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.
2. **Profile Picture**
The next tab allows you to set up your profile photo.

![Profile Picture Set Up Screen](image1.png)

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.

![Preferred Page Audience Set Up Screen](image2.png)
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 is 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.