

Creating a new page in Facebook

When posting and running a social media site for extension, please be sure to follow our guidelines, which can be found at http://extension.missouri.edu/staff/communications/social_media.aspx.

Click the down arrow on the far right of the blue main menu bar. Select **Create Page** on the drop-down menu. Click which type of Facebook page you're creating from the options listed and pictured. For extension pages, choose **Company, Organization or Institution** and select **Education** from the **Choose a category** drop-down menu. Enter your company name in the **Company Name** box. Click the blue **Get Started** button.

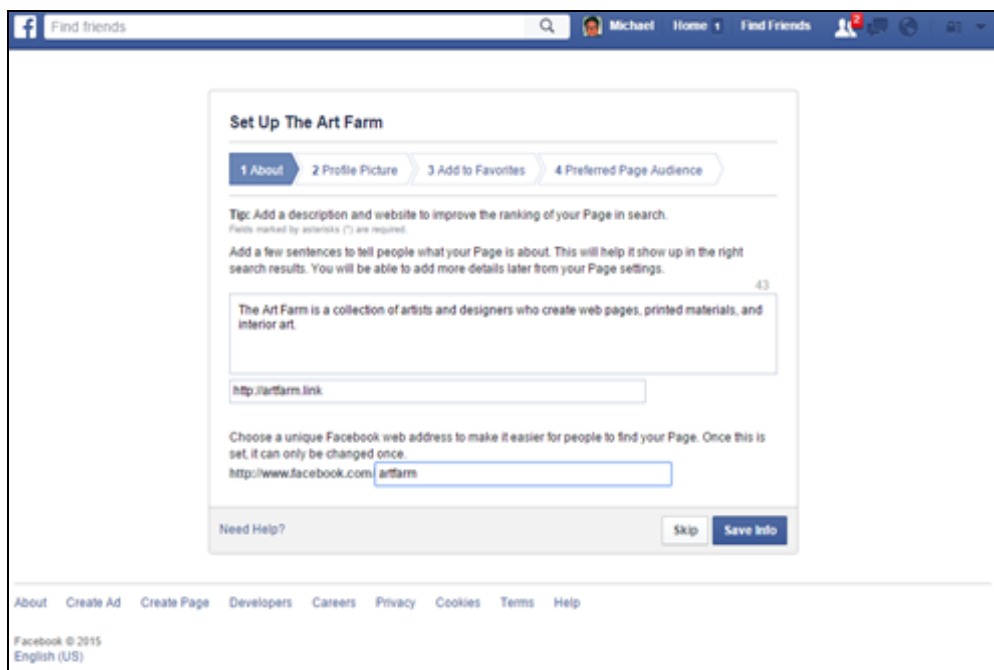
The screen should open to a page that allows you to set up your new Facebook page. For example, here we'll create a page called The Art Farm.

Setting up your new Facebook page

The Set Up page takes you through four steps for getting your page ready for the public.

1. About

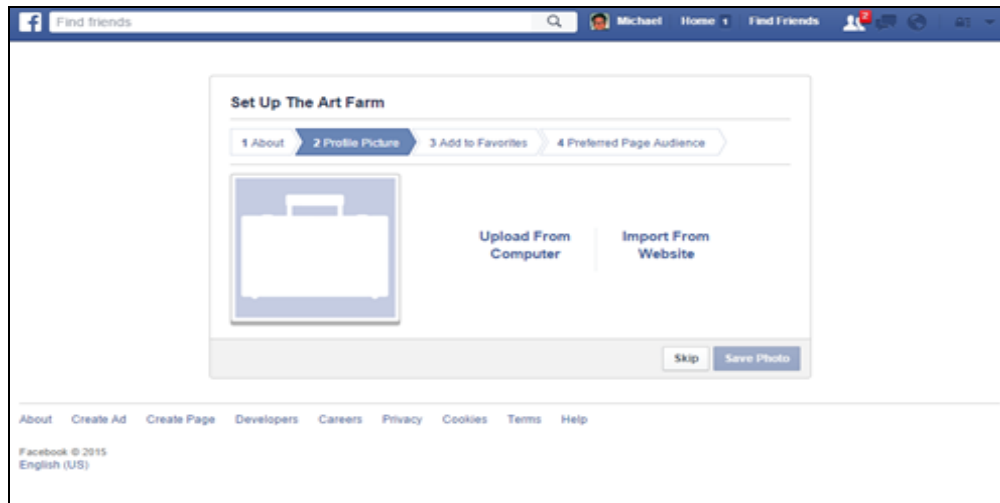
Under **About**, enter the description of your office, program or page in the box labeled ***Tell people what the page is about....** If applicable, enter your office's or program's website in the **Website** box. Choose a unique and understandable web address for the site, and enter it into the web address box. Click **Save Info**.



The screenshot shows the Facebook 'Set Up The Art Farm' page setup screen. The page is titled 'Set Up The Art Farm' and has a progress bar with four steps: 1 About, 2 Profile Picture, 3 Add to Favorites, and 4 Preferred Page Audience. The 'About' step is currently active. Below the progress bar, there is a tip: 'Tip: Add a description and website to improve the ranking of your Page in search. Fields marked by asterisks (*) are required.' Below the tip, there is a text box for the description: '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.' The description box contains the text: 'The Art Farm is a collection of artists and designers who create web pages, printed materials, and interior art.' Below the description box, there is a text box for the website: 'http://artfarm.link'. Below the website box, there is a text box for the Facebook web address: 'http://www.facebook.com/artfarm'. At the bottom of the page, there are links for 'Need Help?', 'Skip', and 'Save Info'. The footer of the page includes 'About Create Ad Create Page Developers Careers Privacy Cookies Terms Help' and 'Facebook © 2015 English (US)'.

2. Profile Picture

The next tab allows you to set up your profile photo.



The optimum dimensions for a profile picture are 180 pixels X 180 pixels. MU Extension Communications can provide a profile picture for you. If you already have a profile photo, click **Upload From Computer** or **Import From Website** to select the photo. Once you've chosen your photo, click **Next**.

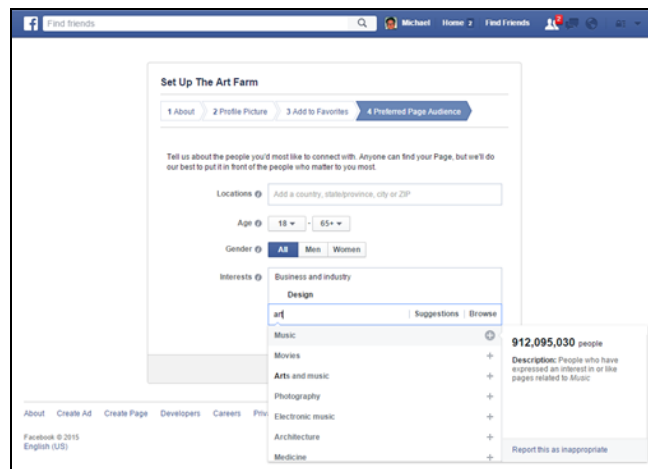
3. Add to Favorites

Be sure to add the page to your favorites list under the **Add to Favorites** tab. To do so, click the green **Add to Favorites** button. Click **Next**.

4. Preferred Page Audience

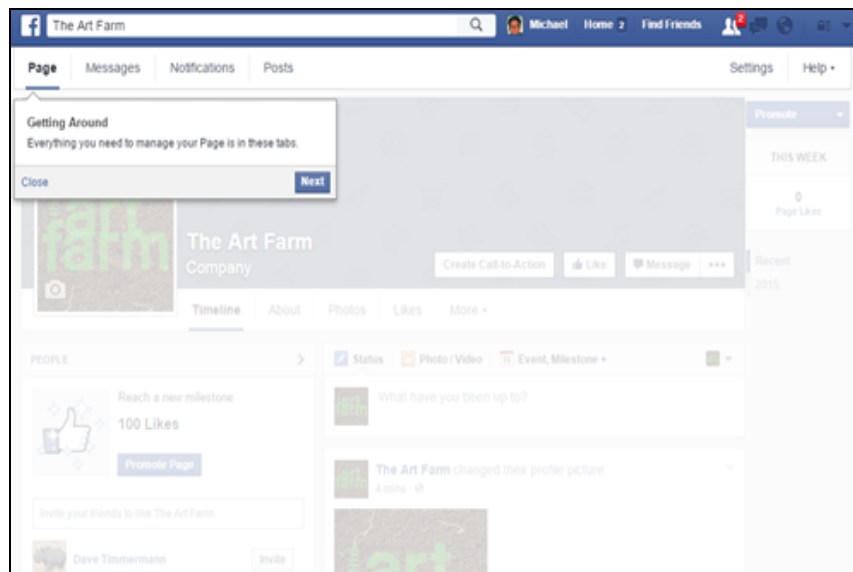
This is where you tell Facebook what your target audience is. You can choose:

- Location (country, state, city or zip)
- Age
- Gender (men, women, all)
- Interests: You can search Facebook for interests or have it recommend interests to you. It will tell you how many people have expressed interest in your topics.



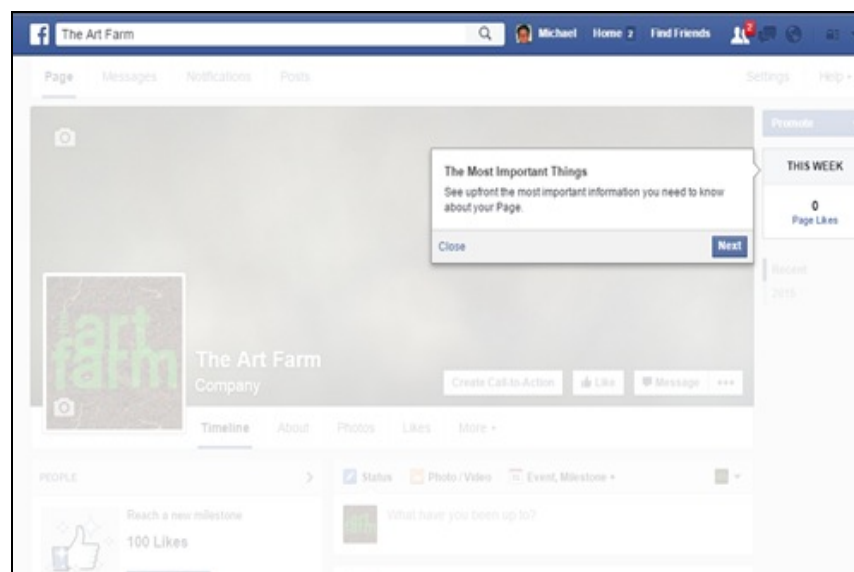
Touring your new Facebook page

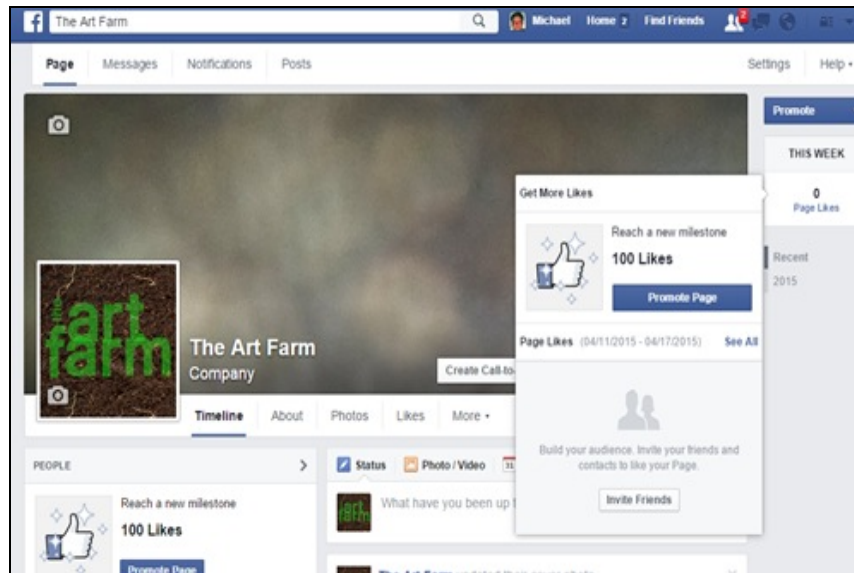
The page is now created. Facebook takes you through a tour of the admin tabs, including **Page**, **Messages**, **Notifications** and **Posts**.



Then it suggests you **Like** your new page from your own personal Facebook, and invite your friends to see the page.

Then Facebook shows you **The Most Important Things** about your page, invites you to email contacts for page likes and shows you where and how to promote the page for more likes. You will not be able to see metrics on the page without first receiving 50 likes.





Adding a cover photo

The next step is adding a cover photo. Extension communications provide cover photos options that you can use. To see these options and choose a cover photo from our selection, visit http://extension.missouri.edu/staff/communications/social_media.aspx. In general, a cover photo:

- Displays at 851 pixels wide by 315 pixels tall when being viewed on a computer and 640 pixels wide by 360 pixels tall when viewed on a smartphone.
- Must be at least 399 pixels wide and 150 pixels tall.