



## MAKE SURE YOU SET UP THE ACCOUNT AS A BUSINESS, NOT A PERSONAL ACCOUNT.

### WHY? THERE ARE MANY BENEFITS TO HAVING A BUSINESS ACCOUNT:

- It looks more professional than a personal account (on all social media platforms).
- You can schedule posts for the date and time you want.
- You can boost posts to gain additional reach to people beyond your follower base.
- Multiple people can post to the page (meaning you don't have to do it all yourself!).
- You get analytics on the performance of posts to see what works best for your followers.

### HOW TO SET UP A BUSINESS ACCOUNT ON FACEBOOK:

1. Log in to your personal Facebook account (either on desktop or mobile).
2. Use the dropdown menu in the top right corner and choose "Create Page."
3. Facebook will walk you through the setup process.
4. You're ready to use your new Facebook business account. (Yes, it's that easy!).

**Note:** You can switch a personal Facebook account to a business account, but it's complicated, and you lose all previous posts. If your company is already on FB as a personal account, we'd recommend starting a new business page.

