Facebook

Create a Facebook Page

It's free to set up a Page and it only takes a few minutes to get started.

1 Choose a category and a Page name that represents your business.

2 Pick a logo or another image that people associate with your business to use as a profile picture.

3 Write a sentence about your business so people understand what you do.

4 Set a memorable web address for your Page that you can use on marketing material to promote your presence on Facebook.

5 Choose a cover photo that represents your brand and showcases your product or service. It's the first thing people will see when they visit your Page.

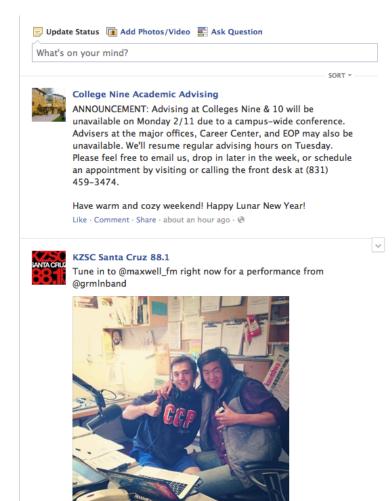## You're ready to create your first post

You can create different kinds of posts on your Page including updates, photos, videos and questions. The people who like your Page will see some of your posts in their news feed.

The Power of Facebook's news feed:

- Your Page is where you create posts that get shown in the news feed, the center of the Facebook experience
- News feed is where people spend their time on Facebook – in fact, 40% of their time
- It's where people share the most important parts of their lives and where businesses can engage them in conversation

Successful posts are:

- **Short:** Posts between 100 and 250 characters get about 60% more likes, comments and shares
- **Visual:** Photo albums, pictures, and videos get 180%, 120%, and 100% more engagement respectively
- **Optimized:** Page Insights help you learn things such as what times people engage most with your content so you can post during those hours

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📝 **Update Status**   🖼 **Add Photos/Video**   📊 **Ask Question**

> What's on your mind?

SORT ▾

College Nine Academic Advising
ANNOUNCEMENT: Advising at Colleges Nine & 10 will be unavailable on Monday 2/11 due to a campus-wide conference. Advisers at the major offices, Career Center, and EOP may also be unavailable. We'll resume regular advising hours on Tuesday. Please feel free to email us, drop in later in the week, or schedule an appointment by visiting or calling the front desk at (831) 459-3474.

Have warm and cozy weekend! Happy Lunar New Year!
Like · Comment · Share · about an hour ago · 🌐

KZSC Santa Cruz 88.1
Tune in to @maxwell_fm right now for a performance from @grmlnband

Like · Comment · Share · 👍 9 💬 1 · 34 minutes ago · 🌐

UCSC Sustainability Office

Facebook

Page Insights

Page Insights include information such as which posts are working along with an overview of who is connected to your business. Check your insights regularly to understand what's working for you on Facebook. Page Insights are available once 30 people like your Page.

1 **Insights Tabs**
- **Likes:** Who likes your Page and how they found you
- **Reach:** The demographic information and number of unique people who have seen your Page content
- **Talking about this:** The unique people who have created a story about your Page including posts on your Page timeline, likes, comments or shares of your posts

2 **Performance metrics:** The size and engagement of your audience

3 **Performance graph:** How each post has influenced the number of people talking about your Page and your reach

4 **Page post insights:** Analytics on each of your Page posts

Useful Links and Resources

Create a Facebook Page: https://www.facebook.com/pages/create.php

Facebook for Business: https://www.facebook.com/business/overview

Facebook Help Center: https://www.facebook.com/help/

- Help Center -> Popular Features -> Pages

Questions?

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