

# Tip Sheet # 5

## Creating a Facebook page

- **Choose *create page***, decide what the key content is about and choose a page category accordingly. Different types of pages have different kinds of features available. Some have maps and local information, some may have reviews, and some are just slightly different in layout. The category selection also affects where the page is displayed in both Facebook and Google search results.
- **Choose a profile picture:** Displays at 170x170 pixels on computers, 128x128 pixels on smartphones and 36x36 pixels on most feature phones. PNG format is recommended.
- **Choose a cover photo or video:** Displays at 820x312 pixels on desktops and 640x360 pixels on smartphones. You can also use a video for the cover, the optimal size for it is 820x462 px and the length must be 20 to 90 seconds.
- **Publishing on the page:** It's simple to post on your Facebook Page – simply begin typing. When your update is ready, hit *Publish*. Posting an image is always a great choice, posts with images see 2.3 times more engagement than those without visuals and account for 87% of total interactions.
- **Facebook Video:** If you're looking to tell a story on Facebook, video is likely your best option. Recently, video has gained a lot of buzz, especially considering the Facebook algorithm now prioritizes both live video and longer videos with high completion rates in users' News Feeds.
- **Facebook Live:** Aside from pre-produced video, Facebook Live is another option to explore multimedia content and allows live-streaming capabilities to users via their smartphone. To try it out, open up the Facebook app on your mobile device. Go to your Page and click on *Publish* as if you were going to write a new post. Then select the *Live Video* option.
- **Creating events:** In the *Write a post*-section choose *Create an event*. dates. Choose the category, fill in the description and the keywords. Frequency defines if the event occurs once, daily, weekly or on selected *Options* choose who can edit and post in your event.
- **How to grow your audience:**
  - Invite your partners, customers and friends
  - Include Facebook link in your email signature
  - Promote offline: Put a link to your page where ever you can
  - Share helpful content
  - Add a Page Plugin to Your Website
- **Using Facebook marketing:** Additional marketing efforts might be needed to catch your audience no matter how good work you have done with setting up your social media presence.

