Log in

1. Go to Facebook.com and log in to your personal account.
   - If you don’t have a personal account you will need to sign up to continue. Use the prompts on Facebook’s homepage to complete this process.
2. Once logged in, click the down arrow in the blue bar at the top of your screen.

3. In the menu click Create Page.
Setting up your page

4. On the setup page, you’ll see two options. Choose Business or Brand.

5. In the box you selected, a form will appear asking for:
   a. Your business name. This will be the name of your page.
   b. A category. Begin typing a word that describes your business and click the category that you feel most resembles your services from the dropdown menu.

6. Click Continue.
7. Next, you’ll need to upload a profile picture. Click **Upload a Profile Picture**, which will allow you to select an image from your computer. Choose a professional quality image of yourself, your logo, or your office.

   - If you would like to save these steps for later, you can opt to **Skip** them instead.

8. Then, you’ll be prompted to upload a cover photo, the large image at the top of every personal profile and Facebook page. The ideal dimensions are 851 pixels wide and 315 pixels tall. Click **Upload a Cover Photo** to choose an image from your computer. We recommend another professional image of your office, your team, or possibly an advertisement that features your services (but not carriers you work with. Every item on social media is subject to compliance).

   - If you would like to save these steps for later, you can opt to **Skip** them instead.
9. There are multiple ways you can fill out and personalize your new business page. A good place to start is the Welcome to Your New Page tips at the top of your new page. This gives you some recommendations on how to continue filling out your page. Click See All Page Tips to follow the prompts for things like:

- Adding a short description
- Inviting friends to like your page
- Creating effective posts
- Assigning page roles to give someone access to help manage your page
- Adding your website, if you have one
10. You can also personalize your page by clicking **Settings** in the right corner of the white bar above your profile picture and cover photo. This is where you will manage all the areas of your page.

11. Start with the **Edit Page** tab in the left column of the Settings page. Here you can choose which template you’d like (if it says Services, we recommend leaving it as is) and choose which tabs appear on your business page. To keep your page clean, we recommend limiting your tabs to the most essential, such as:

   - Posts
   - Services
   - Reviews
   - Photos
   - Videos
   - About
a. Click the **Settings** button next to each tab to change how it functions.

b. To turn a tab off, just use the ON/OFF slider in the dropdown that appears when you click **Settings** next to the tab.

c. To add a tab back, use the **Add a Tab** button below the list of your current tabs.

d. To reorder your list, click and hold the three bars next to each tab title, and drag it up or down. Let go to release it and complete your reordering.
12. Return to your main page by clicking Page in the white bar below Facebook’s standard blue header. Your new/reordered tabs will appear beneath your profile picture. Click on each one to see how they work and finish with the About tab.
13. Under the **About** tab, you can add all sorts of business details to your page. Your options include:
   - Business Category
   - Business Name
   - Business Username (which will change your Facebook URL to facebook.com/username)
   - Your business details
   - Start Date
   - Mission
   - Email
   - Website
   - And more!

14. Make sure you keep your details professional. Be concise and use proper grammar and spelling. This goes a long way to impress future customers of your legitimacy.
15. If you receive a direct message from someone, you can view it in the **Inbox** tab in the white navigation bar.

16. If someone leaves a comment, likes a post, or leaves a review, you’ll get all this information under the **Notifications** tab in the white navigation bar.
17. If you would like to explore what your followers are up to when they visit your page, or view which new posts get the most reach and engagement, you can visit the **Insights** tab in the white navigation bar.

Those are the basics! Now explore your settings, try new things, and make sure to post compliant, relevant content for your followers to enjoy! For more information about social media and compliance, you can get our compliance guide [here](https://agentsurvivalguide.com). For some easy content to share with the senior market, visit [Living.Medicareful.com](https://www.living.medicareful.com)! 

To get a full guide to social media marketing, [download our eBook!](https://agentsurvivalguide.com)

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