facebook.


Need Help? [Save Info](#) [Skip](#)



# Create Your Page

**Set Up Sabrina's Place**

1 About 2 Profile Picture 3 Reach More People



Upload From Computer | Import From Website

Save Photo Skip

# Create Your Page

**Set Up Sabrina's Place**

1 About 2 Profile Picture 3 Reach More People

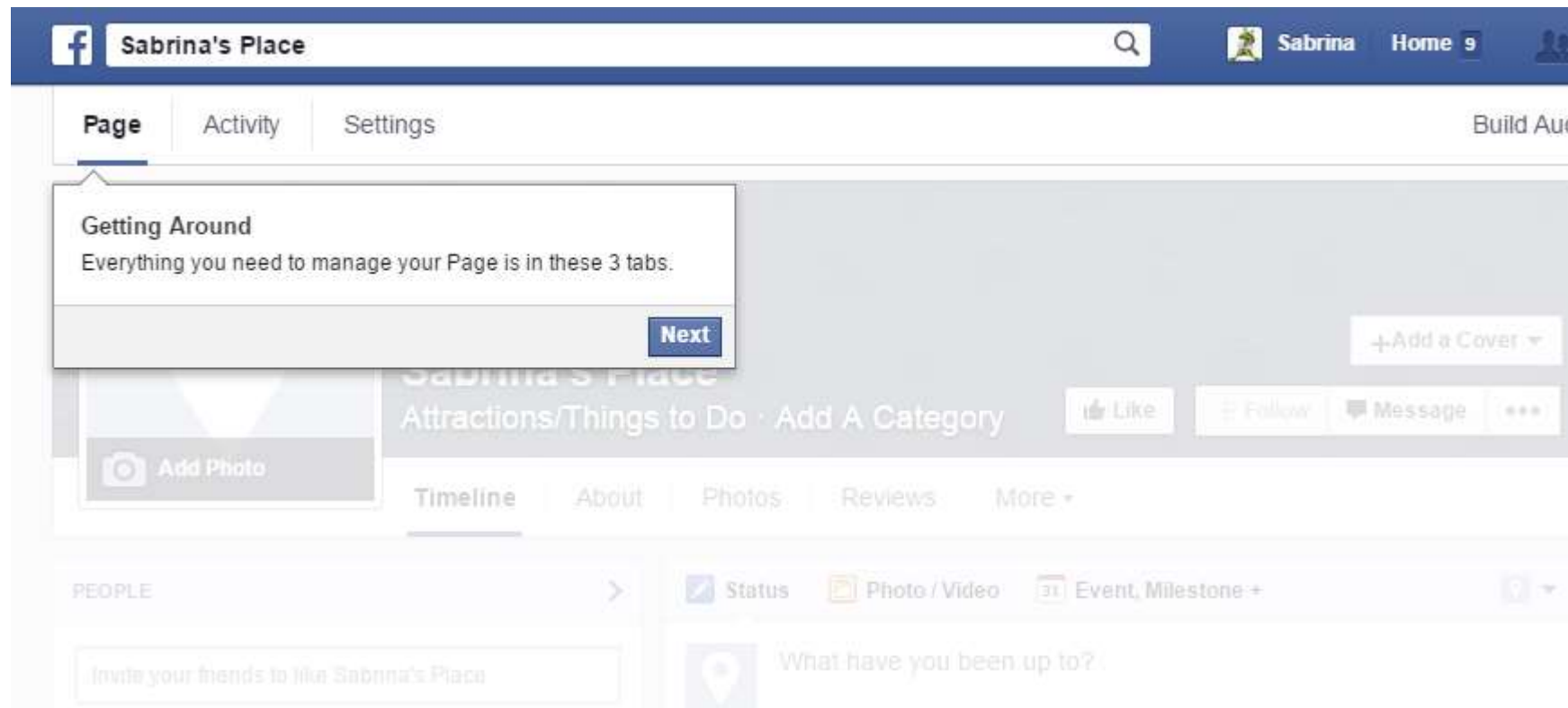
When people like your Page, you'll be able to reach them with posts in their News Feeds.

Promote your Page with an ad to get more people to like it.

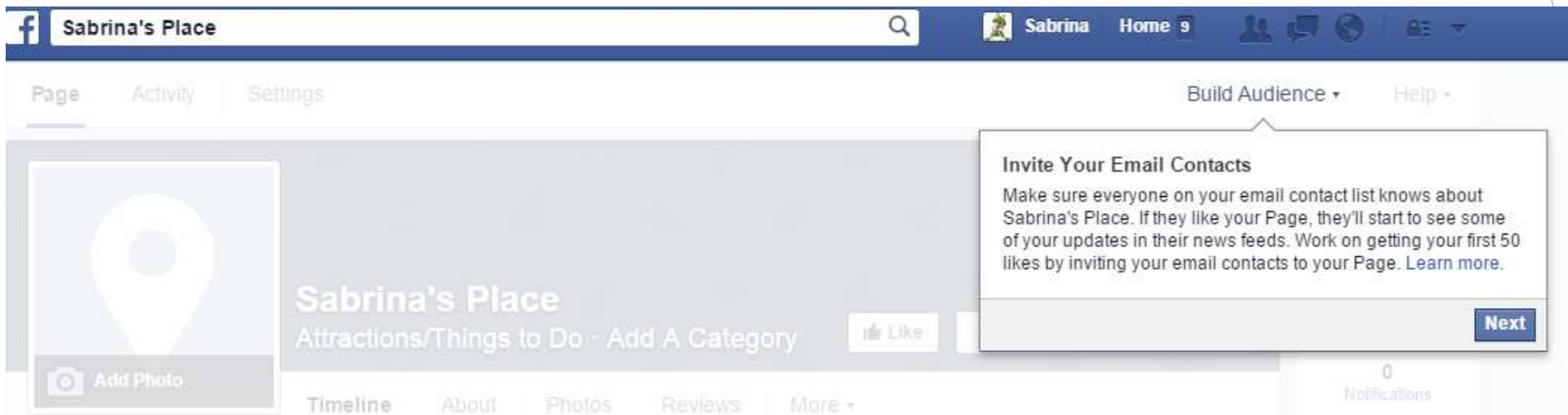


Create an Ad Skip

# Create Your Page



# Create Your Page

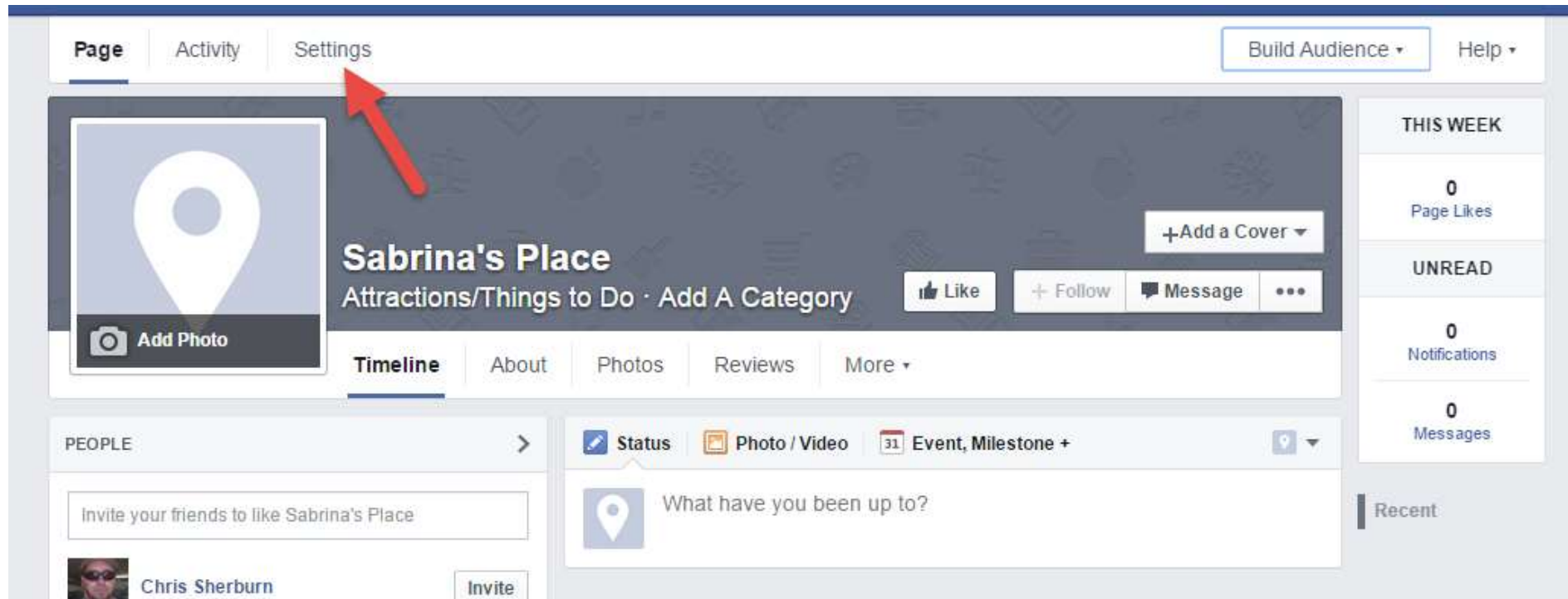


The screenshot shows the Facebook interface for a page named "Sabrina's Place". The page is categorized as "Attractions/Things to Do". A notification box is overlaid on the page, titled "Invite Your Email Contacts", with the text: "Make sure everyone on your email contact list knows about Sabrina's Place. If they like your Page, they'll start to see some of your updates in their news feeds. Work on getting your first 50 likes by inviting your email contacts to your Page. Learn more." The "Next" button in the notification box is highlighted in blue. The page header includes "Sabrina's Place", a search icon, and user information "Sabrina Home 9". The page navigation includes "Page", "Activity", "Settings", "Build Audience", and "Help". The page content area shows a placeholder for a profile picture with an "Add Photo" button, and navigation tabs for "Timeline", "About", "Photos", "Reviews", and "More". A "Like" button is visible next to the page name. The notification box also includes a "Next" button.

# Create Your Page

The screenshot shows the Facebook page creation process for a page named "Sabrina's Place". The page is categorized as "Attractions/Things to Do" and has a placeholder cover photo with a location pin icon. Three red arrows highlight key features: one points to the "Add Photo" button on the cover photo placeholder, another points to the "Like" button, and a third points to the "+Add a Cover" dropdown menu. The page layout includes navigation tabs for "Page", "Activity", and "Settings" at the top. Below the cover photo, there are buttons for "Like", "Follow", and "Message". The right sidebar shows statistics for "THIS WEEK" (0 Page Likes, 0 Notifications, 0 Messages) and a "Recent" section. The bottom section shows a "PEOPLE" list with an "Invite" button for Chris Sherburn.

# Fill out your settings



The image shows a screenshot of a Facebook page for a location named "Sabrina's Place". The page is categorized as "Attractions/Things to Do". A red arrow points to the "Settings" tab in the top navigation bar. The page layout includes a cover photo area with a location pin icon and an "Add Photo" button. Below the cover photo, there are tabs for "Timeline", "About", "Photos", "Reviews", and "More". The "About" section is currently selected, showing options for "Status", "Photo / Video", and "Event, Milestone +". A text input field contains the prompt "What have you been up to?". On the right side, there are statistics for "THIS WEEK" (0 Page Likes), "UNREAD" (0 Notifications), and "Messages" (0). A "Recent" section is also visible at the bottom right. The bottom left shows a "PEOPLE" section with a search bar and a profile for "Chris Sherburn" with an "Invite" button.

# Settings

The screenshot shows the Facebook Page Settings interface for 'Sabrina's Place'. The page is currently in the 'Settings' tab, with other tabs for 'Page' and 'Activity' visible. The left sidebar contains a menu of settings categories: General, Page Info, Post Attribution, Notifications, Page Roles, Apps, Suggested Edits, Featured, Mobile, Banned Users, and Activity Log. The main content area displays a list of settings for the page, each with an 'Edit' link.

Setting	Value	Action
Name	Sabrina's Place	Edit
Facebook Web Address	Enter a Facebook web address	Edit
Category	Local Businesses : Attractions/Things to Do	Edit
Subcategories	Choose up to three subcategories	Edit
Address	1082 N Rabeck Ave, Lecanto, Florida 34461	Edit
Start Info	Joined Facebook	Edit
Hours	+ Enter hours of operation	Edit
Short Description	+ Write a short description for your Page	Edit
Impressum	Input Impressum for your Page	Edit
Long Description	Write a long description for your Page	Edit
Price Range	+ Enter price range	Edit
Parking	+ Enter type of parking available	Edit
Phone	509-701-1279	Edit
Email	Enter your email address	Edit

# Settings

Name	Sabrina's Place	Edit
Facebook Web Address	Your page needs at least 25 fans to have a web address. <a href="#">?</a>	
	<input type="button" value="Save Changes"/> <input type="button" value="Cancel"/>	

Facebook Web Address	Enter a Facebook web address	Edit
Category	<input type="text" value="Local Businesses"/> <input type="text" value="Attractions/Things to Do"/> <a href="#">?</a>	
	<input type="button" value="Save Changes"/> <input type="button" value="Cancel"/>	

Subcategories	<input type="text"/> <a href="#">?</a>	
	<input type="button" value="Save Changes"/> <input type="button" value="Cancel"/>	



# Settings

**Address**


Address  [?]

City/Town  [?]

ZIP Code

**Map Location**

Show map, check-ins and star ratings on the Page



The map shows a street grid in Lecanto, Florida. A red location pin is placed on N Rebeck Ave. Other visible streets include W Express Ln, W Ar Ln, N Carnevale Terra, N Lombardo Ave, N Prospect Ave, and N Ottawa Ave. The map includes a search icon, a zoom-in icon, and a zoom-out icon. The Bing logo and copyright information for Microsoft and Nokia are visible at the bottom of the map area.


# Settings

**Start Info**  on

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**Hours**

No hours available

  Always open

Permanently closed

Open for selected hours

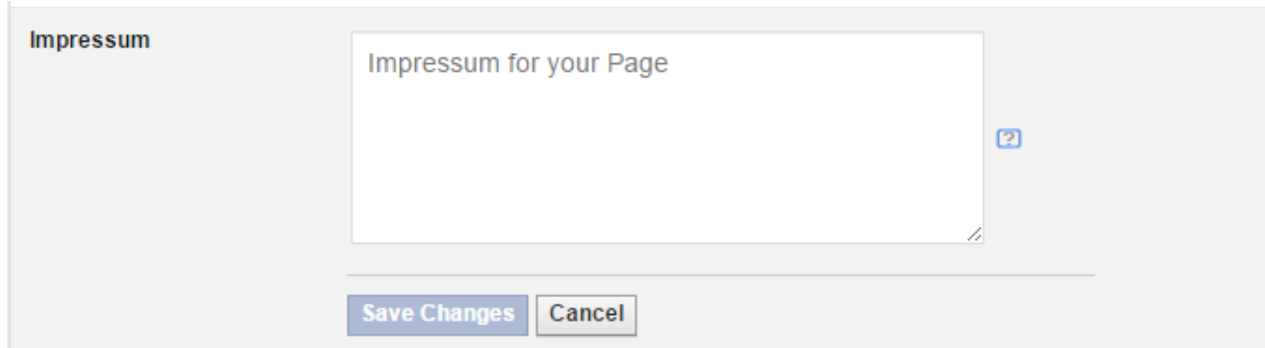
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**Short Description**

## Short Description

This brief summary of your Page will appear below your profile picture. The limit is 155 characters.

# Settings



The screenshot shows a settings panel titled 'Impressum'. It features a large text input field with the placeholder text 'Impressum for your Page'. To the right of the input field is a small blue icon with the number '2'. Below the input field are two buttons: 'Save Changes' and 'Cancel'.

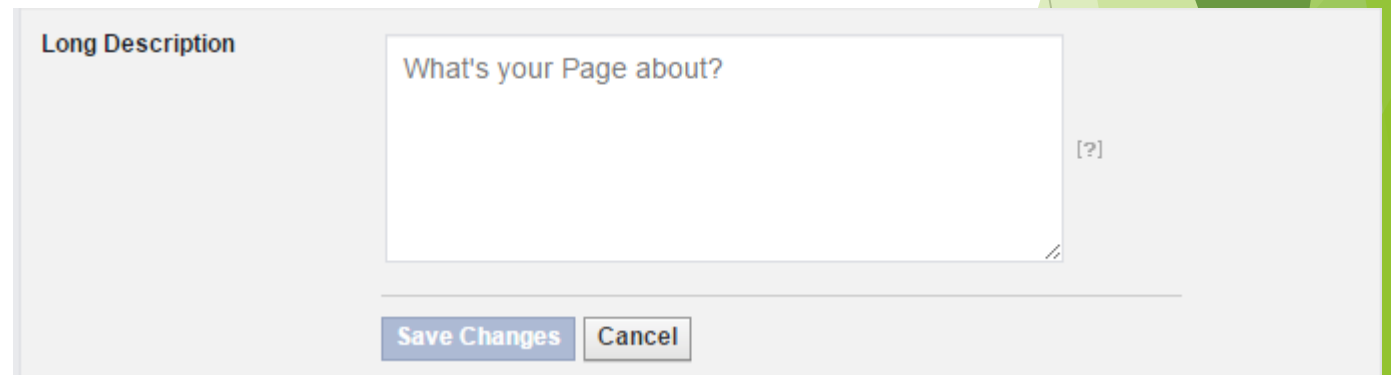
## Impressum

This is an optional field. In certain countries, such as Austria, Germany and Switzerland, businesses may be required by law to include a statement of ownership on their web presence. The limit is 2,000 characters.

## Long Description



Provide some more information about your business, brand or organization. Include details like your background, mission or awards.

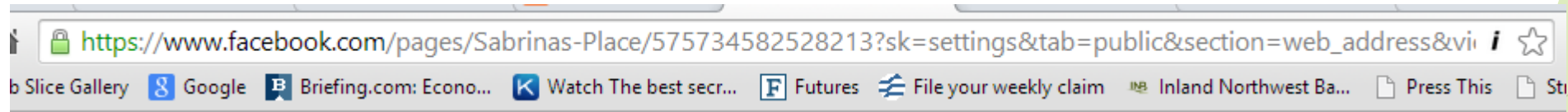
*Take your time here.*



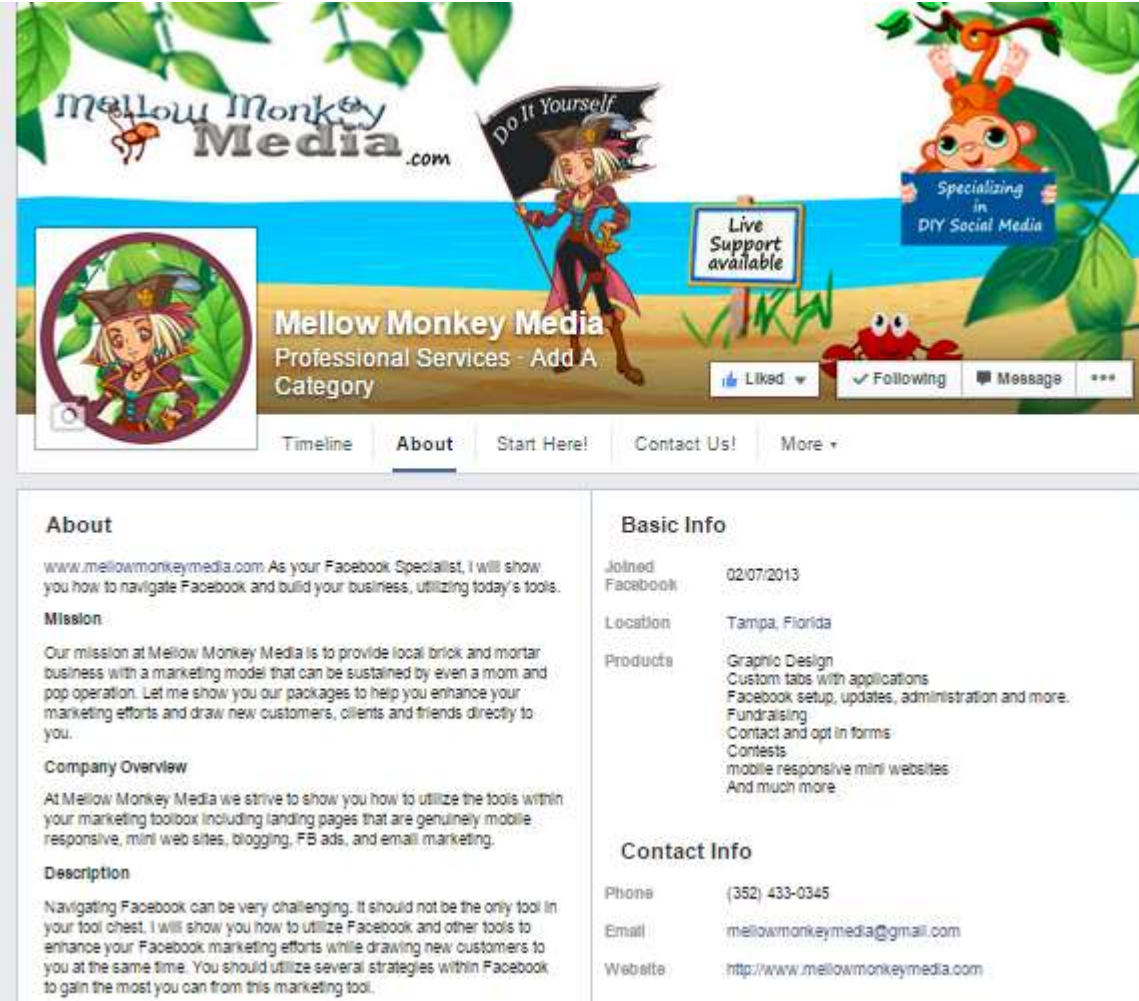
The screenshot shows a settings panel titled 'Long Description'. It features a large text input field with the placeholder text 'What's your Page about?'. To the right of the input field is a small icon with a question mark '[?]'. Below the input field are two buttons: 'Save Changes' and 'Cancel'.

# Settings

Price Range	+ Enter price range	Edit
Parking	+ Enter type of parking available	Edit
Phone	509-701-1279	Edit
Email	Enter your email address	Edit
Website	 Enter your website	 <a href="#">Edit</a>
Official Page	Enter the official brand, celebrity or organization your Page is about	Edit
Facebook Page ID	575734582528213	



# Your Finished Page



**mellow Monkey Media .com**

Do It Yourself

Specializing in DIY Social Media

Live Support available

**Mellow Monkey Media**  
Professional Services - Add A Category

Timeline About Start Here! Contact Us! More ▾

**About**

www.mellowmonkeymedia.com As your Facebook Specialist, I will show you how to navigate Facebook and build your business, utilizing today's tools.

**Mission:**

Our mission at Mellow Monkey Media is to provide local brick and mortar business with a marketing model that can be sustained by even a mom and pop operation. Let me show you our packages to help you enhance your marketing efforts and draw new customers, clients and friends directly to you.

**Company Overview**

At Mellow Monkey Media we strive to show you how to utilize the tools within your marketing toolbox including landing pages that are genuinely mobile responsive, mini web sites, blogging, FB ads, and email marketing.

**Description**

Navigating Facebook can be very challenging. It should not be the only tool in your tool chest. I will show you how to utilize Facebook and other tools to enhance your Facebook marketing efforts while drawing new customers to you at the same time. You should utilize several strategies within Facebook to gain the most you can from this marketing tool.

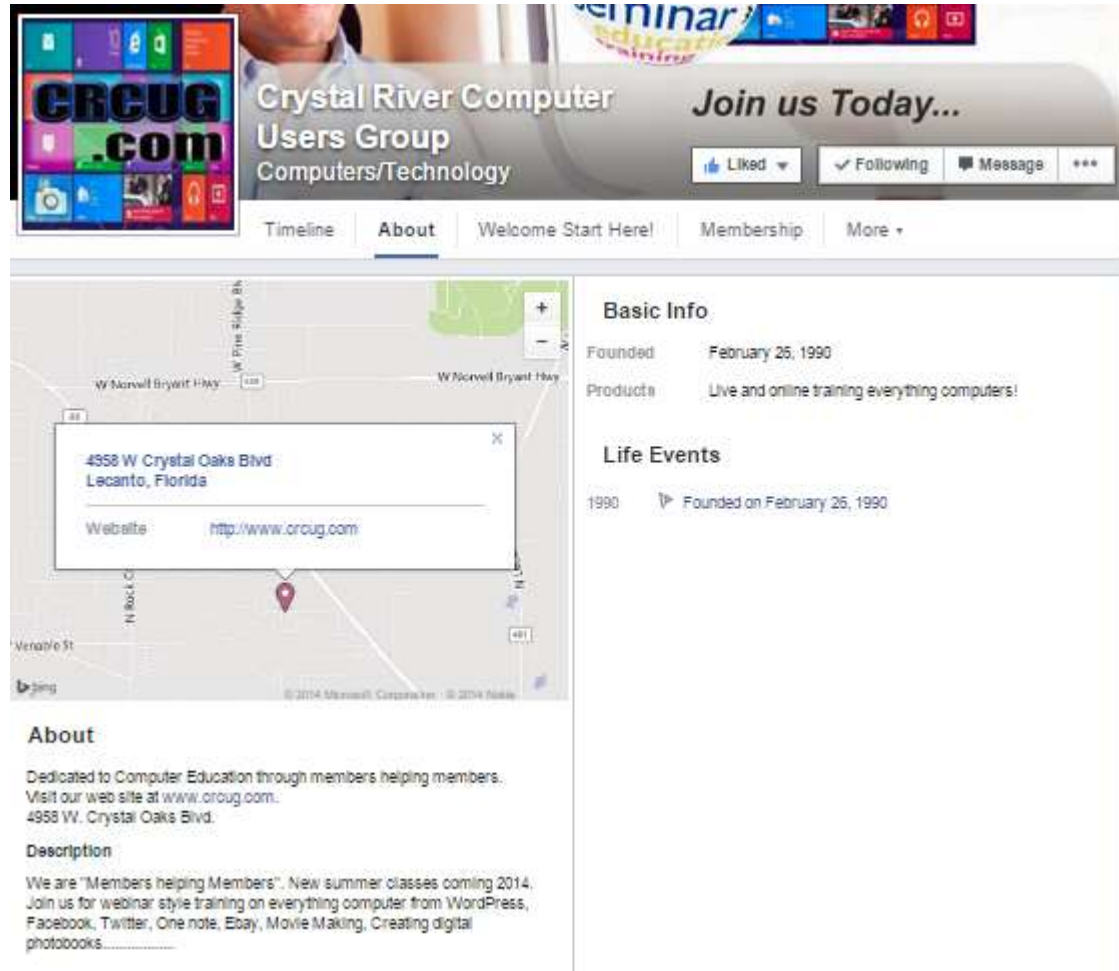
**Basic Info**

Joined Facebook	02/07/2013
Location	Tampa, Florida
Products	Graphic Design Custom tabs with applications Facebook setup, updates, administration and more. Fundraising Contact and opt in forms Contests mobile responsive mini websites And much more.

**Contact Info**

Phone	(352) 433-0345
Email	mellowmonkeymedia@gmail.com
Website	http://www.mellowmonkeymedia.com

# Your Finished Page



The image shows a screenshot of a Facebook page for the Crystal River Computer Users Group. The page header includes the group's name, category (Computers/Technology), and a call to action "Join us Today...". Below the header are navigation tabs for Timeline, About, Welcome Start Here!, Membership, and More. The main content area is divided into two columns. The left column features a map showing the group's location at 4558 W Crystal Oaks Blvd, Lecanto, Florida, with a website link to http://www.crcug.com. The right column contains a "Basic Info" section with the founding date (February 25, 1990) and products (Live and online training everything computers!), and a "Life Events" section listing the group's founding on February 25, 1990. Below the map is an "About" section with a description of the group's mission and a "Description" section detailing their focus on computer education through member assistance.

**Crystal River Computer Users Group**  
Computers/Technology

Join us Today...

Liked Following Message

Timeline **About** Welcome Start Here! Membership More

**Basic Info**

Founded February 25, 1990

Products Live and online training everything computers!

**Life Events**

1990 Founded on February 25, 1990

**About**

Dedicated to Computer Education through members helping members.  
Visit our web site at [www.crcug.com](http://www.crcug.com).  
4958 W. Crystal Oaks Blvd.

**Description**

We are "Members helping Members". New summer classes coming 2014. Join us for webinar style training on everything computer from WordPress, Facebook, Twitter, One note, Ebay, Movie Making, Creating digital photobooks.....

# Posting on your page

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- Advertising
- Engage
- Empower
- Entertain

# Posting on your page

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- Advertising

- Engage

- Empower

- Entertain

participate in, take part in, join in, become involved in, go in for, partake in/of, share in, play a part/role in; have a hand in, be a party to, enter into



# Posting on your page

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- Advertising
- Engage
- Empower
- Entertain

authorize, entitle, permit, allow, license, sanction, warrant, commission, delegate, qualify, enable, equip

# Posting on your page

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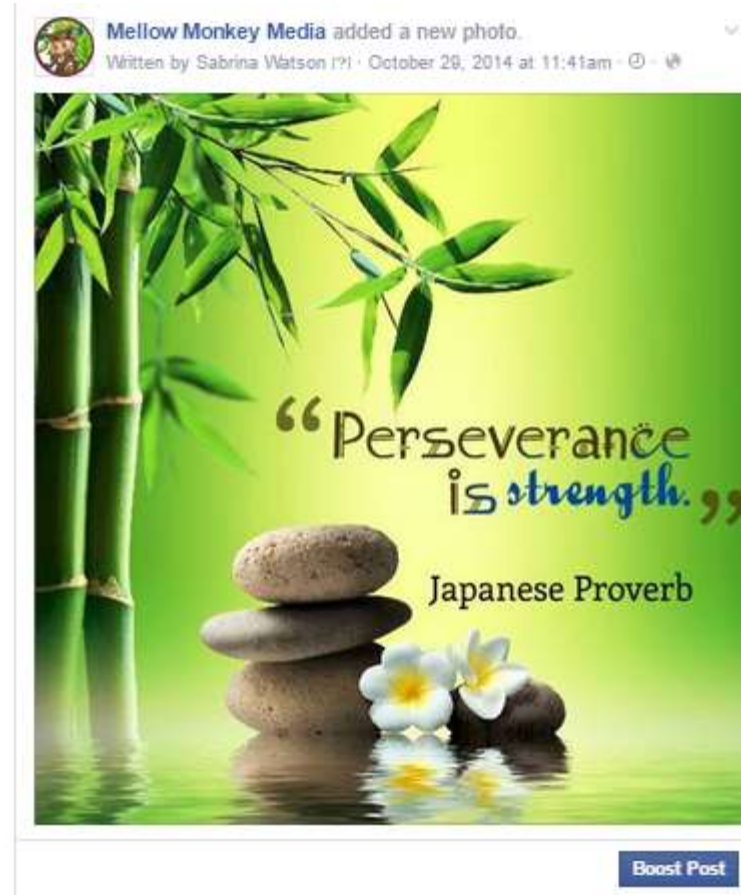
- Advertising
- Engage
- Empower
- Entertain

amuse, divert, delight, please, charm,  
cheer, interest;

# Posting on your page

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- Engage
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# Posting on your page

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 Crystal River Computer Users Group  
Posted by Selena Thurbon [?] - October 24 - Edited [?]

Friday Humour

Like - Comment - Share - Buffer

 Lois Lamb likes this.

 Write a comment..

16 people reached [Boost Post](#)

# Posting on your page

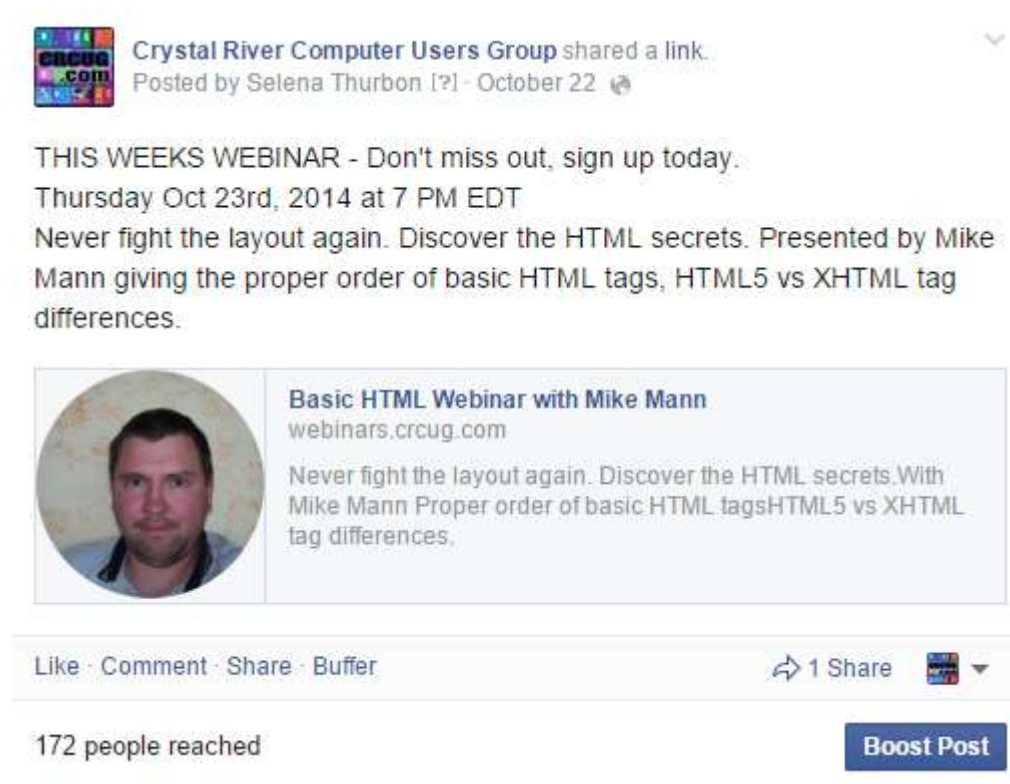
---

- Engage
- Empower
- Entertain




# Posting on your page


- Engage
- Empower
- Entertain




The screenshot shows a Facebook post from the 'Crystal River Computer Users Group'. The post is a link shared by Selena Thurbon on October 22. The text of the post reads: 'THIS WEEKS WEBINAR - Don't miss out, sign up today. Thursday Oct 23rd, 2014 at 7 PM EDT. Never fight the layout again. Discover the HTML secrets. Presented by Mike Mann giving the proper order of basic HTML tags, HTML5 vs XHTML tag differences.' Below the text is a featured image for the webinar, which includes a circular profile picture of Mike Mann and the text: 'Basic HTML Webinar with Mike Mann', 'webinars.crcug.com', and 'Never fight the layout again. Discover the HTML secrets. With Mike Mann Proper order of basic HTML tagsHTML5 vs XHTML tag differences.' At the bottom of the post, there are interaction options: 'Like · Comment · Share · Buffer', a share icon with '1 Share', and a 'Boost Post' button. The post also indicates '172 people reached'.

 Crystal River Computer Users Group shared a link.  
Posted by Selena Thurbon [?] · October 22

THIS WEEKS WEBINAR - Don't miss out, sign up today.  
Thursday Oct 23rd, 2014 at 7 PM EDT  
Never fight the layout again. Discover the HTML secrets. Presented by Mike Mann giving the proper order of basic HTML tags, HTML5 vs XHTML tag differences.

 **Basic HTML Webinar with Mike Mann**  
webinars.crcug.com  
Never fight the layout again. Discover the HTML secrets. With Mike Mann Proper order of basic HTML tagsHTML5 vs XHTML tag differences.

Like · Comment · Share · Buffer ↻ 1 Share 

172 people reached Boost Post



# Posting on your page

---

- Engage
- Empower
- Entertain



The screenshot shows a Facebook post from the 'Crystal River Computer Users Group'. The post is by Selena Thurbon, dated October 22. The text of the post reads: 'DID YOU KNOW? In 1997, Crayola released a line of crayons that cashed in on the whole Internet craze with color names like "on-line orange," "web surfen' blue," and "circuit board green."' Below the text are the interaction options: 'Like - Comment - Share - Buffer'. At the bottom left, it says '18 people reached'. At the bottom right, there is a blue 'Boost Post' button. The group's profile picture, which includes the text 'crcug.com', is visible in the top left corner of the post area.

You are on your way!



Sabrina Watson  
President  
Crystal River Computer Users Group

[www.crcug.com](http://www.crcug.com)

[Membership\(at\)crcug.com](mailto:Membership(at)crcug.com)

352-433-0345